

THE NEWS VALUES IN THE JORDANIAN PRESS: A CONTENT ANALYSIS OF AL RAI AND AL GHAD NEWSPAPERS

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Abstract

Purpose: The study aims to identify the news values of the news published on the front pages of the Jordanian press. And also explore the news frameworks, trends, and the types of news that are published by the Jordanian press.

Methodology: Data were collected by conducting a content analysis of the two major Jordanian newspapers namely Al Rai and Al Ghad.

Main Findings: Results show that 64.3% of the contents of Al Rai newspaper reflects the attitudes of the individuals, coalitions and political parties of Jordan. On the contrary, only 35.7% of the content of Al Ghad newspaper reflects the same. The results further show that Al Ghad newspaper includes 60% of their news and reports on its front page compared to Al Rai's 40%. Moreover, it is observed that Al Ghad newspaper enjoys more freedom with 60% neutrality in news publications than Al Rai newspaper which possesses 40% neutrality.

Application of Study: The current study can help to realize the judgments that journalists make when they select news.

Novelty/Originality: This examination attempts to investigate the most unmistakable news esteems on the front pages of Al Ghad and Al Rai papers just as recognize the contrasts between them as far as the kinds of the news, the sources, and the method for showing them.

Keywords: News Values, Jordanian Press, Al Rai, Al Ghad, Content Analysis.

INTRODUCTION

News values place a significant importance in the press media. However, there has not been enough literature in the Jordanian context. It is observed that Jordan has witnessed several events recently, which necessitates exploring how the Jordanian press frames these events. There is also the dearth of literature on the news values of the front pages of major Jordanian newspapers in terms of political, social, and economic aspects. Hence, this study tries to explore the most prominent news values on the front pages of Al Ghad and Al Rai newspapers as well as identify the differences between them in terms of the types of the news, the sources, and the way of exhibiting them.

The news is considered as the essence of the press arts, whereby an idea for an article, making detection or an interview can be generated. The news also has a great effect on the daily life of the people since the press can attract the argument to become a part of the debate, thus determining the social meaning of the events (Nahi, S. 2005). In this regard, Kuwshin believes that the media devices may not be successful most of the time in revealing what people must think of but they are successful amazingly in choosing for their readers what they think about (Hadif, N. 2014).

News occupies specific significance among the various media since it is not only a simple reflection of the events and incidents happening. Rather, the journalists look at the incidents and events through a specific typological discipline of the news values that are considered frameworks for the news. The framework is a ready measurement to select the news and offer it fast as much as possible in an organized way (Nahi, S. 2005). Consequently, publishing any pieces of news is not based on the availability of the biggest number of its composition elements. Rather, it is based on the value and importance of each element of these composition elements (Hadif, N. 2014).

This assessment endeavors to examine the most unquestionable news regards on the front pages of Al Ghad and Al Rai papers similarly as perceive the complexities between them to the extent the sorts of the news, the sources, and the technique for indicating them.

Based on the above mentioned, this study clarifies and demonstrates the importance and need of the news through reflecting the reality of the situations that occurred in the surrounding community. Through providing many theories and clarifications from different studies and resources, the significance of the study lies in shedding the light on the reliability, honesty, the mechanism of dealing and framing, and particularly the values the news in Jordanian press. Therefore, this study elaborates on the lack of such aspects in the Jordanian press to be an example for others, and to be considered in the future.

LITERATURE REVIEW

The world is witnessing fast events that determine the frameworks that control the news values. As a result, each media device is different in revealing the incidents in terms of the linguistic expressions, the source, and the influencing power as well as the focus on a certain element as an important projecting event on the front page while neglecting other events. In other words, nowadays, the journalist is no longer a traditional gatekeeper. Rather, s/he has become

independent since s/he selects the suitable news and organizes the flow of the news as well as makes the news ([Jawad, A. 2001](#)).

