



The Discursive News Values of the 2017 Marawi City Siege: A Corpus-Assisted Multimodal Discourse Analysis of Selected Newspaper Reports

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News values, newsworthiness, and their dimensions

- Newsworthiness and news values are widely discussed in **journalism** and **linguistics**.
 - **Newsworthiness** refers generally to events' sufficiency for media coverage.
 - **News values** are those traits or values that shape or define the newsworthiness of events.
- Both concepts have evolved through years of journalism and linguistic research that they can be seen through different dimensions.



News values, newsworthiness, and their dimensions

MATERIAL

(What physical aspects of events make them newsworthy?)

SOCIAL

(What guidelines do media groups have to determine newsworthy events?)

COGNITIVE

(What internalized newsworthiness criteria do journalists have?)

DISCURSIVE

(How do journalists construct events as newsworthy?)



Previous research on discursive news values analyses

Methodological opportunities

- Bednarek and Caple (2012, 2017)
- Caple and Bednarek (2013)
- Potts et al. (2015)
- Bednarek (2016a)

Empirical analyses of news across events/contexts

- Huan (2016)
- Bednarek (2016b)
- Fruttaldo and Venuti (2018)
- Molek-Kozakowska (2016, 2017, 2018)
- Dahl and Flottum (2017)
- Lorenzo-Dus and Smith (2018)
- Makki (2019)
- He and Caple (2020)

Research gaps

➤ There is a dearth of research that...

- ❑ provides a glimpse of the reporting practices of local journalists with respect to terrorism events
- ❑ explores the discursive construction of newsworthiness of **war and terrorism (e.g., the assault of Marawi City)**
 - Other analyses focus on other issues relating to discourse and/or semiotics such as representation of agency.
- ❑ investigates news discourse as a multimodal semiotic product
- ❑ investigates news discourse through the combination of multiple methods (e.g., corpus-assisted multimodal discourse analysis)

Research objective

- **General objective:** To identify how the 2017 Marawi City crisis is constructed in selected broadsheets as newsworthy
- **Specific questions:**
 1. What linguistic and visual resources were deployed to construct the Marawi City crisis as newsworthy in print reporting?
 2. What discursive news values were used to construct the newsworthiness of the said event?
 3. How do verbal and visual modes relate to each other in constructing the event's newsworthiness?

Reasons for focusing on Marawi crisis coverage

- The event exposes poverty and security lapses, the perpetuation of jihadism and Southeast Asia, and other concerns (Panzo, 2018).
- The material outcomes of the event are widely known (i.e., almost 1,000 casualties; 300,000 displaced persons, and 17-million pesos worth of infrastructure damages).
- The event is a recent example of local terrorism (i.e., jihadism), the history of which could be traced as far back as the Moro nationalist movements in the 1970s (Aguirre, 2009; Quimpo, 2016).

Theoretical framework: Discursive news values analysis (Bednarek & Caple, 2017)

- The discursive news values analysis (DNVA) framework enables us to determine **how** an event is packaged or sold as newsworthy.
 - Newsworthiness and news values are seen as a **discursive or semiotic construction**.
 - **News values:** Aesthetic appeal (of images only), Consonance, Eliteness, Impact, Personalization, Proximity, Superlativeness, Timeliness, Unexpectedness, and Valence (i.e., Positivity and Negativity)

Research methodology

➤ Research design:

- corpus-assisted multimodal discourse analysis (CAMDA)
- Intertextual and intersemiotic

➤ Corpus design:

- **Number of reports:** 60 news articles on the Marawi crisis
- **Broadsheets:** The Manila Bulletin (TMB), The Philippine Star (TPS), and Philippine Daily Inquirer (PDI)
- **Scope:** May 23-October 31, 2017 (four reports per month)
- **Corpus size:**
 - **Verbal corpus:** 49,535 words (350-1,350 words per text);
 - **Visual corpus:** 60 images (one image per text)

Data analysis procedure

1

Identification of news value resources

(1a) Collocation analysis
(1b) Manual analysis of texts

(1c) Manual analysis of images

Adapted from Bednarek (2016c) and Caple (2015)

2

Identification of intrasemiotic news value trends

Full-text (FT)
sub-corpus
trends

News image (NI)
sub-corpus
trends

3

Identification of intersemiotic news value trends

Multimodal relationships in the 2017 Marawi Crisis
Broadsheet Reports Corpus and its overall
construction of newsworthiness



Node word: **MARAWI**
 Statistical measures: **MI3** and **Log-likelihood**
 Minimum collocation frequency: **9**

#LancsBox v 4.0

KWIC **GraphColl** Wheel Words Ngrams Text

Search

▼ Span 4<>4 ▼ Statistics 05 - MI3 ▼ Threshold ▼ Corpus Marawi City 2017 Crisis Corpus ▼ Type Clear

