

- ▶ Housekeeping
- ▶ Definitions of Journalism
- ▶ Academic study vs. Practice
- ▶ 10 Principles of Journalism
- ▶ Types of Journalism
- ▶ Two opposing attitudes towards Journalism

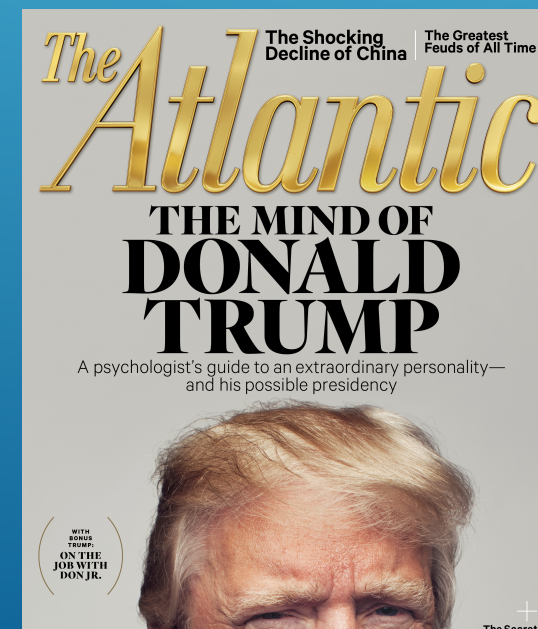
LAST WEEK

# TYPES OF NEWS: HARD VS. SOFT

HARD NEWS TOPICS	SOFT NEWS TOPICS
International news	Entertainment or celebrity news
Political news	Lifestyle news
Business and economic news	Arts and culture news
Health or education news	Sports news



Often topics  
straddle both  
categories



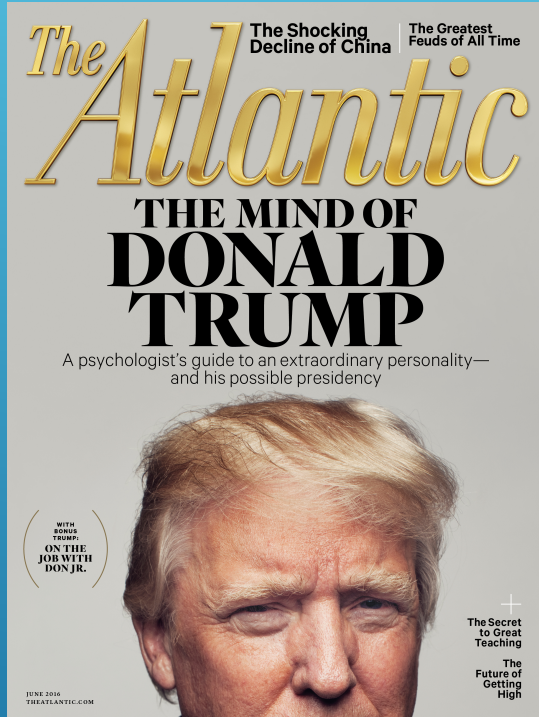


# TYPES OF NEWS: SHORT VS. LONG

Print/online: News items vs. features and long-form

Broadcast: News vs. Current Affairs and documentary

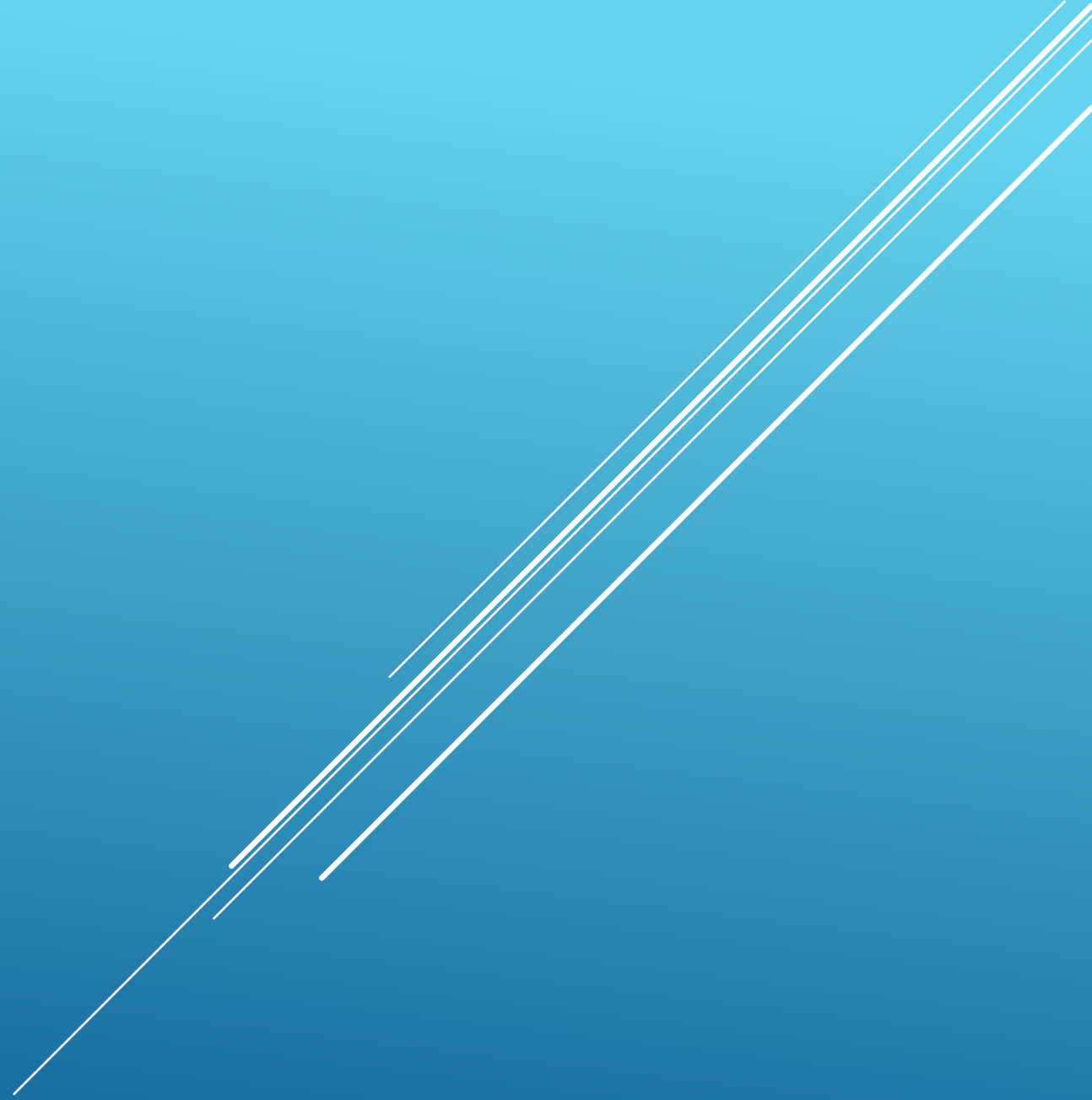
Multiplatform news outlets: flexible often including text, still photos, graphics, video clips etc.



