Development and Application of the Discursive News Analysis (DNVA) Theoretical Framework in Discourse of News Values

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Abstract: The Discourse News Value Analysis (DNVA) framework builds on Dr. Calpe's study of Graltung and Ruge's 12 'news factors,' which examines news value from a linguistic perspective. It focuses on the significance of discourse and images to the definition of news value, with a central focus on the value of news itself. This paper analyses three case studies by Caple and Bednarek, the BBC News website, and ABC News' coverage of the death of Osama bin Laden and the 2011 Queensland floods. The first two case studies focus on the DNVA framework, which can only target selected words and phrases and simultaneously analyze their nature and usage. The latter extends the information analysis approach formed by a computer-assisted corpus with multiple levels, news integration, and structure to improve overall screening efficiency and more accurate news value analysis. The concept of 'corpus-assisted multimodal discourse analysis' (CAMDA), which emerged from this theoretical approach, uses computer-assisted technology to help analyze content from multiple online news and social platforms. This research model could be used to explore future symbolic meanings created by different media formats.

Keywords: DNVA; News Value; Symbolic Meanings; Media

1. Introduction

What is news? According to the Oxford dictionary, “News is newly received, interesting information and recent events transmitted to people via broadcasts”[1]. Moreover, Palmer, Westerståhl and Johansson think, “news values are defined to a significant extent as a set of criteria that help determine the likelihood of an event being reported as news”[2]. News is delivered to audiences through language; however, the study of news value has rarely been delved into from a linguistic perspective. Therefore, Dr Caple proposed the discourse and images to construct news value. With the advent of technology, computers and digital technology have gradually become tools that people are accustomed to using as well as channels for news transmission. As a result, this article focused on Calpe’s perspective on defining journalism value and the research analysis to show that using digital technology, the DNVA framework and visual mode will be more effective in measuring news value.

2. Literature Review

News value is the standard by which journalists measure whether objective facts can constitute news. So, in the cognitive perspective defined by Caple and Bednarerk (2012), news value is usually regarded as a “journalist's subjective belief”. And another angle, the material perspective is the potential news value of an event in its physical reality; it means that the news value will depend on certain material living conditions .News values originated with Graltung and Ruge (1965), who argued that 12 “news factors” influence the newsworthiness of events, including frequency, threshold, unambiguity, meaningfulness, consonance, unexpectedness, continuity and composition [3].Based on them, academics have proposed various concepts of news value and have listed different values factors [4].

Journalists and media texts (e.g., news releases, interviews, published pieces) employ language, images, layout, and other strategies to establish the event’s news value, which Caple and Bednarerk have noted as the discourse perspective. Caple and Bednarerk built the DNVA (Discursive News Values Analysis) frame, the DNVA framework is based on the 12 factors proposed by

Galtung & Ruge (1965) mentioned earlier. Caple and Bednarek argue that news values exist in news roles and events themselves and are constructed through discourse, and they also influenced by Bell's (1991) classification of newsworthiness factors. Bell (1991) divided news values into three categories:

• Values in the news text

• Values in the news process (generation, selection)

• Values in news events and people

However, Caple and Bednarek prefer to refer to the three value categories (simplicity, clarity, and colour) of value in the news text as writing goals. Bell also refers to this point as the "goals" or "objectives" of news writing and editing. They deemed the "values in the news process (e.g. continuity, competition and co-option, etc.)" which as news cycle/market factors and only affect the selection of news .The last point, "value in news events and people", belongs to news value.

According to Caple and Bednark's, news value should stem from the value of the thing itself. Therefore, the core of the DNVA framework focuses on the value of the news event itself. Caple and Bednared hypothesize that the media assign news value to material events and that the potential news value of events depends on the particular sociocultural system valuing them.They referenced previous research to summarize the news values list in DNVA, e.g. aesthetic appeal, consonance, eliteness, impact, etc.. Different from Graltung and Ruge (1965) news factors/values, Caple and Bednarek discarded or altered frequency; unambiguity, continuity, composition and they combined elites into one item. DNVA frame is different from others, as it identifies the specific news values being emphasized and provides information on the integration and the structure of news in the form of a consumable news product and the role played by the different components. The DNVA framework also applies to the comparative analysis of news value in different media from the discursive perspective of the structure of text and images and the news value they contain. This paper will use three case studies of different media by Caple and Bednared to analyze the DNVA framework and its extension, the CAMDA framework, to assess the news value of different media forms.

3. Case Analysis

3.1 The news value of Discourse News Value Analysis (DNVA)

The analysis of the news value of this article is based on two research cases. Caple and Bednared research and analysis the news reports from the BBC and ABC . Data were collected from the BBC News website and ABC News' coverage of Osama bin Laden's death. They collected video coverage from both websites of May 2, 2011, at 6:15 p.m.,and they used qualitative research to analyze the textual content. They analyzed the nature of words and phrases and their usage. The BBC report has used some dramatic descriptions (e.g. a dramatic late-night address, the world's most wanted man) and strong emotions (e.g. trauma) and metaphors (e.g. the war on terror...) to emphasize superlatives .The use of negative words (attack, killed) helps to build negativity. They have analyzed photographic techniques and composition, such as close-up shots of people celebrating his death, the expressions and the extreme emotions.

Moreover, the images of the ruins of the World Trade Center in New York are both negative and striking.ABC's choice of words for the story was very similar to the BBC's, showcasing strong emotions quoted from Obama's speech (e.g. extraordinary, most important) and negative phrasing (conspiracy to attack). The impact comes from (Bin Laden's death is the most important achievement).The coverage is direct quotes, and the vocabulary tense is mainly in the progressive tense.They use content analysis and qualitative research in this case. It clearly states the interpretation and understanding of the two news's news values by using the DNVA frame.

