

News Value Dynamics – Communication Through Audience Experience Research

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Динамика на новинарската стойност – комуникация чрез изследване на опита на публиката

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Няма конфликт на интереси.

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Abstract

News is a viable and essential form of traditional journalism. News television programming incorporates the seriousness of democratic issues into the public conversation. Regarding themes, current events, international policies, or cultural phenomena, news value is key in structuring newscasts. Scholars and practitioners point to the news value dynamic as a conditional measure of the direct experience of the living world. From the audience perspective, the study methodology of this article presents a scientific aspect of how communication specialists perceive and rethink the news critically, more often as professionals who precisely notice twisting reality, rather than journalists, who specify why challenges of news value never abate. In this special study, conducted in May and June 2024, a group of trainee communication specialists in the role of respondents participated in research of the news value of four news items covering vital hot news in Bulgarian society. Respondents must guess the inherent relationships between factors of the news value and try to understand the logic behind the dynamics of news value. For this paper, the dynamics of news value is identified as a postmodernism problem not only concerns the semantic differentiation, stemming from media professional standards but also expands into what journalistic and communication theory call “scientific applied” and traces the contour of a complex practice of research facets and needs for new agile findings. The paper offered to your attention looks at how the news value dynamic sustains audience interest through the professional lens of communicators.

Keywords: news, newsworthy, newscast structure, news value, news production

Резюме

Новините са жизнеспособна и основна форма на традиционната журналистика. Новинарските телевизионни програми инкорпорират сериозността на демократичните въпроси в обществения разговор. По отношение на теми, текущи събития, международни политики или културни феномени, новинарската стойност е ключова при структурирането на новинарските емисии. Учените и практиците посочват новинарската стойност като условна мярка за директен опит от живия живот. От гледна точка на публиката, методологията на изследване на тази статия представя научен аспект на това как комуникационните специалисти възприемат и преосмислят новините критично, повече като професионалисти, които точно забелязват изкривената реалност, а не като журналисти, които уточняват защо предизвикателствата пред новинарската стойност никога не отслабват. В това конкретно проучване, проведено през май и юни 2024г., група обучаващи се комуникационни специалисти в ролята на респонденти участват в

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изследване на новинарската стойност на четири новини, отразяващи жизненоважни горещи новини в българското общество. Респондентите следва да отгатнат присъщите връзки между елементите на новинарската стойност и да се опитат да разберат логиката, която стои зад динамиката на новинарската стойност. В тази статия динамиката на новинарската стойност се идентифицира като проблем на постмодерността, който засяга не само семантичната диференциация, произтичаща от медийните професионални стандарти, но също така се разширява до това, което журналистическата и комуникационна теория наричат „научноприложно“ и проследява контура на сложна практика на аспекти на проучване и нужди от гъвкави открития. Предлагащата статия разглежда как динамиката на новинарската стойност поддържа интереса на публиката през професионалната призма на комуникаторите.

Ключови думи: новина, новинарска значимост, структура на емисия, новинарска стойност, продуцентство на новини

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News Value Dynamics – Communication Through an Audience Experience Research**Introduction**

Defining and managing the significance of the news value transformative power in the conceptualization and new notion of television via many media channels is much more demanding than it used to be a few decades ago. The traditional vision of the news value in regular newscasts today is no longer fully applicable to news content that accompanies news development in the information flow from media to the digital communication landscape.

The news values are frequently used by recent scholars and practitioners in media and journalism for the right place of a piece of news in the newscast structure to be pointed out. News value broadly comprises various factors, which determine how important or at what stage it is on the news airwaves during morning, noon, or evening newscasts. Because of the rise and fall of issues in the news consideration, this article analyses the news value through a contemporary lens, far from exhaustive and a hegemonic definition, but provides a suitable framework to study news as a determinant in the television sphere.

In the changing nature of news, when it is written, produced, transformed, and shared fast on its way to the audience, there are established constant rules in the myriad formats, even disseminated with a multitude of devices, that it stays immediate, accessible and integrated in its endeavor to capture attention. During the first two decades of the XXI century, a transformation that began with the consequences of technological advancements that changed the business model of the traditional media, the news value of television news production addresses the conceptual changes in ways that respond but even defend professional standards as a secure sign in the information ecosystem of an increasing digital divide and risks of information disorders. Concerning news value as a dominant in the professional role of journalism to guarantee the credibility of information, this research is critical to seek confidence in television as traditional media, largely because of the pandemic and the usually highlighted trend of migration of young people from news media and websites to social networks, prevalence preferred Instagram and Tik Tok. Reflecting on the news broadening programmatic representation, news value on television today focuses on contemporary dynamic that accommodate different needs and it is necessary to look beyond audience perception.

Systematic theoretical review of the dynamics of the news value

As a challenge for the modern professional pattern, the news value in the television newscasts imposingly correlates with the highest editorial standards – surveyed as accurate and impartial, in a range, volume, and depth of analysis, arranging current affairs and factual

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programming to build audience's understanding and engaging the world around. At the same time trying to establish trust is set to commercial and public services in their growing obligations to champion freedom of expression as further as reaching key audiences and combating fake news.