Marawi

Freq: 555 Collocates: 70

Index	Status	Position	Collocate	Stat	Freq (coll.)	Freq
8	O	R	and	14.368386...	67	125
9	O	R	siege	14.282990...	21	41
10	O	L	task	14.259449...	20	36
11	O	L	rehabilitation	14.037057...	20	42
12	O	R	is	13.849746...	41	412
13	O	L	from	13.709170...	34	259
14	O	R	that	13.674758...	42	500
15	O	R	on	13.633725...	38	381
16	O	L	force	13.592663...	19	49
17	O	L	rebuilding	13.376907...	15	28
18	O	R	a	13.291814...	42	652
19	O	R	crisis	13.230066...	15	31
20	O	L	joint	13.096799...	15	34
21	O	L	reconstruct...	12.979947...	13	24
22	O	L	battle	12.921970...	19	78
23	O	L	out	12.846127...	21	111
24	O	R	conflict	12.630700...	16	57
25	O	R	residents	12.630700...	16	57
26	O	L	up	12.536154...	17	73
27	O	L	maute	12.329734...	24	237
28	O	R	duterte	12.289823...	20	141
29	O	L	still	12.286865...	18	103
30	O	R	military	12.266092...	23	218
31	O	R	he	12.034766...	27	414
32	O	R	armed	11.898860...	15	78
33	O	R	23	11.860926...	12	41
34	O	L	holed	11.844412...	10	24

▲▲▲

Filtering complete

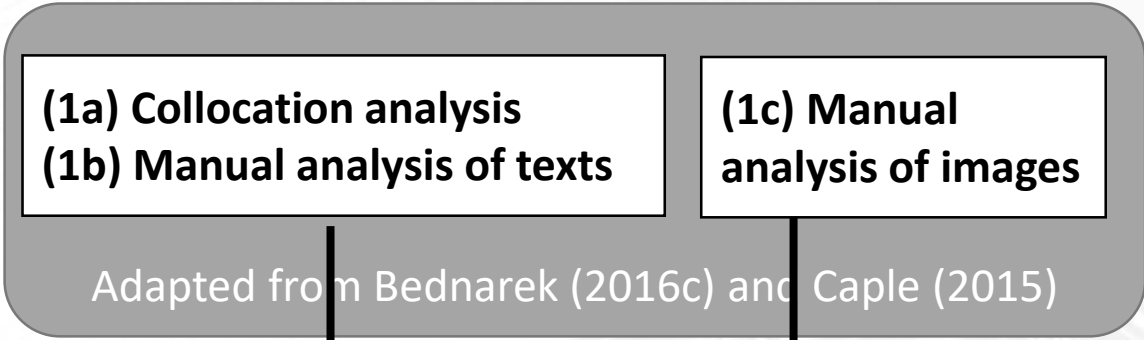
affected by the ongoing armed conflict in	Marawi	City. According to Banaag, the National Disaster
days due to the armed conflict in	Marawi	City, Lanao del Sur which resulted to
displaced by the ongoing armed conflict in	Marawi	City, Lanao del Sur, have died due
to help educate children as it rebuilds	Marawi	City The Armed Forces of the Philippines
first to enter the war-torn city of	Marawi	not armed with any weapon, not protected
the Maute Group still holed up in	Marawi	City, Armed Forces of the Philippines (AFP)
Duterte likewise tackled the armed conflict in	Marawi	City, which entered its 100th day Wednesday.
Three	Marawi	siege leaders slain Armed Forces of the
of the local people." Last stand? In	Marawi,	some in the armed forces are hopeful
the endgame of the armed hostilities inside	Marawi,	we will be shifting our forces to
proud of you," the WestMinCom Chief added.	Marawi	liberation The Armed Forces of the Philippines
and children, in our drive to clear	Marawi	of all armed elements," he added. A
the informant," he said in Filipino. The	Marawi	conflict began when armed militants blocked government
Even as the five-month-old armed conflict in	Marawi	City is finally over, government forces have
'We just wanted to get out of	Marawi.	"The armed men ordered us to hurry

Concordance lines of MARAWI and *armed*

Data analysis procedure

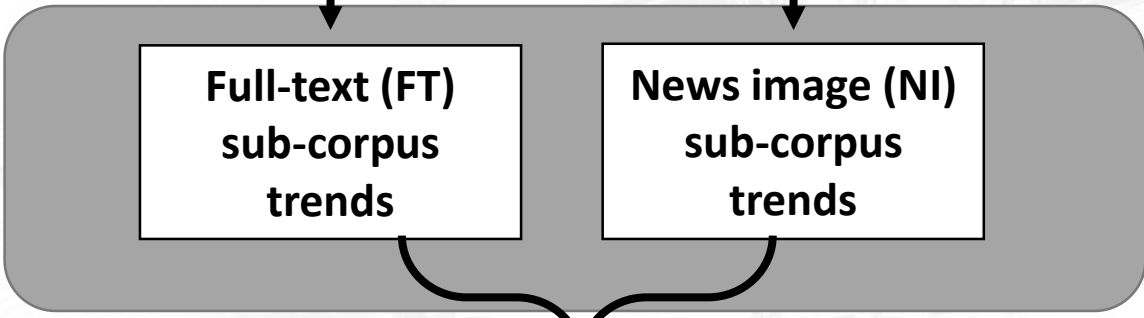
1

Identification of news value resources



2

Identification of intrasemiotic news value trends



3

Identification of intersemiotic news value trends



RQ #1: What linguistic and visual resources were deployed to construct the Marawi City crisis as newsworthy in print reporting?

