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PATTERN OF JOURNALISTIC ANALYSIS IN MEDIA-TEXT: MAJOR AND MINOR ELEMENTS

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Every seasoned journalist has an agenda and uses various puzzle pieces to construct and present their analysis properly, but even when the story seems reader-oriented, it might still leave the reader with a sense that something is missing from the analysis. In essence, this something is identifiable in media-text and actually consists of specific missing pieces. There have concrete definitions, such as explanation, background, statistics, quotes, argument, fact-based prognosis, and evaluation. The survey seeks to demonstrate what's missing from analysis in two periodicals. As this paper has shown, the missing elements in the abovementioned Georgian media-outlet are “explanation” and “evaluation”. The research goals are to identify: Elements of journalistic analysis in media-text and categorize them as Major and Minor elements; What the pattern of well-structured analysis looks like according to *The Economist* (UK) and *Tabula Magazine* (Geo). A comparison of the patterns of *The Economist* (UK) and *Tabula Magazine* (Geo) shows what is missing from analysis.

Keywords: Media-text, Pattern of analysis, Major and minor elements.

Introduction

Every seasoned journalist has an agenda and uses various puzzle pieces to construct and present their analysis properly, but even when the story seems reader-oriented, it might still leave the reader with a sense that: *something* is missing from the analysis... In essence, this *something* is identifiable in media-text and actually consists of specific missing pieces. They have concrete definitions, such as *explanation, background, statistics, quotes, argument, perspective, evaluation, etc.*

The research goals of the paper are to identify:

- Elements of journalistic analysis in media-text and categorize them as Major and Minor elements;
- What the pattern of well-structured analysis looks like (according to *The Economist* (UK) and *Tabula Magazine* (Geo));
- Compare the patterns of *The Economist* (UK) and *Tabula Magazine* (Geo) and find out what is missing from analysis.

Even at first glance, we can see that there are similarities between these magazines. Even more, *Tabula*ⁱ tries to take after *The Economist*.ⁱⁱ The structure of *Tabula* is almost the same as *The Economist*'s. For the first months, *Tabula*'s articles were not signed by authors (just like in *The Economist*), but soon it changed this approach and begin to introduce A-list Journalists to its readers. *The Economist* was established in 1943 (head office is in London, England); Circulation: *over 1.4m, more than four-fifths of it outside Britain. The American circulation accounts for over half of the total* www.economist.com (2012). *Tabula* magazine was established in March, 2010 (head office is in Tbilisi, Georgia); Circulation: 20, 000. www.tabula.ge (2012).

Let me provide you with some additional information about *Tabula* Magazine and *The economist*. According to the assessment of press freedom, Georgia ranks in at a *partly free* position (104 in ranking) with noticeable problems, whereas UK is (28 in ranking) has a *free* media environment and satisfactory situation (2011-2012)ⁱⁱⁱ. That gives the idea that some differences are caused by the media environment as well.

In the fundamental study of Agenda-setting Function of Mass Media, Maxwell E. McCombs and Donald L. Shaw divided media news content into “major” and “minor” levels “*to see whether there was any substantial difference in mass media emphasis across topics*” [McCombs, Shaw, 1972]. That theory and approach gave me an idea, that there might be “major” and “minor” elements of analysis in media-text. The journalist might use the elements of analysis to set the agenda for the reader.

Journalists use specific elements for constructing their analysis and these elements are linked in a very formulaic way. So, I agree with the conclusion that, “*Analyzing is surprisingly formulaic*” [Rosenwasser, Stephen, 2009, p.4]. In this respect, it’s worth to take into consideration the following suggestions of the authors: “*If we break things down as we analyze, we do so to search for meaningful patterns, or to uncover what we had not seen at first glance – or just to understand more closely how and why the separate parts work as they do*” [Rosenwasser, Stephen, 2009, p. 4]. This research is focused on looking for patterns.

