

Filozofická fakulta Univerzity Palackého

**Portrayal of Volcanic Eruption in Iceland in
Czech and British Newspaper**

(Diplomová práce)

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**Portrayal of Volcanic Eruption in Iceland in Czech and British Newspaper
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V Olomouci dne 1. 5. 2016

Martina Novotná

Děkuji vedoucímu mé diplomové práce, Mgr. Ondřeji Molnárovi, za cenné poznámky a připomínky při psaní této práce.

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Abstract

This diploma thesis focuses on the construal of news values in a specific genre, a hard news report, that reports on the eruption of Icelandic volcano Eyjafjallajökull in 2010. The analysis compares forty articles from two newspapers, *the Guardian* and *Mladá Fronta DNES*. Firstly, the theoretical part introduces news discourse, news report and news values. In Methodology, the research framework is presented. The analysis of both text and image of news reports includes tables followed by summaries concerning news values. The final chapter comments on the results of the analysis.

Key words

Volcano, eruption, Iceland, newspaper, news values.

Anotace

Tato diplomová práce se zaměřuje na tvorbu tzv. zpravodajských hodnot v určitém žánru – hard news novinové zprávě, která informuje o erupci islandské sopky Eyjafjallajökull v roce 2010. V analýze je porovnáno čtyřicet článků ze dvou novin, *Guardian* a *Mladá Fronta DNES*. Teoretická část práce pojednává o novinovém diskurzu, novinové zprávě a zpravodajských hodnotách. V metodologii je představen postup výzkumné analýzy. Analýza textové a vizuální stránky novinové zprávy obsahuje tabulky a komentář týkající se zpravodajských hodnot. Poslední kapitola shrnuje výsledky analýzy.

Klíčová slova

Sopka, erupce, Island, noviny, zpravodajské hodnoty.

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1 Introduction

A volcanic eruption is a natural phenomenon which can cause lots of trouble even in our contemporary world. Together with earthquakes, tsunamis, hurricanes and such, it belongs to natural disasters that people can predict to a certain degree but cannot fully avoid. The consequences can be devastating. Mitchell et al. say that “[t]he concept of hazards as external events impinging on unsuspecting people has been shed in favour of the interpretation that they emerge from interactions between people and environments. Natural hazards involve different combinations of physical processes and human activities that create a variety of risks” (1989, 405). A society’s attitudes towards natural disasters are expressed in newspaper and other media.. The aim of this thesis is to analyse news values in newspaper articles that inform about the eruption of an Icelandic volcano Eyjafjallajökull which took place in 2010.

In that year, seismic activity started on the Icelandic volcano and the ash from it then caused big disruptions in air traffic in the whole Europe. The eruptions took place from March to June. Nevertheless, the biggest air traffic restrictions were caused in April and that is the period of the most frequent coverage of the event in the press.

Naturally, these events concerned the whole Europe and they were reflected in many newspapers. Scanlon et al. say that “[m]edia behave much the same way in disasters as at other times... It is possible to predict from long experience precisely what the media will do“ (1985, 124). For this research, I chose to examine the behaviour of media by comparing articles from one British and one Czech newspaper. *The Guardian* and *Mladá fronta DNES* were chosen as quality newspapers that belong to the most widely read in both countries.

Up to these days, a considerable amount of literature has been written on news discourse. Towards the end of the last century, two discourse analysts published their fundamental works concerning news. Teun van Dijk wrote *News as Discourse* in 1988 and Allan Bell published *The Language of News Media* in 1991. While the works written by Bell are close to the sociolinguistic approach as they focus on the relation of news and audience, Van Dijk’s publications belong to the area of critical discourse analysis, together with researches such as Fowler, who wrote *Language in News; Discourse and Ideology in the Press* (1991).

However, the approach adopted to analyse news reports in this thesis is based on the discourse analysis of news discourse by Monika Bednarek and Helen Caple (2012). In their book, they focus on interpreting the news values that are attributed to every news report and without which an event would not be covered in the news. Fowler also believes that news “is not a value-free reflection of ‘facts’” (1991, 4). The approach of Bednarek and Caple is a sort of a mix of approaches but they draw for instance on the area of social semiotics that developed mainly thanks to the linguist Michael Halliday who wrote *Language as Social Semiotics* in 1978.

In news discourse, the non-verbal aspect of the text together with the verbal one makes one whole. Photojournalism therefore considers photos to be as important as the text itself. At first, news used to be the domain of written discourse but with the introduction of radio, television and then also the internet, news became a part of a whole complex discourse. Bednarek and Caple define it as “multimodal, or multisemiotic, that is, not being restricted to the semiotic system of language alone but, crucially, also incorporating the semiotic system of images“ (2012, 2). The relationship between text and image is another important area of discourse analysis, especially in recent years. Therefore, as regards news values, I will analyse not only news reports but photos that accompany the texts as well. As Huckin points out, “[o]ne particularly powerful way of framing a text is through the use of visual aids. Analysts should be alert to photographs, sketches, diagrams, formatting devices, and other visual embellishments“ (1997, 79). Among the researches whose main focus is on the interpretation of images are Kress and Van Leeuwen, who published *Reading Images: The Grammar of Visual Design* in 1996.

Firstly, the thesis outlines the research on newspaper discourse in the theoretical part. Also, an introduction into news discourse will provide basic understanding of the organisation of information in newspapers. In addition, the topic of a particular natural hazard, the Icelandic eruption in 2010, is introduced from the point of view of the impact it had, which is the main source of the event’s newsworthiness. This is followed by a brief summary of the two newspapers’ history. This thesis deals with newspaper reports that belong to a specific genre of hard news, that is those that are serious and important.

Secondly, in the methodological section I will introduce methods and the framework used for conducting the research. I will access the articles in the newspapers' internet archives and select twenty articles from each newspaper by using a particular key. In the chapter called Data Analysis, I will carry out a qualitative analysis of language data and present the results of such analysis. The language data, which are drawn from the articles and which this thesis focuses on, belong to a register of news discourse, within which the genre of news report is the most typical.

The main objective of this thesis is to analyse news values in news reports and find out which news values prevail in articles that report on a natural hazard. The analysis will also reveal if the photos included in the articles correspond with the text in terms of news values. Presenting the contrast of the occurrence of news values between Czech and British newspapers is the aim of this thesis. Moreover, the analysis will show whether the Czech articles do not differ from the British ones, as is expected due to the fact that the volcanic eruption in 2010 had an impact on the air traffic in the whole Europe. Therefore there should not be differences that result from the greater distance of the Czech Republic from Iceland, even though Great Britain is situated closer to Iceland and was more heavily affected by the ash from volcanic eruption. I expect that the event was considered newsworthy enough to have front-page coverage in the Czech newspaper. News values that prevail in these front-page articles establish the angle from which the event is going to be looked at.

The fifth chapter of this thesis draws conclusions from the analysis and summarises the research findings.

2 Newspapers

This chapter will firstly focus on news discourse and then news and its production will be discussed followed by a brief description of a particular genre in a newspaper that is to be analysed in this thesis – a news report. In addition, this chapter will explore news values on which the analysis focuses. The relationship between image and text will be considered as well. Moreover, I will present the particular topic of a nature hazard that newspapers focused on in April 2010. After that, the two newspapers chosen for this study will be introduced.

