Discursive News Values Analysis

ERUM
Enhancing Research Understanding through Media

Universidad de Alcalá

An innovative approach to the analysis of news that is gaining relevance:
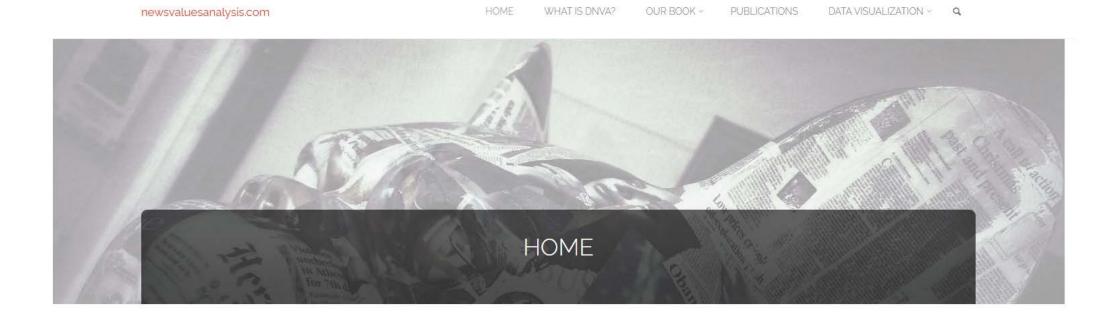
The objective of DNVA analysis is to see how verbal and visual texts (i.e. text and images) provide an answer to the question: "How is this news?" That is, how do semiotic (meaning-making) devices justify the newsworthiness of reported events or issues

(Bednarek & Caple, 2017, p. 2).

Bednarek and Caple (2014) also recommended as a shorter revision of their new methodological framework for analysing news discourse.

Bednarek and Caple (2017)

https://www.newsvaluesanalysis.com/

Their website offers coding manuals and additional materials that may be read and referred to in conjunction with the various case studies discussed in *The Discourse of News Values.*

- The study of **news values** includes the study of the manipulation of linguistic resources to construct events as newsworthy.

- Reporters sell the news to us as news through verbal and visual resources.

- Examples of values that may indicate newsworthiness:
    - Proximity (to the audience)
    - Negativity (use of evaluative language)
    - Superlativeness (large scale/scope)
    - Timeliness (e.g. recency, newness)
    - Unexpectedness (e.g. unusuality)

- The goal of this approach is to show how these news values are constructed discursively through verbal and nonverbal resources.

Timeliness: indications of newness or change: fresh, new, latest, for the first time; explicit time references (today, yesterday, within days, now…); implicit time references (continues, ongoing, have begun to…), verb tense and aspect (have been trying, is preparing, is about to…); references to seasonal or current happenings/trends.
Ex. "A terrorist attack … is *now* regarded as 'likely'."

Negativity/Positivity: negative evaluative language (terrible, dangerous, slaughter…); reference to negative emotion and attitude (distraught, worried; condemn, criticize…); negative lexis (conflict, damage, death, crisis, abuse, controversial, row…), other references to negative happenings (e.g. the breaching of socially approved behaviour/norms).
Ex. "[..] *concerns* about even remote chances of Ebola exposure" (reference to negative emotion)
Ex. "Nigeria has been declared officially *free* of Ebola" (positive lexis)

Possible research questions:

• Are particular topics associated with specific news values?

• Does this association have ideological implications? (DNVA may be used as a tool for Critical Discourse Analysis or CDA).

• Are specific news values emphasized, rare or absent in reporting on particular topics or events?

• What role do different (verbal/visual) components play? Do they reinforce, complement, or contradict each other? This can be used to identify (un)successful practices for multimodal news stories.

DVNA can contribute to both media literacy and journalism education:

- how to teach and learn about journalistic texts (i.e. media literacy)
- how to teach students to create journalistic texts (i.e. journalism education).

NEWS

Firefighters contain industrial blaze

PICTURE / CHRISTINE CORNEGE

Up to 12 fire appliances were called to a fire in Pirongia yesterday afternoon that engulfed a shed housing vehicles, tyres and workshop materials.
A 50m x 20m building at Action Automotive in

Hanning Rd went up in flames about 12.45pm and was totally alight when firefighters arrived. Adjacent buildings needed to be evacuated, northern fire communications spokesman Scott Osmond said, but

the fire was stopped from spreading to other buildings.
A faulty welder was suspected to be the cause of the blaze. Fire safety officers are investigating.

https://www.newsvaluesanalysis.com/what-is-dnva/

REFERENCES

Bednarek, M., and Caple, H. (2014). 'Why do news values matter? Towards a new methodological framework for analyzing news discourse in Critical Discourse Analysis and beyond'. *Discourse & Society.* 25(2): 135–158.

Bednarek, M., & Caple, H. (2017). *The discourse of news values : How news organizations create 'newsworthiness'.* Oxford: Oxford University Press.