



Formation Criteria of Evidence Base of Journalism of News

Maria Komova

Social Communications and Information Activities Department,
Lviv Polytechnic National University, Ukraine.

Abstract

On a factual principle of information presentation is based a kind of journalistic work - journalism of news. Study the news as a phenomenon, having the key importance in reflecting changes in information reality, there are three approaches: the structural and semiotic, sociological, subjective and functional. Any fact may be a factual basis for the news, which is formed with the help of two components: the existence of any fact as a manifestation of the variability and diversity of objective reality and the public need to be informed about changes in the world. Framing, used at international and national levels, is a vivid example of application of modern principles of selection and evaluation of the facts, based on the capabilities of communications equipment. International level of framing is implemented to disseminate international news facts in different areas of the world. News facts are exposed to conceptual structural framing in accordance with the interests of politics, economics and international relations. Globalization determines the specific of perception of facts of international life and its framing in the specific conditions of the state, defining by the prevailing circumstances existing in this state. Framing in the process of globalization and glocalization appears as a powerful tool for shaping public opinion using the latest multimedia information technologies that can not only inform people about events, but also to influence their feelings through the way of creative selection and multifaceted virtualization of images of reality and hide them.

Key words: *Mass Media; Fact; Factual Field; Framing; Glocalization.*

Introduction

Journalistic practice covers a number of varieties of journalistic creativities, each of which manifests itself as a kind of genre group and the corresponding set of specific technology activities. Journalism of news, when creating posts for Mass Media the most widely uses factual basis. Understanding the role and place of fact in Mass Media, in terms of the theory of journalism is an actual scientific problems arising from scientific, theoretical issues, problems of different models of journalistic creativity. The aim of the article is to study the criteria for selection of news factual information to be submitted to Mass Media.

Results and Discussion

Factual principle of reporting of information the most fully is manifested in the information and news genres. The selection of variety of journalistic creativity - news journalism, which is designed to reflect changes in objective reality, to determine whether they are significant, to acquaint them with the public, especially considering the subject of reflection and functionality of the text (document) is based on factual principle. News is creatively reproduced facts counted on the audience perception. Facts presented in the Mass Communication must meet the requirements of social importance and novelty. Result of publications is directly linked to the reader's interest: successfully researched fact, balanced coverage of fact by combining unexpected (sensation) and important (social orientation) causes an increase of public interest in publicizing the problem.

In a study of news as a phenomenon, having the key importance in reflection of changes in information reality, there are three approaches: the structural and semiotic [1], sociological, subject and functional [2]. Proponents of structural and semiotic approach consider news as linguistic units of information and communication processes, variety of texts, signs, codes, through which real events move to the level of conditional "mapping" facts of life [1]. As part of the sociological approach news examines as elements of sociocultural processes related to objectively historical regularities in the development of society and civilization as a whole. Scientific substantiation of the subject and functional approach to the study of news, offered by G. Lazutina and S.Raspopova, is based on the ideas of M.Bakhtin's about connection of genre and reality: the objective and subjective diversity of reality is connected with the variety of genres works that reflect it [2]. Genre differentiation of journalistic creativity is caused by objective factors of reality: the objective and subjective diversity of reality, causing the genre variety of journalistic creativity; multifunctional of journalism activity due to systemic needs of society, that causes different functional purpose of journalistic materials; instability of models of journalistic creativity; document (text) as an information product that is part of reality and associated with it by relationships of three types: semantic, pragmatic and syntactic. But as a product of a particular kind of creative activity, this text has its own semantics, pragmatics, syntactic, because it has strong features of the product of this kind of creativity, as an information product is created with the corresponding generator model. Sustainability of model of document (text) in various kinds of creativity varies depending on the characteristics of reality, which is focused on the reproduction of a certain kind of creativity. Model of journalistic creativity finds a high level of ability to respond to changes in the objective creativity and inquiries within society, constitute the essence of journalism.

The appearance of a certain fact in the objective reality that alters the reality, is the subject of the display in Mass Media. This result of changes may take the form of events (adventure, action) solutions (intention, plan, program),

summarizing of actions (information, a summary report, presentation). Any fact may be a factual basis for the news, which is formed in the presence of two components: the existence of any fact as a manifestation of the variability and diversity of objective reality and the public need to be informed about changes in the world. News is a new fragment of reality, changing reality and therefore requires certain public attention [2].

Thus, in the basis of news journalism is factual base. The fact that changes the situation serves as universal and compulsory components of any news item. Methodology of news journalism presupposes the fact in its key concepts: the appointment of news journalism - to meet the public needs to know about the changes in the world, the subject of reflection - the actual concrete situation at the moment of its apparent change of public importance, the function of news journalism - to inform the audience about the specific changes in the actual situation.