The scientific perspective on news value has been dominantly differentiated by earlier professional attempts in the field of journalism to explain the characteristics that make a news story more likely to be important to or valued by the audience. Academics and practitioners agree on separate but equal functions called criteria that influence the selection and presentation of events – and outline the eight typical new values: immediacy, timelessness, proximity, human interest, prominence, currency, conflict, and bizarre. If Digital News Reports 2022, and 2023 have highlighted declining interest in news and a rise in news avoidance because the news agenda seems overly repetitive on themes and has a negative effect, especially on younger audiences, this paper will imply a theoretical frame and connection between scholarly and television practice of reaffirming the value of high-quality news and the good progress in understanding the news value may be unveiling.

The concept of news value has been explored in publications by various well-known authors and journalistic guides. When it comes to television news, the news value is a key term that needs to be clarified in the correlation between journalism theory and professional practice. The co-founder of the European Journalism Observatory, Stephan Russ-Mohl, stated that we live in a world where news is available anywhere, anytime, and from anywhere, and this makes us both overnewsed and practically under informed (Рус-Мол&Инджов, 2017, p. 152). The same co-authors emphasized the importance of media editing policy to determine the precise factors behind the news value depending on gatekeeping mission and event selection: timing, proximity, status, dynamics, valence, identification, and illustration capabilities. In essence, the two researchers have suggested that the issue of navigating the news value comes from good gatekeeping practices influenced today by journalistic routine rules, but even interrelations with digital formats and online dissemination. The respected academic resource cited, which presents the alphabetical truth for the training of journalism interns and students through this manual, insists that the news value is heavily biased by the factor of perceived geographic proximity. In a clear definition, the news values dynamics could be summarized in complexity with key elements such as surprise, intensity, balance between bad and good newsworthiness, and the human touch of the news story and this structure cannot be divided into separate items (Мол &Инджов, 2017, p. 169). Ostensibly, the news value factors can be identified one by

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one, but in the dynamic process of rising and falling at different positions in the daily newscast, they work together and have a full impact. Scholars have argued that some news stories tend to wear off based on how long been presented on screen, except for intensive dynamics, nevertheless, drama effects, surprise, and celebrity factors make ratings and likes rise and fall.

The more further clarification of the news value term is needed and examined by scholars, the more dynamics of the news value become an umbrella conception for the operational level of managing the selection and changing topics of the news stories from the inputs to the outputs of the typology of the modern multimedia newsroom (Маринов, 2012). It is worth noting to be reminded of the news value perspectives of structuring in terms of multimedia journalism in the intersection of media outlets unions or the multitude of channels in the corporate managing policy of one international company (Deuze, 2004). Writing mainly on developments in German journalism, Claudia Mast – the author of another respectful in academic education professional handbook accentuated the ongoing convergence of technologies that fosters so-called “multi-tasking” in the newsroom, which she sees as a prerequisite of redefining the basic skills that would inevitably result in synthesizing of even outrightly new demarcations of the news value dynamics (Маст, 2022, pp.65). Ultimately, the news value dynamic nature is so central as a result of the crucial importance of the news themes, not developed as exclusivity through a writing mechanism and journalistic style (Barnas, F&Barnas, M, 2021, p 97).

In today’s interconnected world, it is clear that practitioners and scholars will continue to maintain an increased focus on the news value as it is intertwined with the theories and experience of most scholars throughout their active careers. No exception in comparative perspective to Russ-Mohl’s juxtapose is the definition of the news value, provided by Bulgarian scholar Andreeva, but stressed that the news value seemingly enhances the system of core principles instead of factors. The dynamics of news value are realized in degrees and constantly depend on the progress of information presented in each preceding or following newscast during the long television day (Andreeva, 2010, p.13). The same author has integrated the understanding of the news value in the context of visual and vocal ascertainment in a news story based on facts and methods of television presenting, which helps to locate the correct place of the topic in the structure of the news broadcast promptly. A further aspect of the changing nature of the news value, as it seems inevitable that bad news outweighs good stories, is provided with the news feature in the competitive battle for audience attention between mainstream media and

social media, which supposedly contemplates the well-known news values as objectivity, familiarity, personalization, relevance, but also emphasized on emotions (Popova, 2020, p.119).

Drawing upon the European legal framework, acting under the European Media Freedom Act(entered into force on 7 May 2024), the EU's Audiovisual Media Services Directive(AVMSD, 2018) that governs EU-wide coordination of national legislation on audiovisual media and under Bulgarian Law for the Radio and Television(1998), the news value concept can be compulsorily constructed by provisions for the editorial independence of media, based on editorial decisions for construction television productions, such as news broadcasts, and organized into a schedule or a catalog, established by a media service provider to exercise editorial responsibility. Since a news item is an individual item, irrespective of its length, complied into a program, it goes on the air both through editorial selection and effective control, linked to the day-to-day operation of the media service provider.