News values are not a topic of this century rather it has been a much-discussed idea since the late seventeenth century ([Westerståhl, J., & Johansson, F. 1994](#)). Kasper Stieler, a German researcher first talked about news values in his 1695 book *Zeitungs lust und Nutz*. In this book, Stieler proposes of two news selection criteria, namely “importance” and “proximity” of events ([Stieler, K. 1969](#)). However, the modern American and European thoughts on news values started to emerge with the writing of ([Lippman, W. 1922](#)). Later ([Galtung, J., & Ruge, M. H. 1965](#)) included twelve types of news values in the conceptual framework of news values.

Harcup, T., & O'Neill, D. (2001) argue that it is worthwhile to study news values as they are aware of the arbitrated world which is offered to newspaper readers, providing an effective understanding of what the newsmen need to produce. Meanwhile, ([Donsbach, W. 2004](#)) states that news values involve is not objective in nature and it's rather based on subjective judgement. ([Hall, S. 1973](#)). On the other hand argues that news values pertain to an ideological perception about the world which facilitates the viewpoints of the people of power and riches and that view goes in line with ([Herman, E. S., and Chomsky, N. 1988](#)).

Press news represents the essential element for all media devices and the basics for all other media devices. Hence, publishing the news on the front page is a signal for higher levels of interest in the news values and framing it within specific frameworks that reflect the editing policy of the media device within a social-economic political framework. There has been a number of studies on news values of major newspapers in different countries. For example, a study by ([Alazazmah, I. 2012](#)) examined the news values in Al Ghad newspaper by analyzing the front pages. This study determined the most prominent news values which control the process of publishing the press news in the Jordanian newspaper, the type of the published aspects, the target geographical sites, the sources of the news, and their publishing sites by means of the content analysis of the front page of the newspaper issues employing the artificial style from 2009 to 2010. The findings revealed that the values of the most recent aspects have the highest percentage reaching 100%. The findings further show that the political news occupied the highest percentage with 29.6 %, followed by the social news with 20.5%.

Another study by ([Akkak, F. 2012](#)) was conducted to measure the news values in two daily private Algerian newspapers namely Al-Khabar and Al-Shorook. The study further explored the classifications of the news values which are considered by people in charge when selecting the news and issuing it through the analysis of the local news content published on the front page of the two newspapers. The findings revealed that the most prominent news values in Alkhabar newspaper are the large value which occupied 59.8 % of the front page. The findings also showed that the most prominent news values in AlShorok newspaper are represented by the large values with 63% occupation of the front page. The findings of the study in general show that the system of the news values in Algerian Press is not different from the classification of the Western news values but it is not in line with the nature of the Algerian community.

[Issa, I. \(2006\)](#) also examined the criteria in selecting and publishing news in the daily independent Egyptian newspapers namely of Alwatani Nabaa, Alesbou, and Sout Alummah with the perspective of news values, the sources, the language, the templates, the content, the pictures, as well as the jobs. The findings show that the news values differ in their arrangement in each newspaper, thus reflecting that each newspaper has its own independent entity. The findings further revealed that the values of criticism and negativity occupied the maximum percentage, followed by the reader's interests and accompanying press campaign led by the newspaper.

A study by ([Chu, D. 2012](#)) was conducted to explain the news values in the press blogging by the journalist bloggers in Hong Kong after 1997. The study tried to identify the professional ideology and the self-control as well as analyses the manner by which the news values are explained through the perspectives of a group of journalist bloggers in Hong Kong considering a group of media aspects. The sampling included 1044 posts on eight blogs, whereby the author classified the aspects into six types including: the daily life, work, media, current affairs, blogs, and contributions not classified. The findings of the study revealed that the bloggers criticized the public titles and the media reports which were considered as biased. These were explained as the product of self-control but they are considered as the product of the news values. The study concluded the reassurance of the news values which lose gradually their legislation in the special rooms of the bloggers thus enabling them to establish a cooperative basis among the media environment.