To the key problems of journalism belongs the process of presenting facts, not being completely biased and accurate reflection of reality [3]. V. Rizun is defining journalism as an area marked by subjective and emotional confidence of the audience to the authors, the copyright in a unique, socially recognized and expected relatively to the representation of fact, included in the author's real life experience and endowed with great vitality beliefs, argues that the process of informing is the result of interaction and dialectical unity of components: contemplation, apperceptive reflection, the subjective experience of reality, attracting scientific methods of research and reflection of reality, scientific study of the facts. Therefore, according to V. Rizun, "we must not be afraid of evaluation judgments, but of false judgments. Value judgment, based on relatively reliable facts - is a classic and journalistic quality"[3]. V. Rizun has identified fact as a subjective reality, because it is part of the objective world learned by man. A sphere of reflection and feeling is subjective. Assessment can't be separated from the fact, as it is impossible to separate knowledge about the subject from the object, which becomes part of this recognition of reality only because of it already have the knowledge. And knowledge has always estimated. Pointing to the obligatory presence of a component in the assessment of factual information in the Mass Media, V. Rizun emphasizes that under the estimated characteristic facts should not be understood only verbally expressed relation to something. Evaluation is not zero, it can be verbally expressed or not expressed. But it is always there. It is in the tones, melodic, word order. Scientist considers the fact as a principle of division of social reality in human beings, as a product of human interaction with the reality of which man forms the knowledge. Subjective perception of the social reality by participants of the communication process requires management with the fact as with the thing doubtful and uncertain, requiring testing and scientific analysis [3].

For a long time in journalism within the deideologization concept of media processes was formed the doctrine of objectivity of news, purchasing neutrality due to their conversion to standardized reporting facts without comment and expert evaluations, receiving a rapid escalation in national and transnational scale. However, the doctrine did not correspond to the reality of the international news flow. In 1970-1980 members of the movement for a new international information and communication order and opposed their dominance on the world media markets. In the 1990s, were spread neo-liberal ideas of total commercialization and privatization of the Mass Media, which had the purpose of coverage of global medialization of the world through the latest electronic networks. In modern international forums is formed basis for a common access to the latest information and communication facilities as necessary factors of social and cultural progress of humanity. In the content analysis of news texts, made by scientists of all universities around the world, are revealed not neutral news flows, but framing in accordance to the interests of various powerful forces [4].

In the context of globalization of media space are effectively used network resources which are transformed into tools that provide the most intuitive form of communication. Publication of material on the Internet brings the communication process at the international level, since communication is happening in the international, intercultural, inter-state virtual space. Therefore motivation of facts interpretation in the new communications environment should take into account both components of PR: Internet-public as the public, target audience, functioning on the network and Internet-relations as a way of communication. According to the American researcher D. Phillips, indiscriminate add of Internet to a PR - toolkit simplifies its role as the Internet provides, enhances and stimulates communication: requires openness, accessibility and transparency in its relations with those who shape public opinion - and that can give systematic use of a wide range of the latest forms of communication [5].

Using modern communication technology, transnational information links take the form of frames, pattern models of news reports that are immediately created and sent to different regions of the world as discursive information on events of international importance. Correlating by the notion of discourse, frames are treated as components of media logics, defining the conditions of communicative functioning of multimedia information transmission methods. Frames are created in the verbal text, mobile phones and other high-speed versions of informational messages with feedback and a variety of modifications [6]. Framing used at international and national levels, is a vivid example of the application of modern principles of selection and evaluation of the facts, based on the capabilities of communications equipment. International level of framing is implemented to disseminate international news facts in different regions of the world. There are fabricated modifications of frames that take into account the ideological, political features of these regions, such as the frames of international news about the war in Iraq, produced in two versions: a message for countries where foreign policy is approved by the U.S. and its allies, and the message for countries where U.S. policy is not supported causes protest. In both embodiments, news facts are exposed to conceptual structural framing in accordance with the interests of politics, economics and international relations. Thus, are used frames with double standard or such paradigm that present the opposite side in negative aspect. National level of framing occurs, for example, to conform media public interest of postcolonial countries to accelerate the development of social and political life: in the media landscape are trying to use the latest communication technologies, adapted to their own terms of solving social and cultural progress. At one level, with aim to create a favorable moral and psychological perception of mass audience news facts are framed for solutions of financial and economic problems by influential international financial and industrial groups.

Glocalization (globalization trends and the relationship to meet local problems of social development) is an important determinant of the perception of the facts of international life and in framing their feedback. Orientation and

framing of news about the facts of international media communication in the specific conditions prevailing state defined circumstances existing in this country [7].

Framing in the process of globalization and glocalization appears as a powerful tool for shaping public opinion using the latest multimedia information technologies that can not only inform people about events, but also to influence their feelings through creative selection and multifaceted virtualization images of reality and hide them [4].

Conclusion

Factual field of presentation of the material in Mass Media is formed by selection of certain fact among a variety of facts, determination of the dominant facts and its combinations. The process of selection of facts, framing of news for publication in Mass Media occurs in the context of information management. Framing news on ideological grounds leads to fragmentation, ignoring important facts in the overall process, their objective peer review, and the lack of contextualization of analysis and evaluation. The Internet creates huge opportunities for disclosure of negative information that is not based on the necessary factual and documentary evidence that can significantly harm the public domain, company, spoil their image. Dissemination of false information, which is reprinted in newspapers and public Mass Media can prevent permanent monitoring of virtual information space.

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