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News Values of Typologically Different Slovak Newspapers. The Case of the Journals Plus Jeden Deň and Denník N

ABSTRACT

The study deals with the issue of news values and their application in two typologically different print groups, in serious and tabloid newspapers. We assume that different print categories work with different values because they access the reader differently. On the other hand, economic problems, especially a loss of readers and the subsequent loss of advertisers, also lead serious newspapers to follow topics and process them in a way that is closer to the segment of tabloid journalism. The differences between typologically different groups of the press are wiping out, which, in particular, is considered a shortcoming in the case of serious titles. Through content analysis results, the authors explore news values and themes of the daily Plus Jeden Deň and the daily Denník N within a defined time period to find out what values the typologically different newspaper prefer, and therefore what topics they offer to readers.

KEY WORDS

News Value. Quality Press. Mass Press. Daily Plus Jeden Deň. Daily Denník N.

1. Introduction : To the issue of news values of typologically different print groups (elite and mass)

Not every event becomes news. Publishers of the periodical press and members of the editorial office decide what will go through the imaginary “gate” of the media and what readers will subsequently read in the newspaper. They must work in such a way they do not lose their readers. Therefore, they consider any event or information that they insert into a newspaper article. That is what news values are designed to ensure for them. They increase the chance of a given event to become news. If the event is marked with more than one of these values, it has a greater chance to become news and the material will go into the newspaper.

I. Reifová defines news values as a set of characters that decide whether the message becomes part of the news. It is likely that an event will “pass through the gate” of the media and become a message that will be further promoted.¹ O. Spencer-Thomas defines news values as follows: „*News values are general guidelines or criteria used by media outlets, such as newspapers or broadcast media, to determine how much prominence to give to a story. They are fundamental to understanding news production and the choices that editors and other journalists face when deciding that one piece of information is news while another is not.*“²

The research of news values as attributes of events, as well as dealing with the process of selecting and reporting news has been implemented differently in the United States and European countries, in particular depending on competence to concrete science-research tradition. The term “news value” was first used by the American journalist and political commentator W. Lippmann in the thesis *Public Opinion* in 1922. He understood the media as a window into a world lying outside of our immediate experience: „*We can see that the news of it comes to us now fast, now slowly; but that whatever we believe to be a true picture, we treat as if it were the environment itself. It is harder to remember that about the beliefs upon which we are now acting, but in respect to other peoples and other ages we flatter ourselves that it is easy to see when they were in deadly earnest about ludicrous pictures of the world.*“³ In the particular, he considered the following: explicitness, oddity, proximity nearness, big names and conflict controversy.⁴ A significant breakthrough in news values research brought the results of the research of the structure of Norwegian foreign newscast by J. Galtung and M. H. Ruge, published in *The Structure of Foreign News. The Presentation of the Congo, Cuba and Cyprus Crises in Four Norwegian Newspapers* in 1965. Values have been divided according to their validity in relation to the cultural environment. Between the values that apply independently from they have included: frequency, threshold, unambiguity, meaningfulness, consonance, unexpectedness, continuity, composition, reference to elite nations, reference to elite people, personalization and negativity.⁵ T. Harcup, however, pointed out: „*Less frequently cited is the fact that Galtung and Ruge themselves suggested that journalists ought to be prepared to counteract the news values that are dominant within mainstream media by reporting more on long-term issues than on short-term events, by including more contextualizing information within stories, by being prepared to tackle complex, ambiguous, and difficult issues, and by paying more attention to non-elite nations and people.*“⁶

American journalist T. White in *Broadcast News Writing, Reporting, and Producing* pointed out to accuracy and precision and one's judgement as a necessary condition for the profession

¹ REIFOVÁ, I. et. al.: *Slovník mediální komunikace*. Praha : Portál, 2004, p. 76.

² SPENCER-THOMAS, O.: *News Values*. [online]. [2018-02-16]. Available at: <www.owenspencer-thomas.com/journalism/newsvalues>.