Another study was conducted by [Shim, J. C., Jung, W. K & Kim, K. S. \(2011\)](#) to compare between the American and South Korean newspapers in terms of covering the aspects related to the university studies. The findings show that the South Korean newspapers covered the aspects related to the universities with more negativity compared to their American ones. The findings also highlighted a deficiency regarding the values in covering the news of teaching among the Korean and the American newspapers. It was pointed out that the Korean newspapers are not very different from the American newspaper regarding some news values such as struggle, excitement, and sincerity. In addition, there was not a big difference between the Korean and the American newspapers in addressing the aspect of reforming the educational structuring in terms of the domain and the dense covering.

([Kvalheim, N. 2020](#)) investigated the connection between the usage of a paywall and the publication content profile in a neighborhood paper. The article means to add to a comprehension of the transaction among vital and monetary choices

with respect to news creation and the article content. In breaking down the national media inclusion (Waller, L., et. al. 2020), take a basic situation to ask to what degree was this momentous exercise in tuning in for equity reflected or intensified through standard news? A rich convention of news-casting and media contemplates adds to the discoveries that standard examples of media (in) consideration delivered asymmetries, with the exceptionally customized church "embarrassments" drawing so much center that they dominated institutional audits and cases including probably the most defenseless and underestimated casualties and survivors, with the impact of sidelining institutional reactions intended to forestall kid sexual maltreatment in future.

METHODOLOGY

The present study follows descriptive statistics for obtaining data and information of the study. The sampling of the study involves all the newspapers published in 2018 in Jordan. However, due to the large sampling, a purposeful sampling was adopted in choosing only the two newspapers (Al Rai and Al Ghad) for one month starting from 2/9/2018 to 1/10/2018. As a result, the total number of the sampling includes 60 issues of the two newspapers; 30 issues are for each newspaper. These two newspapers were selected as sample because they represent a good case for comparison based on the criteria of ownership and Relationship with the authority and the political regime. Al Rai newspaper is the closest in demonstrating the media and the political speech of the government. Whereas the ownership of Al Ghad newspaper belongs to the private sector. Both newspapers attempt to be neutral in reporting the news. Besides the distribution of these two newspapers is higher than that of other Jordanian newspapers. The study applied a content analysis approach and The unit of analysis included the normal unit of the news on the front page, such as news, reports, comments, etc. The reliability of the study was checked by a pannel of independent analysts for reanalysing and showing the internal consistency by using SPSS. The percentage and frequency were calculated to address the research questions and answer the research objectives of the study accurately.

Reliability = 2M

$N1 + N2$

M refers to the number of the cases, which the analysts agreed on them. N1 refers to the number of the cases which are indicated by the first researcher, whereas N2 refers to the number of the cases indicated by the second researcher (Ahmad, S. 2019). This equation resulted in a consistency reaching (85.18), which implies a high level of consistency between the researcher and the other two analysts in terms of analysis and reliability of the results as shown in Table 1.

Table 1: Reliability of the Analysis of the two newspapers

Two Analysts	Difference	Agreement	Percentage of the Agreement
A & B	4	-	-
A & G	5	-	-
B & G	11	6	-

The number of units (27)

Reliability factors between A and B : $23 * 2 / 27 + 27 = 85.18$.

Reliability factors between A and B : $22 * 2 / 27 - 27 = 84.81$.

Reliability Factors between A and B : $24 - 2 / 27 - 27 = 88.88$.

In this domain, some previous studies have suggested that if the consistency is at the percentage of 70% - 80%, the results are accepted according to (Satour, 2007)

The statistical procedures of the data included using the following statistical procedures :

- Frequencies and percentage
- Hulseen Evaluation
- Selecting Chi-square Distribution to find the differences between the journalists about each main and minor percentage of the analysis sections.