2.1 News Discourse

For centuries, newspapers have been viewed as a source of reliable and up to date information. Because of its availability and conservation in archives, they have been a subject of analysis by many discourse specialists. As Brown and Yule explain, discourse analysts are “interested in the function or purpose of a piece of linguistic data and also in how that data is processed, both by the producer and by the receiver” (1988, 25). They analyse language “at the level of text” as well as language “in use” (Paltridge 2007, 9). This means that discourse analysis studies not only text but also what the author of a text wants to achieve through it. As regards the term discourse itself, there are many various definitions. Generally, it can be referred to as an “exchange of ideas” and this exchange is usually “larger than a sentence” (Merriam-Webster online). This thesis is an analysis of a particular register, news discourse, and a particular genre, a hard news report. The approach that was adopted to conduct a discourse analysis views text as a product. In other words, “the analysis of the ‘product’, i.e. the printed text itself, does not involve any consideration of how the product is produced or how it is received” (Brown and Yule 1988, 24). Nevertheless, some discourse analysts may focus only on sentences and syntactic relations, which is called a “sentence-as-object” approach, while others want to analyse the production or the interpretation of texts, a “discourse-as-process” approach (24).

In addition, the thesis mainly draws on the approach of Bednarek and Caple who describe it as a fusion of many approaches. They have lots of experience from working as a journalist and a photographer. Journalism is one of the main sources of their approach; it studies the concept of news values and newsworthiness. Because Bednarek and Caple work with large sets of data, the

perspective they take is also based on corpus linguistics. In addition, they describe their approach as discursive; they are interested in how news is constructed through new values in text and image. This brings their research into the field of social semiotics (2012, 10). Theo van Leeuwen explains that social semiotics focuses on “the way people use semiotic ‘resources’ both to produce communicative artefacts and events and to interpret them – which is also a form of semiotic production – in the context of specific social situations and practices. (...) [S]ocial semiotics compares and contrasts semiotic modes, exploring what they have in common as well as how they differ“ (2005, xi). The two semiotic modes discussed in the thesis are a text and an image of the news report. I will examine what news values they have in common and in what they differ.

Semiotics began to develop thanks to Ferdinand de Saussure; the structuralist from Switzerland saw language as a semiotic system to which systematic analysis can be applied. But the fundamental source behind social semiotics is Halliday. According to the Australian linguist, language is a system which cannot be analysed out of its social context and which fulfils three metafunctions – ideational, interpersonal and textual. In language they are “enacting relationships as the **interpersonal** metafunction, construing experience as the **ideational** metafunction, and organising discourse as the **textual** metafunction.” The three parameters of context that rose from these metafunctions are field (ideational metafunction), tenor (interpersonal) and mode (textual) (Martin and Rose 2008, 11, bold in original). Halliday founded a new linguistic approach – systemic functional linguistic – further developed by members of the “Sydney school”. It views language “as as sets of resources for making meaning, rather than rules for ordering structures“ (21). Their approach was adopted by linguists that were interested in multimodality, that is comparing various semiotic systems. Among the most prominent of them are Kress and van Leeuwen who adapted Halliday’s theoretical approach and explained that images fulfil functions and transfer meanings as well. Representation, interaction and composition are the three functions in images and they correspond to Halliday’s three metafunctions, ideational, interpersonal and textual, respectively (Kress and Van Leeuwen 2006).

Although there are not as many theoretical works on interpreting images as there are on interpreting texts, photojournalism is an expanding research area nowadays. It is especially important to analyse it as “[n]ews images today tend to

dominate the verbal text they accompany (...) and in some cases the image itself may be the reason why a particular event makes it into the news” (Caple 2013, 5). However, this thesis does not go into an in-depth analysis of visual design. It is based on Bednarek and Caple who take “a discursive approach to the construal of news values in both words and images” (2012, 58). The thesis does not cover the whole vast area of visual design but the question of how news values are construed in images lies in its manageable scope. Therefore, for instance, the framework for compositional meaning of images developed by Kress and Van Leeuwen (2006) or Caple’s balance network (2013) are not discussed in this work.

The thesis uses a small set of data that is drawn from forty news reports. Such a sample of texts allows a close examination of data that is sufficient for a thesis, yet not too small so as not to be able to draw any conclusions.

2.2 Production and Structure of News

Newspapers are a medium of mass communication. Their function is to keep people informed on the current events and affairs. To do this, there is a common journalistic strategy that ensures all the important information is included. The strategy is called “five W’s” by which the following questions are implied – What?, Who?, Where?, When?, Why? and usually also How?. Geoff Hart says that “[t]he premise that readers want to answer certain fundamental questions by reading a news story is central to the rhetorical approach in journalism” (1996, 139). There is a vast number of people involved in producing a news story, from journalists to editors, proofreaders and editorial executives.

The production of newspapers is periodical. They may be issued in editions which differ slightly for each region of the country. The structure of print quality newspapers is usually stable. It is well known that news articles are generally divided into sections such as domestic news, world news, opinions, culture, sports and weather. However, there is another division as well. Newspapers consist of news that can be categorized as hard, which this thesis focuses on, or soft. Although “the boundaries between hard and soft news are unclear” (1991, 14), as Bell points out, the basic distinction lies in that hard news, such as an unexpected natural hazard that hit Europe, are more newsworthy (i.e. construe more news values) than soft news, such as the way we celebrate Easter. Soft news articles do not have to get into the press without further delay and they ordinarily come only

after hard news events were reported on. Shoemaker and Cohen (2006) explain the difference between soft and hard news in the following way: “Hard news items are urgent occurrences that have to be reported right away because they become obsolete very quickly. These items are truly ‘new’ (...). Soft news items (...) are usually based on nonscheduled events. The reporter or media organization is under no pressure to publish the news at a certain date or time – soft news stories need not be ‘timely’” (quoted in Reinemann et al. 2011, 224).

Next, the structure of the news article itself will be described. The cornerstone of newspapers in general and the genre of news discourse that the analysis in the fourth chapter concentrates on is a hard news report. Lavid et al. say that this particular genre is “classified as communicatively-based rather than event-based. A news report should strive to remain objective and should use neutral language while presenting a diversity of opinions, voices, and perspectives of the event, incident, or issue under discussion“ (2012, 6). During the production of a news report, headline is customarily written last but is the first to meet the eye of a reader. Therefore, it presents the story from the point of view of the most prominent news value. A headline is followed by a lead, which at the same time begins and summarizes the story. Allan Bell elaborates: “The lead focuses the story in a particular direction. It forms the lens through which the remainder of the story is viewed. This function is even more obvious for the headline“ (1991, 154). It is a lead that concentrates news values and thus gives reasons why readers should keep reading. The typical structure of the body of the news article is compared to an inverted pyramid when a story proceeds from the most important details to the less important ones. As regards chronology, “news stories (...) are seldom if ever told in chronological order“ (152). The outcome and consequences are more foregrounded than the action.

A news article is a result of the collaboration of many people, although only the journalist’s name is put at the end of it. Chief reporters, subeditors and editors, among others, all contribute to the publication of a news story. Each person can make a change in the story or edit it which then has an impact on the final form and the language. Bell explains: “The language in the story has had input from up to eight newswriters and potentially gone through as many versions“ (1991, 46). For instance, headlines are typically written by subeditors, not journalists. However, it is even further complicated with international news.

Newspaper can report about an event that took place elsewhere thanks to the news reports issued by international news agencies. Choosing to adopt a wire story from an international news agency only allows more changes to be done to the report before it is printed. “The average international news item (...) has probably been through at least four separate newsrooms. (...) At each stage there are copy editors with the right to change the language“ (47). Such articles are analysed in this thesis.

Conventionally, news is defined as a piece of information. But what makes some information important enough to be regarded as news? Who decides what people should be informed about, how, when and in what order?

