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Getting publicity for your research

CHI+MED Symposium, Winchester, 18 October 2012

Dr Neil Thurman





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Why bother?

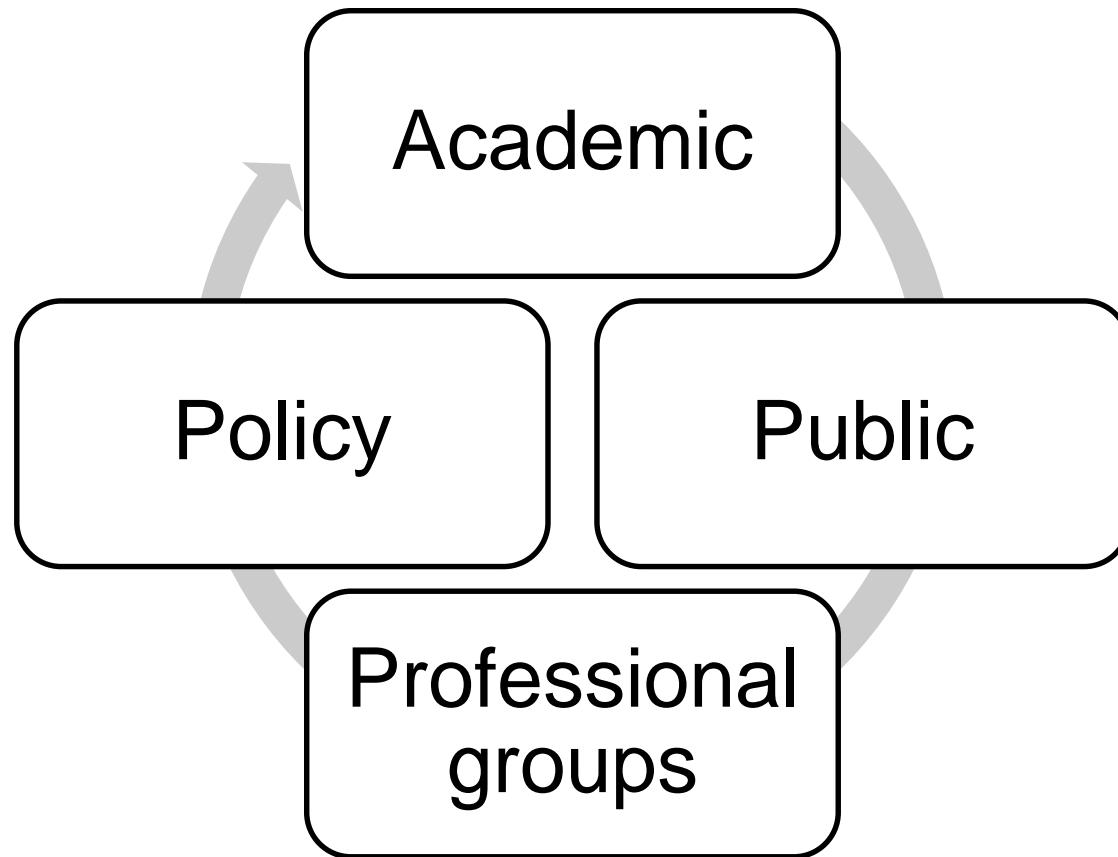
1. Career – profile, promotion, citations
2. Funding – ‘impact’
3. Personal satisfaction / validation
4. Feedback mechanism to improve research and its relevance