³ LIPPMANN, W.: *Public Opinion*. New York : Harcourt, Brace and Company, Inc., 1922, p. 7.

⁴ LIPPMANN, W.: *Public Opinion*. New York : Harcourt, Brace and Company, Inc., 1922, p. 246.

⁵ GALTUNG, J., RUGE, M. H.: *The Structure Of Foreign News. The Presentation of the Congo, Cuba and Cyprus Crises in Four Norwegian Newspapers*. In: *Journal of Peace Research*, 1965, Vol. 2, No. 1, p. 84-85.

⁶ HARCUP, T.: *A Dictionary of Journalism*. Oxford : Oxford University Press, 2014, p. 209.

of journalist. Editors should therefore be able to recognize which messages are more important than others. According to him, an important role played in the process of selecting news is also the curiosity of the journalist as the recipient. He considered tragical human stories, misfortunes and topics related to hunger, disease, and war as traditional topics. However, he criticized the threatment, which presents them as sensations.⁷ On the other hand, the selection of such topics refers to the tabloidization of journalism. As T. Trampota says: „*Tabloidisation is also very closely connected with scandalisation, which represents blurring the frontiers between the private and the public sphere, emphasizing personal life of public figures while omitting their professional achievements, which are so typical for tabloidisation of media.*“⁸ On the other hand, we are now increasingly confronted with the belief that media products reflect the tastes and preferences of the audience.⁹

The typologically different types of media work differently with news values.¹⁰ When talking about print media, the newspaper for the elite aims to quickly and truthfully inform their readers about events from home and abroad and recipients are not looking for entertainment or leisure, but information on current events in society. These newspapers are sometimes called “newspapers of opinion”, for the reason that there is also an interpretative, not just informative component. The elite press, according to J. Vojtek, fulfills an orientation role and it is indistinct. It focuses on reason rather than emotion, provides information and comments, uses argumentation procedures. It is intended for those who find time to read it. It is also available for less educated people, but they often do not like it because it is linguistically and spiritually different. They follow ethical codes. In the newscast there are “hard news” preferred and they also bring opposite opinions.¹¹ The term “hard news” is defined by T. Harcup as follows: „*Serious, topical, and fact-based news stories about crime, politics, war, famine, business, industrial relations, and countless other events happening in the world.*“¹² The opposite are “soft news”.

The dictionary of journalistic theory and practice defines the term “tabloid” as naming the unreliable or trash type of periodicals. This type of press publishes unverified information, gossip and photographs that were not obtained ethically (e.g. paparazzi). The tabloid press focuses on sensations that are presented in a light and funny way, not forcing readers to think, just to consume. Different catastrophes, scandals, misfortunes or crimes are preferred.¹³

According to J. Vojtek, the mass press is focused on the entertainment component, it is cheap, unreal to vulgar. Such newspapers can manipulate people. The unspoken rule is to have at least one breath taking issue – murder, disaster, tragedy, violence, orgy. Since these do not happen every minute, as newspapers need, they artificially produce them. It works in the way that the editors make something up or describe an everyday event as extraordinary, wonderful and brilliant. So-called “human interest stories” are a favorite element of these newspaper because they elicit emotions and unite people regardless of their social status.¹⁴

There is also a typologically specific press- mid market in British journalism. According to T. Harcup this segment of the UK national newspaper market is positioned between the popular redtop end and the quality or broadsheet titles.¹⁵

⁷ WHITE, T., BARNAS, F.: *Broadcast news writing, reporting, and producing*. Burlington – Oxford : Focal Press, 2005, p. 147.

⁸ TRAMPOTA, T.: Defining the Tabloid: Czech Perspective. In *Communication Today*, 2010, Vol. 1, No. 2, p. 15.

⁹ PRAVDOVÁ, H., RADOŠINSKÁ, J.: Media Culture in the Context of Transformation of Contemporary Spiritual Values and Spirituality. In *European Journal of Science and Theology*, 2013, Vol. 9, No. 6, p. 170.