All can be hard or soft content

# NEWS VALUES

COMMS 201



Journalism's first obligation is  
to the truth

-Kovac, Rosensteel

The fundamental obligation  
of the reporter is to the truth.

Fergal Keane, BBC journalist

Does the news media  
'reflect' social reality  
truthfully?

Can journalists in fact  
produce a truthful news  
account?

THE TRUTH – BUT WHOSE TRUTH?

- ▶ Newsworthiness – what qualifies news as news?
- ▶ News values – what qualities or features makes news news?
- ▶ Gatekeeping – who determines what is included as news?
- ▶ Agenda setting – how do we learn what is news?
- ▶ Framing – how does the news tell us how to think?

## TODAY'S LECTURE – CRITICAL PERSPECTIVES





Then .....and Now



Exploring the ideological dynamics of newswork practices - the day-to-day routines of news production which construct news as an 'impartial' form of social knowledge reinforcing normative behaviours.

# 'NEWSWORK' – DAY TO DAY ROUTINE



- ▶ To understand news, you need to understand the ways in which news organizations manage the processes through which **information is gathered and transformed into news**, and the pressure that encourage journalists to follow familiar patterns of news-making.

## UNDERSTANDING NEWS

- ▶ Thousands of potential news stories but news has limited **time/ space** in which to tell these stories
- ▶ **Deadlines** – newswriters have a limited amount of time to put stories together.
- ▶ **Budgets** – the cost of gathering in materials for a news story must be taken into account.
- ▶ **Key processes:** • Evaluation • Selection/ Omission • Organisation • Prioritisation • Perspective

## THREE KEY FACTORS

TVNZ

**1 news now**

**1 MIN AGO**  
**LIVE: Amy Adams announces National Party leadership bid, says 'if I am leader we will win' the 2020 election**  
 Find out which National MPs are vying for the top spot after English's resignation.

**18 min ago**  
**Highlanders name big guns for final pre-season clash against Crusaders**  
 The Highlanders will unleash eight All Blacks in their final Super Rugby trial match against the Crusaders.

**24 min ago**  
**Opinion: Put aside talk about Judith Collins' hair and Amy Adams' jacket - National's leadership race isn't a beauty contest**  
 The incessant objectification of women is hurting female politicians, writes Andrea Vance.

**FEATURED**

**Live stream: 1 NEWS at Midday 2018**

**Construction giant Fletcher Building announce \$660m expected loss, Sir Ralph Norris resigns as chairman**

**Is Judith Collins the right person to lead National into the next election?**

**45 min ago**  
**Where will Cyclone Gita hit NZ? (That's) the million dollar question', says MetService**  
 But meteorologist says expect higher humidity, and it will be "intense" - if it arrives.

**54 min ago**  
**Food prices rise at slowest rate in months thanks to bad weather**  
 But butter prices surged 43 per cent in the year to January, reaching their highest-ever level.

**POPULAR**

**1**  
 Where will Cyclone Gita hit NZ? (That's) the million dollar question', says MetService

**2**  
 LIVE: Amy Adams announces National Party leadership bid, says 'if I am leader we will win' the 2020 election

**3**  
 Watch: How did she survive that? Luger in horror 110km/h smash at Winter Olympics

**4**  
 Live stream: National MPs'

Herald

**BREAKING NEWS: Watch live: Amy Adams has confirmed she is standing for the National Party leadership**

Search

**NEW ZEALAND**  
**Live: Amy Adams tipped to enter leadership race**  
 14 Feb, 2018 2:20pm Quick Read

**NEW ZEALAND**  
**She sent 199 texts to a man after one Tinder date. Now she's been jailed - again**  
 14 Feb, 2018 1:21pm Quick Read

**BUSINESS**  
**One billion reasons Fletcher Building chairman Ralph Norris had to go**  
 14 Feb, 2018 8:43am Quick Read