2.3 News Values

The answers are provided by the concept of newsworthiness. Information about an event is considered newsworthy if certain news values can be attributed to it. The more news values can be found in an event, the more important it is considered and more likely to be included in the newspapers. An important part is the attribution since events are not typically newsworthy by themselves. Roger Fowler claims that “[n]ews is socially constructed. What events are reported is not a reflection of the intrinsic importance of those events, but reveals the operation of a complex and artificial set of criteria for selection“ (1991, 2).

Various discourse analysts use various sets and names for news values. For instance, Teun A. van Dijk, in his book *News as Discourse* from 1988, divides news values into three categories. Firstly, there are news values, or rather “material factors”, that result from “the economic terms of news production” (120). To put it differently, factors such as a budget or the amount of space used for advertising, among others, influence what news is going to be presented and how. The second category of news values according to Van Dijk is related to gathering news and its production. Deadlines and the accessibility of sources also influence the choice and placement of news, to give an example. In the third category, the following news values are included: Novelty, Recency, Presupposition, Consonance, Relevance, Deviance and negativity, and Proximity.

Another linguist who analysed news values was Allan Bell. In *The Language of News Media*, he modifies and enriches a news values study by Galtung and Ruge from 1965, “The structure of foreign news”, as well as the

previously mentioned study by Van Dijk. Bell also divides news values into three groups. The first one, values in news actors and events, includes Negativity, Recency, Proximity, Consonance, Unambiguity, Unexpectedness, Superlativeness, Relevance, Personalisation, Eliteness, Attribution and Facticity. The second group regards values in the news process and it is similar to Van Dijk's second group. These news values are Continuity, Competition, Co-option, Composition, Predictability and Prefabrication. For example, Composition influences the number of world news published in a newspaper because there should be enough space left for news from other subdivisions, such as domestic news, sport or weather. Finally, there are also values in the news text. Clarity, Brevity and Colour are values expected to be found in a news article (1991, 160).

Nevertheless, those news values this thesis concerns are described by Bednarek and Caple. They produced a new group of nine features that make a story newsworthy, based on the previous research in the area of news values. These are Negativity, Timeliness, Proximity, Prominence, Consonance, Impact, Novelty, Superlativeness and Personalization (2012, 41). This corresponds to the first group of news values by Bell and the third by Van Dijk. Bednarek and Caple do not consider the other groups as news values but as factors. They talk about "news writing objectives", that is "factors that impact on the selection on news," and "news cycle/ market factors" (2012, 41). Since it is not the factors influencing the production of news that are the focus of this thesis but the news values which were construed by language and image in the final product, a news report, the approach by Bednarek and Caple is the most convenient one for this research.

Moreover, Bednarek and Caple make a distinction between cognitive and discursive news values, even though they claim that both categories are not completely separable from each other. They define cognitive news values as people's beliefs of what makes an event newsworthy. Therefore, various people may have various beliefs about newsworthiness and their interpretation is subjective. On the other hand, news values from a discursive point of view examine the way "how events are mediated through language and image – how news discourse **makes them newsworthy**" (2012, 45, bold in original). It is what construes news values, what linguistic or visual devices add to newsworthiness that is analysed. This view is used also in this thesis as it examines what aspects of news discourse are used that it leads to a construal of news values.

I would like to provide a brief summary of these news values as they are the subject of this thesis. Each news value is accompanied by an example sentence taken from a news article published online by *the Guardian* on 6 April 2016. It was one of the leading world news articles on the web page throughout the 7 April. The article is attached to the thesis.

Firstly, **Negativity** is a value readily comprehensible. Media mostly report on events of negative nature, such as terrorist attacks, crashes and also nature hazards. The more deaths are involved, the bigger the coverage of the story. A traditional phrase which summarizes the politics of selecting a leading story of the day cannot be not mentioned here – “if it bleeds, it leads” (Bell 1991, 156). Although Example 1 does not mention any deaths, it is still full of Negativity.

- (1) *Los Angeles police said Wednesday that Charlie Sheen was the subject of a criminal investigation headed by detectives from an elite stalking unit. (the Guardian, 6 April 2016, 23.38 BST)*

The negative vocabulary used in the first sentence of the body of the article includes “police”, “criminal investigation”, “detectives” and “stalking unit”.

The next value, **Timeliness**, refers to the fact that the most recent events are more newsworthy. It is important to report on something that has just happened and provide the details regarding when it happened and what will happen next. Also, a time frame of an event is usually provided to help the reader orient. Both time adverbials and verb tenses reflect Timeliness. As regards verb tenses in news articles, McCarthy finds out that “[i]n hot news texts, present perfect regularly contrasts with past simple in the same text, where the topicalising sentences uses present perfect, while the details of the narrative are in past simple” (1991, 60). Present perfect and present tenses inherently construe Timeliness in news reports because they are used to refer to events that are recent or currently taking place. If an event concerns near future, it establishes Timeliness as well. The analysed article was published on the same day on which the police investigation began, on Wednesday, 6 April 2016, thus Timeliness is strong in this case.

What **Proximity** relates to is the fact that for a medium it is more important that the event which has just happened is closer to the readers in terms of place or culture. A medium is predominantly concerned with what happens within the

country or countries closer to it. In other words, not every reference to place contributes to newsworthiness of a report. The article published on *the Guardian* website describes actions by Los Angeles police which is of primary concern especially for people living in Los Angeles or in the USA. Therefore, Proximity is not construed in this news report. The fact that a British medium reports on it is due to the event's main actor - celebrity Charlie Sheen - who is famous not only in the USA. This is connected with the next news value.

Prominence, sometimes also called Eliteness, is the news value that leads to reporting on events that happen to prominent people or contributes to the reliability of a story when prominent people or sources are quoted. Often, to avoid a repetition of names or to avoid a usage of names at all, people are referred to by their role labels, such as a president or a comedian. Brown and Yule explain the process of choosing what role label to use: "In each case the individual is identified either by the role which is relevant to the content of the article, or by the role by which he is known to the public" (1988, 55).. In the article, the described event regards a prominent celebrity who is referred to by his most famous leading role as an actor. See Example 2.

- (2) *The Two and a Half Men star publicly disclosed he was HIV positive on the Today show in November, but he said he disclosed his status to all his sexual partners. (the Guardian, 6 April 2016, 23.38 BST)*

Next, **Consonance** can be described by readers' expectations of what happens or falling within the stereotype of a certain event. Roger Fowler defines it as referring "to categories of events which people either expect to happen (e.g. violence at football matches) or want to happen (royal weddings and births)" (1991, 14). In the case of our example article, Charlie Sheen is a celebrity connected with many scandalous affairs involving violence and drugs. One of it is mentioned by the article in the following example.

- (3) *Ross sued Sheen in December for assault, battery and intentional infliction of emotional distress claims. (the Guardian, 6 April 2016, 23.38 BST)*

The fact that a controversial celebrity is yet once more under investigation falls with the stereotypical view of him and what is to be expected from him. It thus construes Consonance.

Impact often lies behind stories that are reported because of the results of an action, often followed by regular updates. Therefore, a story can be recycled more than once and it is not the action that is in focus any more but the most recent impact it has had. Example 4 shows the lead of the article which illustrates the impact of Sheen's announcement that he has HIV.

- (4) *Police declined to identify the victim, but signs may point to ex-fiancee who sued Sheen in December for assault and failing to disclose HIV-positive status. (the Guardian, 6 April 2016, 23.38 BST)*

Sheen's announcement was later followed by various claims by some of his sexual partners and the article itself refers to the negative impact in the form of a police investigation.

