

The role of news criteria for the appearance of special events in the mass media – an illustrative discussion

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Newsvalues 1

- Expectations or predictions about what is **newsworthy** for the (news) audience (S&R, 1996; Sylvie & Huang, 2008)
- “*what people find important and interesting to know about*”
- “*what is going to appeal to a majority of people..*”

Newsvalues 2: A selection filter

By the continuous stream of incoming information:

“...direct gatekeepers to make consistent story selections” (Schoemaker & Reese, 1996, p.111).

Journalists/editorial desk as gatekeepers

Newsvalues 3: The journalist

- As a **mediator** between events (“what is happening”) and the audience
- Implicit *assumptions* about the audience: -
→ “What the audience wants”
- Delegate or **representative of the audience** (→ “audience member”) on the spot

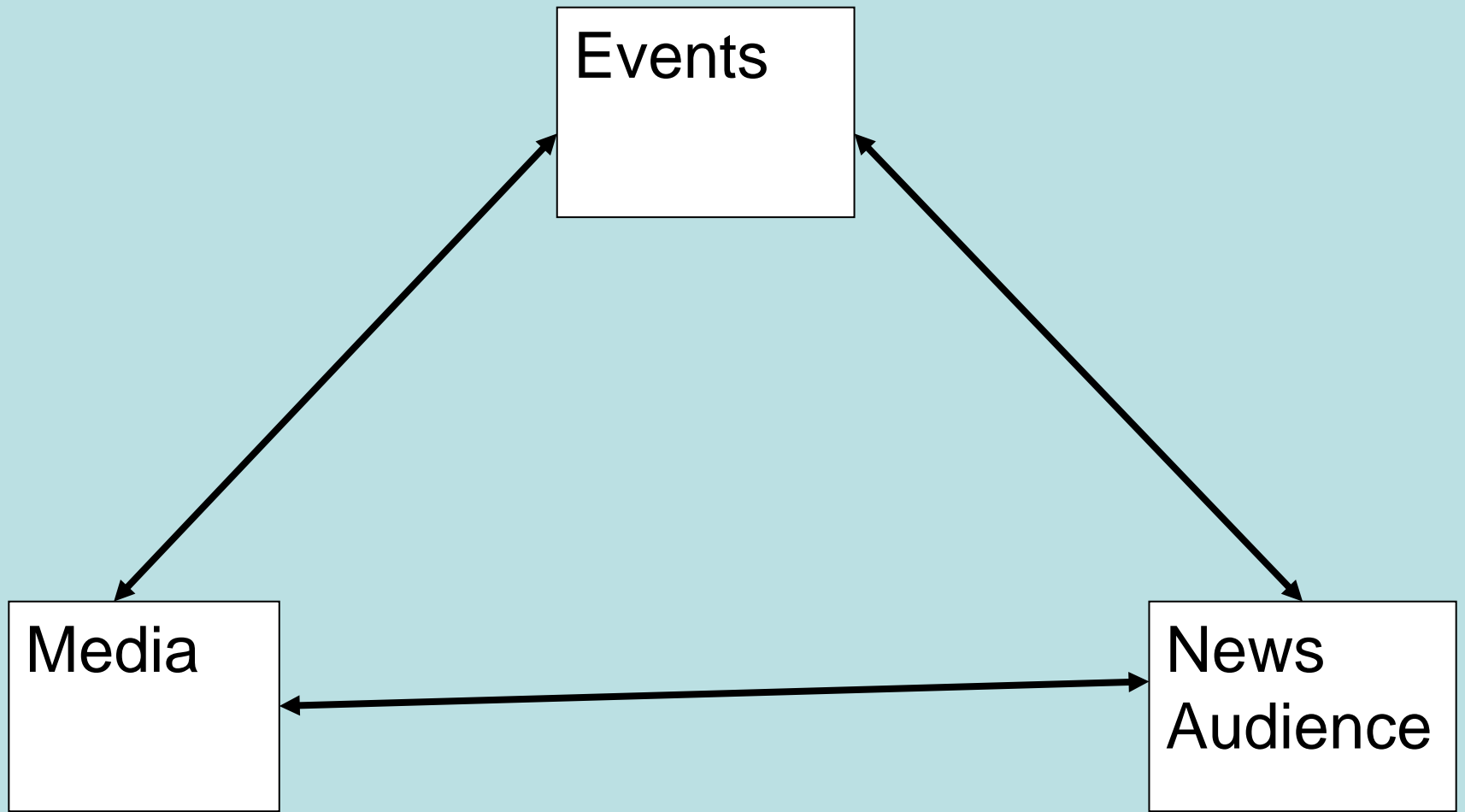


Figure Y:

Newsvalues 4: The news industry

- Intrinsic & conventional knowledge within the news industry (Galtung & Ruge 1973)
- Not a conscious 'set of rules' for journalists
- Not based in science (simple reasoning)
- Observation of a practice
- Professional (not personal) values
- Part of a ideological structure or cultural map

”News stories”

- **Composition of the story from events**

Also:

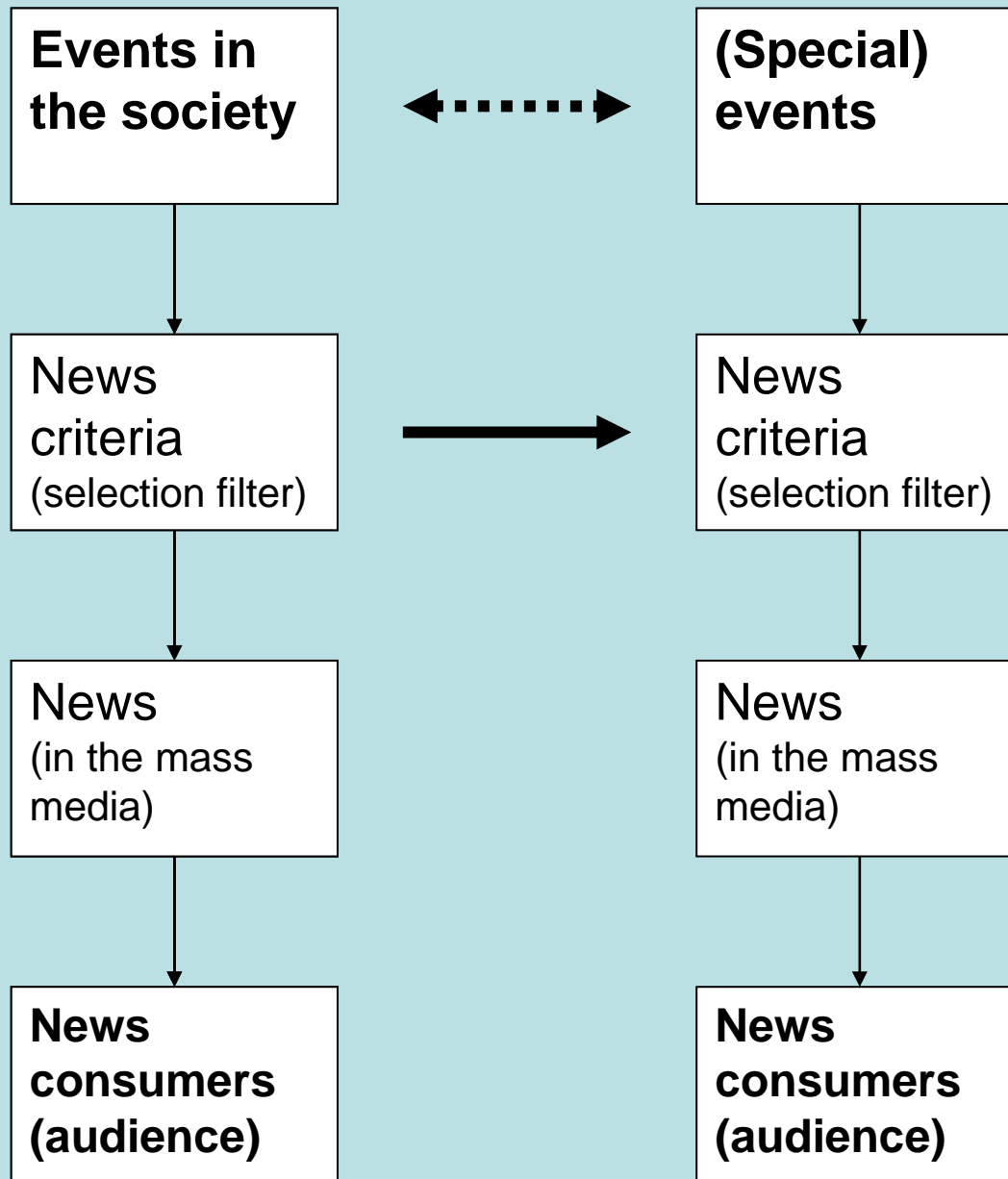
- Constructivism: When the story ”becomes” the event
- “...many news stories are not related to events at all” (Harcup & O’Neill, 200x, p.274)
- Pseudo-events (Boorstin/Eco+)