¹⁰ See also: VIŠŇOVSKÝ, J.: Spravodajské hodnoty britských elitných, mid-marketových a masových denníkov. In VOJTEK, J. (ed.): *Teoreticko-historické aspekty typológie moderných britských novin*. Trnava : Univerzita sv. Cyrila a Metoda v Trnave, 2015, p. 71-100.

¹¹ VOJTEK, J.: Teoreticko-historické východiská žánrov anglicky písaného novinárstva. In VOJTEK, J. (ed.): *Teoreticko-historické aspekty typológie moderných britských novin*. Trnava : Univerzita sv. Cyrila a Metoda v Trnave, 2015, p. 23-24.

¹² HARCUP, T.: *A Dictionary of Journalism*. Oxford : Oxford University Press, 2014, p. 124.

¹³ HOCHÉLOVÁ, V.: *Slovník novinárskej teórie a praxe*. Nitra : Univerzita Konštantína Filozofa v Nitre, 2000, p. 31-32.

¹⁴ VOJTEK, J.: Tlač pre masu, alebo od informácií a ich interpretácií k zábave (najmä šteklivej). In VOJTEK, J. (ed.): *Teoreticko-historické aspekty typológie moderných britských novin*. Trnava : Univerzita sv. Cyrila a Metoda v Trnave, 2015, p. 115-116.

¹⁵ HARCUP, T.: *A Dictionary of Journalism*. Oxford : Oxford University Press, 2014, p. 176.

2. The aim and the methodology of the research

The aim of the research is to find out which news values prevail in the so-called tabloids and so-called elite periodical press. Empirical research is carried out by combined scientific methods and quantitative-qualitative content analysis based on a quantitative analysis with an emphasis on the number of components researched. Research also works with comparisons, comparing two newspaper representatives.

The researched titles are the daily Plus Jeden Deň – a tabloid and the daily Denník N – an opinion-forming newspaper. The aim is to verify the assumptions about periodicals based on the typology of newspapers. The selected periodicals are different from each other in order to make differences and possible matches clear.

The topics are selected based on their occurrence in both periodicals. Basic selected topics are: *Internal political situation, Foreign political situation, European Union, Schooling and Education, Culture, Economy, Health service, Health and Environment, Science, History, Entertainment.*

When comparing the news values of selected titles of periodicals we note the presence of these values: *Negativity, Elite nations* (influential countries such as the United States of America, Russia, China, etc.), *Elite people, famous celebrities* (Slovak celebrities and celebrities around the world, actors, politicians, sportsmen, singers, moderators, etc.), *Proximity* (to Slovakia), *Factor of impact on the audience lives, Surprise, Currentness, Positive news, Entertainment* (scandals, human stories), *Continuity.*

The selection of the analyzed material reflects the main contributions of newspapers on both sides, not including such sections as Short from Home, Comments, Sport, Interviews, Arguments, attachment Weekend and cover pages. We focus on news.

Research questions and assumptions

- Which topics will the daily Denník N deal with in its newscast mainly?
- Which topic will dominate in the newscast of the daily Plus Jeden Deň?
- What are current values in the periodical press and are there differences between the typologically different periodicals in this area?
- What incidence of news values will be included in one journalistic text?
- Which topic and news values will be slightly in the shade and newspapers will not give them too much space?

Assumption no. 1: We assume that in the tabloid daily Plus Jeden Deň the news value of elite people/known celebrities will be represented more than the news value of the factor of impact on the life of the audience.

Assumption no. 2: We believe that the ratio of positive news in selected newspapers, which is tabloid and serious title, will be lower than the incidence of news which we could evaluate as negative.

Assumption no. 3: We assume that more than 25% of news of newscast of the daily Denník N will deal with internal political affairs.

Assumption no. 4: We assume that in the newscast of the daily Plus Jeden Deň entertainment news will be more represented than internal political or foreign political affairs.

