

# **News Values & News Elements**

# News Values

- **News values :**
- News values are "criteria that influence the selection and presentation of events as published news". These values help explain what makes something "newsworthy"

# News Elements

- **News Elements:**

There are facts that are newsworthy, and there are facts that are not newsworthy. There are facts which might be newsworthy in one town or at one school, but not in another town or another school. There are facts which might be newsworthy today, but not tomorrow.

What makes a fact newsworthy is how it affects the people in your locality, the people who would read your publication. If the fact is not interesting to them or does not affect them in any way, it is not newsworthy.

# News Values

- The following are those factors that can aptly be called **news values**:
- **CONFLICT:**
- Conflict means a kind of clash, quarrel, disagreement, discard or battle between persons, groups, societies or countries. It may be political, religious, ethnic or personal.
- Most conflicts are newsworthy to some extent or degree. Important types of conflict are given below:

# News Values

- Physical Conflict
- Social Conflicts
- Economic Conflicts
- Religious Conflicts
- Conflict between Politicians
- Conflict between States
- Conflict between Man and Nature etc

# News Values

- **EMINENCE & PROMINENCE:**
- It is agreed upon that names make news and the bigger the name, the larger the news. There is an aura of news around prominent persons.
- The inauguration of a beauty saloon by a renowned actress is news.
- A statement issued by a social reformer about the pathetic condition of patients in government hospitals is news.
- A prominent actor's visit to a market is news.
- An eminent player appearance in a TV ad in future is news.
- Rightly is said that even flu to an actress is news for media

# News Values

- **TIMELINESS : (IMMEDIACY)**
- “NOW” is more newsworthy than “THEN”
- Timeliness, in the field of journalism, no matter print or electronic, means freshness. News is about what is happening now. A saying goes, “old is gold”. It is not true when it comes to a news story. What is old is not news in any way.

# News Values

- **PROXIMITY: (NEARNESS)**
- “Local” is more newsworthy than “Foreign”
- Proximity is nearness which means that an incident which is to be reported as news has taken place near the people; the news bulletin has been put on air for. We, naturally, tend to take more interest in the news story that is about us, or our city, or our province, or our country. The closer the accident, the more the interest will be.

# News Values

- **NOVELTY:**
- Novelty means something different, something against the general routine of people, something amazing, something incredible, something astonishing, something unusual. Anything, any action, any hobby, any incident, people would hardly prepare to believe in
- e.g. a man pulling a truck with his moustache, or allowing a tractor overrun himself makes news carrying a strong flavor of novelty.
- So, anything capable enough to surprise your faculty of accepting things comes under the head of NOVELTY.

# News Values

- **HUMAN INTEREST:**
- Simply we turn to those news item, we find interest in. Listening to news pertaining to politics to some people is interesting but at the same time it may bore to a lot of other people.
- Some take interest in stories about showbiz but to some people sports news segment serves to make them turn their radio set on.
- Women are normally considered to go after fashion news. News stories regarding commerce and economy if bore a lot of people, it gathers the attention of more than many as well.

# News Values

- **CONSEQUENCE:**
- Any event or statement of any important person in a society, capable enough to affect a larger number of people in future, carries newsworthiness and must be given space in news bulletin. The incident, as a matter of fact, at the time of its taking place, may not be that important but in future may acquire a great deal of significance in terms of affecting people in one way or another.

# News Values

- **RELEVANCE:**
- Relevance is another significant news value. Stories which have direct influence on our lives or have direct relation with us are more important for us. Even a news story that is about my own city will fail to catch my attention if I am waiting for my own interview on radio.

# News Values

- **HISTORY:**
- History is an important source of news. Researchers are all the time working on history and historical events. The digging of thousands and thousands years old ruins, in fact, is an effort to peep into man's past and to explore the basic facts regarding man's creation, evolution, and old civilizations. Above all the quest to history is an effort to quench the thirst of man's faculty of curiosity.
- New truths about established truths are also attempted to discover.

# News Elements

# News Elements

- Now we go into details of news elements. News must carry following elements to come up to the ideal standards of news.
- **Accuracy:**
- When we say ‘**a news item must be accurate**’ we actually mean that whatever we are required to produce as news, or whatever we are being given in the name of news to believe in, it must be correct in every crumb of its details.

# News Elements

- **Meaningful:**
- The news should be meaningful and must make any sense. It also implies that it must carry any one, or some of them, or all of the news values we have gone through.

# News Elements

- **Interesting:**
- The news story, especially to be broadcast on radio, must be written and presented in such a way that the listener may not get bored. It is quite a difficult task to be managed when it comes to writing and presenting news bulletin since news is something that can never drift away from the principals of accuracy and objectivity. What we actually mean by making news bulletin interesting is the reading effect in the tone and style must be avoided by the news caster and spoken language is to be employed while writing the lines of any news item.

# News Elements

- **Factual:**
- The news story must base on the incident or statement which has actually taken place. In this era of media, where the choice available to the listener is wide and universal, news on one channel can easily and instantly be verified on the other channels. The taking risk of putting on air something fabricated or concocted will definitely bring bad repute to the channel doing it. Hence the most important element to be cared for and taken into serious consideration while presenting news is its being factual and truthful.

# News Elements

- **Objectivity:**
- Another thing that is important to be considered while making the element of objectivity certain in a news story is that it must not be given personal touch or flavour. Even a slight impression of personal emotions or any kind of exaggeration may endanger the objectivity of the bulletin.

# News Elements

- **Conciseness:**
- Wordy expressions and unnecessary repetition must be avoided. Your duty is to inform people about an event; you are not supposed to make them understand a thick and problematic matter of psychology or the reasons why crimes are getting rampant in our society. These may well be the topics of an article or feature but can not be touched upon in a news bulletin.

# News Elements

- **Clarity:**
- Simplified vocabulary, easy-on-tongue order of the words, are the key factors employing which the goal of making news clear and understandable may well be achieved.

# News Elements

- **Comprehensiveness:**
- Sometimes in certain stories it also becomes necessary to answer another W, and that is **who for**. For instance, in vicarious crimes (crimes which are performed by an agent on behalf of some other person or persons), it becomes necessary to give the person's name as well **who** the agent did a certain crime **for**.

# News Elements

- **Cohesiveness:**
- It means that the order of the details to be put in a news item must be in proper order.
- It must not be jumpy and uneven.
- To be more precise, a news item, and then the bulletin, must be well-knit, well arranged and well-ordered.

That's All  
Thank  
You