The sequence of elements is another topic for discussion. That issue is mentioned in Melvin Mencher’s “Basic Media Studies”, where he introduces the single-element story structure. In such type of structure, lead is followed by explanation (best quote or incident) and background material, then both can be followed by additional explanation of lead (supporting facts, quotes, incidents, illustrations and anecdotes, and then it comes to secondary themes (supporting facts) [Mencher, 1993, p. 115].

Several years ago, David Michaelson and Toni L. Griffin [2005, p. 2] introduced a new model of content analysis, that is partly considered in the study. They suggest that content analysis should be based on four key factors: “correct information, incorrect information, misleading information and omitted information”^{iv}.

Research Hypothesis:

- Specific particles/elements in media-text are mandatory for constructing good analysis (H1);
- There might be Major and Minor elements of analysis in media-text (H2);
- Different media-outlets construct analysis in a specific way, they use different patterns; (H3)

Research Questions:

- Which are the Top, The Major (mandatory) and Minor (secondary) elements of analysis in media-text?
- Which are mostly and rarely used elements of analysis in different media-outlets?
- What the pattern of analysis looks like in different media-outlets (e.g. *The Economist* and *Tabula*)?
- What is missing from analysis?

Methodological Framework

The data obtained from content analysis have been processed in a Statistical Program for Social Sciences (SPSS); More than 130 stories in Georgia’s *Tabula* magazine and Britain’s *The Economist*, (research period: 2011) have been analyzed, compared to each other and then, frequency of using these elements for constructing analysis has been observed (the themes vary from *Euro crisis* to *Arab spring revolutions*, from *World Politics* to *S&T*). Top items (130 stories from cover pages, editorials, etc.) have been chosen for analysis. In addition all stories about Georgia (covered in *Economist*) has been included to that list.

For identifying and categorizing elements of analysis, quantitative and content-based analyses have been used;

During the research, the challenge was to find out the right methodology and steps for designing the pattern of analysis. For drawing the pattern of analysis I've followed several steps and calculated:

- 1) Existence of the elements in the articles;
- 2) Frequency of the elements in the articles;
- 3) Placement of the elements in the articles;
- 4) Sequence of elements in the articles;

Then,

- 5) Pattern of every single element in the stories has been drawn (see tables 1-4);
- 6) All data about major elements has been combined in one pattern (see tables 9-10).
- 7) The design of the patterns (of both periodicals) have been outlined and compared to each other.

Another challenge was to find out what's missing from analysis according to comparative analysis of two periodicals. After drawing the patterns, it became clear which element was missing and where the gaps appear in the text.

To find out if magazines follow similar patterns we observed the amount and place of *every major element* used in the articles (see examples on tables: 1-4); Indeed, they follow almost nearly the same pattern while constructing analysis. Here we present only two major elements. In this respect, a distinguished element is *explanation*, which is dominating in all parts of text (lead, nut graph, body, ending) in *The Economist* and only in nut graph and body in *Tabula*.

Table 1. Evaluation in the media text (The Economist).

Elements	lead	Nut graph	Body	Ending
EVALUATION	0%			
		0%		
			16.9%	
				0%
	1.5%			
	12.3%			
	10.8%			
	1.5%			
	3.1%			
	7.7%			
	1.5%			
	0%			
	1.5%			
			18.5%	

NONE – 4.6%

Table 2. Evaluation in the media text (Tabula).

Elements	lead	Nut graph	Body	Ending
EVALUATION	0%			
		1.5%		
			46.2%	
				4.6%
	10%			
	1.5%			
	0%			
	7.7%			
			0%	

			1.5%
			0%
	0%		
		0%	
			10.8%

NONE – 23.1%

Table 3. Explanation in the media text (The Economist).

Elements	lead	Nut graph	Body	Ending
EXPLANATION	3.1%			
		0%		
			24.6%	
				0%
	4.6%			
	13.8%			
		13.8%		
		1.5%		
		26.2%		
			1.5%	
				0%
	0%			
		0%		
			6.2%	

Table4. Explanation in the media text (Tabula).