If an event can be characterised as new, unusual or even shocking, **Novelty** is the news value that is attributed to it. As it is illustrated in Example 1, Novelty can be construed by reporting on a current "criminal investigation headed by detectives from an elite stalking unit."

Moreover, if an event affects or involves a large number of people or if it can be described in large figures, then it becomes newsworthy due to **Superlativeness**. In the next example, words such as "repeatedly" and "five times" contribute to Superlativeness and in this case they also help to create the overall negative view on Sheen's behaviour.

- (5) *Her lawsuit states she and Sheen had sex five times before the actor told her he was HIV positive, and that the actor repeatedly threatened to kill her during their relationship, which ended in 2014. (the Guardian, 6 April 2016, 23.38 BST)*

Last but not least, a news story is even more newsworthy if the readers can relate to it. **Personalization** of the story is an important factor. Therefore, many stories include accounts or interviews of ordinary people; most often they are

victims. As Bednarek and Caple explain: “News stories that are personalized attract audiences more than the portrayal of generalized concepts or processes” (2012, 44). The news article on Sheen, however, does not include any account from an ‘ordinary’ person that would construe Personalisation.

As regards images in the press, Bednarek and Caple carry out an image analysis by using the same set of nine news values that have just been described with only one addition, the news value of **Aesthetics**. Press photography is an important area in journalism. Press photographs are carefully chosen and the best of them are even annually awarded. Aesthetics can be therefore considered as one of the news values, since “[a] ‘balanced’ and hence aesthetically pleasing image can construe the event as newsworthy because of its beauty” (2012, 61). Photographs often complement the text of a news report although nowadays, many online reports consist only of a photo gallery. Usually, photographs are followed by a brief commentary referred to as a caption.

Where an analysis of language in an article results in an overview of news values construed through linguistic devices, the construal of news values in images is the result of technical aspects, such as angle and the use of lenses, and of what is depicted as well, e.g. arrangement in the frame to create a contrast. Bednarek and Caple use the terminology developed by Barthes in his work *Image, Music, Text* (1977) and refer to these as the connotative and denotative aspects, respectively (2012, 58).

To sum up, it is important to say that quite regularly newspaper articles can be characterized by more news values rather than just one. Usually, one news value remains prominent but is accompanied by others.

2.4 Image and Text

The analysis of images, what they express and how, is becoming more important in news discourse nowadays. It is an interesting and rapidly developing branch of study. Bednarek and Caple claim “[t]here is a great potential here for comparative studies. It is only through a systematic analysis of both modalities – language and image – and how they contribute to the construction of news discourse that we can gain a fuller understanding of how events are retold and made ‘newsworthy’” (2012, 80).

This thesis incorporates the analysis of images on a basic level. Those visual aspects – photos, graphs or maps – that were included in the news article are examined as regards news values, the main topic of this thesis discussed above. Moreover, apart from the analysis of news values in the picture, its relationship with the text of the news story is equally important. Bednarek and Caple analyse it by adopting Meinhof’s framework (1994) that helps to examine the intersemiotic relations (2012, 121). The categories in this framework are overlap, displacement and dichotomy and they are explained in the following table. This thesis will use the same approach and look at the relation of both semiotic systems in a news report. I will analyse whether news values construed in a photo correspond to news values found in the text and what the relationship between a photo and a caption, a headline and a body of a report is using Meinhof’s terms.

Categories	Definitions
Overlap	– where the visual track and the verbal track share the same action component, either directly or metonymically
Displacement	– where the visual and verbal tracks represent different action components of the same event (e.g. text reports the causes, images the effects)
Dichotomy	– where the visual and verbal tracks represent action components of different events

Table 1. Meinhof’s framework for analysing the relations between image and text (Bednarek and Caple 2012, 121)

2.5 Volcanic Eruption in Iceland

The function of the background information provided in this subsection is to help create an overall picture of the particular volcanic eruption that is the focus of this thesis. It is important to understand cause and effect of this event because the impact on air traffic was enormous, or in other words the event was newsworthy in many aspects and newspapers regularly issued updates on its development.

Iceland is a land of volcanoes which is the result of a fact that the island is situated on the boundary of Eurasian and North American crustal plates, their plate movement being characterised as diverging. The boundary crosses the island

from south to north. We can find more than a hundred volcanoes in Iceland, between 30 and 40 of them are active (Iceland website).

2.5.1 Eruption

The eruption of the volcano Eyjafjallajökull, pronounced as [ˈeɪjaˌfjatlaˌjœːkʏtʃ] (Dictiome Pronunciation Database), has been neither the longest nor the biggest or most devastating period in the history of Iceland. This glacier-covered volcano is situated in the south of Iceland; its height is 1,651 metres. Eyjafjallajökull is 25 km long and 15 km wide (Catalogue of Icelandic Volcanoes). The name of the volcano means “island mountain glacier“.

The period of activity of Eyjafjallajökull spans from March to October 2010. It is divided into two phases. The first is called effusive, the second explosive. The former started on 20 March 2010, although seismic activity had been monitored since December 2009, accompanied by earthquakes from the beginning of March. The eruption close to the glacier Eyjafjallajökull was on a small scale; lava was produced and earthquakes under the volcano continued. In this phase, the ash plume was minor.

The explosive phase started on 14 April and lasted approximately until 23 May. The volcano produced an ash plume that at one point reached the height of 11 km. It drifted south-east due to strong winds from the west. Because the volcano is situated under a glacier, it caused a few glacial flash floods from the melt water. Also, the eruption was accompanied by seismic tremor.

From the end of May onward, very little activity was monitored and in October the eruption of the volcano was considered to be over, as the website of Icelandic Meteorological Office states.

2.5.2 Impact

The most dangerous effect of the eruption was the ash plume. The composition of the ash caused some respiratory health problems and it was dangerous to the livestock. Moreover, due to the ash, regulations were applied to the air traffic in Europe.

In the first days of the eruption, more than 600 people were evacuated for a short period of time (Icelandic Civil Protection website). As regards the Icelandic inhabitants who were directly affected by the ash fall from the eruption, a study was carried out to learn about the health effects. Icelanders from the south of the

country experienced biggest health problems. The ash caused for instance respiratory problems and also eye and skin irritation. As the study states, “[a] portion of the exposed population reported multiple symptoms and may be at risk for long-term physical and psychological morbidity“ (Carlsen et al. 2012).

Next, the eruption had an impact on farming in Iceland mainly because of the ash and floods. Some farmers had to stop farming. Crops were destroyed and animals had to be kept inside. The agricultural importance of the area around the volcano is quite high, the area containing “15% of all cattle, 6% of all sheep and 17% of all horses in Iceland. 12% of all dairy production in Iceland also comes from the close vicinity of the eruption“ (Icelandic Civil Protection website).

Thirdly and most importantly for this thesis, the eruption brought about difficulties and restrictions in air traffic. Due to the volcanic ash, nearly 100,000 flights were cancelled and millions of passengers were stuck at different airports (*Mladá Fronta DNES*, 29 May 2010, A9). The air traffic ban was a precaution so as not to damage the engines of planes by the volcanic ash. The ash in the atmosphere was very fine and the winds from north-west blew it towards Europe – a contact of the ash and the engine of a plane would lead to the loss of power or even crash. A study by Oxford Economics talks about “an interruption in global air traffic to an extent not seen since 11 September, 2001 and the largest breakdown in European civil aviation since World War II“ (Visit Britain website).