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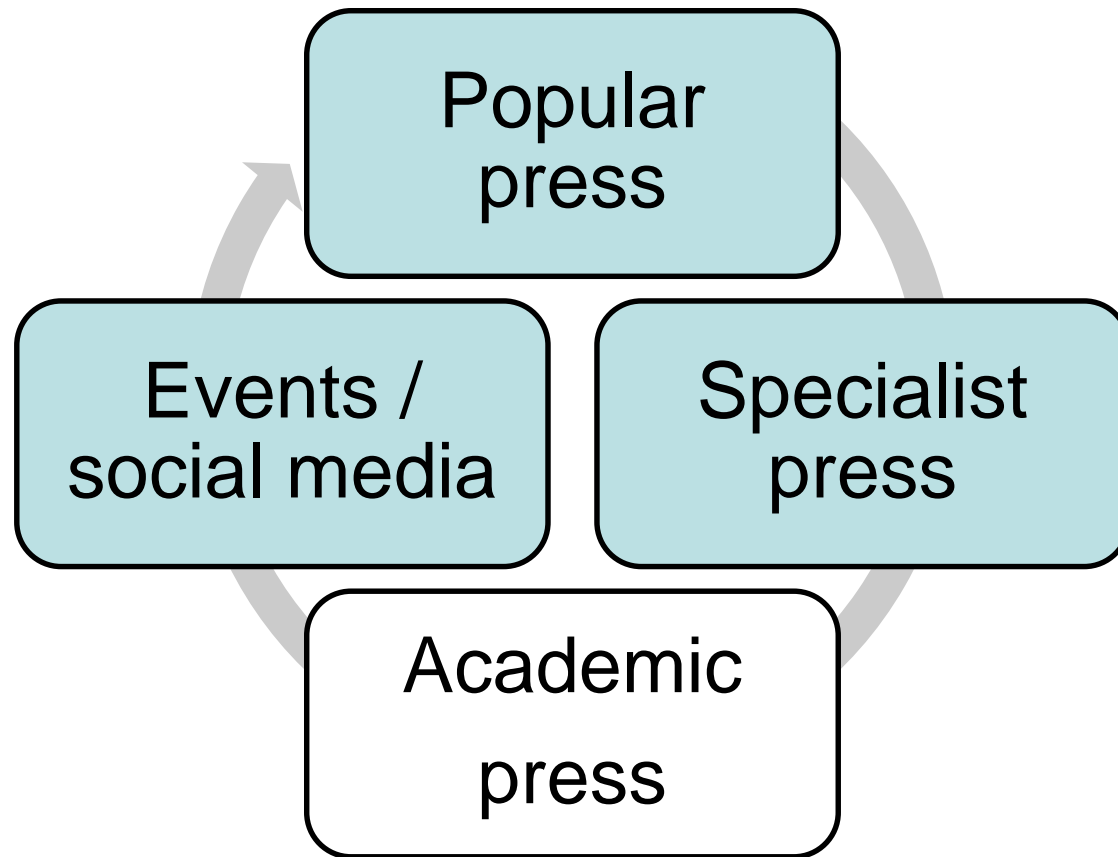
‘Making publicly known’, for whom?





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Through which channels?





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Popular press

- **News Values** – how do journalists determine what's news?
- **Sourcing**– how do journalists find 'news'





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News Values

“The somewhat **mythical** set of **criteria** employed by journalists to measure and therefore to judge the **newsworthiness** of events”

- Franklin, Hamer, Hanna, Kinsey, Richardson.

Key Concepts in Journalism

.





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News Values – characteristics of what becomes ‘news’

Over to you





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“These **ground rules** may not be **written down** or codified by the news organisations, but they exist in daily practice and in knowledge gained **on the job.**”

-Harcup T. and O'Neill D. (2001)
What is News? Galtung and Ruge Revisited





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Galtung & Ruge – 12 news values

1960 CONGO

1960 CUBA

1964 CYPRUS

The Structure of Foreign News

Johan Galtung and Mari Holmboe Ruge

Journal of Peace Research, Vol. 2, No. 1 (1965), pp. 64-91





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Galtung & Ruge – 12 news values

- * Meaningfulness
- * Unexpectedness
- * References to elite peoples
- * References to elite nations
- * Predictability
- * Continuity
- * Intensity
- * Unambiguity



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Galtung & Ruge – 12 news values

- * Frequency – events favoured over processes
- * Composition – a fair balance of stories
- * Negativity – bad news is better than good news
- * Personification – adding a human element

The Structure of Foreign News

Johan Galtung and Mari Holmboe Ruge

Journal of Peace Research, Vol. 2, No. 1 (1965), pp. 64-91





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Galtung & Ruge – criticism

“...by focusing on coverage of three major international crises Galtung and Ruge ignored **day-to-day coverage** of lesser, domestic and **bread-and-butter news**”

-Harcup & O'neil 2001





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Harcup and O'Neil– 10 news values

1. Reference to celebrity
2. Reference to the power elite
3. Entertainment – sex, human interest, drama
4. Surprise
5. Good news – rescues, personal triumph
6. Bad news – tragedies, accidents
7. Magnitude
8. Relevance – cultural proximity, political importance
9. Follow up stories
10. Newspaper's agenda – politically and structurally