Semantic aspects of the news value dynamics should be considered with a strong relevance and importance of the news items as content that reflects current events, facts of the past, and realistic perspectives to resolve novelties from comments and biased opinions. In the complex process of multi-news distribution, there are some limitations in explicitly moving to the top-down large-scale structure of each newscast. For the significance of the news, it is meaningful to note that it consists of the possibility of announcing something truly tragic, exclusive, or bad, and this is the reason why the term news value is negatively inclined.

Theoretical aspects of the news value dynamics are implicitly correlated with core principles, factors, precision of information selection criteria, and embodiment in the news item construction with the right place in the newscast structure and alongside other news broadcasts during a specific time frame.

Professional aspects of the news value dynamics are profoundly dedicated to journalistic rules, editorial standards, and ethical norms to be strictly followed and steeped in the media policy as anticipated by public and loyal news audiences. Pragmatically, the news value dynamics consideration is not only an individual requirement but for the incumbent team challenge in the professionally functioning newsroom.

Considering the information presented above, an umbrella term is facilitated in a broad theoretical framework. For the current research, a sample definition of what constitutes a news value will be adopted. Within this framework, a specific strand of the news value dynamic's changing nature is differentiated in the following working definition:

“The news value is a complex component of factors related to the coverage of events and the way they resonate with society and the audience. Still, in a sense, it is determined by the editorial policy of the media, professional rules, and standards traditionally developed in journalism. Within each component of the news value, we find evidence for the creative potential of contemporary trends and developments and how the changes and challenges of newsmaking impact the news ecology”.

This single definition can be considered a starting point for further academic dialogue. The specific nature of the news value dynamics could be thoroughly explored in terms of audience reflection on news viewing. Looking at topics, information occasion, variety of elements of the reporting style, or analyzing the newscast structure, will give a response as to where and why exactly the right place of the news can be indicated. Investigating the news value and its specifics in a particular context could uncover new multidimensional potential for academic research, as it is the purpose of the research to be deployed.

Designing an embracing framework for the news value to be multi-dimensional considered, it is necessary to assume the news value as a part of the concept of news has been adapting and evolving in the technological environment of television and even further in the years ahead it is slightly unpredictable to say how AI revolution will affect the behaviors and experiences both media professionals and their issued reached audiences. The insightful studies of the news value dynamics are supposed to establish an expansion focus.

Method and materials

The methodology of this research has been constructed of educational and sociological approaches, including a research for the news value dynamics and what understanding reveals among a group of 38 communication specialists in the course of their seminars in the academic discipline “Working with fact and data” in the “Communication management” specialty at Faculty of Journalism and Mass Communication, Sofia. The research has been initiated because of its relevance with media studies, media critical thinking, and the scientific perspective for the news value to be explored in the practice of media literacy.

The methodology is also built on the complexities and challenges of the nature of news value which audience attention could redefine. The research design seems promising for developing the news value dynamics because not journalists who know how the news value is used and are professionally involved in the production process, but communication specialists should assume and communicate how the concept of the news value is realized and put into

practice. The main aim of the research is to delve into the tensions of critical thinking inherent in news broadcasts and solve the priority problems of news structuring.

Communication specialists have information in advance about specific characteristics of the television news-making process and in particular of the professional standard mechanism through which news value operates. The methodology provides instruction dedicated to some key journalistic aspects of the functioning of the news value. The research, conducted in an academic auditorium during the specified course seminars, began with an explanation of what news value is and how it works in television news practice. As part of the research, news value is under the rules of everyday routinization of the newswork and the standards of the practitioners to serve the dominant understanding which means that the structuring of the news remains operationally closed in the general process without the exceptions of exclusive events. Within each component of the logic of news values, teaching approaches were established, transferred from journalism to a strategic operational system of communication management high-performance practices supporting coherence and relative homogeneity in the field of media and communications.

News guidelines set the standards of news values that are more likely to be specialized by practitioners such as producers, reporters, and editors-in-chief of media than theorized by journalists. All have argued that high professionalism and quality of the news depend on precise judgment and lead to what audience is interested in watching or not.

At the beginning of the research, it was explained that news value is a basic term in the sphere of television news production. It is used in journalism and media practice to indicate the correct place of news in the newscast structure. It also includes various indicators that show how important this news is and its position. In the assignment for news value conceptualization through the prism of audience-focused news judgment communication management specialists are trained to watch carefully separately and one after another four news items on different topics and located out of their place in the newscast.

The news items, incorporated in the structure of the newscast, are conditionally in the A, B, C sections separated. The first two sections usually cover the information of public interest – the so-called “hard news”- political, economic social, and criminal themes, and besides that, the third section includes human touch, news features, curious stories – indicated as examples of soft news – some positive news that makes the viewer smile and cheer up. If the hard news provokes bad emotions, the soft news is just the opposite emphasizing positive emotions and good mood. In many cases, the news is defined as bad, and according to the

principles of the media business, “bad news” is good for the ratings, but frequently there have been many standout news stories about good themes that show a good occasion in life.

In general, the newscast structure follows the usual logic of placing the news in the line of political, economic, social, and other themes moving from serious to feature, and curious, or entertainment stories if the news broadcaster is a public service or private operator.

