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THE DISCOURSE OF NEWS VALUES

HOW NEWS ORGANIZATIONS CREATE NEWSWORTHINESS

By Monika Bednarek and Helen Caple



March 2017 (est.)

312 pages

Paperback \$39.95 USD*

978-0-19-065394-1

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T*he Discourse of News Values* breaks new ground in news media research, offering the first book-length treatment of the discursive analysis of news values and the construction of newsworthiness. The book explores how the news is "sold" (made newsworthy) to audiences through the semiotic resources of language and image, providing a new analytical framework which can be used by other researchers in their own subsequent studies. It combines in-depth theoretical discussion with analyses of authentic news discourse (both language and images) from around the English-speaking world, including three empirical case studies: one that analyzes news values around the topic of cycling across different English-speaking cultures; one that analyzes images disseminated by news media organizations via Facebook; and a third that focuses on the 100 "most shared" news items. A companion website can be viewed at www.newsvaluesanalysis.com.

Features

- *Offers a new theoretical approach: Discursive news values analysis (DNVA)*
- *Comprehensive analytical frameworks for linguistic and visual analysis of news discourse*
- *Offers a new method: corpus assisted multimodal discourse analysis (CAMDA)*
- *Includes use of data from social media, previously unstudied for the construction of newsworthiness*

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