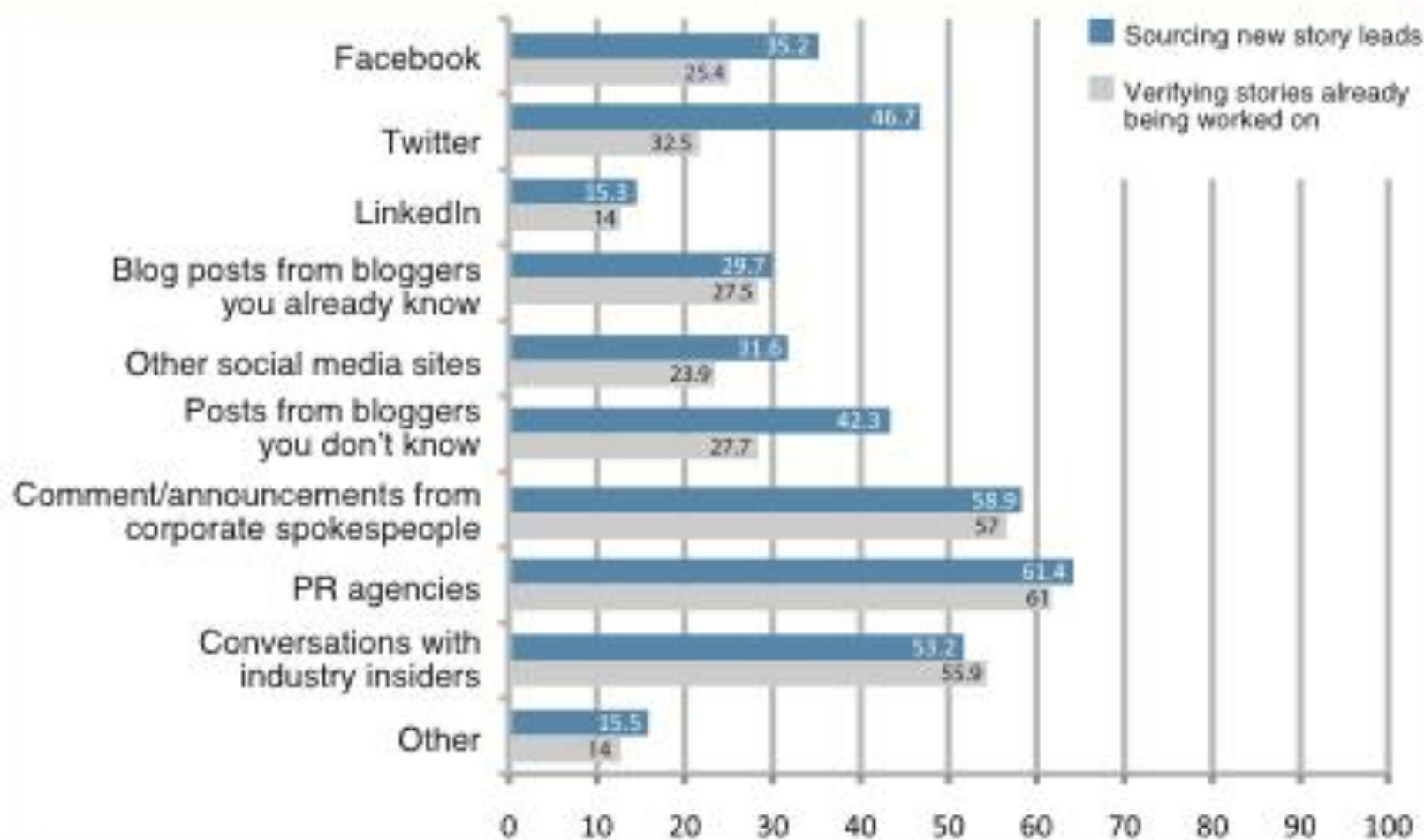
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SOURCING – How do journalists find ‘news’

Over to you



Figure 4. Please select which of the following you use when SOURCING new story leads?





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‘Churnalism’

80% of stories at online newspaper Taloussanomat “based on news agency material or stories published in other newspapers or news sites”

—**Thurman and Myllylahti, 2009: 700**

Only 4% of “story information used in hard news stories” in Clarin.com came from sources other than previously published media reports.

—**Boczowski, 2010: 52**





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Journalism Churnalism





Text entered

Speed camera information now available

Government Communications (NDS)

24th August 2011

So far 75 English local authorities have published some or all of their information showing accident and casualty rates as well as speeds at camera sites before and after the introduction of speed cameras. This will allow local residents to see whether speed cameras are having a positive impact on accident rates in their areas. All local authorities were asked to publish information about the effectiveness of their speed cameras as soon as practicable and provide a web link to this material by 20th July 2011. The remaining 72 authorities plan to publish their data in the next few weeks. Road Safety Minister Mike Penning said: "Local residents have a right to expect that when their council spends money on speed cameras, they publish information to show whether those cameras are helping to reduce accidents or not. I hope that this information will help local people to make informed judgements about the impact cameras are having on their local roads. However, residents can only hold their council to account if it has made information available so I would urge those councils which have not yet published their data to do so as soon as possible. Links to the local authorities' information can be found on a central hub on the Department's website. Police forces are to publish the number of prosecutions arising from each permanent or long term temporary fixed camera site in their area each year, along with the total number of offences recorded by all cameras and the total numbers of offenders given a fixed penalty notice, or taken to court and the numbers of people opting to complete speed awareness courses. Some forces, including Cambridgeshire, Dorset, Lancashire, and Thames Valley have already provided some offence data but in most cases this information will be



News article

Data to show speed camera effects

The Mirror

24 August 2011



OnePoll (Digestives)

One Poll

3rd March 2009

SLAM DUNK

NEWS COPY

Chocolate Digestives were yesterday (mon) hailed as the nation's favourite 'dunking' biscuit.