3.2 Computer-assisted methods for text analysis

Digital technology is increasingly prevalent, and the way people derive news has changed. With the spread of digital media technologies, "various "newcomers" have emerged, occupying the role of "producers" (Bruns 2009) or "intermediaries" (Ahva 2017), emulating and changing journalistic norms and practices"[5]. Therefore, a new approach will be introduced based on the DNVA

framework - computer-assisted methods for text analysis. Corpus linguistics is an empirical method used in the analysis of linguistic data. It uses computer technology to analyze articles. Corpus language uses a combination of quantitative and qualitative methods. Three techniques for computer-assisted text analysis are frequency lists, term collocation, and indexing [6]. Frequency lists give the frequencies of all terms in a data set and provide information and attention to repetition. Term collocation refers to the habitual co-occurrence of two words, given a specific word form, and the occurrence of collocated words within a certain range. Indexing refers to displaying each instance of a specific word in its surrounding text.

For instance, in the study of "Australia Day coverage", the collected data from 136 reports from The Australian and the Sydney morning form a corpus.Using frequency lists from the corpus, the frequency and distribution or potential distribution of possible references to 'Aboriginal' or 'Torres Strait Islander' or matters in the dataset can be determined.Furthermore, the corpus helps the identification of high-frequency words.Commonly used collocations were identified, and correlations could be shown.For instance, ‘day’ and the visualization clearly showed alternative expressions to Australian's traditional Australian day, i.e. invasion day and survival day. ‘Aboriginal’ and ‘invasion day, survival day’ are negative words.The method can be used to analyze news values using a discourse approach is more efficiency. However, it also has restrictions. The corpus can assist news stories uncover commonalities value, but it cannot fully identify all of the value points in distinct articles, therefore extra analysis of the differences between different texts is required.

Based on Caple and Bednared's case study of the 2011 Queensland floods to demonstrate that their framework can be used under computerization (corpus linguistics)[7]. The data collection was performed from a report on the online website of the Sydney Herald in Australia. As an example of online reporting, it contains discursive text, video and images. They took judgment sample for data collection in this study, They extracted the 20 most common words in the story, the key word, negative words, picture, headlines and subheads from 1627 words of the discourse text, headlines and 52 news images.This sampling method can reduce the workload and ensure the integrity of the study population, and is suitable for studies with small sample size. But he is susceptible to the subjective judgment of the researcher, which can easily cause sampling bias and cannot make judgments about the overall survey directly. The extraction of 20 words sampled was compared with the 20 most common words in BNCB news. The words “just, water and always” were also sampled for context keyword and consistency comparisons. The use of the keywords in the headlines and subheads, such as “terror” and “trapped,” for the corresponding linguistic devices “emotional description” and “negatively” were used to derive the corresponding news value “Negativity” and “Impact”. The extraction of negative words and strong words (shipwreck, flood) highlights the news values of negativity, superlatives and impact.

The composition and technique of the 52 images in the report have been analyzed. Twenty-one of the pictures depict the various stages of the "flood" that hit the town; 27 images depict the aftermath of the disaster, and four images show people in action .They have divided the images into two parts according to a timeline, during the flood and after. Analyzing them in terms of the composition of the people, the state of the objects and the height of the shots, such as “destroyed furniture, collapsed/damaged buildings” or the type and technique of the shots, such as “the photographer uses a wide-angle lens to show the breadth and depth of the water”. They have concluded that the news value of negativity, superlatives and impact is predicted in the images .

Traditional discourse analysis generally only focuses on the text itself, it ignoring the research on other symbols. A new research approach, 'corpus-assisted multimodal discourse analysis' (CAMDA), combines discourse analysis and corpus linguistic techniques . The goal is to promote research that combines multimodal, discourse analysis and corpus linguistics together. It can help to analyze the news content of several online.

4. 'Corpus-assisted multimodal discourse analysis' applied in the future

4.1 Movie & Advertising research

In digital communication, 'corpus-assisted multimodal discourse analysis' helps to explore the potential and limitations of different technologies for creating different symbolic meanings. It can replace the initial non-linguistic modal research of dynamic media discourses such as movies and advertisements. Increase the practical significance of its research by analyzing and critiquing

specific symbolic structures. And by examining its vision and image, it further extends the research on its ideology and the semiotic framework constructed by non-subjective thinking. In the future, it can help movies or advertisements explore the discourse mechanism that attracts audiences.

4.2 New Media Research

The 'corpus-assisted multimodal discourse analysis' framework is more helpful for new media research. With the development of digital technology, the Internet and social media have become indispensable tools in people's lives. The complexity of electronic resources is higher than that of pure paper texts. Communication forms such as language, pictures, and videos are not just static and single forms of expression. They can be permutations, combinations of different sequences, and combinations of more levels. The new framework can help analyze news content from multiple online news and social platforms, including its complex images, graphics, and text. And can clearly explain the connection between its elements and the construction of meaning in the medium.

As digital technology becomes increasingly important in people's lives, the use of text, pictures, and videos in the news will become more and more extensive, so the DNVA framework and visual models in a computer-assisted manner will analyze the value of news more accurately.

5. Conclusion

Through three case studies by Dr. Caple, we analyze the DNVA framework, extending from the initial textual, linguistic analysis to computer-assisted corpus linguistics, allowing for more complex content elements, including text, images, and video. Moving from static to dynamic research, the framework can be applied to interpret more complex symbolic and behavioral systems. And in future applications, corpus-assisted multimodal discourse analysis (CAMDA) could be helpful in communication research to help films and advertisements explore the discursive mechanisms that engage audiences. For the new media research, which could help analyze content from multiple online news and social platforms to improve efficiency and integrity. Research on the DNVA and CAMDA frameworks will be developed and applied in practical applications in media and linguistics.

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