**SPORT**  
**Badgering finally wins: history rewritten as Wales 'beat' England 13-12**  
 14 Feb, 2018 11:32am Quick Read

**ENTERTAINMENT**  
**'It was horrible': Goldie Hawn has harassment story to 'top all of them'**  
 14 Feb, 2018 2:05pm Quick Read

**NEW ZEALAND**  
**Riverhead quarry attack: 'I kept begging ... I knew what he wanted to do to me'**  
 14 Feb, 2018 11:41am Quick Read

**LIFESTYLE**  
**What skinny people eat for breakfast**  
 14 Feb, 2018 10:47am Quick Read

**NEW ZEALAND**  
**Judith Collins comes out swinging - at Ardern**  
 14 Feb, 2018 2:36pm 3 minutes to read

**NEW ZEALAND**  
**Humidity hell, strong winds, heavy rain for NZ: Cyclone Gita tracks closer**  
 14 Feb, 2018 6:08am Quick Read  
 Gita is heading our way, meaning more humidity followed by rough weather.

**WORLD**  
**Dying woman uses last words to identify killers**  
 14 Feb, 2018 2:33pm Quick Read  
 Woman dragged herself to a road to be rescued and used her dying words to name killers.

WHAT QUALIFIES NEWS AS NEWS? - 'NEWSWORTHINESS'

## Journalist

- ▶ I know it when I see it
- ▶ My gut feeling
- ▶ Just because it is
- ▶ It's always been like that

## Journalism studies

- ▶ News is structured according to unspoken values rather than *discovered* (Galtung and Ruge, 1965)
- ▶ News values are the usually unconscious criteria by which events and issues are evaluated.
- ▶ Agreed on, but unquestioned and unexamined.

NEWSWORTHINESS – DETERMINED BY **NEWS VALUES**



- ▶ Journalists speak of 'the news' as if events select themselves. Further, they speak as if which is the 'most significant' news story, and which 'news angles' are most salient, are divinely inspired. Yet of 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 are actually produced as the day's news in the news media. (Hall 1981: 234)

## NEWS VALUES



Hall, S. The determination of news photographs. In *The Manufacture of News*, Sage Productions.



# Galtung and Ruge (1965)

“The Structure of Foreign News: The Presentation of the Congo, Cuba, and Cyprus Crises in Four Norwegian newspapers”

<b>Galtung &amp; Ruge 1965</b>	<b>Harcup &amp; O'Neill 2001</b>
<b>Frequency</b>	<b>The power of elite</b>
<b>Threshold</b>	<b>Entertainment</b>
<b>Unambiguity</b>	<b>Bad News</b>
<b>Composition</b>	<b>Magnitude</b>
<b>Reference to elite people</b>	<b>News agenda</b>
<b>Reference to elite na- tions</b>	<b>Celebrity</b>
<b>Meaningfulness</b>	<b>Surprise</b>
<b>Unexpectedness</b>	<b>Good news</b>
<b>Continuity</b>	<b>Follow up</b>
	<b>Relevance</b>

1. Frequency
2. Negativity
3. Unexpectedness
4. Unambiguity
5. Personalization
6. Meaningfulness (cultural proximity)
7. Elite nations
8. Elite people
9. Conflict
10. Consonance
11. Continuity
12. Composition

NEWS VALUES – 1965, UPDATED 2001, 2014

- ▶ 'An updated set of contemporary news values that, in various combinations, seem to be identifiable within published news stories. Although there will be exceptions, we have found that potential news stories must generally satisfy one and preferably more of the following requirements to be selected':

HARCUP AND O'NEILL, NEWS VALUES REVISITED  
(AGAIN) - UPDATED

- ▶ Known as a 'scoop' in journalism parlance – getting a story no one else does ..
- ▶ Stories generated by, or available first to, the news organisation as a result of interviews, letters, investigations, surveys, polls, and so on.

# EXCLUSIVITY



**Melanie Reid**

Melanie Reid is Newsroom's lead current affairs and investigations journalist

## NEWSROOM EXCLUSIVE

# Newsroom Investigation: National MP trained by Chinese spies



- ▶ Bad news' is ordinarily favoured over 'good news', Stories with particularly negative overtones such as death, injury, defeat and loss (of a job, for example).
- ▶ "If it bleeds, it leads"



### Police confirm body found at Sumner Beach is missing 14yo

Jack Sutton disappeared while swimming on February 5.



### Natural catastrophes are top risk to NZ security

And extreme weather events are a close second.



NEW ZEALAND

## 'By far the worst' - 1 NEWS' Barbara Dreaver took shelter by bed during cyclone

8:15am

Share

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Source: 1 news

1 NEWS Pacific Correspondent Barbara Dreaver has seen more than her share of cyclones while reporting - but she says enduring Cyclone Gita in Tonga was "by far the worst" she has been through.



Pacific correspondent Ms Dreaver was sheltering on the floor during Cyclone Gita before it got flooded.  
Picture: 1 NEWS

# NEGATIVITY/BAD NEWS



'Stories concerning conflict such as controversies, arguments, splits, strikes, fights, insurrections and warfare.

