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Sind Nachrichten gleich Nachrichten?

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• Introduction

- Both MEXT and the EU Commission urge the fostering of media literacy. However in a globalized world, media literacy cannot be limited to one country. A link to intercultural communication is necessary. Awareness has to be raised of different communicative styles through which cultural styles and values are transported. In a first attempt to link these two aims, this study analyzes the news reports of the same event broadcast on the same day in five national prime-time TV programs: **Germany's ARD Tagesschau**, the **British BBC News at Six** and **Japan's NHK's News7** are featured here. France's TF1 LE20H and the U.S. CBS Evening News are also considered. Both the oral and visual parts of the news broadcasts show evidence of different communicative styles and their influence on the presentation of news.

HIGH FIVE - FIVE COUNTRIES, FIVE NEWS PROGRAMS
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Introduction
Both MEXT and the EU Commission urge the fostering of media literacy. However in a globalized world, media literacy cannot be limited to one country. A link to intercultural communication is necessary. Awareness has to be raised of different communicative styles through which cultural styles and values are transported. In a first attempt to link these two aims, this study analyzes the news reports of the same event broadcast on the same day in five national prime-time TV programs: Germany's ARD Tagesschau, the British BBC News at Six and Japan's NHK's News7 are featured here. France's TF1 LE20H and the U.S. CBS Evening News are also considered. Both the oral and visual parts of the news broadcasts show evidence of different communicative styles and their influence on the presentation of news.

Gaddafi's Death
October 20, 2011

Anniversary of the Fukushima Disaster
March 11, 2011

Visual
Oral

Preliminary Results
Both the oral and visual parts of the news broadcasts show evidence of different communicative styles and their influence on the presentation of news. The visual parts of the news broadcasts show evidence of different communicative styles and their influence on the presentation of news. The oral parts of the news broadcasts show evidence of different communicative styles and their influence on the presentation of news.

Points to Ponder
Media Literacy and Communicative Style (Kling)
How are these connected?
How does your perception of the connection affect you?
Does media perpetuate culture in at least two ways?
The global context presented
Presenters' individual communicative style
Are there more? What do you think?

Gaddafi's Death

October 20, 2011

- ◆ ARD Tagesschau
- ◆ Text: The newscast has an obvious structure with an analytic tone and uses only formal language. Three parts of the Libyan situation are given: current news on the spot, a review of Gaddafi's 40 years in power, and international reactions (Cameron, Clinton, NATO, EU). The view seems detached as if from outside, however it highlights men with weapons shown celebrating at the news of Gaddafi's death. The program devotes 48% of 16 minutes on Libya.





- ◆ **Visual:**
- ◆ presenters stand stiffly with little body language
- ◆ and few facial expressions
- ◆ newscaster always with map or photo in background
- ◆ medium to long shots
- ◆ average shot 3 seconds in length
- ◆ usually men shown with many weapons in view

- ◆ **Oral:**
- ◆ no greetings between announcers
- ◆ no overlaps or connections between sequences or presenters
- ◆ all content translated into oral German
- ◆ keywords: Gaddafi (30) Libya/Libyans (21) dead/death (16)

NHK News7

- ◆ **Text:** The program appears in the form of neutral instruction giving background information. Connections are made between Gaddafi's death and movements in other Middle East countries. Celebrations and interactions between people are emphasized and 25% of the 30 minute newscast is on Libya and the Middle East.





◆ **Visual:**

- ◆ only Tokyo newscaster shown
- ◆ stiff body language, suppressed gestures but facial expression
- ◆ average shot 4 to 5 seconds with many longer
- ◆ many closeups to build connections
- ◆ women and children shown with almost no weapons in view

◆ **Oral:**

- ◆ content given in original language with Japanese subtitles
- ◆ numerous shots introduced or concluded without voice over (even up to 7 seconds at a time)
- ◆ keywords: Libya/Libyans (17 plus 13 in subtitle) Gaddafi (10 plus 10 in subtitle) citizens (14 plus 4 in subtitles)

BBC News at Six

- ◆ **Text:** The focus of the broadcast is the feelings of relief and celebration of Libyan citizens and their positive plans for the future. British interests are tied in as reports on the Lockerbie plane crash and the death of a London policewoman are embedded in the reporting from Libya. The main newscaster and Middle East editor are actually reporting from Tripoli while an interviewer in the countryside appears to speak Arabic. Fully 50% of the programs 29 minutes is on Libya.