RESULTS AND DISCUSSION

Table 2: Content and News Values

Content and News Values			Al Rai Newspaper		Al Ghad Newspaper		Total and Percentage	
			Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Discipline, security and controlling			66	44.6	82	55.4	148	100
Integrity and success in news values			26	49.1	27	50.9	53	100

Violations and corruption	18	54.5	15	45.5	33	100
Internal effects	41	40.2	61	59.8	102	100
Attitudes of political entities and parties	10	35.7	18	64.3	28	100
External statements	19	39.6	29	60.4	48	100
Opposition and Agreement	11	50	11	50	22	100

Source: Data Compiled by the Authors, based on <http://alrai.com/> and <https://alghad.com/>

Table 3: Source of news

Sources of News	Al Rai Newspaper		Al Ghad Newspaper		Total and Percentage	
	Frequency	Percentage	Frequency	Percentage	Total	Percentage
Self-sources related to the newspaper	109	42.7	146	57.3	255	100
Internal newspaper reporter	71	40.1	106	59.9	177	100
External newspaper reporter	8	47.1	9	52.9	17	100

Source: Data Compiled by the Authors, based on <http://alrai.com/> and <https://alghad.com/>

Table 4: Direction of the News

Direction of the News	Al Rai Newspaper		Al Ghad Newspaper		Total and Percentage	
	Frequency	Percentage	Frequency	Percentage	Total	Percentage
Neutral	10	40	15	60	25	100
Positive	39	48.1	42	51.9	81	100
Mixed	-	-	-	-	-	-
Negative	-	-	-	-	-	-

Source: Data Compiled by the Authors, based on <http://alrai.com/> and <https://alghad.com/>

Table 5: The types of News

News Types	Al Rai Newspaper		Al Ghad Newspaper		Total and Percentage	
	Frequency	Percentage	Frequency	Percentage	Total	Percentage
Newspaper News	142	42.5	192	57.5	334	100
News Reports	129	41.6	181	58.4	310	100

Source: Data Compiled by the Authors, based on <http://alrai.com/> and <https://alghad.com/>

Table 6: Typographical Elements

Typographical Elements	Al Rai Newspaper		Al Ghad Newspaper		Total and Percentage	
	Frequency	Percentage	Frequency	Percentage	Total	Percentage
Paragraph Titles and Secondary Titles	98	41.2	140	58.8	238	100
Main Titles	73	37.4	122	62.6	195	100
Advertisements, pictures and drawings	187	58.1	135	41.99	322	100
Frames and Highlighting	81	39.9	122	60.1	203	100

Source: Data Compiled by the Authors, based on <http://alrai.com/> and <https://alghad.com/>

Table 2 shows the frequency and percentage of content and news values of the two newspapers Al Rai and Al Ghad. It is observed from Table 2 that 64% of the front page new values of Al Ghad newspaper reflects the attitudes of the political entities in Jordan. Whereas the percentage for the same aspect in Al Rai newspaper is only 35.7%. On the contrary, 55% of the front page newsvalue of Al Rai newspaper covers violations and corruption compared to 46% of Al Ghad newspaper. It is evident that Al Ghad newspaper is well ahead in creating higher new values in many aspects than Al Rai newspaper. This private-sector newspapers front page contents reflect 60% of the external statements, 60% of the internal effects, 55% of the discipline, security and controlling, 60% of the integrity and success, and 50% of the opposition and agreement aspects. Whereas in all these same aspects Al Rai newspaper contributed 40%, 40%, 45%, 40%, and 50% respectively. With these higher percentages, it seems that the newspaper coverage of the front page of Al Ghad newspaper is more prominent compared to that of Al Rai newspaper due to the high level of freedom enjoyed by this newspaper.