The McVitie's tea-time treat emerged as the best biscuit to dunk into a cup of tea in a poll of 3,000 biscuit fans, beating Rich Tea into second place.

Two of McVitie's other top-sellers HobNobs and Digestives came third and fourth with Chocolate Bournons in fifth place.

Chocolate HobNobs, Chocolate Chip Cookies, Custard Creams, Shortbreads and Ginger Nuts completed the top ten.

The humble McVitie's Digestive was first developed in 1839 by two Scottish doctors to aid digestion, chocolate was eventually added in 1925.

A spokesman for internet market research website www.onepoll.com said: "Dunking a biscuit into a hot cup of tea is such a time honoured tradition and the chocolate digestive wins hands down.

"The combination of the melted chocolate coating and soggy underside makes the ultimate tea companion.

"Dunking can prove tricky at times though - it's vital to catch the biscuit before it gets too wet and drops into the tea.

"Also be sure you're in the right company before you plunge your favourite tea-time treat into your cup as for some it's seen as an unsavoury habit."

The study also found dunking is still alive and kicking in the UK with three out of four people having dunked a biscuit into their brew in the last seven days.

The workplace is still the number location for dunking with 89 per cent of employees admitting they regularly dunk during office hours.

The humble digestive even came tops in a university study into the best 'dunking' biscuit.

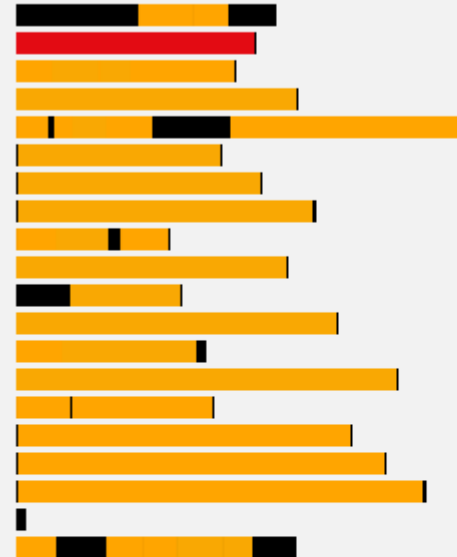
Physicist Dr Len Fisher, a honorary research fellow at Bristol University, used a hi-tech Instron stress-tester to calculate the breaking-point of each biscuit.

Chocolate digestives won hands down because their coating protected

Chocolate digestive is nation's favourite dunking biscuit

The Daily Telegraph

2 March 2009





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Top three sources of new story leads

- Comment / announcements from corporate spokespeople
- PR agencies
- Conversations with industry insiders





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Making 'announcements' / starting the conversation

- Personal contact – exclusivity / avoid 'PR prejudice'
- Own network
- Buy a contact list, e.g. CISION





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CISION - media database

Outlet	Contact Title	Contact Topic # 1	Contact topic # 2
The Independent	Regular Contributor	Cricket	
The Independent	Retail & Leisure Reporter	Retail	Leisure Activities
The Independent	Rugby Columnist	Rugby	
The Independent	Rugby League Reporter	Rugby League	Rugby
The Independent	Rugby Union Correspondent	Sports	Rugby; Rugby Union
The Independent	Sailing Correspondent	Sailing	Boating & Yachting
The Independent	Senior Travel Editor	Holidays	Travel; Vacations
The Independent	Sports Contributing Writer	Sports	
The Independent	Sports Desk Manager	Sports	
The Independent	Sports News Reporter	Sports	Sports
The Independent	Sports Writer	Football	Soccer; Sports
The Independent	Staff Writer	News & Current Affairs	Soccer





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Making ‘announcements’ / starting the conversation

- Press release – mass distribution





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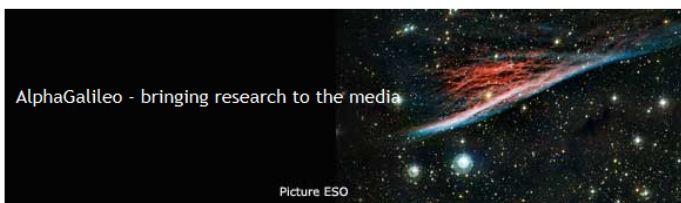
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The Internet of Things will transform our everyday Internet of Things is the next ICT Disruption The next ICT revolution will have a profound impact on our lives and the economy. Ubiquitous computing... 17/10/2012

« Technical Research Centre of Finland (VTT) »

Active surveillance provides a viable alternative to surgery for small kidney masses 17/10/2012

Journal reference

Active surveillance of small kidney masses is a safe and effective alternative to immediate surgery, with similar overall and cancer specific survival...