Assumption no. 5: We suppose that more journalistic statements of the daily Plus Jeden Deň will report continuity than journalistic contributions of the daily Denník N.

Sample selection

The survey sample consists of 21 issues of the daily Plus Jeden Deň and 21 issues of the daily Denník N. The deliberate available selection reflects newspapers issues from the working days of five calendar weeks in the year 2017.

3. Results of the research

In the following section we provide a complete summary of the number of individual topics of each dailies over the five calendar weeks as well as the total number of journalistic statements. We focus on the schedule of each week. The aim is to clearly and comprehensively summarize our observations, the results of which are then recapitulated.

The topics of the daily <i>Plus Jeden Deň</i>	The calendar weeks of the January 2017:					Together
	no. 1	no. 2	no. 3	no. 4	no. 5	
1. Internal political situation	6	6	15	18	8	53
2. Foreign political situation	3	5	0	1	3	12
3. European Union	0	1	2	0	0	3
4. Schooling and education	0	0	0	0	0	0
5. Culture	0	0	1	1	0	2
6. Economy	1	2	2	1	0	6
7. Health service, health and environment	3	5	5	5	2	20
8. Science	0	1	0	1	1	3
9. History	3	0	0	2	2	7
10. Entertainment	56	64	67	61	16	264
The number of journalistic contributions together	370		The number of topics together	370		

SCHEME 1:

Representation of topics in the daily *Plus Jeden Deň* in each calendar week of the year 2017

Source: own processing

As it can be seen in Scheme no. 1, the number of journalistic contributions of the daily *Plus Jeden Deň* during all weeks and the number of topics match together, because we always put the given journalistic text in only one thematic category. Of the total number of 370 journalistic contributions of the daily *Plus Jeden Deň*, up to 264 of them represent Entertainment, confirming the fact that the tabloid likes to focus on simple, understandable topics which contain expressive statements and for the general public this content is easy to understand.

In these texts the reader could learn information about the private lives of many well-known Slovak and foreign personalities, various curiosities or activities related to crime. They were often sensations or scandals.

The topic of entertainment clearly dominates over other topics. It was the most represented in calendar week no. 3/2017, when we observe up to 67 journalistic texts together. A sample of issues of these newspapers clearly testifies to the fact that the daily *Plus Jeden Deň* belongs to the tabloid periodicals which put the greatest emphasis on entertainment and relief. We recall that only two days of January were included in the last calendar week, so the numbers marked are lower than in the other four weeks.

Very often, the daily *Plus Jeden Deň* dealt with intra-political affairs. So there was news about the situation in our country, especially information from the world of politics.

There are also a relatively large number of health care articles in the newspaper, to where health and environment also belong. This type of topic is definitely interesting to the public and therefore it often appears on the cover pages of newspapers.

History has been represented together in seven journalistic texts, economy in one less. Less common topics were European Union, Science, Culture and Schooling and education were not made possible for recipients to read about because none of journalistic texts in our sample belonged in this category.

The topics of the daily <i>Denník N</i>	The calendar weeks of the January 2017:					Together
	no. 1	no. 2	no. 3	no. 4	no. 5	
1. Internal political situation	9	11	20	18	3	61
2. Foreign political situation	9	10	12	12	8	51
3. European Union	1	0	2	0	0	3
4. Schooling and education	0	1	1	1	0	3
5. Culture	8	6	10	6	4	34
6. Economy	2	1	2	1	0	6
7. Health service, health and environment	1	3	4	3	0	11
8. Science	4	5	2	3	3	17
9. History	1	0	0	1	0	2
10. Entertainment	4	6	4	3	9	17
The number of journalistic contributions together	205		The number of topics together	205		

SCHEME 2:

Representation of topics in the daily *Denník N* in each calendar week of the year 2017

Source: own processing

When counting all the analyzed materials of the daily *Denník N* we came to a total number of 205 journalistic papers and topics. Again, the number of topics and texts is the same, because we assigned each text to one of ten categories.