Table 3 shows the frequency and percentage Sources of News of the two newspapers Al Rai and Al Ghad. It is observed from Table 3 that 60% of the front page news coverage of Al Ghad newspaper comes through their internal

news reporters but Al Rai newspaper's internal reporter covers only 40% of that newspapers the front page news. Besides, Al Ghad newspaper uses 57% of the front page content from self-sourced compared to 42.7% of the same of Al Rai newspaper. Moreover, Al Ghad newspaper 53% reporters who are external compared to only 47% of Al Rai newspaper

Table 4 shows the frequency and percentage of the Direction of the News of the two newspapers Al Rai and Al Ghad. From Table 4 it is observed that the direction of the news is more neutral in Al Ghad newspaper with 60% neutrality than in Al Rai newspaper with 40% neutrality. The table further shows that Al Ghad newspaper has 52% positivity compared to 48% positivity of Al Rai newspaper. This high level of neutrality and positivity in newscoverage reveals the level of freedom possessed by Al Ghad newspaper.

Table 5 shows the frequency and percentage of the types of News of the two newspapers Al Rai and Al Ghad. From Table 5 it is observed that Al Ghad newspaper contains 57.5% news in the front page compared to 42.5% of the same of Al Rai newspaper. It is also observed from the table that Regarding the news reports, the percentage reached 58% for Al Ghad newspaper, whereas it reached 42% for Al Rai. This indicates that Al Rai newspaper includes a lot of advertisements on the front page compared to Al Ghad newspaper which occupies a large portion at the expense of the news and reports.

Table 6 shows the frequency and percentage of the typographical elements of the two newspapers Al Rai and Al Ghad. In Table 6, it is observed that 59% of the front page of Al Ghad newspaper is covered with the titles of the paragraphs and secondary titles compared to 41% of the same of Al Rai newspaper. Meanwhile, Main title occupies 63% of the front page of Al Ghad and for the case of Al Rai the percentage is 37%. Consequently, this is a logical result for the two items since Al Ghad Newspaper includes a larger quantity of the media types on its front page. However, 58% of the front page of Al Rai newspaper contains advertisements, pictures and drawings compared to 42% of the same of Al Ghad newspaper. This result implies a high quantity of the advertisements on the front page of this newspaper. As for the frames and highlighting, they occupy 60% of the front page of Al Ghad newspaper and for the case of Al Rai newspaper, the percentage is only 40%.

CONCLUSIONS

Scholars have chosen a number of methods to study news values over the years. They sometimes have focused on the merit of a news event or news players to discover why a story has been chosen. They also considered the economic and cultural and political factors which might affect the selection of news (Harcup, T., & O'Neill, D. 2001). Schultz, Ida. (2007) also argues that there are six news values that lead the press which he considers as timeliness, relevance, sensation, identification, conflict, and exclusivity. From the previous studies of news values, it is observed that news values are critical to the acceptance of the press to the people. The result of this study of content analysis of the two Jordanian newspapers in general shows that Al Ghad newspaper is more interested in reflecting the attitudes of the political parties. They have a high degree of percentage in exposing neutrality in publishing news. In contrast, Al Rai newspaper has a greater orientation in the advertising business rather than portraying political parties opinions. They however have a sound focus on the issues related to the violations and corruption occupied 54.5% on the front page of Al Rai newspaper.

SUGGESTION

Based on the results of this research, two categories of suggestions can be presented. The first category is for further research, which is suggested to review these two newspapers in a longer period of time. It is also suggested that more researchers do this research to make the results more reliable. The second category is the proposal for the Jordanian press community, which suggests that all newspapers consider the six values presented in the conclusion and add more variety to their content and news. It is also suggested that the principle of political neutrality and timeliness be used in all reports.

LIMITATION AND STUDY FORWARD

It may be useful to do the same research and explore the news frameworks, trends, and the types of news that are published by the other press, too.

CONTRIBUTION OF THE AUTHORS

The author employed framing theory to provide some advice to the press Jordanian in particular, and others in general. This is to be considered while designing the first page of the newspapers. Moreover, press agents should classify the news from the most important to less, and use a certain font, size, and even colors of the new to highlight them.

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