« Wiley »

New findings illuminate basis in brain for social decisions, reactions 17/10/2012
Basic social behaviors recorded in distinct regions of social brain NEW ORLEANS — New insights into the wiring and firing of the "social brain" in h...

Society for Neuroscience (SfN)



Jelly-like atmospheric particles resist chemical aging 17/10/2012

Journal reference

Cambridge, Mass. - October 16, 2012 - Atmospheric chemists at the Harvard School of Engineering and Applied Sciences (SEAS) have found that when it co...
Harvard School of Engineering and Applied Sciences

Featured book

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Floating mobile data pilot in the Helsinki Metropolitan Area. Validation of travel time data
Satu Innamaa and Esko Häätä
26 September 2012
Other

Forthcoming events

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Leicester plays pivotal role in European Parliament event on 18/10/2012
how space science can benefit society
Exciting uses of hi-tech space know-how for business and beyond - space technologies event at National Space Centre on Thursday October 18 How space...

« Leicester, University of »

This is a public service announcement - is anyone listening? 24/10/2012
Media figures debate future of public service broadcasting at University of Leicester event Debate at 6pm on Wednesday 24 October 2012 at Savoy Plac...

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Attached to:
"Los romanos utilizaban mitos griegos en sus mosaicos como símbolos de..."

Reference

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121016_RIKEN OSC press release_Final
Attached to:
"Non-coding antisense RNA can be used to stimulate protein production"



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‘On dairy / off diary’

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FENS Information has since 1987 provided the world's media with their diary of forthcoming news events so that journalists can be at the right place at the right time. If you are in the media you need FENS to plan your coverage. If you are affected by the media's coverage then you need FENS to help get your message across.

Reuters and FENS

FENS is pleased to announce that it has acquired the license to incorporate Reuters diaries into FENS World Report. This will give FENS subscribers access to the forward planning service of 2,400 journalists from one of the most respected news agencies in the world.

FENS Services

FENS databases are all updated in real time, searchable by date, new entry, region, country category and keyword. Each of the tens of thousands of events has background information, email addresses, website links and phone numbers. There is also a searchable contacts database and an archive of past FENS events and tailored email alerts. The service is broken down into five major reports which can be viewed together or separately.

- **FENS UK Report** -- All the major forthcoming news events in the UK including courts, politics, conferences, business and entertainment highlights, EU, theme weeks, anniversaries, sports and many more.
- **FENS Business Report** -- All the major UK financial forthcoming events and highlights from international finance including company announcements, economic statistics, central bank meetings and political events related to business.
- **FENS Entertainment Report** -- All the forthcoming events of interest to the entertainment industry and those reporting it, including: film shooting schedules, celebrity visits and press conferences, music and book releases, concerts, festivals, theatre openings and many more.
- **FENS World Report (incorporating Reuters Diaries)** -- All the major forthcoming news events around the world. This global service incorporates Reuters diaries, thus giving subscribers access to the forward planning services of 2,400 Reuters journalists.
- **FENS Middle East, South and Central Asia Report** -- A special report which focuses on forthcoming events in this volatile, wealthy and strategic region of the world.
- **Celebrity Bulletin** A database of celebrity activities in the UK, the Who is doing What in Britain. This service includes a phone-in service where subscribers can obtain the latest contact details for over 250,000 celebrities.

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Making 'announcements' / starting the conversation

- News agencies
- Individual publications





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Publicity Strategy

1. Have full text available

2. Develop publicity tool/s (PR
etc)

3. Distribute and respond



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Have full text available

- Be aware of “author’s rights”
- Use repositories





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1. Inskip, C., MacFarlane, A. & Rafferty, P. (2008). *Music, movies and meaning: communication in film-markers' search for pre-existing music, and the implications for music information retrieval*. Paper presented at the 9th International Conference on Music Information Retrieval (ISMIR 2008), 14 - 18 September 2008, Drexel University, Philadelphia, USA. 
2. Fernandez-Luna, J. M., Huete, J. F., MacFarlane, A. & Ethimiadis, E. N. (2009). *Teaching and learning in information retrieval*. *Information Retrieval*, 12(2), 201 - 226. doi: [10.1007/s10791-009-9089-9](#) 
3. MacFarlane, A., Inskip, C. & Rafferty, P. (2010). *Upbeat and quirky with a bit of a build: Interpretive repertoires in creative music search*. Paper presented at the 11th International Society for Music Information Retrieval Conference (ISMIR 2010)(ISMIR 2010), 09 - 13 August 2010, Utrecht, Netherlands. 