Participating in the current research, communication specialists have the opportunity in a trainee course to see how the news value dynamic works in general professional rules. They needed to watch four separate news items, dedicated to various themes that were preliminary selected from the news programs of the three leading Bulgarian national televisions – BNT, bTV, and NOVA TV. Each participant should fill in a registration form with information about specific features of the news value – to suggest a correct place in the newscast concerning the news headline, information occasion, or thematic option. In addition, research participants’ assumptions about noticed elements of the news and indicated correct place in the newscast structure should be provided. The answers to the short questionnaires were given after each news separate watching. The study aims to provide an educational approach that would make communication specialists for digital critical literacy better prepared. In the process of playing a video, a description of four news items is made in order to evaluate the audiovisual features and avoid any problems that may arise.

A Description of Four News Items

1. A Legal Case for Radical Islam, 2016, bTV Novinite

The legal case for radical Islam and the preaching of religious hatred in Pazardzhik is one of the most covered media cases in Bulgarian news because of the public resonance. To date, 14 people have been convicted in the trial, 12 of them appealed, and in 2022 the Supreme Court of Cassation returned the trial to the initial phase due to significant omissions and unclear facts of the court and the prosecutor’s office.

2. Up to 60, 000 Bulgarians in a year leave the country, 2016, NOVA TV.

The economic migration of Bulgarians is the main topic of the transition in Bulgaria and is present annually in the news broadcasts. The opportunities for many Bulgarians to work in the European Union have a multi-dimensional impact on the economy and the labor market in the country.

3. Marriage Week International, 2015, BNT

National Marriage Week unites public endeavors and support for encouraging celebrating marriage and family. The National Marriage Week, organized from February 7-14

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each year takes place in 30 countries around the world. The National Marriage Week in Bulgaria is dedicated to strong marriage, to the voluntary union between a man and a woman, who have made a mutual dedication to each other until the end of their days.

4. The Village of Chavdar – A Peaceful Village, 2015, NOVA TV

The Bulgarian Village of Chavdar is an example of successfully using European funds for a settlement. Is it possible in our country to have a semblance of a Swiss village and its administration to manage public funds and investment projects well?

The selection of the presented four news items is oriented to address the research and educational purposes for the news value dynamics with highlighted criteria for different sources, various topics, and suggested options placed in the newscast structure.

It is merely to note some research restraints and limitations. The themes and broadcast times of the news that have been aired are ultimately distant from daily politics during the campaign period of both elections- the 2024 European Parliament Elections and the 2024 Bulgarian Parliamentary Election. It is important to note that the four news items are regularly used in the teaching archive of television practice in graduate education courses with students at the Faculty of Journalism and Mass Communication. Thus, these news items are specifically evaluated and used for research purposes.

The methodology of conducting technological research – playing four news items on television monitors in an academic auditorium is the appropriate educational environment for necessary instructions, which could be provided by the lecturer if needed, or further explanations about the content of the news. The present generation of young people, as communication specialists in their third year of education, are accustomed to receiving information and knowledge through audiovisual material. Moreover, through that kind of vivid educational environment of viewing audiovisual production for non-journalists, other specialists in higher education, in this case, communication specialists who are preparing their competencies for working in the media sphere, are enhancing the teaching process rather than passively consuming knowledge. Especially, the utilization of digital audio and video technologies makes the news forms more familiar to learners and further engages them in screen media as a means of communication.

From the above methodological perspective, this scholarly exploration of the news value aims to enrich the discourse on news playing a pivotal role in the audience's understanding of the world challenging truth-telling and critically avoiding misconceptions.

Results

The news value dynamics in the educational procedure in contemporary higher education may foster critical media literacy and demand the acquisition of skills and knowledge for communication specialists to be better prepared. News items as audiovisual forms of teaching are empowering methods of engaging thinking and interpretation of how the news value can communicate stories and ideas. A profound way of educating students in news production is to make them feel a great difference between the theme of the news and the news occasion regarding events that journalists visit and report. The differentiation between the theme and the occasion of the news usually creates some difficulties in the learning experience by laying the foundation to develop the ability to evolve young audiences' critique of screen media.

In this research based on providing a comprehensive communication specialist point of view derived from their pedagogical experience, they were asked to express and write in open and closed answers their opinions on the following research questions:

RQ1: How the news item could be defined?

a) political b) economic c) social d) criminal e) soft news f) other

RQ2: In short, what is the main theme of the news item?

RQ3: What is the occasion? Point out the news event.

RQ4: What elements of the news item can you recognize?

a) The anchor announcement b) a reporter speaks c) an interview d) an expert speaks
e) an atmosphere of the event f) other

RQ5: Where should a news item be located in the news structure?

a) At the beginning of the newscast b) in the middle of the newscast c) at the end of the newscast.