According to a report by University College London, the air space closure in the UK occurred during 6 days in April, 15 to 21 (Sammonds et al., 2). Nevertheless, after that some parts of air traffic continued to be restricted. When the volcano produced more new ash and the ash plume grew higher, the UK was struck by another period of air travel disruption between 4 and 17 May. As regards the Czech Republic, it closed the air space on 16 April. It was opened again three days later (Eurocontrol website). Concerning the whole Europe, a report from European Commission states that “[a]t its height on 17/18 April 2010, 17 EU Member States had a full airspace closure and 2 partially (simultaneously 6 non EU-States were fully closed).“ At one time, “313 European airports were totally disabled (75 % of the European airport network).“ On 22 April the air traffic ban was lifted but there remained a partial closure in southern Finland (Kallas et al. 2010).

European Union and the affected countries considered or were asked to help to fund the economic loss. In the United Kingdom, the loss of aviation sector was 375 million pounds in April and May 2010 (Visit Britain website). For instance, airline easyJet lost 65 million pounds due to cancellation of 7,314 flights (*the Guardian*, 28 July 2010, 10.06 BST). On the other hand, in the Czech Republic the loss of ČSA airline and of the Prague Airport was estimated at 150-200 million crowns (*Mladá Fronta DNES*, 29 April 2010, A9). The air traffic ban affected not only airlines that fly in Europe, but indirectly also sectors of tourism, such as hotels and travel agencies due to refunds or prolongation costs, so the final economical cost of the eruption was even bigger.

The report by Eurocontrol suggests that the first message and a graphic on the ash plume from Eyjafjallajökull were issued in the morning of 14 April by the London Volcanic Ash Advisory Centre. Accordingly, first restrictions to air traffic were imposed. However, the report by University College London finds that

the impact of the eruption on regional air space could have been predicted and better prepared for...The response to the ash cloud's arrival in UK and adjacent air space was entirely reactive and therefore less effective than it should have been. This was primarily a function of the failure to recognise in advance the potential threat presented by volcanic ash clouds from Iceland. The situation was made worse by the inflexible nature of existing aviation protocols and by the absence of any pre-existing agreement on safe ash levels.

(Sammonds et al., 1)

Predicting an eruption of a volcano is usually the result of taking measurements by using "a variety of instruments and technologies to monitor temperatures, gas emissions, water levels, ground movements, and changes in the landscape" (National Geographic website). Indeed, rising temperature, seismic activities and earthquakes and the release of gases are the key warning signs that a volcano is active because they prove the movement of magma into a magma chamber.

2.1 The Guardian

The newspaper's history began in 1821, when *the Manchester Guardian* was established. Towards the end of the century, it became popular in the whole United Kingdom. In 1936, the ownership went from JR Scott to the Scott Trust (Simkin 2014). Nowadays, the Scott Trust owns Guardian Media Group, a publisher of *the Guardian*, *Guardian Weekly*, the *Observer* and theguardian.com website. "The Scott Trust was created in 1936 to secure the financial and editorial independence of *the Guardian* in perpetuity and to safeguard the journalistic freedom and liberal values of *the Guardian* free from commercial or political interference. The Scott Trust is the sole shareholder in Guardian Media Group which became a limited company in 2008" (The Guardian website 2015). *The Guardian* has been online since 1995. Moreover, it got the digital prize called Newspaper of the Year in 2011 and 2014 (The Guardian website 2002). The newspaper is in the top five of quality press in the United Kingdom in readership and circulation; towards the end of the year 2015, there were monthly 4 059,000 readers of the print title (National Readership Survey website).

2.2 Mladá Fronta DNES

Newspaper *Mladá fronta* was established during the Second World War in 1945. The publishing house with the same name produces other newspapers, magazines and its own book editions as well. Moreover, it runs at least seven web pages. The target audience of its production is truly wide. *Mladá fronta* belongs to the biggest publishing houses in the Czech Republic (*Mladá fronta* website).

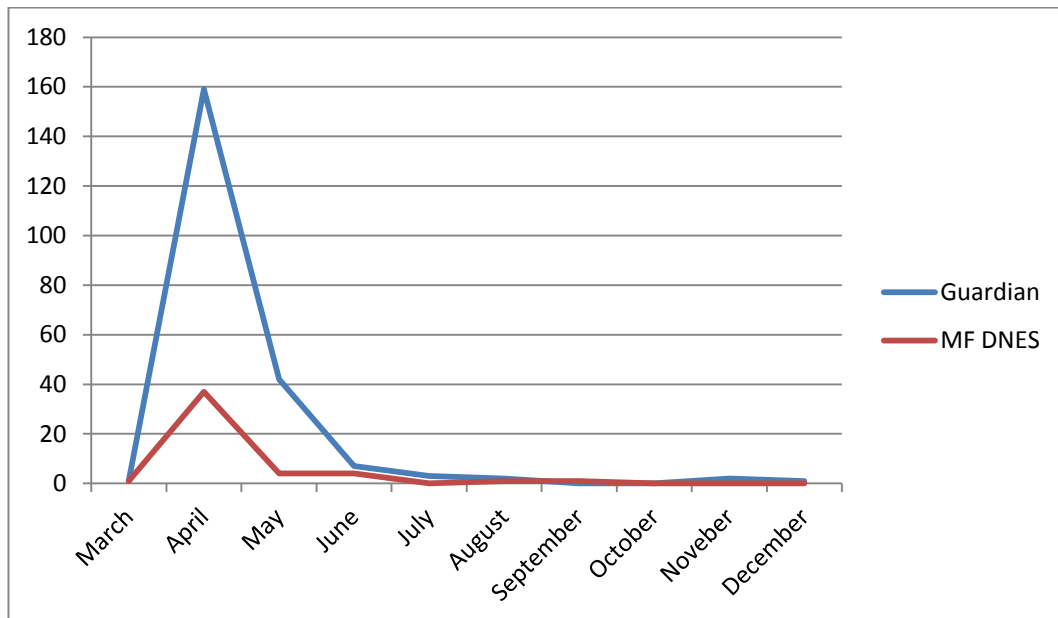
The newspaper was renamed to *Mladá Fronta DNES* in 1990. It is owned by the media company MAFRA. As regards prizes, the newspaper for example received European Newspaper Award in two categories in 2008 and in four categories six years later (iDnes.cz 2008 and 2012). As for circulation and readership, *Mladá fronta DNES* is the leader in quality press. At the beginning of the year, it had more than 600,000 readers (Unie vydavatelů website). The newspaper is published daily, except for Sunday.

3 Methodology

In this chapter, I will describe the research strategy which I adopted and later employed in the data analysis. Firstly, a key according to which articles were selected is introduced. Next, the process of analysing the articles and the framework are outlined.

3.1 Articles

The next chapter presents a contrastive analysis of forty articles, twenty from each newspaper. The articles were selected according to the following criteria. The time span is from 15 to 24 April 2010, i.e. the period of the beginning and major activity of the volcano's second phase which produced the ash cloud threatening the air traffic in Europe. The news coverage was frequent in this period while fewer articles about the eruption were written prior to that or afterwards. Graph 1 illustrates this by providing information on the number of all articles in both newspapers in each month (i.e. the online version of *the Guardian* and the Prague edition of *Mladá Fronta DNES*) which contain the key word "Iceland volcano" and which were published between 22 March 2010 and 26 December 2010.



Graph 1. Number of articles published on Icelandic volcano in the two newspapers.

It is evident that the coverage was prominent in April and it was in the period of those ten days chosen for the analysis that most of the articles were published.

