Discuss on British News Value

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Abstract: This article will explore in detail the definition of British news value and where the value lies. It is discussed in sections from the perspective of frequency, threshold, clarity, cultural proximity, consonance, unexpectedness, continuity and composition, and comparative analysis of news styles and contents produced by multiple media units is carried out by means of comparison and demonstration with examples to assist the research on the value of British news.

Keywords: News value; Different style; News audience

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1. Introduction

In this essay, I will use two main parts to discuss the questions.

The first part is the definition part, include two separate paragraphs. First one is the Galtung & Ruge’s definition for news value and what elements are including in news value. The second part is some argument for Galtung & Ruge’s point.

Second part I will consider with BBC 6pm News, ITV evening News and Channel 4 news to explain how does news value works in media area (TV stations, Broadcasting, News papers and magazines) and why it works like this.

If we talk about news value, I need to use Galtung & Ruge’s 8 points (1965). according to Galtung and Ruge, News values particularly evident in Western media.

2. Methodology

(I) Frequency
The millions of events which occur every day in the world, only a tiny proportion ever become visible as “potential news stories”, and of this proportion, only a small fraction is actually produced as the day’s news in the news media. That

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means we need select things peoples do not know to be news from the millions of events. We can see this point on BBC 6pm news bullets, BBC news choose the Israel Bombings in Beer-Sheva, the delivery story about Royal Mail, the murder, Wayne Ruly and Anti social behavior story, nearly all of them are “Frequency” news. These news stories became news on TV are because they are the things people do not well know. And even on these stories, the producers can only select small part into the news. Like the same new story in BBC, ITV and C4, they picked up different element to be the news showing on TV. I compared BBC News and IVT new on the same news topic which is Bombing, they used different style to report, lets see BBC first, BBC uses video all times to show the situation after bombing and use voice over to tell audiences the detail of bombing and government’s voice, and fowling by this news, they use few simple words to tell audiences anther bombing just happened on Moscow (maybe it is not enough time to do video news.), but the ITV is different, they are more detailed, I found they use presenter’s report in studio first, then following by video report, and in the video, they show the people who are injured more than BBC, also think much of school children and little boy who died. So in this point, we can understand, only small amount of story can be make News and only small part of news can show on TV to tell audiences, depends on which producer and different TV channel and different News programme.

(2) Threshold
Always decide which type of audiences of the news after an event. Like the ITV news about cloning human, they make it in educate style that is because the audiences watch this news they must interest about how cloning works does and how possible it is. This example shows us how important to use “threshold”, think about what kind of audiences are watching, will help audiences better to understand the programme maker’s encoding, then help the news programme to catch audiences.

(3) Clarity
Explain things clearly, that is the important thing about news. We can get example for the Israel Bombings, we can know 16 people died and over 100 people are injured, we can see it is happened in Beer-Sheva city, we also can see the situation after bombing in that city trough the video, and we can see a short interview of Israel Public Security Minister’s speech, so we can hear what government’s voice, the civic’ voice, all of these above are make senses to audiences, from the background of bombing to the salvage by ambulanceman, everything are clarity and clearly.
The second example from ITV News, <Playing God>. This story is about Cloning Claim. It tells who is doing this cloning, why to do it and how he is going to do that. Also show the discommender’s point. Because this news is about complexity since technology, so ITV News use animation to introduce how does Human cloning works and is it possible to do. So this type of news production can show audiences the story and also can be very educational.

(4) Cultural Proximity
Different culture back ground we can see different type of news that means it is quite necessary to think about culture and the peoples under this culture when we process news. I have to use the <playing God> to explain Cultural proximity, because we do not see News programmer from third world country or eastern countries very much, so we do not have much experience to discuss different style of news in different culture. But in my experience, if this type of news style about cloning story news showing in some other countries, the audiences will not be accept, because of the cultural. Media is all for audiences, so in different culture background producers must think the acceptation of audiences, then decide use which kind of style to report news.

(5) Consonance
Many things we know the beginning and we expected its future, if things became true we can say it is consonance with our thought. In the <Playing God>, ITV’s presenter explains how possible to clone human. Example of the 11 years girl who died by car crash, if take blood sample from her mother and mix her DNA to the human cow’s egg, then can makes the early embryo, this stage can make human clone quite possible.

At the same time, this news shows some opposition, tells audiences this human clone is possible in science but may not be accept in moralist or social opinion.

(6) Unexpectedness
We need let people knows something surprise and unexpectedness. It is contrary as consonance, means the future is unexpected. We can say it is interconversion as consonance. This point is quite same as consonance, but happens in different result.

(7) Continuity
We need make the news consistency if the thing what we report is not finish in a short time.

(8) Composition
We need do mixed type of news for mixed type of audiences, like some news include mixed story or mixed styles. Good example is ITV news, they put the Israel Bombings and Moscow Underground bombing together to get composition, mix these two news can catch audiences’ interest to watching.

News values do have something to do with ‘what is not (yet) widely known’: with the scarce, rare, unpredictable event.

News values are particularly evident in western media. It focuses on elite persons, nations, negativity, and personalization. New values are culturally formed, despite the globalization of news production and distribution.

The Galtung and Ruge list of news values can seem very schematic. They identify the outcome of journalistic practice, but don’t explain the reasons for it. So ‘new values’ also have some limitation. First news values don’t explain why these values operate because it doesn’t take account of ideological construction of news. Second news values are not medium specific, because TV news differs from print news or radio news. Third it doesn’t take account of lobbying and spin in the selection of news. Finally it doesn’t take account of variety of financial, professional and technological factors that influence current news coverage.

But Stuart Hall has different opinion with Galtung and Ruge in 1973. He think “Lists help us to identify the formal elements in news making, but they do not suggest what these ‘rules’ index or represent. News values appear as a set of neutral, routine practices: but we need, also, to see formal news values as an ideological structure.” For example, “Eurocentricism”, it is focusing on western countries and altitudes. Look at any news bulletin which most play the news about western countries, it also includes channel of Asia, Africa area etc. The news of USA is attended in the world. The people of the world pay attention to action of USA every time. “News values appear as a set of neutral, routine practices: but we need, also, to see formal news values as an ideological structure.”[1]

3. Conclusion

In conclude, we can see from the BBC, ITV and C4 above, even they are all British media groups and under the same cultural with same political, but they still have some different of emphasis in the news programs, that we can define as “brand identity”, they maybe find same different way or style to report the same news at the same time. And also, when we analysis news programs in various schedule, we can find they are still some changes. That is because in different time, the audiences group are various, so programme makers must find out the suitable style and right
kind of news to show on that special schedule. The good example is different newspapers use different writing style and focus on different part of the same story.

Also the news program’s running order are little bit different, even each news’ time are different, so if we look at this two points, we can understand how does programme makers using news value to make everyday news.

**Works Cited**