Elements	lead	Nut graph	Body	Ending
EXPLANATION	0%			
		4.6%		
			36.9%	
				0%
	0%			
	9.2%			
		3.1%		
		20.0%		
		3.1%		
			1.5%	
				0%
	0%			
		0%		
			4.6%	

NONE – 4.6%

Research

Both periodicals cover a wide range of topics. The research is not focused on one particular topic or case and therefore, in 130 articles topics are distributed as follows in Table 5. *Politics* are dominant (by 38.5%) in Tabula, while *international news and analysis* are dominant in the Economist (by 32.3%).

Table 5. Describes thematic overview of articles in Economist and Tabula. Trends are highlighted.

Topics in Periodicals	Frequency		Percent	
	Tabula	The Economist	Tabula	The Economist
Politics	25	15	38.5	23.1
International news & analysis	5	21	7.7	32.3
Economy	9	13	13.8	20.0
S&T	7	6	10.8	9.2
Society	13	3	20.0	4.6
Media	4	2	6.2	3.1
Education	1	2	1.5	3.1
Health & Medicine	1	1	1.5	1.5
Culture	0	1	0	1.5
Sport	0	1	0	1.5
Total	65	65	100.0	100.0

1. Elements of Analysis: MAJORS and MINORS

According to the research, 17 elements of journalistic analysis have been detected in the media-text. These elements are as follows: explanation, background, evaluation, examples, comparison, conclusion, fact-based prognosis, statistics, quotation, hypothesis, well-defined problem, well-formulated main question, argument, counterarguments, recommendation, opinion and context.

Among them some are MAJOR and some - MINOR. One cannot build journalistic analysis using a single element, just *background* or *explanation*. Still, it's not necessary to force them all into the text. As our research has revealed, at least 6 of the abovementioned elements are unavoidable for building the basement of plain analysis. Table 6 shows the frequency and existence of using these elements in both periodicals. It also defines the variations between them.

Table 6. Existence and frequency of elements in the articles of Economist and Tabula; Trends are highlighted.

Elements	Existence	Frequency		Percent	
		Tabula	The Economist	Tabula	The Economist
Explanation	exist	61	65	93.8	100.0
	Doesn't exist	4	0	6.2	0.0
	total	65	65	100.0	100.0
Evaluation	exist	50	62	76.9	95.4
	Doesn't exist	15	3	23.1	4.6
	total	65	65	100.0	100.0
Background	exist	57	59	87.7	90.8
	Doesn't exist	8	6	12.3	9.2
	total	65	65	100.0	100.0
fact-based prognosis	exist	30	54	46.2	83.1
	Doesn't exist	35	11	53.8	16.9
	total	65	65	100.0	100.0
Examples	exist	48	53	73.8	81.5
	Doesn't exist	17	12	26.2	18.5
	total	65	65	100.0	100.0
Comparison	exist	42	49	64.6	75.4
	Doesn't exist	23	16	35.4	24.6
	total	65	65	100.0	100.0

Statistics	exist	36	46	55.4	70.8
	Doesn't exist	29	19	44.6	29.2
	total	65	65	100.0	100.0
Quotation	exist	42	39	64.6	60.0
	Doesn't exist	23	26	35.4	40.0
	total	65	65	100.0	100.0
Conclusion	exist	47	38	72.3	58.5
	Doesn't exist	18	27	27.7	41.5
	total	65	65	100.0	100.0
Hypothesis	exist	31	34	47.7	52.3
	Doesn't exist	34	31	52.3	47.7
	total	65	65	100.0	100.0
Argument	exist	25	32	38.5	49.2
	Doesn't exist	40	33	61.6	50.8
	total	65	65	100.0	100.0
Well-formulated question	exist	32	29	49.2	44.6
	Doesn't exist	33	36	50.8	55.4
	total	65	65	100.0	100.0
Recommendation	exist	21	25	32.3	38.5
	Doesn't exist	44	40	67.7	61.5
	total	65	65	100.0	100.0
Opinion	exist	23	20	35.4	30.8
	Doesn't exist	42	45	64.6	69.2
	total	65	65	100.0	100.0
Counter argument	exist	19	16	29.2	24.6
	Doesn't exist	46	49	70.8	75.4
	total	65	65	100.0	100.0
Well-defined problem	exist	11	15	16.9	23.1
	Doesn't exist	54	50	83.1	76.9
	total	65	65	100.0	100.0
Context	exist	10	15	15.4	23.1
	Doesn't exist	55	50	84.6	76.9
	total	65	65	100.0	100.0