As regards *Mladá fronta DNES*, its internet archive full of scanned old issues is easily accessible. Also, it is possible to look up articles with a certain key word. In this case, keyword “Iceland“ was used to search the archive of the newspaper’s Prague editions. Within the issues from 15 to 24 April 2010, the search for articles was furthermore narrowed. The analysis includes articles that cover the event in question on the front page of the newspapers, which means they were among the most newsworthy at that time. Moreover, only those articles which contain key words “volcano“, “ash“ or “cloud“ in Czech in their headline and those which are placed in the first section of the newspaper, section “A“, were included as well. Usually, the first and main section of *Mladá fronta DNES* informs on domestic and world hard news while other sections focus on business, culture or sport. The search excluded short articles in the section that were placed on the side of the layout under the heading “Shortly“ or “Opinion“. This resulted in selecting twenty articles which became the subject of the data analysis, five from the front page and fifteen from its following section. Example 6 illustrates two headlines of articles that were excluded either because they lacked the key words in the headlines or because they were not hard news.

- (6) a. *Moje letadlo odletělo. A pak už žádné* (MF DNES, 17 April 2010, page 2A, subsection “Diary”)
“My plane took off. After that none did”
- b. *Poučení ze sopky* (MF DNES, 20. April 2010, page 10A, subsection “Opinion”)
“Lesson from the volcano”

Next, similar approach to search for articles in *the Guardian* was adopted. The approach differs slightly due to the fact that the digital archive of *the Guardian* does not yet include issues published in 2010 but only those up to the year 2003. Nevertheless, articles that appeared in *the Guardian* print edition are available online yet not in a scanned format. Therefore, the content is preserved while the format of an article and the layout of the whole page are lost. Consequently, the criterion of selecting articles according to their placement on

the front page cannot be used. From the same period of ten days, 15 to 24 April, articles containing the three key words (“volcano“, “ash“ or “cloud“) in their headlines and united under the tag “Iceland volcano 2010 (Eyjafjallajökull)“ were selected. Then, only those articles that were not further subdivided into sections such as “Education“ or “Travel“, which would correspond to subsequent sections in the print version, were considered. Moreover, interviews, opinions, news blogs or videos were not regarded as suitable for the analysis either because they did not meet the format of a hard news report. However, no articles from 22, 23 and 24 April fulfilled the criteria. As a result, another criterion was adopted. The first three articles from the remaining seven days were to be included in the research. While most days offered a number of articles, there were only two suitable articles written on 17 April. Thus, the final number of articles for the data analysis is also twenty. In Example 7, headlines from two articles that did not meet all the selection criteria are provided.

- (7) a. *Iceland volcano - row over passengers' costs as thousands still stranded (the Guardian, 22 April 2010, 08.10 BST, subsection “News blog“)*
- b. *Fury as Ryanair refuses to pay stranded passengers' costs (the Guardian, 21 April 2010, 21.01 BST)*

Furthermore, within the forty articles selected for analysis, not all of them included a photo that could be analysed together with the text. This was the case of five articles from the Czech newspaper. However, some of the other articles contained more than one photo. Therefore, there are twenty photos and three maps to analyse in the end. As regards *the Guardian*, one article was without a photo and four articles contained a video. Videos were excluded from the analysis, as the thesis focuses on the news as they appear in print and does not consider online journalism. All in all, there are fifteen photos to analyse in the British quality paper.

The following tables present an overview of the articles that were selected for the analysis. They include headlines of the articles and dates of their publication.

The Guardian - Headlines		Date, Time
1	Airports closed as volcanic ash drifts toward UK	15. 4. 2010, 07.59
2	Iceland volcano: Hundreds evacuated after eruption	15. 4. 2010, 13.28
3	Volcano chaos as Iceland eruption empties skies in Britain	15. 4. 2010, 20.27
4	Volcanic ash cloud grounds planes until Saturday	16. 4. 2010, 15.16
5	Ash cloud costing airlines £130m a day	16. 4. 2010, 17.41
6	Ash cloud over Europe causes worst travel chaos since 9/11	16. 4. 2010, 18.21
7	Are volcanoes bad for your health?	17. 4. 2010, 00.00
8	Ash from volcano in Iceland falls on Britain, prompting health warning	17. 4. 2010, 15.17
9	Iceland volcano: the impact of the ash cloud on Britain	18. 4. 2010, 14.51
10	Iceland volcano: Tales from travellers stranded around the world	18. 4. 2010, 17.10
11	Iceland volcano: Kenya's farmers losing \$1.3m a day in flights chaos	18. 4. 2010, 18.42
12	Iceland volcano: Naval ships sent to rescue stranded Britons	19. 4. 2010, 14.09
13	Less ash, more lava: volcano eruption enters calmer phase, say scientists	19. 4. 2010, 17.35
14	Plan for Heathrow night flights to clear Iceland volcano backlog	19. 4. 2010, 17.58
15	New volcanic ash cloud threatens flight hopes	20. 4. 2010, 01.48
16	Volcano ash: night-flight ban may be lifted to clear backlog of passengers	20. 4. 2010, 07.00
17	Scottish airspace reopens after volcanic ash ban	20. 4. 2010, 10.09
18	Iceland volcano: news from the rim	21. 4. 2010, 01.16
19	Airline industry takes \$1.7bn hit from volcanic ash disruption	21. 4. 2010, 10.31
20	UK airports face continued disruption as volcano flight ban ends	21. 4. 2010, 14.54

Table 2. Articles selected from *the Guardian*.

Mladá Fronta DNES - Headlines		Date, Page
1	Volcano has paralysed air traffic	16. 4. 2010, A1
2	Not flying, Icelandic volcano emits ash over Europe	16. 4. 2010, A8
3	Volcano has paralysed the sky. Flights will be uncertain until summer	17. 4. 2010, A1
4	The volcano continues spouting. Are we going to be without	17. 4. 2010, A2

	summer?	
5	The cloud keeps kings as well as comedians on ground	17. 4. 2010, A2
6	Volcanic ash is a bit like glass. And it can make you choke	17. 4. 2010, A3
7	The hot cloud from Iceland has frozen the airport in Prague	17. 4. 2010, A9
8	Air traffic troubles bigger than after 9/11	19. 4. 2010, A1
9	Wind blows more dust to us. Volcano has already cost billions	19. 4. 2010, A2
10	Doctors afraid that the cloud will descend	19. 4. 2010, A2
11	The sky has opened. For now	20. 4. 2010, A1
12	Let's measure ash clouds differently, experts recommend	20. 4. 2010, A2
13	Ash is less harmful than dust in Ostrava region	20. 4. 2010, A3
14	New cloud closes airports again	21. 4. 2010, A1
15	First joy over return to sky spoiled by second cloud	21. 4. 2010, A6
16	Is your car covered in dust? The volcanic ash has been raining	22. 4. 2010, A3
17	They were returning home for a wedding but volcano held them in Asia. So they got married there	22. 4. 2010, A6
18	Why is the volcano "spouting" lightning flashes apart from lava?	22. 4. 2010, A6
19	Volcano calmed down, fights over spoiled tours have begun	23. 4. 2010, A11
20	There will be flights despite the cloud. Unless "Angry Sister" Katla awakens	24. 4. 2010, A3

Table 3. Articles selected from *Mladá Fronta DNES*.

