

News Values

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News values are **the benchmarks of newsworthiness** against which journalists measure potential stories

News is Constructed



Source

News Values

- Exclusivity
 - Is available first (or only) to a particular news organization
- Power elite
 - Involves powerful individuals and organizations
- Magnitude
 - Potentially impacts many people (or a few significantly)
- Relevance
 - Involves issues/groups perceived to be relevant to audience
- Surprise
 - Deviates from norm or shows stark contrasts
- Conflict: Involves controversy
 - Involves controversies, arguments, fights, or insurrections

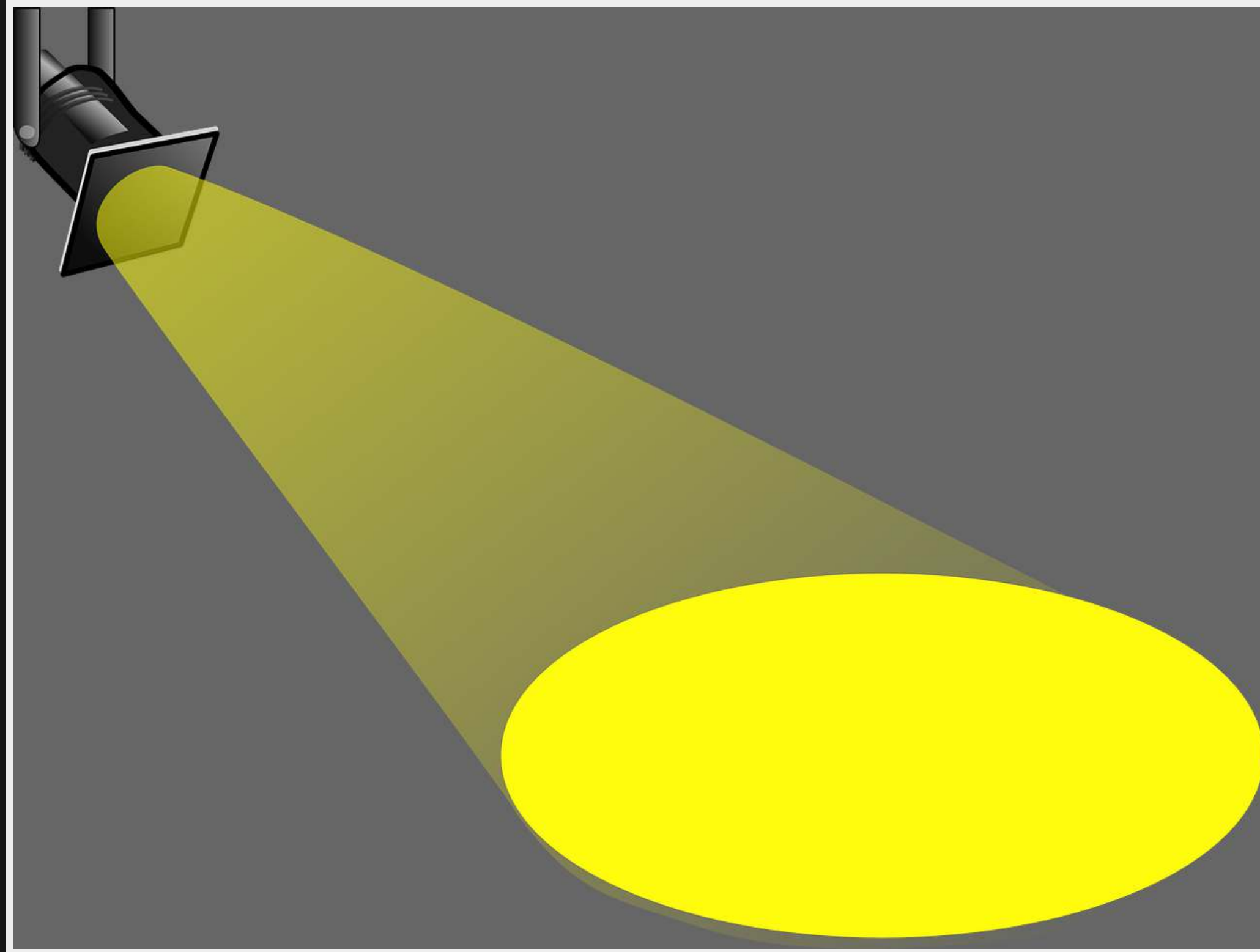
News Values

- Drama
 - Unfolds like a drama, such as battles or court cases
- Bad news
 - Has especially negative overtones, such as death and tragedy
- Good news
 - Has especially positive overtones, such as rescues and cures
- Entertainment
 - Highlights human interests and opportunities for humor
- Celebrity
 - Concerns people who are already famous

News Values

- Audio-visuals
 - Has compelling photographs, video, audio, etc.
- Shareability
 - Likely to generate sharing and comments on social media, apps
- Follow-up
 - Advances a story already covered by that news organization
- News organization's agenda
 - Fits the organization's agenda or their journalistic identity
- Timeliness
 - Story is either a breaking development or is evergreen

News Values and Newsworthiness



Source

News Values as Ideology



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Key Takeaways

- News values are benchmarks of newsworthiness
- The more news values a potential story fulfills, more likely it is to receive coverage
- News values are, and serve as reflections of, ideologies within a journalistic culture
- Harcup's and O'Neill's typology is most reflect Western values in the Global North (including U.S.)