2. Main Findings in Statistical Analysis:

- There are 17 elements of analysis in media-text. Among them, *the top* component is *explanation* (exists in 100% of articles in *The Economist* and 96.2 % in *Tabula*). At least 6 elements are used in every article for constructing analysis.
- Analysis in *The Economist* is more prognosis-oriented and draws future *perspective*, *predicts development of the story* in 83.1% of articles, while in *Tabula* this element is detected only in 46.2%.
- Mostly used nine elements of analysis in both periodicals are: *explanation* (96.2 %), *background* (89.2%), *evaluation* (86.2%), *examples* (77.7%), *comparison* (68.5 %), *conclusion* (65.9%), *fact-based prognosis* (total: 64.6%), *statistics* (63.1%), and *quotation* (62.3%). These are the Major elements of analysis. *The Economist* uses all of the abovementioned elements more frequently, than *Tabula*. The exceptions are *quotes* (*Tabula*: 64.6%, *The Economist*: 60.0%) and *conclusion* (*Tabula*: 73.3%, *The Economist*: 59.4%). Correlation between the Major elements is very high.
- Minor elements are: *Hypothesis* (50.0%), *well-formulated main question* (46.2%), *argument* (44.2%), *recommendation* (34.6%), *counterarguments* (26.9%), *opinion* (33.1%), *well-defined problem* (20.0%), and *context* (19.2%).
- At least 6, but not more than 14 elements are used in one article for constructing analysis.

- The base number of elements used in one article is almost similar in both magazines (9 elements in *Tabula*, 10 in *The Economist*).
- Obscure sources, such as: *some say*; *some think* - exist in both periodicals (Tabula: 26.2 %; The Economist: 18.5%).
- In one article some elements might be used several times. In *The Economist* most frequently used element in one article are: explanation (element exists 4 times in 24.6% of articles, from 1 to 6 times in 87.7%); and evaluation (element exists 5 times in 18.5%; from 2 to 6 times in 66.1%);
- In a single article some elements might be used several times, so here we've found repetition. In *The Economist* most frequently used element in one article are: explanation (element exists 4 times in 24.6% of articles, from 1 to 6 times in 87.7%); and evaluation (element exists 5 times in 18.5%; from 2 to 6 times in 66.1%); then comes background: exists in 90.8% (from 1 to 4 times in 80% of articles).
- In one article some elements might be used several times. In *Tabula* most frequently used element in one article are: explanation (element exists 3 times in 20.0% of articles, from 2 to 6 times in 70.8%); next is background (exists in 86.2%). This element exists from 1 to 3 times in 47.7% of articles; and finally, *evaluation* exists in 78.5% of articles (from 1 or 2 times in 46.2% of articles) and does not exist at all in 21.5%;

3. The Position of Elements: Primary, Secondary and Third Place Elements

The pattern of analysis describes the cycle of creating and constructing the media-text. Some elements tend to be positioned mostly in the same place in media-text. We began not only to discern a pattern, but have found that there are elements dominating in the beginning, in the middle/body or in the ending of the story; Its determined in the paper which elements are dominating in the beginning (we called them Initial elements) of the article and which are dominant in the following paragraphs (Secondary and third place elements) and finally figured out what the pattern looks like in a sequential way:

- *The Primary element* is that which dominates in the beginning (in lead and nut graph). That of which is background and dominates in 10.8% of leads and 3.1 % of nut graphs (in Tabula) and in 16.9% of leads and 1.5 % of nut graphs (in Economist); the function of this element is mostly to describe and/or draws the exposition of the story. No one or another element has such a high index in the beginning.
- *The Secondary elements* are dominant in the body of analysis. These are: *statistics*, *explanation* and *evaluation*. *Statistics* are dominant in the body (30.8 % of the body in Tabula and 33,8 % in Economist); *explanation* is concentrated compactly in the body (24.6 % in Tabula and 36,9 % in Economist); *evaluation* is also concentrated compactly in the body (46.2 % in Tabula and 16.9 % in Economist);
- *Third place element* dominant in the ending of analysis is *conclusion* (36.9 % in Tabula and 29.2 % in Economist);

It is worth noting that the abovementioned elements and others ARE NOT dominant ONLY in the beginning, the body or ending.