# CONFLICT

## Scores of Russian mercenaries reportedly killed by US airstrikes in Syria

- Reports suggest high number of casualties in Deir Ezzor region
- US officials say airstrikes carried out against pro-regime force



NEW ZEALAND

## Top law firm Russell McVeagh embroiled in 'serious' sexual allegations involving law students

15 Feb, 2018 6:52am

4 minutes to read



Victoria University has worked with Russell McVeagh to make major changes to the clerkship programme following the allegations. Photo / 123RF

NZ Herald

By: Rosie Gordon and, [Sarah Harris](#)





# Mother fatally shot by toddler who found gun in car, sheriff's office says



- Unexpectedness: an event which is 'out of the ordinary' is likely to be 'novel' or 'new', As an old cliché goes: 'Dog bites man isn't news: man bites dog is.'

UNEXPECTEDNESS/SURPRISE

- ▶ Stories that have arresting photographs, video, audio and/or which can be illustrated with infographics.

# AUDIO-VISUALS

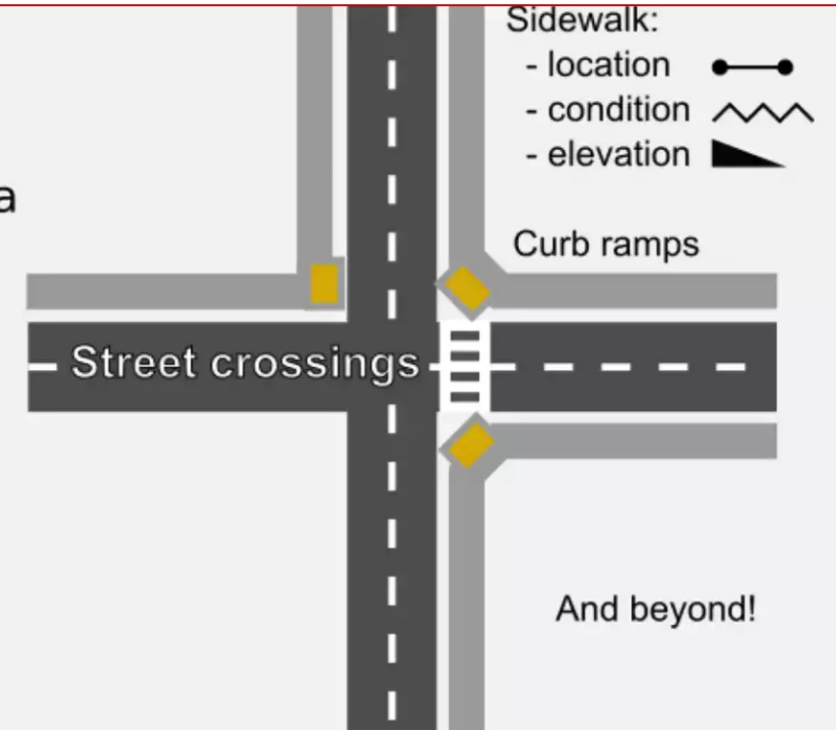
 nzherald.com

## Cities / What would a truly disabled-accessible metropolis look like?

Most cities are utterly unfriendly to people with disabilities - but with almost one billion estimated to be urban-dwellers by 2050, a few cities are undergoing a remarkable shift

211

Municipal Data  
+  
New Tools  
→



The woman with the new hair looks in the mirror and smiles.

Her face is framed by 60cm of caramel blonde.

The hair feels just like her own; it looks like her own and smells like her own.

But it was bought, not grown.

A world away in rural China, the girl who lost her hair looks in the mirror and cries.





- ▶ Stories that are thought likely to generate sharing and comments via Facebook, Twitter and other forms of social media.
- ▶ 'stuff that makes you laugh and stuff that makes you angry'.

## SHAREABILITY



Canine cameo: The Doggy Cooking Network on YouTube teaches pet owners how to prepare healthy, homemade treats for dogs




Entombed by the weather: This lighthouse in Michigan resembles a giant icicle after crashing waves were frozen around it by a severe winter storm

- ▶ Soft stories concerning sex, show business, sport, lighter human interest, animals, or offering opportunities for humorous treatment, witty headlines or lists.


**1 newsnow**

21 min ago




**Bombs away! Watch six-hitting machine Kane Williamson launch some monster hits to slay England in Tri Series T20**

26 min ago



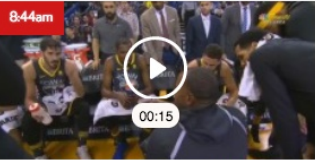
**Canterbury Rugby, Crusaders buy into new US rugby team set to compete in inaugural North America competition**  
The CRU and Crusaders have taken a minority ownership of the Seattle Seawolves.

9:38am




**Robbie Manson, Mahe Drysdale set up another single sculls showdown after winning heats at Lake Karapiro**  
The world class rivals will clash at the national rowing champs in the final on Saturday.

8:44am



**Watch: Golden State Warriors coach takes the night off, lets star players run themselves**  
"They're tired of my voice. I'm tired of my voice," Steve Kerr said.

6:35am



**Kiwi Olympic speed skaters place outside top 10 in 1500m**  
Peter Michael and Reyon Kay turn their attention to the team pursuit after finishing outside the medals.

## Duncan Garner's heartwarming Valentine moment with son

2 hours ago

Newshub staff

Like 41



Credits: The AM Show

Duncan Garner's no sucker for Valentine's Day hype, but a heartwarming moment with his son left him with a spring in his step on Wednesday morning.

# ENTERTAINMENT



# DRAMA

- Stories concerning an unfolding drama such as escapes, accidents, searches, sieges, rescues, battles or court cases



**ENTERTAINMENT**  
**Oprah's NZ birthday plans**  
2 Mar, 2018 11:13am  
Quick Read  
"I'm going to plan a big hiking trip to New Zealand for my 65th birthday."