Special events

- Getz (2005)/Ritchie (1994)
- Types: Local, major, hallmark & mega
- Touristic events
- Social aspects/dynamics
- Festivals (SJHT 2009, no 2/3)

→ Need of public attention!

- Conventional media?
- Social media?



The central questions

- How can special events be news events?
- The role of the news values
- How can knowledge of news values among event managers help making events getting newsworthy?
- How to "play around" with news values?

SETS OF NEWS VALUES

Selection:

- 6 values of Shoemaker & Reese(1996)
 - 12 values of Galtung & Ruge (1973)
- Overlapping (intra and inter)

Shoemaker & Reese(1996)

- ***Prominence/importance*** (of the story measured by its impact)
- ***Human interest*** (of celebrities, political gossip, drama etc.)
- ***Conflict/controversy***
- ***The unusual***
- ***Timeliness*** (“freshness” of the news)
- ***Proximity*** (events happening nearby)

G & R (-73)

Culture-free criteria [1-8]:

- **Frequency, threshold of event, unambiguity, relevance, consonance, unexpectedness, continuity + composition**

Culture-bound criteria [9-12]:

- **Elite nation, elite persons, personification + negativity**

Application of NVs in event context

- The need to **re-interpret** the NVs to the event as a context
- Suggestions for a dynamic use of the NVs
 - "Creating an appetite for the journalists"
 - Creating an appetite for the public?

The approach of the paper

- Combination of G&R and S&R
- Definition of each original NV
- Assumptions (re-interpretation) of the NVs relative to event contexts
- Suggestions (examples) of application
- Discussion of contributions and limitations

Tentative conclusions of the review:

The use of NVs for event mgt.

- Understanding what is/what is not of significance for the media
- Emphasis on the "right things" to media
- Deviding the event in "sub-stories" (drama)
- Explaining the significance of sub-stories/linking to themes of importance
- Creating the stories
- Keeping a continuous interest - timing of the "release" of stories
- Dynamic approach to unexpected events

Influence social media?

- Influence on the timeliness and speed of media
- The audience becomes the journalists & editors!
- Eyewitnesses on the spot of the events
- New distribution form of news (Audience members communicate among themselves)
- New ways of creating stories
- **The news values still valid or different?!**

Research issues

- Explanation factor for degree of media/public interest in special events?
- Explanation factor for successful/not successful media strategy?
- "Rules" & models for event management
- Normative/ethical aspects

THANK YOU!

- *Was this a newsworthy event?*
- *At least useful?*