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2	What is Marriage? Sherril Grois, Robert George and Ryan T. Anderson Princeton University Department of Philosophy, Princeton University - Department of Politics and University of Notre Dame Department of Political Science Date posted to database: December 11, 2010 Last Revised: December 11, 2010	17,960	(2)	54,345	(5) 1 (97310)	3 (15724)	18,115 (21)	5,987 (8)	0 (128224)
3	Understanding the Modern Monetary System Cullen O. Roche Orcam Financial Group, LLC Date posted to database: August 6, 2011 Last Revised: August 22, 2012	11,340	(3)	14,353	(64) 0 (137023)	1 (169800)	14,353 (29)	11,340 (2)	0 (128224)
4	Social Mood, Stock Market Performance and U.S. Presidential Elections: A Socionomic Perspective on Volatility Results Robert R. Prechter Jr., Deepak Goel, Wayne D. Parker and Matthew Lampert Socionomics Institute, Socionomics Institute, Emory University School of Medicine and University of Cambridge Date posted to database: January 19, 2012 Last Revised: September 27, 2012	10,576	(4)	10,576	(104) 0 (137023)	4 (4150)	2,644 (752)	2,644 (40)	0 (128224)
5	I've Got Nothing to Hide' and Other Misunderstandings of Privacy Daniel J. Solove George Washington University Law School Date posted to database: July 12, 2007 Last Revised: May 5, 2008	9,897	(5)	111,310	(1) 5 (48097)	1 (169800)	111,310 (1)	9,897 (3)	5 (31908)
6	The Worldwide Governance Indicators: Methodology and Analytical Issues Daniel Kaufmann, Aart Kraay and Massimo Mastruzzi The Brookings Institution, World Bank - Development Research Group (DECRG) and World Bank Institute Date posted to database: September 24, 2010 Last Revised: October 4, 2010	9,505	(6)	20,212	(36) 20 (16140)	3 (15724)	6,737 (133)	3,168 (28)	7 (24449)
7	Theory of the Firm: Managerial Behavior, Agency Costs and Ownership Structure Michael C. Jensen and William H. Meckling Harvard Business School and Simon School, University of Rochester (Deceased) Date posted to database: July 19, 1998 Last Revised: January 17, 2011	9,276	(7)	90,218	(3) 3,964 (1)	2 (64751)	45,109 (5)	4,638 (11)	1,982 (2)
8	Company Valuation Methods: The Most Common Errors in Valuations Pablo Fernandez University of Navarra - IESE Business School Date posted to database: July 22, 2001 Last Revised: October 16, 2008	8,540	(8)	28,323	(17) 10 (29500)	1 (169800)	28,323 (9)	8,540 (4)	10 (17699)
9	Relative Strength Strategies for Investing Mebane T. Faber Cambria Investment Management Date posted to database: April 6, 2010 Last Revised: April 20, 2010	8,491	(9)	22,159	(31) 1 (97310)	1 (169800)	22,159 (12)	8,491 (5)	1 (78877)
10	A Stakeholder Approach to Strategic Management R. Edward Freeman and John McVea University of Virginia (UVA) - Darden School of Business and University of Virginia (UVA) - Darden School of Business Date posted to database: March 16, 2001 Last Revised: June 27, 2001	6,966	(10)	19,206	(39) 314 (284)	2 (64751)	9,603 (70)	3,483 (22)	157 (404)



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Fair Trade For All (with Andrew Charlton) (2005)

Iraq

The High Cost of The Iraq War, *The Economists' Voice* (2006)
Joseph E. Stiglitz calculates that the full cost of the Iraq War may reach \$2...

Reply: Transfers vs. Economic Costs in the Iraq War, *The Economists' Voice* (2006)
Transfers and economic costs are indeed different in the war in Iraq, and transfers may...

The Economic Costs of the Iraq War (with Linda Bilmes), *NBER Working Paper Series* (2006)
This paper attempts to provide a more complete reckoning of the costs of the Iraq...

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Securing Social Security for the Future, *The Economists' Voice* (2006)
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Publicity Strategy

1. Have full text available

2. Develop publicity tool/s (PR
etc)

3. Distribute and respond



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Hard News – conventional 'inverted pyramid' structure



Headline: Must grab your audiences' attention and draw them in for more.

Subhead: Not all releases need one, but if you're going to use one, make sure it's descriptive and builds on the headline.