Considering these two driver functions of the news value – the theme of the news and the news events, a theoretical framework expressed by our research participants, a dominant operational logic could emerge by the method of the sampling process. In a relatively small sample of participants (as mentioned above 38 participants), the two different perspectives on the news value are sufficiently addressed for interpretive analysis. Selective deepening of the presented news items is based on the desire to bring the audience to the heart of the event. Creating a connection between the audience and the news story by transferring competence and emotions will help the news value's flexibility be better considered. The impact of the changing nature of the news value should be strengthened by the provided theoretical background of

journalism and benefited in the presented below two figures of samples that illustrate optional choices in semantic dimensions between the theme and the occasion of the news items.

Figure 1.

A summary illustration of a conceptual framework for news value based on different news topic

	 A Case of Radical Islam (2016)	 Migration (2016)	 Marriage Week (2015)	 The Village of Chavdar (2015)
Theme	The Danger of Terrorism, The Islamic Movement in Pazardzhik; Supporters of radical Islam in Pazardzhik; The Islamic State in Bulgaria; Spread of radical Islam in Bulgaria; Preaching Jihadism in Pazardzhik; Treat of radical Islam; A treat to Bulgaria's national security 14 people preach religious hatred; Praise of terror upon the infidels; A terrorist cell in Bulgaria	Labor Migration; Economy and Demography, Lack of workers in Bulgaria; High unemployment in Bulgaria, Departure of Bulgarians; High unemployment and crisis in the labor market in Bulgaria; Bulgarians prefer to stay at home than work; People prefer to be supported by loved ones abroad; 2 500 000 Bulgarians work abroad and send money home;; Lack of workforce in Bulgaria; Unemployment and low wages in Bulgaria	Start of "Marriage Week" in our country; Free weddings in the period of February 7-14; Free weddings in the "Sveta Nedelya" Church; Concluding a church marriage	The money are not lost in the village of Chavdar; A model village; Swiss-style village; Hoe Bulgarian Village can reach European standards; An exemplary village. Chavdar – the village of miracles and tales; The village of Chavdar is attracting attention on Internet; Chavdar – the village where the millions of European projects are absorbed and put into the appearance of the village

It is first noticed that the subject of observed news value does not avoid information homogeneity instead of semantic distinction between the theme of the news item and the news event (the news occasion). From the informational aspect of constructing the news value, a certain coincidence of understanding of the two functions can repeatedly be shown. In a comparative perspective of the theme of the news item and the news event, according to the results of the Case of Radical Islam (2016), the theme is identified as a rare and unusual public case of radical Islam in Bulgaria, in the prism of determining the news event as an initial trial in the District Court in the Bulgarian town of Pazardzhik. Second, it is noticeable that a certain amount of distracted attention and unprecedented attitude were combined in comprehending

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the right dimensions between news themes and news events, and as can be seen, some attempts of explanation seem inevitable similarities in meaning (Migration, Marriage Week and the Village of Chavdar).

Figure 2.

A summary of conceptual framework for news value based on information occasions

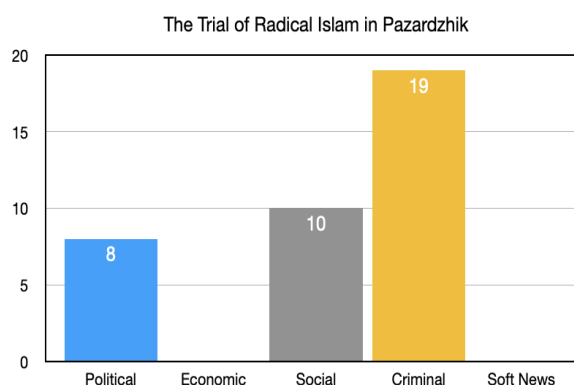
	 A Case of Radical Islam (2016)	 Migration (2016)	 Marriage Week (2015)	 The Village of Chavdar (2015)
Information Occasion\News event\	A Legal Case for radical Islam; Protest of citizens in Pazardzhik; The indictment of 14 followers of radical Islam; Indictment in the case	A study of the trade unions indicates that 60 000 Bulgarians leave the country every year; Visualization of unemployment in our country; Unemployment in Targovishte; Contradictions of the labor market in Bulgaria; Vacancies and unwilling to take them; Bulgarians abroad and unemployed at home; Unemployment in Targovishte district is twice the national average; Hunger for workers in a sewing warfare and café in Targovishte; Unemployed people are supported by relatives abroad.	The initiative of the “Sveta Nedelya” church; The initiative of the Association “Society and Values” Priests will marry for free during the Marriage Week in the “Sveta Nedelya” Church; Marriage Week in Bulgarian Temples; Promotion of Church Marriages	The money are not lost in the village of Chavdar; A model village; Swiss-style village; How Bulgarian Village can reach European standards; An exemplary village. Chavdar – the village of miracles and tales; The village of Chavdar is attracting attention on Internet; Chavdar – the village where the millions of European projects are absorbed and put into the appearance of the village

The results of the research, both quantitative and qualitative, and analysis will be presented in the next section.