**BUSINESS**  
**Building company collapses: Dozens of new homes unbuilt, 100 firms in lurch**  
2 Mar, 2018 8:00am  
Quick Read  
Liquidators are still finding how much home-builder owes.

NEW ZEALAND

## Beach would have claimed two lives without brave beachgoers - lifeguard

15 Jan, 2018 6:11am

8 minutes to read



What is drowning and what can we do to avoid it?



By: **Ruby Harfield**  
Ruby Harfield is a Hawke's Bay Today reporter  
ruby.harfield@hbtoday.co.nz  
HawkesBayToday



Two people would have drowned at Waimarama beach yesterday, if not for the help of beachgoers, a senior surf lifesaver has said.

A rahui is in place at Waimarama beach following the drowning of a man yesterday.

Conditions where he and two other people got into trouble at the popular swimming spot last evening have been described as rough with "flash rips", which had caught people out



- *Follow-up:* Stories about subjects already in the news.

**SPORT**

## Team New Zealand reveal new America's Cup boat

21 Nov, 2017 7:55am 🕒 5 minutes to read



Emirates Team NZ

America's Cup racing's new era: The AC75 class of boat to be sailed in the 36th America's Cup is released. / Supplied by Emirates Team New Zealand

NZ Herald

✉️ 📱 🐦 📄 📌

Prince Harry and Meghan Markle have revealed eagerly-awaited details of their upcoming wedding.

The pair will have the eyes of the world on them on May 19 when they tie the knot at St George's Chapel, Windsor Castle.



Wedding plans revealed: Prince Harry and Meghan Markle. Photo: AP

# FOLLOW-UP

Stories concerning powerful individuals, organisations, institutions or corporations.

News

hub.

14 February 2018

WINNER - BEST NEWS WEBSITE OR APP

Canon Media Awards 2017

AUCKLAND

26° 18°

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BREAKING NEWS

Judith Collins announces National leadership bid

Organiser of petition to strip Sir Bob Jones of knighthood seeks legal advice


12/02/2018

Newshub staff

Like 1.4k



More From Newshub



Sir Bob Jones threatens legal action against anti-racist petition

Photo credit: Facebook/ Photosport

Fletcher Building losses mount, chairman to resign

ELLEN READ, SUSAN EDMUNDS AND ROB STOCK

Last updated 08:58, February 14 2018

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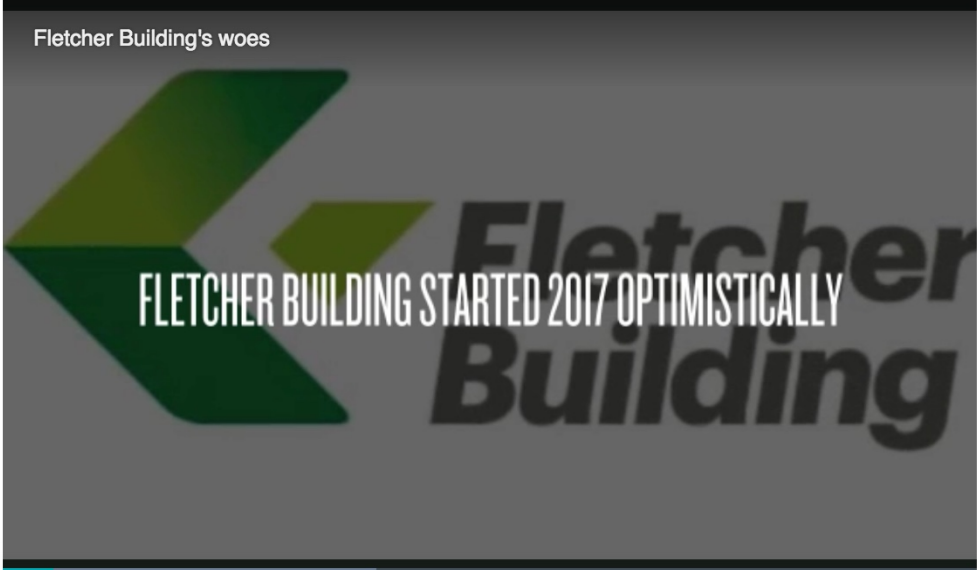
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Fletcher Building's woes



Fletcher Building suffered an annus horribilis in 2017, and 2018 is looking like it will be testing for the company as

THE POWER ELITE

# RELEVANCE

- ▶ The event should be seen to impinge, however indirectly, on the news audience's lives and experiences. The proximity of the event is a related factor.

Home About Contact

viewing room. living room. boardroom. sportroom.

**newsroom.**

NEWS POLITICS TECHNOLOGY NEW AUCKLAND HEALTH & SCIENCE ENVIRONMENT

THE INTERNS & THE LAW FIRM Q



The NCEA assessment system will be reviewed for the first time this year. Photo: Lynn Grieveson

MARCH 4, 2018  
UPDATED MARCH 2, 2018

Shane Cowlshaw  
National Affairs Editor Shane Cowlshaw writes about topics including education, justice, social development, and immigration. Twitter: @scowlshaw

Advertisement

**Latest on Newsroom**

- Time for action on overseas
- America's Cup here learns
- Last officer of the Maori

**EDUCATION**

## NCEA an 'alluring facade'

With public consultation on the future of NCEA looming, a new report suggests the system has created a "safe passage" for students to graduate with a poor education. Shane Cowlshaw reports