Dateline: Includes the city of origin, and the date of the release. When you issue the release over a newswire, the newswire's 'bug' will appear in the dateline to alert readers of its origin.

Lead Paragraph: This is the single most important paragraph in the whole release. If you don't draw your reader in here, you've lost them forever. This is your chance to set up your story in a single sentence or two.

Second Paragraph: This is where you dive into more detail and set up story for the reader, giving some more background or context.

Keywords: Using strategically placed keywords throughout the release makes it easier for your audience to find the release when searching the web for information.

Quotes: Having quotable quotes is a highly



Company Logo: Can be included on releases that are do-it-yourself distributions via mail or email; should accompany an electronic distribution via a newswire service.

World's Largest Digital Videos from MultiVu

Display of video on the Reuters Sign in Times Square will reach millions of viewers daily

NEW YORK, Feb. 13/PR Newswire/- MultiVu, PR Newswire's multimedia and broadcast public relations company, is now offering its customers a unique opportunity to reach millions of consumers each day with video messages displayed on the 23-story high Reuters digital billboard located in New York's Times Square, the largest of its kind in the world, the company announced today.

The placement of MultiVu's customers' video on the Reuters Sign marks a natural extension of an extremely successful partnership entered into in March 2007 between PR Newswire and Times Square², a division of Reuters and manager of the Reuters Sign. The initial agreement, which was the first of its kind, placed PR Newswire's customers' photos on the 7,400-square-foot billboard, which is seen by an estimated 1.5 million people who pass through Times Square daily.

"In this day and age the most successful communications programs are the ones that embrace new technologies that connect organizations directly with consumers," said Dave Armon, chief operating officer, PR Newswire. "It is our role at PR Newswire to leverage these new technologies and create new mediums for our customers to deliver their messages. Blogs and social networks - especially those centered around video - have become a mainstay of our distribution, targeting and measurement services, and now with the introduction of Times Square

Quotes: Having quotable quotes is a highly effective way of getting key messages out; keep them easy for readers to understand.

Body: This is where you give all the relevant information for your reader; facts, stats, customer testimonials and other third-party information. Write with your audience in mind.

Boilerplate: This is the platform to tell your audience about your organization. Keep it brief; just who you are and what you do.

those centered around video - have become a mainstay of our distribution, targeting and measurement services, and now with the introduction of Times Square Video, we are giving our customers a new and unique way to reach their customers, investors or other interested parties directly."

"Video that will render well in this new medium must be concise, extremely visually appealing and eye-catching, and of course able to tell a story or convey a message without audio," said Bev Yehuda, vice president of Products, MultiVu. "MultiVu's industry-leading production staff will work closely with our clients to counsel them on editing existing video or will create new, custom video from scratch."

Through MultiVu, organizations can create customized video segments to be displayed on the Reuters billboard. The video segments will be accompanied by a headline of up to 100 characters, and a company logo.

According to a study by eMarketer, a leading market research firm, companies spent \$775 million in online video ads in 2007, and are projected to spend \$4.3 billion by 2011. MultiVu is expecting to attract non-traditional customers, such as those putting resources towards online video advertising, with this new video offering, according to Yehuda.

About PR Newswire

PR Newswire Association LLC (<http://www.prnewswire.com>) provides electronic distribution, targeting, measurement and broadcast services on behalf of tens of thousands of corporate, government, association, labor, non-profit, and other customers worldwide. Using PR Newswire, these organizations reach a variety of critical audiences including the news media, the investment community, government decision-makers, and the general public with their up-to-the-minute, full-text news developments.

Established in 1954, PR Newswire has offices in 14 countries and routinely sends its customers' news to outlets in 135 countries and in more than 40 languages. Utilizing the latest in communications technology, PR Newswire content is considered a mainstay among news reporters, investors and individuals who seek breaking news from the source. PR Newswire's leading services include ProfNet ExpertsSM, eWatch™, MEDIAAtlas™, SEO, MediaRoom, MediaSense™, MultiVu™, U.S. Newswire, and a full range of other services. For more information, visit www.prnewswire.com.

Boilerplate: This is the platform to tell your audience about your organization. Keep it brief; just who you are and what you do.

Contact Information: Make sure to include contact name, phone number, and email address for your readers to use if they require more information. This can go either at the top or the bottom of the press release. If you distribute the release over the wire, the contact information will appear at the end per standard formatting requirements.

Through MultiVu, organizations can create customized video segments to be displayed on the Reuters billboard. The video segments will be accompanied by a headline of up to 100 characters, and a company logo.