Many explanations have been given about the nature of the news value by theorists and practitioners over the years, and it is not difficult to point out the fundamental tenets of why its dynamic in the media is so commented upon. With sincere concern, active working journalists pick up topics about crises, tragedies, and crimes with definite suggestive leads. Without a controversial professional approach, political issues, in particular headlines about national security, war, international meetings of world leaders, elections, etc., expand the territory of news production in television programming. The dynamics of the value of the news directly show that someone professional has chosen the news for us. If the viewer has to follow the overall processes in society to orient himself in the context of what is communicated, it would be fundamentally useful for the professional role of journalism to be able to help the recipient take into account the various factors and the different levels of the news value determinant.

Figure 3.

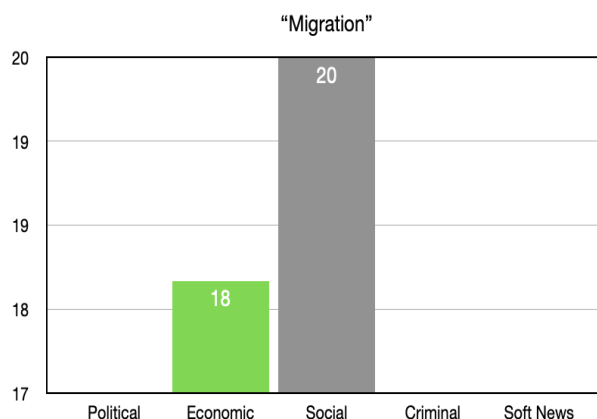
The Court Case in the Bulgarian district of Pazardzhik, 2016.



As seen in the picture in Fig. 3, the news on political issues, permeated as a hegemonic discourse in the definition of hard news core, usually fulfilled section A in the newscast, making it difficult for communication specialists to identify news value. It is aptly to be pointed out that the news item of the court case in the Bulgarian district of Pazardzhik can be defined as a multimodal dissected topic. The argument is that although the trial introduces social oppression and protests, the former political fear of national security attacks also extends beyond the latter. Furthermore, the presence of a politician in the news is not a significant sign for the recipients to perceive the court case as a part of the political process in the country or as an important matter at the attention of state authority. The scattered results, such as inconsistency, show once again the political alienation of young people, and the difficulties in recognizing and engaging with political topics and current events are confirmed.

Figure 4.

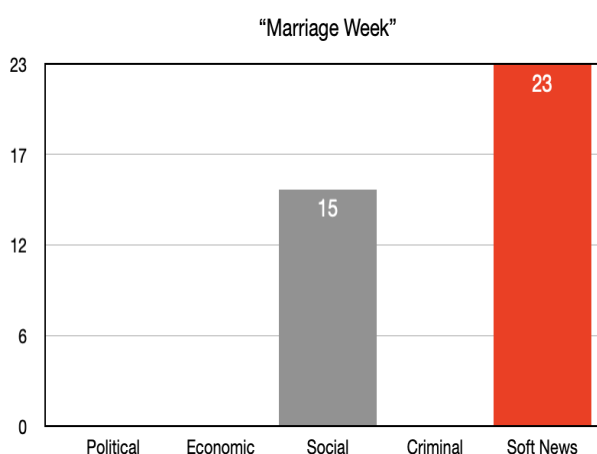
The Migration Process in the Bulgarian district of Targovishte, 2016.



The second news has some specificity in the semantic dimension if the news value is to be immediately discovered. Economic topics in the news are in complex correlations leading to tighter integration between resources – subjects of money-making sectors, and salaries and consumer possibilities, as money-gaining social groups in society. Discussing in more detail the economic processes in which migration occurs, it is more optional for the income of the population to be socially ascribed. The line between economic and social news on the topic of migration is very blurred and leads to uncertainty in the determination of the news value. The journalistic approach of presenting the news and taking the aforementioned factors, the result defining migration as a piece of social news is right for up to 50 % of the participants in the research.

Figure 5.

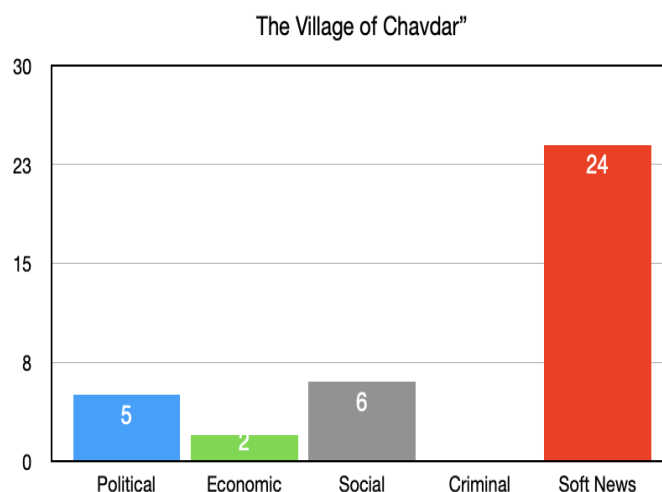
The International Marriage Week, broadcast on BNT, 2015



The news about international marriage week, broadcast on BNT, has a double meaning from the point of view of the public broadcaster's public mission. Because it looks like it could be entertaining news because of the positive mood, and smile-inducing commentary of the reporting approaches, the news value is determined not so much by its position in the newscast, but by the reinforcing informative nature of the news story. The public service does not broadcast soft news and does not engage in pure entertainment in its news. By giving communication specialists the opportunity to develop their own critical opinions on how accurately to define this news, the results demonstrate both intrinsic entertainment and information value.