3.2 Analysis

The data analysis carried out in the next chapter includes the careful evaluation of news values in each of the selected articles. The news values present in a text of an article are arranged into a table with examples corresponding to each particular news value. Examples from the Czech news reports are translated into English. Each table is followed by a summary and commentary on the analysis, providing examples that are typical or unusual. The news values present in images as well as the relationship of the image and the text using Meinhof's framework are then summarized. All the articles selected for the data analysis are to be found on a CD as attachments to this thesis.

3.2.1 *News values in texts*

Naturally, it is through language that news values are construed in texts. In this subsection, I will describe those linguistic devices that lead to the construal of particular news values. These devices will then be analysed in the forty articles in the next chapter of this thesis. The framework for language analysis is adopted from Bednarek and Caple (2012).

Firstly, Negativity is most commonly expressed by negative and evaluative vocabulary, such as *victim, under investigation, a rash of cancellations or crippling losses*, and by references to negative emotions, for example *Icelanders are afraid or there are fears that...*

Secondly, Timeliness is construed by the very usage of tensed verbs. As was mentioned in Chapter 2.3, common tenses found in news reports are present perfect and past simple. The analysis will notice references to time, another device to establish Timeliness. Time adverbials, such as *in the early hours of Wednesday or by yesterday afternoon*, are frequently used to help create a time frame for an event.

Thirdly, the construal of Proximity is also very important for increasing the newsworthiness of an article. It is usually achieved by references to place (adverbials of place such as *at Eyjafjallajökull and across Britain*), references to nation or community (*Europeans*) and by using *we*, the inclusive personal pronoun in plural form (e.g. *Are we going to be without summer?*).

Prominence is often construed by role labels as well as evaluative vocabulary (such as *The Two and a Half Men star*). Role labels are nouns that indicate importance of a person, e.g. *Polish president or Norwegian prime minister*. Prominence can be further construed by using proper names of prominent people. Commonly, a name and a role label occur together, as in *The prime minister, Gordon Brown*.

Next, there is Consonance. Expectedness can be expressed by evaluative vocabulary (*It is typical*), conventional metaphor (*a flood of immigrants*), comparison to similar events in the past (*the neighbouring volcano Hekla was sixty years ago spouting fume and ash for a whole year*) or repetition of word combinations (*Australia – sharks*).

When reporting about consequences of a natural hazard, Impact is a common news value. It is construed by describing the consequences and effects,

such as *eruption empties skies*. Also, evaluative vocabulary might be used as in *An unprecedented no-fly zone imposed across Europe*. Impact is furthermore construed by references to emotions (*fears among farmers*) or intensification and quantification (*Hundreds evacuated*).

Novelty is usually established by evaluative vocabulary that reflects unexpectedness, for instance *the odd flash of ingenuity*. However, references to emotions construe Novelty as well when they express surprise, as in *It's astonishing to see the airport like this, so empty*. What is more, comparisons may also indicate that an event is unexpected, e.g. *Ash cloud over Europe causes worst travel chaos since 9/11*.

Moreover, there is Superlativeness which is construed mainly by intensification and quantification (*at least £600, a huge volcanic eruption*), reference to strong emotions (*very worrying*) but also metaphors (*losses that are pushing an already struggling industry deeper into the red*), similes (*black as hell*) or comparisons.

Finally, Personalization is construed by references to unknown, ordinary individuals. This is achieved by stating their name, quoting them or referring to their emotions, for instance *“Moira said tensions are starting to run high.”*

3.2.2 News values in images

News values are construed in texts as well as in images. As was discussed in the previous chapter, images express these values by what they show in the image frame (i.e. through the denotative aspect) and how they show it (the connotative aspect). The connotative aspect includes technical features that are relevant to the construal of news values, such as angle, focal length and lenses (Bednarek and Caple 2012b, 105). However, this thesis does not strive for a complete thorough analysis of images. Only the construal of news values in images and the relationship between the photo and the text will be examined. But firstly, an overview of how news values are construed in a photo according to Bednarek and Caple (2012) will be presented.

In images, Negativity is construed by depicting negative events and negative emotions. It can be a vast range of aspects, from details such as handcuffs to capturing people running away from something. Timeliness is usually established through recognizable aspects which are tied to a particular time period. It may be

for example seasonal aspects or cultural artefacts. Next, if the place of taking the photo can be recognized, Proximity is construed. Famous landmarks from a particular place, natural features or cultural symbols all contribute to this news value. Prominence is established through depicting elite figures or people in uniforms or with objects that contribute to the importance of that figures. Also, a person surrounded by journalists or policemen is considered prominent. What is more, low camera angle represents a dominating position of the depicted person, which also construes Prominence. Consonance, on the other hand, is established when a stereotypical imagery is photographed. Impact is construed by showing consequences of a particular event. This is commonly related to Negativity as well. Furthermore, if emotions of surprise or shock are visible on the faces of participants or if a contrast is created, it construes Novelty. Superlativeness can be also established by contrasting elements which are usually different in size. This can be achieved by using specific lens or angle settings as well. In addition, this news value is construed by the amount of particular elements, that is, by their repetition. Strong emotions or people running away also contribute to Superlativeness. Personalisation is expressed in images by depicting individuals, their emotions, often in a close-up. Last but not least, Aesthetics, the news value found in press photography but not in the text of news reports, is construed due to a deliberate shot composition that is pleasing to viewers. Caple elaborates: “A ‘balanced’, and hence aesthetically pleasing, image can construe the event as newsworthy because of its beauty. Technical elements including lighting, use of colour, contrast, speed can also contribute to the aesthetic impression of an image” (2013, 50).

4 Data Analysis

This section will present the analysed data. Firstly there is the analysis of articles from *the Guardian*. The analysis of articles from *Mladá Fronta DNES* follows.

4.1 The Guardian

4.1.1 *Airports closed as volcanic ash drifts toward UK*

News Values	Linguistic Devices	Examples
Negativity	Negative, evaluative vocabulary	Airports closed Volcanic eruption Volcano grounds flights Passengers were grounded airports closed or faced severe disruption hazardous blanket ban Denmark's air space will close warned cancellations and delays were likely "no flights permitted" "airspace restrictions" "will be suspended" "significant disruption" "no flow, no arrivals or departures" "we have had 147 cancellations" no further flights were operating to or from the UK today. "the potential to affect flights" residents were evacuated rivers rose "a significant safety threat to aircraft" "the concern" bring ash "it is impossible to say how much ash will come down" "It could be a threat" four engines failed
Timeliness	Reference to time	Today; from noon to six until the blanket ban was announced later this afternoon tomorrow and possibly longer "From midday today until at least 6pm" "from 1200 today" "currently still open but from midday" At the moment From 9am Each day "tomorrow and beyond" Yesterday "from now until tomorrow or Friday"
Proximity	Reference to place	Across Europe

		Scotland into northern Europe “in UK controlled airspace” “in and out of Heathrow and Stansed” “north of Scotland”; “in these areas” from London to Auckland
Prominence	Role labels Reference to prominent people	air safety officials spokesman Forecasters a forecaster for MeteoGroup Matt Dobson
Consonance	Expectedness	The best-known incident involving the threat from volcanic ash...
Impact	Description of consequences	Airports closed Volcano grounds flights faced severe disruption cancellations and delays were likely “will be suspended” Affecting tens of thousands of passengers passengers were grounded after-effects of the eruption have made flying too hazardous blanket ban was announced we have had 147 cancellations they need to ring their airline before setting off. About 800 residents were evacuated rivers rose by up to 3 metres bring ash to the north of Scotland, Denmark and Norway
Superlativeness	Intensification, quantification	Affecting tens of thousands of passengers too hazardous About 1,300 flights “particularly in the peak periods later on” 400 to 450 flights operated to and from the airport each day About 800 residents rivers rose by up to 3 metres the ash could take days to disperse all four engines failed 263 passengers

Table 4. News values in the article “Airports closed as volcanic ash drifts toward UK”

The headline of the analysed article construes Impact (“Airports closed”) and also Negativity and Proximity (by referring to danger to the country - “volcanic ash drifts toward UK”). Proximity is further maintained by describing what happened in the UK and in Europe as well, although Impact and Negativity remain the dominating news values. The impact in most cases regards the affected air travel while only two sentences refer to the consequences in Iceland.