In the main news, the daily *Denník N* is focused on the intra-political situation. It is its central topic. It follows that assumption no. 3 has been verified.

Daily reports from the world of foreign policy and affairs feature very often. This merely confirms that opinion-forming titles often publish important information from politics which affects every citizen of each country. Whether it is news about politicians, their actions and their work, establishments and regulations, they also relate to the people who live in that state.

Comparison of topics of selected journals

When comparing the number of journalistic texts being watched, it should be noted that the tabloid daily *Plus Jeden Deň* brings shorter posts, while the serious daily *Denník N* publishes more extensive reports. Therefore, fewer articles of the daily *Denník N* are summed up, even though they were more difficult to perceive, as this is a different way of presenting information typical for this kind of periodical press.

In the first half of the most presented topics of the daily *Plus Jeden Deň* there is Entertainment, Internal political situation, Health service, Foreign political situation and History. The daily *Denník N* has slightly different preferences in terms of topics because it provides journalistic contributions mainly from areas of internal and foreign political situations, culture, science and health care. Not even at one stage did the newspapers agree on the same topic, but in the first part they had following common topics: Internal and Foreign political situation and Health.

The content of the daily *Denník N* was therefore a comprehensive view of life in society, while the daily *Plus Jeden Deň* was focused mainly on relief in the form of entertainment or memories of various events and known people from the past, but it also informed about events in Slovakia and abroad, mainly focused on the health care sector.

	The Daily Plus Jeden Deň	The Daily Denník N
The first most frequented topic	Entertainment	Internal political situation
The second most frequented topic	Internal political situation	Foreign political situation
The third most frequented topic	Health service	Culture
The fourth most frequented topic	Foreign political situation	Science
The fifth most frequented topic	Culture	Health service

SCHEME 3:

Representation of the most frequent topics of both dailies in the first five places

Source: own processing

For a complete summary, we also bring a review of the topics in both dailies and their prime areas, which were placed in first place of the most frequent topics in the given calendar weeks.

The daily Plus Jeden Deň, belonging to the category of tabloid periodicals, in every week of the five researched, entertainment is its priority topic. We can say that this topic is the most important for this daily. It did not appear in first place at all. The daily Denník N has in the first stage the topic of internal political situation. Once it was also a combination of the internal and foreign political situation, and once it was only the foreign political situation.

VALUES in the daily Plus Jeden Deň	The calendar weeks of the January 2017:					Together
	no. 1	no. 2	no. 3	no. 4	no. 5	
1. Negativity	20	12	13	17	12	74
2. Elite nations	0	0	1	0	1	2
3. Elite people	31	46	49	44	20	190
4. Proximity to Slovakia	9	21	36	44	14	124
5. Factor of impact on the audience lives	5	11	14	33	13	76
6. Surprise	8	5	3	2	5	23
7. Currentness	10	17	12	10	5	54
8. Positive news	6	6	6	9	3	30
9. Entertainment	23	19	20	18	12	92
10. Continuity	3	13	16	22	7	61
The number of journalistic contributions together	370		The number of topics together	726		

SCHEME 4:

Representation of news values in the daily Plus jeden Deň in individual calendar week of the year 2017

Source: own processing

The results of scheme no. 4 show that the most frequently used value in the tabloid Plus Jeden Deň for January 2017 is definitely value no. 3, the Elite people, famous celebrities. This also confirmed assumption no. 1 because we thought this value would appear more than the value of the factor of impact on the audience's lives. For this category, we register up to 190 values. The daily brings a variety of information about the lives of famous people, especially politicians, actors, singers, artists, moderators, entrepreneurs and personalities from the world of showbiznis. It focused primarily on Slovak celebrities, but it also wrote about foreign ones.