Figure 6.

The news about a Swiss-style village in Bulgaria

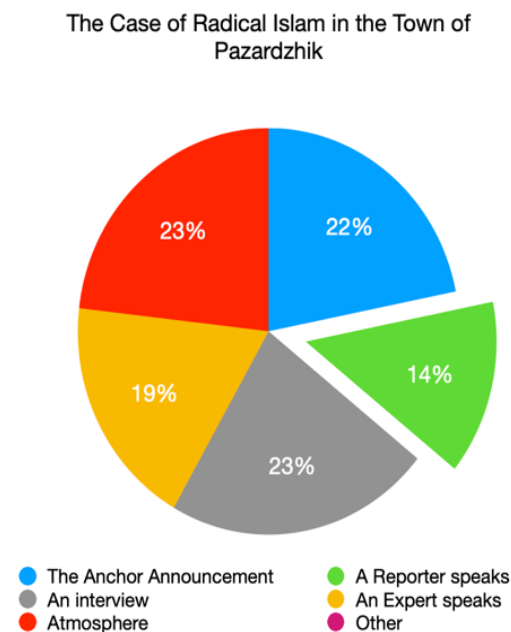


The news about the only Bulgarian village with the most absorbed European funds was broadcast on the private national operator NOVA TV in 2015. Despite the topic being deeply informative and serious, the creative journalistic style of reporting, sense of humor, and lack of confirmation of the news rule of all views presented, especially widely-discussed honest work of the village Mayer, who is not interviewed, the recipients unmistakably recognize the form of soft news.

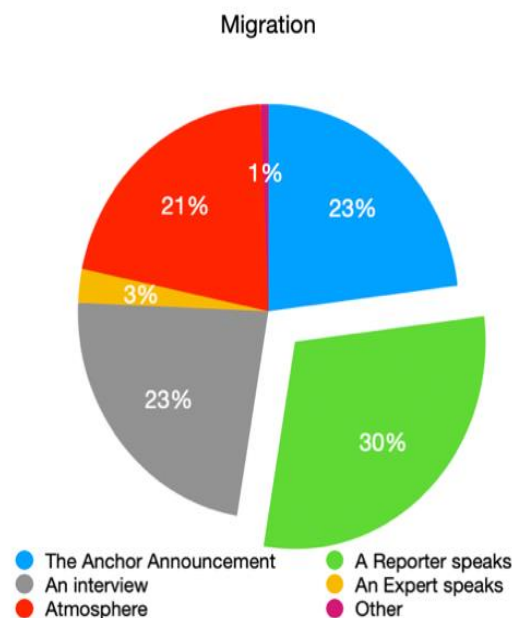
The next four figures show how the news value dynamic depends on the internal development of the elements in the news. The professional priority of television as the traditional medium, strong in storytelling through audiovisual performance, is to combine a certain linearity with hierarchical order in constructing the concept of news value dynamics. The coherent progression of how important the news is and the way it is told in a news story focuses on knowing how to build the essential elements of the foundation of a good news story.

Figure 7.

The political news story is built by people who speak with confidence-anchor, expert, reporter

**Figure 8.**

The news story that engages the trusted audience is presented mainly by a reporter

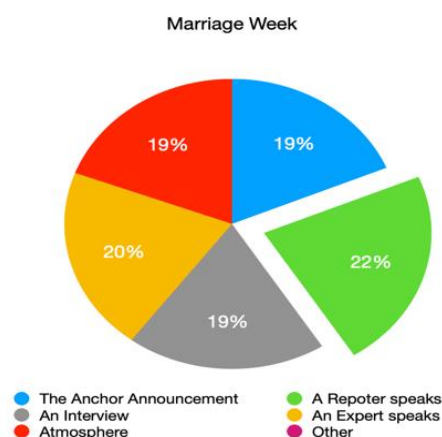


As can be seen in the figures, the balance of elements in the news story is mainly centered on stories told by both professional journalists and official representatives who know the seriousness of the subject in depth.

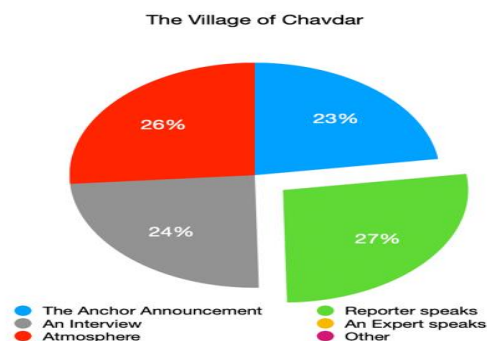
The element of atmosphere, constant in the observation of the four news stories, is a crucial part of the authenticity, credibility, and engagement of the audience with the dynamic of the news value in a pragmatic essence. In order to reveal a thorough understanding of the subject under survey, the news is somehow expected to be supposedly either well-balanced or rarely to have some elements predominate over others.

