



Exploring News Values: What makes a story newsworthy?

Understanding the different news values is essential for journalists to identify and prioritize the most important stories to present to their audiences.

The Definition of News Values

Definition

News values are a set of criteria that help journalists determine the newsworthiness of an event.

The 5 Ws and H

News values are commonly associated with the five Ws and H (who, what, where, when, why, and how) that journalists ask themselves when identifying news stories.

Important Concept

News values are not objective but subjective. Professional journalists must balance public interest with profitability when selecting stories for their audience.

Types of News Values



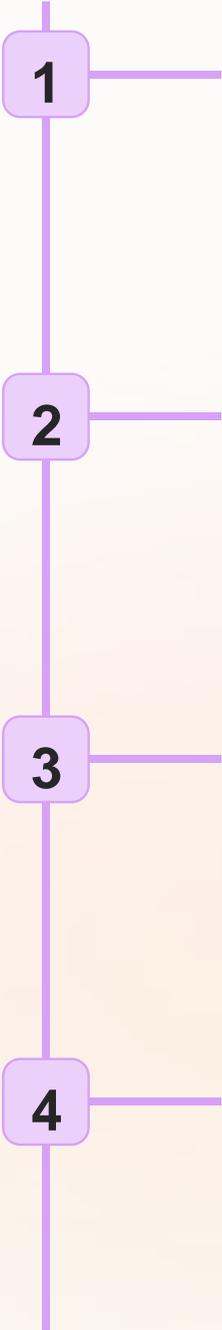
Proximity

The idea that stories that happen closer to home have greater impact by nature of them being local.



Timeliness

Stories that are current or depend on a specific deadline tend to gain more attention.



1

Celebrity

Stories related to famous people, from their professional or personal lives, that could attract the audience's attention.

2

Impact

Stories that have an effect on a community, society, or country either positively or negatively.

3

Fun

Entertaining and light-hearted news with a humorous or feel-good tone that can provide a sense of happiness or positivity.

4

Unusual

Extraordinary, bizarre, stories that capture the public's imagination or pique their curiosity.

Conclusion: Balancing News Values

Journalists cannot pursue all news values in every story. Depending on the story's nature and purpose, they have to carefully balance and prioritize them to provide a reliable and compelling story.