NEW ZEALAND

## Motorway mayhem: 'inevitable' congestion backs up Akl traffic

31 Dec, 2017 10:35am

⌚ 6 minutes to read



- Stories perceived as sufficiently significant in the large numbers of people involved or in potential impact, or involving a degree of extreme behaviour or extreme occurrence



MAGNITUDE





## Barack and Michelle Obama's official portraits expand beyond usual format

The pictures, painted by Kehinde Wiley and Amy Sherald, are vivid depictions by African American artists and will hang at the Smithsonian



## Judge refuses to withdraw Julian Assange arrest warrant

WikiLeaks founder continues to face arrest if he leaves Ecuadorian embassy as judge rejects request to quash warrant



▲ Julian Assange, 46, skipped bail to enter the embassy in 2012 to avoid extradition to Sweden over allegations of sexual assault and rape, which he denies. Photograph: Dominic Lipinski/PA

# CELEBRITY

- Stories concerning people who are already famous.

- ▶ Stories with particularly positive overtones such as recoveries, breakthroughs, cures, wins and celebrations.

## GOOD NEWS

# Stolen Degas found on bus

9:34 am on 24 February 2018

A Degas painting stolen from a Marseille museum in 2009 has been found on a bus near Paris.



NEW ZEALAND

## Nelson teacher inspiring young women to achieve in science wins \$100k award for school

4:45pm

Share



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Kaitlin Ruddock  
1NEWS Reporter



A Nelson teacher is being recognised for her winning formula in the classroom, which has seen an increasing number of young women succeed in science.



Share this



- ▶ Stories that set or fit the news organisation's own agenda, whether ideological, commercial or as part of a specific campaign.

NEW ZEALAND

## Break The Silence: New Herald series

4 Jul, 2017 8:13am

⌚ 2 minutes to read



Tomorrow, the *New Zealand Herald* starts a special series on youth suicide.

NZ Herald

Livestream: Jacinda Ardern and Malcolm Turnbull address media

## Alison Mau launches #metoo NZ sexual investigation

01/03/2018

Newshub staff

Like 12




Credits: Newshub/ RadioLive

Broadcaster and journalist Alison Mau has launched an investigation into sexual harassment in New Zealand workplaces, in the wake of the Harvey Weinstein scandal.

"I waited for something to happen here, waited and waited and nothing did," Ms Mau said of her decision to start the investigation with support from *Stuff*.

# NEW'S ORGANIZATIONS AGENDA





00:24

3 MIN AGO

**Watch: Florida shooting suspect Nikolas Cruz makes first court appearance**  
Seventeen people died in the fatal shooting.

34 min ago



**Inside the mind of a mass murderer: Nikolas Cruz adopted, then orphaned, labelled 'weird' and a 'loner' even by his friends**  
Students not surprised Cruz identified as

4 min ago



01:22

**Weather forecast: The good news, it's a fine weekend for most, before Gita bares its teeth on Tuesday**  
A rare fine weekend is on the way for most. Enjoy it, because it's unlikely to last.

27 min ago



**Baby Blacks to face Australia in under-20 World Cup pool**  
Defending champions New Zealand will also face Wales and Japan in the tournament beginning May 30 in France.

29 min ago



**Cot clutter may have killed Sydney baby, Coroners Court hears**  
An inquest is examining the sudden deaths of two half-sisters.

7:20am



**NZ First MP drafts bill to make English official language**  
Clayton Mitchell says Te Reo was recognised in 1987 and sign language in 2006.

nzherald.co.nz

Saturday, 03 March 2018

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Trending Topics

- All Homes franchise collapses
- Riverhead quarry attacker
- Russell's 'unstoppable' mule
- NZ links with Harlequins

Weather

NZME Network

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NEW ZEALAND / HEALTH

# Auckland water quality: 'It bloody peeves me right off'

6:28 am today

Share this      

Aucklanders should be up in arms at the city's water quality problems, the organiser of some of Auckland's biggest ocean swims says.

nzherald.co.nz

Saturday, 03 March 2018

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**NEW ZEALAND**  
**Rotorua man chooses homelessness**  
3 Mar, 2018 8:00am 2 minutes to read

**NEW ZEALAND**  
Family hold out hope for lost loved one  
3 Mar, 2018 6:00am 3 minutes to read

**NEW ZEALAND**  
Lions tour pumped \$6.2m into Whangarei in 24 hours  
3 Mar, 2018 6:00am 3 minutes to read

**NEW ZEALAND**  
Childcare centres concerned by sex offenders nearby  
3 Mar, 2018 6:00am 5 minutes to read

**NEW ZEALAND**  
Cold case: The mysterious last hours of Jane Furlong  
3 Mar, 2018 5:30am 10 minutes to read

**NEW ZEALAND**  
Key parts to new leader's persona  
3 Mar, 2018 5:00am 8 minutes to read

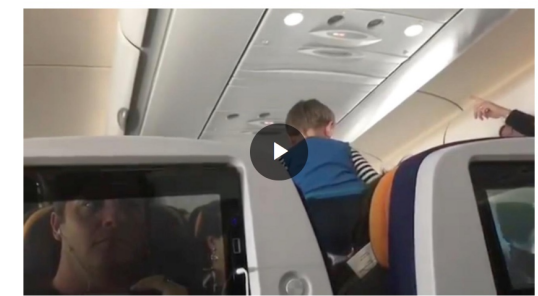
**NEW ZEALAND**  
Editorial: Glimmer of hope for traffic woes  
3 Mar, 2018 5:00am 3 minutes to read