Figure 9.

The news about Marriage Week is well-balanced structured

**Figure 10.**

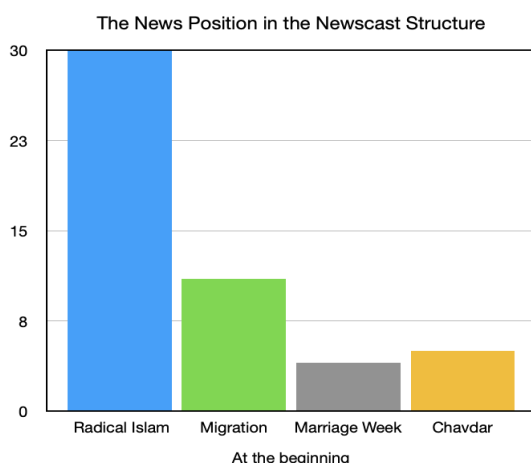
In the news story about the village of Chavdar the expert is excluded



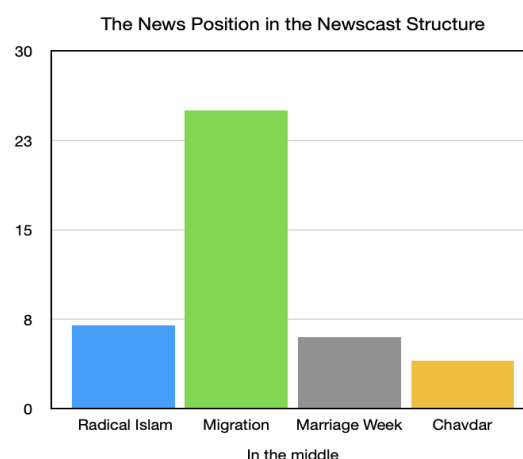
Here below, a satisfactory frame of the composition of the different places of the news in the structure of the newscast, excerpts from data, provides a clear understanding of the identification of news value.

Figure 11.

The Radical Islam Trial is positioned at the beginning

**Figure 12.**

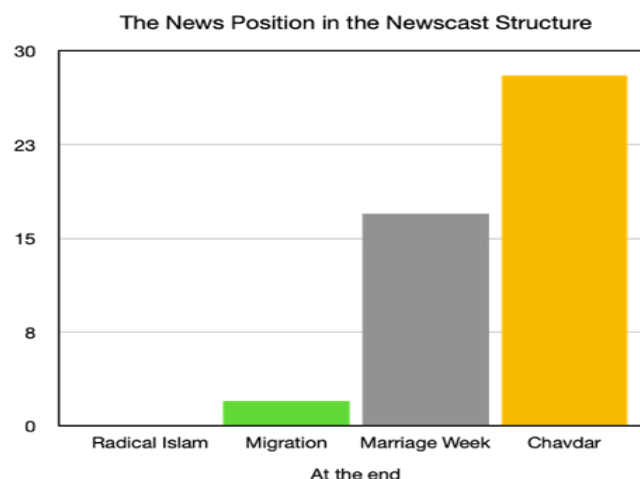
The Migration is positioned in the middle



If communication specialists had any doubts or uncertainties about how factors reflect the news position and determine the reliability of the news value, they confirm a consensus about the results and findings – if more attention is needed, the audience can establish accurate, comprehensive and extended descriptive judgments.

Figure 13.

The Marriage Week and the Village of Chavdar are positioned at the end of the newscast



Discussion

Discussed as an immediate postmodernism problem, the concept of the news value dynamic is supposed to be challenged by professional journalists on the impact of the implementation of artificial intelligence in the field of media and communication. The rapid evolution of generative artificial intelligence, on the one hand, is perceived by audiences' experiences as a new technology with new opportunities. However, on the other hand, for journalists, this is perceived more as a risk of increasing precariousness for human judgment in the dynamics of the news value than tools, agents, or algorithms to influence the media. The launch of Open AI's ChatGPT in November 2022 raised concern about the impact of artificial intelligence on news production and the potential for gaps in how the news value works if human intervention continues to decline.

Conclusions

The concept of the news value dynamic is a prominent phenomenon in journalism theory and the professional environment of the television newsroom. Scholars argue and agree on the factors of news value, but never deny the importance of this determinant, thus through an international intensive exchange of news in the media, social networks, and platforms, both professional and academic interest in the effective educational research project that involves future communication specialists will grow exponentially due to the obvious practical outcome of acquiring new and useful work skills. In addition, the theoretical and practical framework of the news value, applied in the survey of the educational procedure, brings out the reception of

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dynamic change and adapts the competencies of students because the produced outcome is apparent. The interdisciplinary approach of learning “news value” from the sphere of journalism practice to the academic media and communication field portrays the perspective of how valuable education can be before students become professionals. Last but not least, this paper offers a unified definition of news value that was proved in the research prism and came directly as scientific-applied for further deeper academic dialogue.

Acknowledgments

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