4. The Correlation Between Major Elements

The Pearson's R between Major elements is positive in *the Economist*. The positive correlation exists between evaluation and background, explanation and evaluation and explanation and background. There is a statistically significant correlation between these variables (see Tables: 7, 8) in the text. It's interesting to note, that the positive correlation in Tabula exists only between the following elements: background and evaluation (see table 7-8).

Table 7. correlation between 2 major elements: Evaluation and Background (The Economist).

		evaluation	background
evaluation	Pearson Correlation	1	.447**
	Sig. (2-tailed)		.000
background	Pearson Correlation	.447**	1
	Sig. (2-tailed)	.000	
	N	65	65

** . Correlation is significant at the 0.01 level (2-tailed).

Table 8. correlation between 2 major elements: Evaluation and Background (Tabula).

		background	evaluation
background	Pearson Correlation	1	.285*
	Sig. (2-tailed)		.021
evaluation	Pearson Correlation	.285*	1
	Sig. (2-tailed)	.021	
	N	65	65

*. Correlation is significant at the 0.05 level (2-tailed).

5. Content Analysis: Obscure Sources in the Text

David Michaelson and Toni L. Griffin [2005, p.2] introduced a new model of content analysis. As it was mentioned above, they suggest that content analysis should be based on four key factors: “correct information, incorrect information, misleading information and omitted information”. We suggest that in incomplete information we can imply *obscure sources* mentioned in the media-text, such as: *some think, that; analysts concluded, many governments have, most observers say, one of the organizations mentioned, that; in most people’s opinion, etc.*

In this respect, incomplete information represented by obscure sources exists in both periodicals (Tabula: 26.2 %; The Economist: 18.5%).

Obscure sources appear in 26.2% of analyzed media-texts in Tabula. Here are some examples: *some think, that; some say that, one of the organizations mentioned, that; some like it; in most people’s opinion, etc.* In such extracts it’s not clear for the reader who is meant under “some”. Even if the reader is very well-informed, it’s preferable to identify sources or quote them. In The Economist such examples appear more recently, but still exist in 18.5%. Here are some examples: *some analysts think, analysts concluded, many governments have, most observers say, etc.*

6. Structuring the Journalistic Pattern of Analysis: What does it Look Like?

The research suggests that a unique combination of details and elements play a significant role in forming of different patterns. David Rosenwasser, Jill Stephen [2009. p.9] has defined the questions which helped us to dive deep into the various *patterns of details* during analysis. The focal point of these questions about nature of details leads us to a suggestion that particular details exist and give the make-up to the elements of analysis. Even more, the particular details can make unique content and diversity.

While analyzing dozens of patterns, we found dominant (major) and secondary (minor) elements. By transforming the media-text into different genres and types, the element could be presented as minor in one article, while it may be viewed as Major in another one. Thus it is broadly analyzed and gives a dominant color to the pattern. Such Patterns show not only the structure, but the author’s style used in the analysis, i.e. how the particular authors tend to structure the analysis.

According to the research, a unique pattern of analysis has been drawn in *The Economist* and *Tabula*. We’ve compared the pattern of journalistic analysis in both periodicals and have found resemblance and differences in pattern they follow.