TRAVEL

## Traumatised plane passenger films toddler's eight-hour tantrum

15 Feb, 2018 9:43am

5 minutes to read



Passengers had to endure a child screaming non-stop after he threw a tantrum on an eight-hour flight from Germany to Newark, New Jersey. Source: AP

Daily Mail  
By: Hannah Parry

# WHICH NEWS VALUE/S ARE AT WORK?

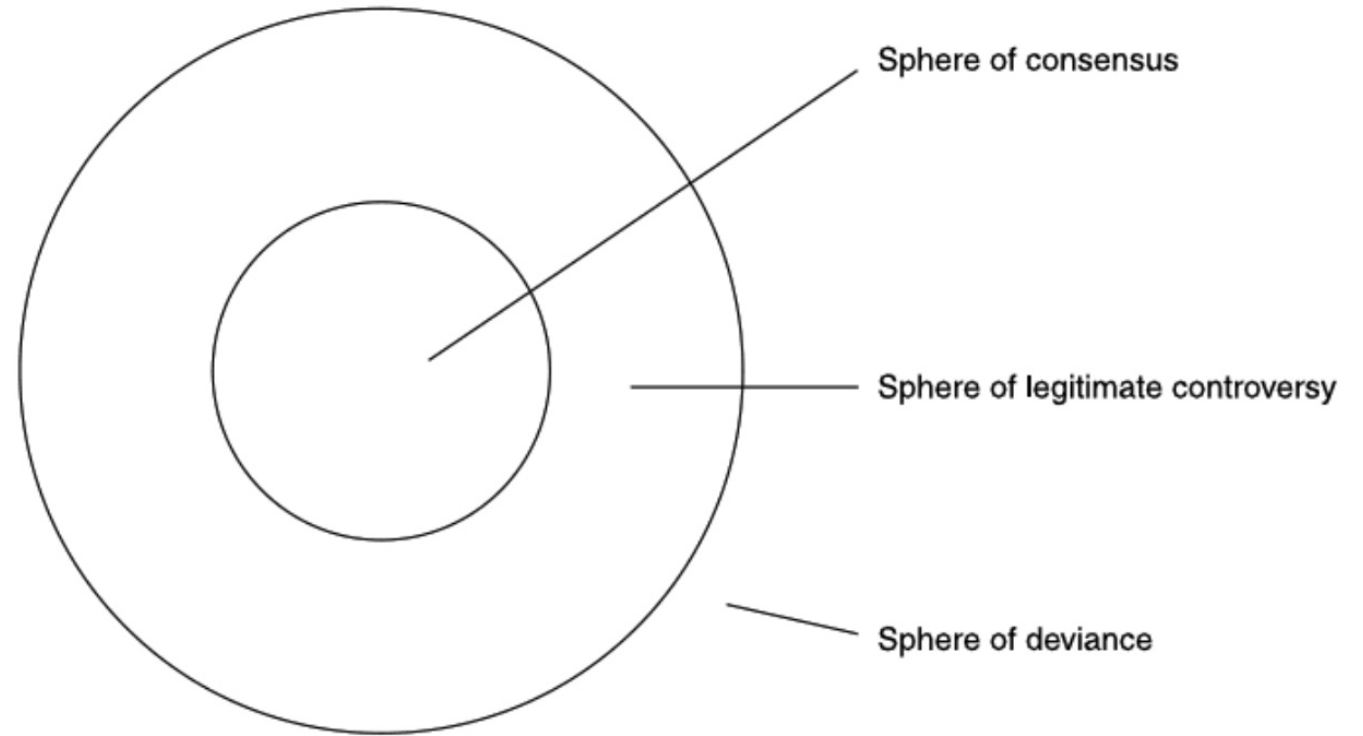


QUIZ



For example, Lillian's e.g.

- ▶ A) everyone believes in an education – uncontroversial, the 'official line'.
- ▶ B) what type of education and how it is paid for – contested, a 'plurality of views'.
- ▶ C) a trip to Rarotonga does not constitute 'education' – seen as a junket, outside acceptability, 'radical or irresponsible'.



**Figure 4.1** Spheres of consensus, controversy and deviance

*Source:* Hallin (1986: 117)

# SPHERE OF CONSENSUS

- ▶ Infinite number of news items.
- ▶ But limited time and space.
- ▶ ‘Gatekeeping’ – a filtering process by editors, news directors and others let some stories through, keep others out.
- ▶ Limits, controls, and shapes the public's knowledge.
- ▶ Shoemaker and Vos (2008)

Gatekeepers deploy complex criteria for judging a particular news story

- ▶ Economic needs of the medium's organizational policy.
- ▶ Definitions of newsworthiness (must exhibit certain news values).
- ▶ Conceptions of the nature of relevant audience.
- ▶ Beliefs about fourth estate obligations of journalists.

## GATEKEEPING – HOW DOES NEWS BECOME NEWS?



Agenda-setting theory - if a news item is covered frequently and prominently, the audience will regard the issue as more important.

‘The press may not be successful in telling people what to think, but is stunningly successful in telling them what to think about’ (Cohen, 1963).

- ▶ Chronology of thinkers:
- ▶ Influential Walter Lippman (1922), ‘father of PR’
- ▶ Bernard Cohen (1963) the press is ‘stunningly successful in telling its readers what to think about’.
- ▶ McCombs and Shaw (1972), Chapel Hill study, analysing election issues.
- ▶ 400 later studies confirm soundness of this theory.