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Exercise / case study



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TAKING THE PAPER OUT OF NEWS

A case study of *Taloussanomati*, Europe's first online-only newspaper

Neil Thurman and Merja Myllylahti

Using in-depth interviews, newsroom observation, and internal documents, this case study presents and analyses changes that have taken place at Finnish financial daily Taloussanomati since it stopped printing on 28 December 2007 to focus exclusively on digital delivery via the Web, email, and mobile. It reveals the savings that can be achieved when a newspaper no longer prints and distributes a physical product, but also the revenue lost from subscriptions and print advertising. The consequences of a newspaper's decision to go online-only are examined as they relate to its business model, website traffic, and editorial practice. The findings illustrate the extent to which the medium rather than the content it carries determines news consumption patterns, show the differing attention a newspaper and its online substitute command, and reveal the changes to working patterns journalists can expect in the online-only environment.

KEYWORDS online-only newspapers; journalism; convergence; business models; advertising

Introduction

The death of the printed newspaper is an increasingly common subject of speculation. Philip Meyer has predicted that print newspapers will "[run] out of daily readers late in the first quarter of 2043" (Meyer, 2004). Vin Crosbie (2008) believes that by 2021 "the few national [US] dailies" will exist in a diminished form "via the web and e-paper, but not in print." Others are more pessimistic still. Steve Bullmer, Microsoft's CEO, suggests a scenario in which printed newspapers do not survive past 2018 (Whoriskey, 2008); and the publisher of *The New York Times*, Arthur Sulzberger, thinks the paper's long history of print could be over in 2012 (Avriel, 2007).

Although there is a high degree of uncertainty about whether and when newspaper will cease to exist, online-only newspapers¹ have already started to emerge in the United States, Australia, France, and Finland. In October 2008 the *Christian Science Monitor* announced that,





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What's the story?





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Case study

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THE WALL STREET JOURNAL.

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Technology

1 of 12



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Technology News and Insights

April 15, 2009, 6:24 AM

One Paper's Online-Only Move Had Little Effect on Web Traffic, Study Says

ArticleComments (5)

By Andrew LaVallee



Researchers from City University London have published a report showing one European newspaper's steep drop in revenue as well as unsteady Web traffic after it became an online-only publication.



The report, "[Taking the Paper Out of News](#)," by Neil Thurman, a senior lecturer at the university, and Merja Myllylahti, focuses on Taloussanomat, a financial daily paper in



Web-only newspapers? Don't junk the presses yet

(AFP) – Apr 20, 2009  +1  0

PARIS (AFP) — More than a half-a-dozen newspapers in the United States and Europe have gone "Web only" in the past year in a bid to stave off bankruptcy. But the first cold-eyed analysis of this approach is not encouraging.

A study by two researchers at City University in London dissects in excruciating detail the ill-fated move by an economic daily in Finland, Taloussanomat.fi, which shed its printing presses in December 2007.

The aim was to cut operating costs by eliminating paper, distribution and associated staff. It worked: the paper slashed its capital outlays by more than 50 percent.

The problem is that its revenue plummeted even further, by 75 percent.

Even more surprising was that readership – whether measured by unique visitors or page views – dropped too. The researchers, Neil Thurman and Merja Myllylahti, had expected a host of loyal readers of the defunct print edition to migrate to the web.

It turned out that almost all of them were already there, hardly surprising in one of the most broadband-saturated markets in the world.

And the fact that average time spent on the website did not increase "shows just how much the medium, rather than the content it carries, determines how news is consumed," the study observed.

"In Taloussanomat's downsized newsroom" – after initial cuts, staffing was slashed yet again – "we have an indication of how journalism is likely to evolve for newspapers who go online-only too early," it said.



Photo 1 of 3



A man reads a Chinese language newspaper at a library in Chicago, Illinois





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Why did it fly?





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Harcup and O'Neil – news values

1. Reference to celebrity
2. Reference to the power elite
3. Entertainment – sex, human interest, drama
- 4. Surprise**
5. Good news – rescues, personal triumph
- 6. Bad news – tragedies, accidents**
7. Magnitude
8. Relevance – cultural proximity, political importance
- 9. Follow up stories**
- 10. Newspaper's agenda – politically and structurally**



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Galtung & Ruge –news values

- * Meaningfulness
- * **Unexpectedness**
- * References to elite peoples
- * References to elite nations
- * Predictability
- * **Continuity**
- * Intensity
- * **Unambiguity**



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Galtung & Ruge – 12 news values

- * Frequency – events favoured over processes
- * Composition – a fair balance of stories
- * **Negativity – bad news is better than good news**
- * Personification – adding a human element

The Structure of Foreign News

Johan Galtung and Mari Holmboe Ruge

Journal of Peace Research, Vol. 2, No. 1 (1965), pp. 64-91

