Processes

Cultural

Cultural (or ideological) factors surrounding the production of **news** provides material we can use to illustrate how media content is culturally selected and presented.

Construction

"What counts as news" is socially determined and constructed.

Power

The key factor that turns an event (or activity) into "news" is that someone with the power to construct and enforce such labels decides it's newsworthy. News is not a neutral, non-ideological, category; rather, it involves a set of ideological prescriptions (rules or agendas) that classifies events in particular ways.

Discourse

Fiske (1987): A discourse is a *system of representation*, developed to circulate ideas, beliefs and values about something, that creates a framework for its interpretation by an audience.

News discourses define the concept of news and the meaning of news (is something, for example, "good" or "bad"?). This definition of meaning tells an audience how they are supposed to interpret something and conditions or determines their response to whatever is being presented as news.

Values

Legitimating

Positive and negative ideas used in news reports to provide *cultural cues* that "tell" an audience how to interpret something (without actually appearing to do so). Positive (legitimate) values and negative (illegitimate) values structure the way we "read" information.

News

The values used by organisations and individuals (such as editors, sub-editors and journalists) to guide their understanding of what is - and what isn't - newsworthy. **Chibnall** (1977): News values are "learnt through a process of informal professional socialisation".

Examples

Galtung and Ruge (1973)

Frequency
Size
Unambiguous
Meaningfulness
Consonance
Continuity
Composition

Chibnall (1977)

Immediacy
Drama
Personalisation
Titillation
Convention
Structured
Access
Novelty

Lanson and Stephens (2003)

Weight
Controversy
Usefulness
Educational Value