Pattern of analysis has been constructed on following Major elements: background, explanation, evaluation, statistics, explanation, evaluation, explanation, fact-based prognosis and Conclusion. Before drawing the pattern we determined the mostly used positions of elements in the text. In *Tabula's* pattern Explanation is used 4 times, Evaluation - 5 times, Background - 3 times; In the *Economist's* pattern Explanation is used 3 times, Background - 2 times and Evaluation - 2 times; Numbers and colors in the pattern (see tables 9 and 10) indicate the particular element;

number	element
1	Background
2	Explanation
3	Evaluation
4	Statistics
5	Fact-based prognosis
6	Conclusion.

Table 9. Pattern of analysis in the *Economist*.

lead			Nut graph			Body							ending			
1	2	3	1	2	3	1	2	3	4	3	5	6	2	3	5	6
REPETITIONS IN THE PATTERN																
1			1			1						6				6
	2			2			2				5		2		5	
		3			3			3		3				3		
									4							

Table 10. Pattern of analysis in the *Tabula*.

lead	Nut graph		Body							ending	
1	1	2	1	2	3	4	3	5	6	5	6
REPETITIONS IN THE PATTERN											
1	1		1						6		6
		2		2				5		5	
					3		3				
						4					

7. Recommendations:

Some recommendations have been delivered for *Tabula* Magazine:

- Preferable to use more explanation in analysis, especially when writing about economy, where a lot of statistics appear in the text; in other words, Statistics should be followed by explanation;
- It's essential to avoid obscure sources, preferable to always identify them; if not, the reader will consider it as uninformative. Even if the reader is very well-informed, it's preferable to identify sources or quote them.

- Preferable not put the elements in text in a chaotic way, but find a positive correlation between them and connect them logically.

A single recommendation has been delivered for *the Economist*:

- Avoid obscure sources and identify them;

Conclusions and Discussions

The research will assist journalists and editors to produce well-structuring journalistic analysis;

The survey has found Major (mandatory) and Minor (secondary) elements of analysis in media-text. With the chosen methodological approach, a pattern of analysis has been drawn, that shows the structure of analysis for different media-outlets.

According to comparative analysis of two periodicals, the survey seeks to demonstrate what's missing from analysis. In other words, it became clear what particular element was missing in the text and where the gaps appear in the analysis. As this paper has shown, the missing elements in abovementioned Georgian media-outlet are "explanation" and "evaluation".

Using content and quantitative analysis Major (mandatory) and Minor (secondary) elements have been detected, but still it leads to another, essential question: which elements do the reader highlight as "major" or "minor" attributes? That seems to be the future perspective of the study.

Endnotes

ⁱ Editor in chief of Tabula Magazine Tamar Chergoleishvili recently (26.12.2011) wrote in her editor's column (in Georgian): "Today, it is considered, that if you want to be in line with contemporary life, you should read *The Economist*. Tabula has already chosen this strategy – it has a plain editorial policy and offers to the reader fact-based analysis, protection of professional standards and specific position - our magazine supports personal freedoms, liberal market, small government, arranging secular State, integration with West as the guarantee of country's independence. From the existing political powers it agrees most with ruling party's perspectives - though, it does not like the government's expenditure politics, is skeptical about recently made changes in education system, does not agree with steps in agriculture sphere, is not satisfied with level of communication between governance and people (trans.) see more about magazine from the official web-site www.en.tabula.ge(2012);

ⁱⁱ From the official web-site of *The Economist* www.economist.com (2012) about editorial policy: "The *Economist* considers itself the enemy of privilege, pomposity and predictability. It has backed conservatives such as Ronald Reagan and Margaret Thatcher. It has supported the Americans in Vietnam. But it has also endorsed Harold Wilson and Bill Clinton, and espoused a variety of liberal causes: opposing capital punishment from its earliest days, while favoring penal reform and decolonization, as well as—more recently—gun control and gay marriage", "... in addition to offering analysis and opinion, it tries in each issue to cover the main events—business and political—of the week. It goes to press on Thursdays and, printed simultaneously in six countries, is available in most of the world's main cities the following day or soon after".

ⁱⁱⁱ Reporters Without Borders, Press Freedom Index, <http://en.rsf.org/press-freedom-index-2011-2012,1043.html>, (2012)

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