Very often, in the daily Plus Jeden Deň, there are articles with value Proximity to Slovakia occurring. This is because the recipients are interested in what is happening in their surroundings and also whether it will affect their lives, either positively or negatively. This value was the most notably represented in the fourth calendar week of 2017.

The preferred value through January was also Entertainment, where we also included “human interest stories” and scandals. Often, journalistic texts were included into the topic of entertainment and into value entertainment.

The value Factor of impact on audience lives is also a value that editors and editorial offices paid attention to. In most cases this content of journalistic contributions is associated with negativity, in which we registered only two values less than in the audience reach.

Continuity is a relatively important news value, because the editors like to turn back to topics that could have potential readers in coming days as well. An example of this was the tragic death of RTVS editor L. Kočovičová Fulčíková, the case of Milan Kňažko and the robber, who the actor shot at, or a sad story about an old woman who was physically attacked by a young man.

In these journalistic testimonies, the authors put the reader into the issue, into the incident, described what had happened, where, when, why, they answered the basic journalistic questions. The followings editions, where they dealt with this case and story developed the messages, they brought new facts but at the same time did not miss a repeated short brief of incidents for those who would read about it later. In most of the continuous contributions, editors added comments from close people to the victims, stricken people or experts.

The value of Currentness reached the number of 54. The number of Positive news is 30 and the value of surprise is in 23 texts. Negative news occurred almost 2,5 times more than positive. We conceive that Positive news in the daily Plus Jeden Deň will be less and that's why assumption no. 2 was verified. The value of Elite nations is contained in only two texts, which is negligible according to such a high total number of testimonies. This value was the only one left with a single digit number.

The total number of journalistic texts reached 370, with the number of values in the selected sample of 21 issues of the daily Plus Jeden Deň reaching 726. The total number of values exceeds the number of journalistic testimonies, because articles contain two, often three or more news values. This confirms the fact that journalists are more likely to write about affairs that tend to attract larger readers with texts containing more values.

VALUES in the daily <i>Denník N</i>	The calendar weeks of the January 2017:					Together
	no. 1	no. 2	no. 3	no. 4	no. 5	
1. Negativity	5	13	9	7	5	39
2. Elite nations	1	4	6	8	5	24
3. Elite people	13	16	28	23	9	89
4. Proximity to Slovakia	16	14	31	26	5	92
5. Factor of impact on the audience lives	9	17	13	16	7	62
6. Surprise	5	6	6	10	2	29
7. Currentness	5	7	10	10	0	32
8. Positive news	7	6	5	4	2	24
9. Entertainment	10	7	4	10	6	37
10. Continuity	0	3	6	7	5	21
The number of journalistic contributions together	205		The number of topics together	449		

SCHEME 5:

Representation of news values in the daily Denník N in individual calendar week of the year 2017

Source: own processing

Scheme no. 5 shows that the most used news value of the serious daily Denník N was Proximity to Slovakia. The newspaper tries to bring especially news related to events in the nearby area, in the Slovak Republic. Such news is likely to attract more readers. A frequently represented value was also value no. 3 - Elite people, famous people. In this case it was primarily about politicians and their decisions, cases and other connections with them.

The daily provides a lot of information overwhelmed by the value Factor of impact on the audience's lives. The daily Denník N published a number of such news that had negative content. The value Entertainment also appeared very often, including subcategories of scandals and "human interest stories". Newspapers brought interesting news, for example about Slovak M. Musilová who participated on a simulated mission on Mars or astronaut E. Cernan who was the last man on the Moon.

The value Currentness is reached by the number of 32, surprisingly only three less. A consistent number of news values occurs with Elite nations and Positive news. Interestingly, it is also found that the daily Denník N published 39 negative news, but on the other hand up to 24 news with positive content. The least represented value is Continuity. Newspapers do not accentuate this value as a tabloid title. The fact that the tabloid is repeatedly returning to publicized topics confirmed assumption no. 5.

