

# MEHR CHAND MAHAJAN DAV COLLEGE FOR WOMEN



E-Content

Video Reporting Certificate Course

Topic- News Values


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# NEWS VALUES

## MEANING

- ◉ News values are general guidelines or criteria which determine how much prominence a media outlet give a news  story.
- ◉ They explain why a story interest the audience and how journalists and other editors decide that one piece of information is news and other is not.
- ◉ News values determine newsworthiness.

# TYPES OF NEWS VALUES

## ◎ Timeliness

News is highly perishable commodity. The more recent a story, more newsworthy it is. News is what's new. Old news is no news. As the news ages it loses its potency. 📢

## ◎ Proximity

It is about nearness and closeness of any news event. Something in your close vicinity has more significance. If any event is happening close by it will impact the audience more, hence has higher news values

## ◎ Prominence

Events are more newsworthy when they involve public figures. The newsworthiness can either be attributed to the position, rank or status people occupy. Involvement of eminent personalities in an event adds to its news value.



## ◎ Consequence/ Impact

Events are more newsworthy when they affect greater number of people. The greater the consequence , more the news value.

## ◎ Human Interest

Any story that taps into reader's emotions or curiosity has human interest. The human interest is the element with which the reader identifies anything familiar that stirs the feeling

## ◎ Conflict



Events are more newsworthy when they involve disagreement, controversy or some kind of clash. For example sports game, wars, protests, crime etc.