# AGENDA SETTING – WHAT TO THINK ABOUT





Assumptions and findings:

The press and the media do not *reflect* reality; they *filter and shape* it;

Media concentration on a few issues leads the public to perceive them as more important.

Some challenge now through digital distribution 'Reverse agenda-setting' where public concern can influence media agenda

AGENDA-SETTING – WHAT TO THINK ABOUT

Erving Goffman (sociologist, *Frame Analysis*, 1974) drew on Gregory Bateson's concept of the 'frame'.

- ▶ Framing allows us 'isolate some of the basic frameworks of understanding available in our society for making sense out of events'
- ▶ Something happens – it is fraught with ambiguity - and we strive to make sense of the event.



## High-speed ute crash caused by drunk and inexperienced driver

DEENA COSTER

Last updated 17:49, August 30 2017



# NEWS FRAMING – HOW WE THINK ABOUT AN ISSUE

# Fox News v. Fox News Latino

How do they frame the same story for two different audiences?



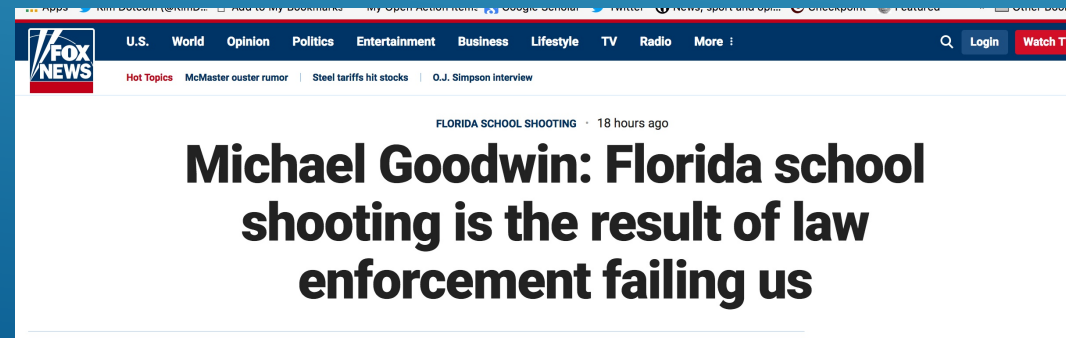
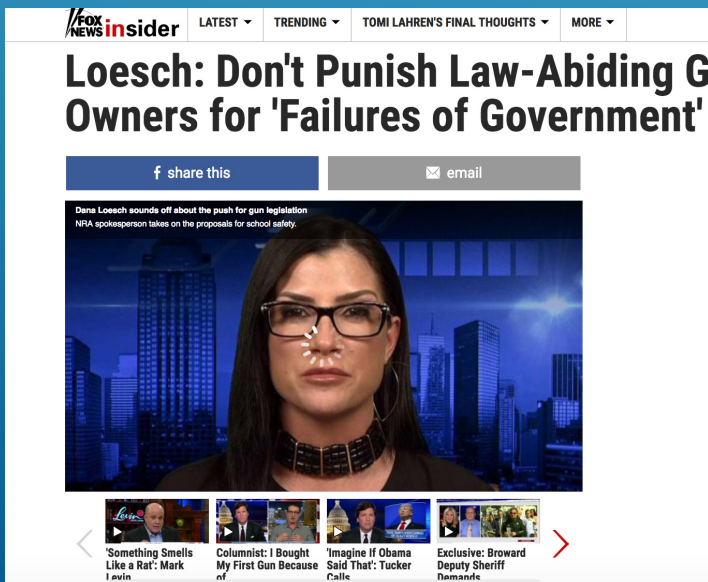
- Frames allow meaningless aspects of an event to be made meaningful.
- The type of framework we employ provides a way of describing the event to which it is applied.

## FRAMING - HOW WE THINK ABOUT AN ISSUE



- ▶ How a particular news event is framed while claiming to be objective or balanced takes on ideological significance (Gitlin, 1980)
- ▶ The use of (unspoken) frames *naturalizes* the social world, allowing journalists to grant it 'sense'.
- ▶ Framing focuses attention, privileging some aspects of perceived reality. It defines problems for us, diagnoses causes, makes moral judgements and suggest remedies (Entmann, 1993).

## FRAMING



## **Soviets shot down Korean airlines 007 in 1983**

- ▶ Criminal
- ▶ Murder
- ▶ Victims are 'loved ones' and 'innocent'
- ▶ Incident an inevitable by-product of the Russian system

## **US shoots down Iran Air 655 in 1988**

- ▶ Accidental
- ▶ Ghastly and tragic
- ▶ Victims, passengers or travellers
- ▶ Incident responsibility of a sole individual, an officer of the US Navy.

# FRAMING COMPARISON – THE US POV







1. The individual level – the likes or dislikes of a journalist, access to sources of information.
2. The routines of work level, where decisions are made determined by a pre-established and generalized set of practices including **news values**
3. The organizational level – influences by media owners, editorial policies, budget constraints, number of and nature of foreign news bureau (for example, may draw on Fox News or the Guardian depending on preferences and political perspectives).

## GATE-KEEPING – 6 LEVELS

4. Social and institutional 'extra media' – influences by news sources, corporate advertisers, media markets, economic forces, government, interest groups, public relations and competition with other media outlets.
5. The social system – social and cultural influences (often more unconscious), what a system deems important or not.
6. Within the shift of media online, the rise of 'audience gate-keeping' – citizen journalism and re-posting.

## GATE-KEEPING – 6 LEVELS