Comparison of news values of both dailies

We found that both types of newspapers have a similar preference according to news values. The daily Plus Jeden Deň as a representative of tabloid press uses value no. 3 Elite people the most followed by Proximity to Slovakia. Representative of a serious press the daily Denník N most of all prefers Proximity to Slovakia followed by Elite people and Famous celebrities. This order of the two most favored values just changed.

The third most common value in the daily Plus Jeden Deň is Entertainment, while in the daily Denník N it is again Factor of impact on the audience lives. The tabloid newspaper at least prefers the value of Elite nations and in the case of the daily Denník N it is the value of Continuity. In this the newspapers differ from each other.

We are also interested in the ratio of positive news, because today's media, and often serious, are reaching out for topics that do not have positive characteristics. We can say that despite the different total number of all articles in the newspapers, the tabloid is more often oriented towards negative news, those were 74 and positive only 30. The elite daily published 39 negative news, but positive news was up to 24, 15 less.

The aim of the study was to find out, what news values are currently preferred by the newspapers differing in content over the period from the beginning of the year 2017. However, we found that despite their different typology and inclusion in the periodical press, they have an almost identical selection of news values, at least for the first two values - Proximity and Elite people. Similarly, it was also the category of Factor of impact on the audience lives. While the serious title had it in third place of the frequent values, the tabloid had it in fourth place. Despite the order, both of the dailies brought many journalistic texts of this value.

The current values of the daily periodical press are therefore Proximity to Slovakia, Elite people/Famous celebrities, Entertainment, Factor of impact on the audience lives and Negativity. These five categories are listed in the first half of the most frequently used news values, both in a tabloid and in a serious journal. Only the order of their frequencies is different. In the following scheme we summarize the most common values of both dailies. They do not match at any level but use similar values.

	The Daily Plus Jeden Deň	The Daily Denník N
The first most frequented topic	Elite people	Proximity
The second most frequented topic	Proximity	Elite people
The third most frequented topic	Entertainmen	Factor of impact on the audience lives
The fourth most frequented topic	Factor of impact on the audience lives	Negativity
The fifth most frequented topic	Negativity	Entertainmen

SCHEME 6:

Representation of the most frequented news values of the both dailies in the first five places

Source: own processing

Finally, we sum up the most important news values in first place of each week. The daily Plus Jeden Deň, as a representative of the tabloid press, has the value Elite people in first place every week. In the fourth calendar week, it is a combination of Elite people and Proximity to Slovakia, because we measured the same occurrence of contributions with these values.

In the opinion-forming representative of the daily Denník N, is Proximity to Slovakia the value which occurs in first place in three calendar weeks. The value of Elite people occurred in first place once. Once, in the second calendar week, the main news value of the week became the category of Factor of impact on the audience lives.

Assessment of assumptions

The first assumption concerns the comparison of the frequencies of the two news values, Elite people and Factor of impact on the audience lives. We assume that the value Elite people will be at the forefront and this fact was demonstrated in scheme no. 6, where we can see that the Factor of impact on the audience lives is up to the fourth most frequented value of the daily Plus Jeden Deň, while the category of Elite people is the first.

Assumption no. 2 concerned the ratio of positive news and those which we consider negative. We discovered that in both types of newspapers there are news with negative content standing before positive ones. The daily Plus Jeden Deň published 74 news with negative content and 30 positive news. The daily Denník N had 39 news containing negativity and 24 news with positive content. It follows that assumption no. 2 was confirmed.

Next, *the third assumption* was related to the percentage estimate of internal political affairs in the daily Denník N. We assumed that more than 25% of the news would belong into this category. We can state that 29,756% of the news included internal affairs, which confirms our assumption.

In the fourth assumption, we thought that the daily Plus Jeden Deň would be more focused on entertainment than in affairs in Slovakia or in the world. This assumption was also confirmed, because the topic of Entertainment dominated as the first, while the value of Internal political affairs was in second place and the value of Foreign political affairs in fourth place.

