Table of contents

List of figures xi
List of tables xv
Acknowledgements xvii

CHAPTER 1
Newsmaking as an argumentative context 1
1.1 Newsroom decision-making 3

CHAPTER 2
Newsmaking: Actors, factors, approaches 9
2.1 Discourse analysis 9
2.2 Sociology 11
2.2.1 The gatekeeping theory 11
2.2.2 Newsmaking as routine work 15
2.3 Media linguistics 17

CHAPTER 3
Argumentation theory: A historical summary 21
3.1 An overview of the discipline 21
3.2 Extended Pragma-Dialectics 25
3.3 On endoxa and enthymemes 29
3.4 The Argumentum Model of Topics 31

CHAPTER 4
News values: Why do events become news? 37
4.1 News values: What we already know, and what still needs to be ascertained 37
4.2 News values as endoxa of newsmaking: A working hypothesis 41

CHAPTER 5
Context: Newsmaking where? 45
5.1 Studies on the context of argumentative practices 45
5.1.1 The pragma-dialectical notion of the activity type 46

5.1.2 The model of communication context 46
5.2 The argumentative dimension of activity types 50
5.3 The Swiss media landscape 50
5.3.1 The interaction field SRG SSR 52
5.3.2 The interaction field Corriere del Ticino 59

CHAPTER 6
Building a corpus: How one gets into the newsroom and what can be found there 65
6.1 Progression Analysis 65
6.2 Corpus and data collection 67
6.3 Selecting cases for an argumentative analysis of newsroom practices: a rationale 69
6.3.1 Cases selected – and now what? 72

CHAPTER 7
Case studies: Collective decision-making and evaluation 73
7.1 The editorial conference 73
7.1.1 Deliberative argumentative discussions in editorial conferences 74
7.1.2 Evaluative argumentative discussions in editorial conferences 80
7.1.3 Differences related to the medium 84
7.1.4 Broadcasting an item on a possible snowfall: The SNOW case 85
7.1.5 Choosing the front-page picture news: the LITF case 97
7.1.6 Evaluating choices in a previous issue: the MALI case 103
7.1.7 Criticizing an established practice: the FORM case 107
7.2 The cutter-journalist discussion 113
7.2.1 Plane crash in Indonesia: the YOGI case 116
7.3 Collective decision-making and evaluation: What did we find out? 126

CHAPTER 8
Case studies: Individual decision-making and evaluation 127
8.1 Arguing with oneself in the literature 128
8.2 Annual results of BPS Suisse and UBS: the BANK case 130
8.2.1 Formulating a good title 131
8.2.2 Numbers are at the core of financial news 134
8.3 Irony as a means to convey a message indirectly: the RUMS case 135
8.4 Individual decision-making and evaluation: What did we find out? 144

CHAPTER 9
Case studies: News products 145
9.1 Editorials 145
9.2 Commenting on a speech by David Cameron: the CAME case 148
9.2.1 Cameron's argumentation 153
9.2.2 The journalist's argumentation 154
9.2.3 The journalist's reflection on his writing choices 157
9.3 Writing an editorial on a confused event: the RAID case 166
9.3.1 Israel seems to be best prepared to face a collapse of Al-Assad's regime 170
9.3.2 There is also a humanitarian red alert 172
9.3.3 The journalist's reflection on his writing choices 173
9.4 News products: What did we find out? 177

CHAPTER 10
Findings and conclusions 179
10.1 Empirical findings 179
10.2 Results of the analysis 184
10.2.1 Rethinking gatekeeping and news values 184
10.2.2 Theoretical outcomes for argumentation theory 186
10.2.3 Newsmakers as an argumentative community 188
10.3 Coda: possible future development of the research 189
10.3.1 Designing argumentation in the newsroom 190
10.3.2 Integrating argumentation in journalistic training 192

References 195

Subject index 209