B. Resources based on manual analysis:

- All news values **except Aesthetic Appeal** were constructed through various verbal and visual devices.
- News value resources **tend to accumulate** within full texts and images, which provide opportunities for news values **to combine or intersect** within each sub-corpus item.
- **“Pacman to soldiers in Marawi: Never surrender” (TPS #29)**
 - **Eliteness:** Pacman [Manny Pacquiao], soldiers (weak device)
 - **Proximity:** Marawi
- **“Now, gov’t urges Maute terrorists to surrender” (PDI #54)**
 - **Eliteness:** gov’t
 - **Timeliness:** now, urges (present tense)
 - **Negativity:** terrorists (evaluative language)

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ELITENESS

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PERSONALIZATION

ELITENESS

POSITIVITY

RQ #1: What linguistic and visual resources were deployed to construct the Marawi City crisis as newsworthy in print reporting?

HEADLINE

TIMELINESS

NEGATIVITY

ELITENESS

PROXIMITY

IMPACT



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RQ #2: What discursive news values were used to construct the newsworthiness of the said event?

Trends in the FT sub-corpus

- | | |
|--------------------|-----------|
| 1. Proximity | (100.00%) |
| 2. Timeliness | (98.33%) |
| 3. Eliteness | (96.67%) |
| 4. Superlativeness | (95.00%) |
| 5. Impact | (90.00%) |
| 6. Consonance | (56.67%) |
| 7. Personalization | (38.33%) |
| 8. Unexpectedness | (26.67%) |
| 9. Negativity | (23.33%) |
| 10. Positivity | (15.00%) |

CORE NEWS VALUES IN TEXTS:

Proximity, Timeliness, Eliteness, Superlativeness, Impact, and Consonance (to an extent)

Trends in the NI sub-corpus

- | | |
|----------------------|----------|
| 1. Negativity | (46.67%) |
| 2. Impact | (38.33%) |
| 3. Personalization | (33.33%) |
| 4. Timeliness | (28.33%) |
| 5. Positivity | (23.33%) |
| 6. Superlativeness | (18.33%) |
| 7. Eliteness | (16.67%) |
| 8. Proximity | (16.67%) |
| 9. Consonance | (6.67%) |
| 10. Unexpectedness | (1.67%) |
| 11. Aesthetic appeal | (0.00%) |

DIVERSITY / NO CORE SET OF DISCURSIVE NEWS VALUES

RQ #3: How do verbal and visual resources relate to each other in constructing the event's newsworthiness?

Correlation in the clear establishment of news values across semiotic modes

News values	In both FT and NI	In FT only	In NI only	In either FT or NI
Consonance	1	33	3	37
Eliteness	10	48	0	58
Impact	21	33	2	56
Personalization	10	11	10	31
Proximity	10	50	0	60
Superlativeness	10	47	1	58
Timeliness	17	42	0	59
Unexpectedness	1	15	0	16
Negativity	11	3	17	31
Positivity	4	5	10	19

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LINK:
<https://senseigab.github.io/research/thesisinfo/index.html>

Kaleidographic View of the 2017 Marawi Crisis Broadsheet Reports Corpus



Conclusions and implications

- Through **Proximity, Timeliness, Superlativeness, Impact, Eliteness**, and to an extent, **Consonance, Personalization**, and **Negativity**, journalists were able to construct the crisis as newsworthy to their readers.
- Journalists **contribute in shaping public knowledge of the Marawi siege - and perhaps terrorism by extension** - through these news values and the overall discursive construction of its newsworthiness.
 - Journalists do not merely present details of events, but they deploy semiotic resources in **making sense of events to readers** albeit their interpretations of events are likely influenced by worldviews.
 - The reproduction of these discourses can facilitate how readers assess the event's relevance and eventually form public opinion.

Future directions for research

Methodological

- Exploring tabloid reporting and community/regional reporting on the crisis (including non-English news outlets)
- Using intercultural rhetoric (e.g., comparing newspapers' portrayal in the ASEAN)
- Examining news reporting on TV, radio, and social media
- Using other corpus techniques
- Exploring other dimensions of newsworthiness (e.g., Huan 2016)

Topical

- Looking into post-war efforts (the “crisis” after the conflict)
- Newsworthiness in domestic terrorism news coverage from a historical approach
- What does “terrorism” mean when the government uses it?

**“Terrorism is not, and will never be, a conceptually clean label”
(Parker & Sitter, 2016, p. 211)**

Thank you! ^^;
Daghang salamat!
Maraming salamat!
감사합니다.
どうもありがとうございます。