Assumption no. 5 was associated with the value of Continuity. We found out that the daily Plus Jeden Deň published more journalistic texts with this value than the daily Denník N. We counted 61 for the tabloid title, while for the serious one it was only 21. We confirmed the fifth assumption and it follows that all assumptions were verified and confirmed based on the analysis.

Newspaper content should reflect the essential attributes of newscast such as objectivity, currentness and truthfulness. Editors and publishers should work with information and take into account their resources, which are essential to verify. Ethical regulations for the work of journalists and editors should be adhered to.

Nowadays, the periodical press is experiencing a difficult period, which is related to the decline of sales of periodicals or to competition from the Internet and other media. The print media must of course respond to this. Increasingly, serious titles are bulwarked, for which the presence of tabloid emergents was not typical in the past. We find changes not only in the formal page, but also in the language of newspapers.¹⁶ Publishers of periodicals should also note changes in the structure of their readers. J. Radošínská stated that media production strategies emphasize the individuality of the recipient and the uniqueness of his interpretive activities associated with the various elements of building and applying his own lifestyle.¹⁷

As a result, there may also be a selection of topics or news values that these titles will bring in the future. It may happen that even in the coming years, the marks of the tabloid will be noticeable even in opinion-forming titles, but we do not think that the elite print is slowly disappearing from the Slovak market. We believe that serious newspapers will continue in focusing on the field of internal and foreign political affairs and will inform the public truthfully and clearly. At the same time, we think that, from time to time, serious periodicals will also publish slightly releasing information, falling, for example, under the category of entertainment.

4. Conclusions

We think the tabloid titles will still be working on the “hottest” topics in the near future and bringing even more negativity, scandals, mischief and crime. The problem is that the tabloids are “fed” by those events that people want to know more about. Perhaps it would be not useless if we as recipients thought a little about where it is going. There are a lot of bad things in the world that happen to us or to our surroundings and if read about them even from newspapers, we will never get rid of them. We do not claim that it should inform only about positive things, but it could be helpful if the negative ones were limited. We found out that different newspapers bring different topics, but the news values are similar, even though they do not match the same order.

There are several factors influencing journalism, such as the economic environment. By the loss of readers, newspapers may seek to regain them and this may mean the exaggeration of news values and their subsequent transformation into more appealing content on newspaper pages.

Greater cost and higher readability make newspapers more attractive to advertisers and their potential reach.¹⁸ It turns out that the transformation of news values also determines the use of social media. O. Spencer-Thomas states according to this: „*With the arrival of social media, everyone has the opportunity to communicate both ways – not only to listen, read and learn from the news media, but also to answer back and to publish one’s own contribution. Ordinary people can now talk to each other, they can publish, broadcast and reach big audiences directly. Thus they also can directly determine what is a newsworthy story. For instance, news editors will take notice of a story that goes viral on Twitter. The fact that a story has caught the interest of the wider public is sufficient for a news editor to consider it newsworthy.*“¹⁹

¹⁶ See also: PANASENKO, N.: Functional-semantic types of speech in journalistic messages. In MAGÁL, S., PETRANOVÁ, D. (eds.): *Megatrends and Media : Critique in Media, Critique of Media*. Trnava : Faculty of Mass Media Communication, University of SS. Cyril and Methodius in Trnava, 2016, p. 52-67.

¹⁷ RADOŠIŇSKÁ, J.: *Mediálna zábava v 21. storočí: sociálno-kultúrne aspekty a trendy*. Trnava : FMK UCM v Trnave, 2016, p. 108.

¹⁸ ČÁBYOVÁ, L.: *Marketing a marketingová komunikácia v médiách*. Łódź : Księży Młyn Dom Wydawniczy Michał Koliński, 2012, p. 28-29.

¹⁹ SPENCER-THOMAS, O.: *News Values*. [online]. [2018-02-16]. Available at: <www.owenspencer-thomas.com/journalism/newsvalues>.

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