- ◆ **Visual:**
- ◆ active movement of camera into crowds, to feel as if audience is there
- ◆ informal dress and language with lively facial expressions and body language
- ◆ warning of strong images

- ◆ **Oral:**
- ◆ interaction between presenters (names, greetings)
- ◆ information presented in dialog, showing while talking
- ◆ communication building
- ◆ oral overlaps of two shots, building connections
- ◆ keywords: Libya/Libyans (39) Gaddafi (30 plus 2 in subtitles) Tripoli (12 plus 5 in subtitle)

TF1 LE20H



CBS Evening News



Anniversary of the Fukushima Disaster

March 11, 2012

- ◆ **ARD Tagesschau**
- ◆ Text: The broadcast is structured using only formal language and focuses on the nuclear disaster. Half of the Fukushima report (19% of 13 minutes) is on the disaster anniversary and half (19% of 13 minutes) is on antinuclear concerns.



- ◆ **Visual:**
- ◆ presenters stand stiffly with little body language
- ◆ and few facial expressions
- ◆ newscaster always shown with photos and titles in background
- ◆ numerous protective masks and clothing shown
- ◆ average shot 3 seconds in length without much deviation

- ◆ **Oral:**
- ◆ no greetings between announcers
- ◆ no overlaps or connections between sequences or presenters
- ◆ all content translated into oral German
- ◆ keywords: cluster of nuclear terms (19)
Fukushima (6) tsunami (3)

◆ **NHK News7**

- ◆ **Text:** The newscast emphasizes emotions of survivors and relatives, greatly relying on visual images without voice-overs. Numerous personal experiences are tied together in narration, striving to add positive notes. The goal of the program appears to be building an emotional bond between the people of the disaster area and the audience. Fully 94% of the specially lengthened 60 minute program is on the anniversary.



◆ **Visual:**

- ◆ dual newscasters shown on stage in front of photo montage with title
- ◆ no correspondents or experts appear
- ◆ presenters have stiff body language, suppressed gestures but facial expression
- ◆ average shot length greatly extended
- ◆ many long closeups of people and symbols

◆ **Oral:**

- ◆ many interviews with main point given in subtitles
- ◆ numerous shots introduced or concluded without voice over (even up to 30 seconds at a time)
- ◆ keywords: rebuilding (35 plus 22 in subtitle) tsunami (37 plus 11 in subtitle) earthquake (36 plus 12 in subtitle) nuclear energy/plant (24 plus 18 in subtitle)

- ◆ **BBC News at Six**

- ◆ **Text:** The correspondent reports from Fukushima amid debris and emphasizes remembrance and an actual real view of Fukushima today. The focus is on powerlessness mourning and shows memorial services in numerous locations. The newscast devotes 16% of 19 minutes on Fukushima, presented second to a breaking news story on Afghanistan.



- ◆ **Visual:**

- ◆ great variation in lengths of shots
- ◆ informal dress/ language + lively facial expressions / body language
- ◆ new cuts usually begin with medium close-ups
- ◆ numerous images of people mourning

- ◆ **Oral:**

- ◆ interaction between presenters (names, greetings)
- ◆ communication building and tied into next news sequence of memorial for 6 British soldiers
- ◆ numerous shots introduced for 2-3 seconds without voice-over
- ◆ few words repeated, but strong active verbs and emotional nouns to depict the disaster

TF1 LE20H



CBS Evening News



◆ Preliminary Results

- ◆ Both the oral and visual parts of the news broadcasts show evidence of different communicative styles and their influence on the presentation of news, confirming Galtung's premise that each region has its own communicative style. The focus on facts, analysis and maintaining distance is realized in the **German Tagesschau** by the use of very little facial expression or body-language by the newscasters and the correspondents. The frequent usage of long shots confirms the impression of distance, and the shots do not contain any emotional or sympathy seeking content. **Japan's NHK News7** emphasizes close-up images speaking for themselves and emphasized people's feelings and emotional reactions. The newscasters stand very formally, but their words have less impact than the visual images shown. The **BBC News at 6** reveals more interaction and relationship building between newscaster, correspondents, and the audience, by displaying animated facial expressions and by verbal choices. The shots emphasize putting the audience in the midst of the event shown, using varying camera techniques.

◆ Points to Ponder

- ◆ Media Literacy and Communicative Style (Galtung)
- ◆ How are these connected?
- ◆ How does your awareness of the connection affect you?
- ◆ Does media perpetuate culture in at least two ways?
- ◆ The planned content presented
- ◆ Presenters' instinctive communicative style
- ◆ Are there more? What do you think?
- ◆ How much does one really need to know about cultural communicative styles to gain media literacy?