Moreover, most of the article is made up of quotations, either direct or indirect, which shows that credibility of information is secured by attribution to prominent sources, e.g. professionals such as forecasters, even though they may contain guesses (“It could be a threat...”).

Also, using rounding figures, such as “up to 3 meters” or “About 1,300 flights”, is typical in news articles. Bednarek and Caple explain that “[n]umbers are frequently rounded with expressions such as *up to*, *at least*, *more than* at times intensifying the numbers involved” (2012, 90, italics in original). This helps construe Superlativeness.

Next, a contribution to Consonance is made when a situation from the past similar to the current one is described. A British plane faced engine problems because of volcanic ash in 1982 and it is natural to expect that planes will have problems with their motors in the current situation as well, should they fly in the ash.

As regards the image included in the news report, it will be analysed in terms of news values as well as the relationship with the text using the three categories for analysing intersemiotic relations.

Firstly, the image captures smoke and ash, therefore it construes Negativity. The fact that the ash plume is so huge that it even rises above clouds contributes to Superlativeness. Aesthetics is another news value that can be attributed to the photo as there is a contrast of blue and white colours and their shades and the ash plume is in the centre of the photo.

Secondly, the relationship between the photo and the caption, presented in Example 8, is that of partial overlap. The photo clearly shows smoke and ash yet not its billowing from the particular volcano in Iceland.

(8) *Smoke and ash billow from the volcano in Eyjafjallajokull, Iceland. (the Guardian, 15 April 2010, 07.59 BST)*

Overlap is even lesser as regards the relationship image-headline. Again, the photo depicts the drifting of the volcanic ash, but it shows neither Impact (“Airports closed”) nor Proximity (“toward UK”) found in the headline. Moreover, while the text mentions the ash several times, its main focus is on the

impact on the air traffic. Therefore there is mainly displacement between the photo and the text.

4.1.2 *Iceland volcano: Hundreds evacuated after eruption*

News Values	Linguistic Devices	Examples
Negativity	Negative, evaluative vocabulary Reference to emotion	Hundreds evacuated volcano erupts triggering floods The flood threatened some damage was thought to be in danger Katla erupts it is long overdue spread to Katla, causing serious flooding constant reports of economic collapse and corruption cancelled across Europe have been delayed the first country to shut down flights “Everything is black” the sky grew so dark that headlights of cars proved little use. asked not to worry their parents by sending text messages There are fears that the eruption might spread
Timeliness	Reference to time	after eruption yesterday On Tuesday night An hour and a half later it is long overdue
Proximity	Reference to place Reference to nation	London Norway British schoolgirls on a school trip
Prominence	Role labels Reference to prominent people	the finance minister, himself a geologist Steingrímur Sigfússon
Consonance	Expectedness	further flooding expected The last eruption in the Eyjafjallajökull glacier, in 1821, spread to Katla, causing serious flooding.
Impact	Description of consequences Intensification	Hundreds evacuated after eruption volcano erupts triggering floods The eruption melted ice construction crew was ordered into action much farming land has been destroyed spread to Katla, causing serious flooding flights have been cancelled across Europe “Everything is black” the first country to shut down flights the sky grew so dark that headlights of cars proved little use.
Novelty	Description of new events	many saw the eruption as a welcome relief

		Local flights have not been disrupted, and nearby Keflavik international airport remains open. Norway was the first country to shut down flights Reykjavik, however, escaped any adverse effects as the winds blew the ash cloud south and east.
Superlativeness	Intensification, quantification Reference to emotion	Hundreds evacuated Around 800 people evacuated further flooding expected Most of those evacuated a group of 30 British schoolgirls a bigger volcano in the much larger Myrdalsjokull glacier major eruption the roar of jet engines the first country to shut down flights many others across Europe the sky grew so dark that headlights of cars proved little use. There are fears that the eruption might spread
Personalization	Reference to individuals Reference to emotion	construction crew working on a nearby harbour "The guy on the Caterpillar" Some were allowed to return to feed their livestock many still in their pyjamas they were allowed to return to collect their things. "I can see well to the north, but less than a kilometre to the south," said Gunnar Sveinsson. "Everything is black." Sigfusson, himself a geologist, proudly claimed he was carrying water for the other geologists.

Table 5. News values in the article "Iceland volcano: Hundreds evacuated after eruption"

This article focuses on events that happened in Iceland. Impact is very strong as floods and evacuations are described. For readers in the UK, Proximity is established by a reference to the British nation ("British schoolgirls").

Novelty is construed by mentioning an unexpected attitude to the current situation. As Example 9 illustrates, it is quite shocking that many Icelanders consider a volcanic eruption and its consequences to be "a welcome relief". Although, when contrasting it with a view of Iceland as an economically unstable and corrupted country, it may seem probable that some people are glad that their

country is mentioned in world newspapers due to the activity of nature and not Iceland's politicians.

(9) *On Facebook pages, as well as in Reykjavik cafes, many saw the eruption as a welcome relief from constant reports of economic collapse and corruption, which remains the main topic of discussion. (the Guardian, 15 April 2010, 13.28 BST)*

The fact that the volcanic ash did not affect the Icelandic air traffic very much contributes to Novelty as well.

Another news value which is construed in the text is Personalisation. Details of a concrete situation are given and the action of a local construction crew is praised by the finance minister of Iceland.

As far as the photo in the story is concerned, there is a displacement between the image and the first sentence of its caption while it overlaps with the second sentence. By showing the floods, the photo contributes to Negativity and Impact. The contrast between the vastness of the floods and only a single man on the picture construes Superlativeness.

(10) *Hundreds of people have been evacuated after a volcano erupted in Iceland. Floods washed away roads after the glacier melted. (the Guardian, 15 April 2010, 13.28 BST)*

More displacement is found in the headline of the article since the photo represents neither the Icelandic volcano nor hundreds of people or even the eruption. The floods are only one of the topics found in the text, therefore overlap is minimal.

4.1.3 Volcano chaos as Iceland eruption empties skies in Britain

News Values	Linguistic Devices	Examples
Negativity	Negative, evaluative vocabulary	chaos eruption Airspace closed sent plume of ash across flight paths An unprecedented no-fly zone imposed causing travel chaos for over a million air

		<p>passengers Airspace was closed; All UK airspace was closed the violent eruption sent a plume of ash emergencies stay shut force of the eruption showing no sign of abating present intermittent problems spewed ash shutdown affected flights the most dramatic step of its kind in living memory Caused the most international travel chaos since the 11 September attacks on America in 2001 Airports across France closed tonight a jet was grounded The plume is projected to spread “do not think we have over-reacted” extending the total shut down of all UK airports “a serious threat” engines failed after flying through a volcanic plume planes will be grounded the ban on flights any disruption caused by the eruption broke off electioneering The ash cloud began to spread engulfing Britain almost empty with 75,000 passengers unable to travel. caused devastation had to evacuate torrents of melt water flowed off the glacier through fields and farms. the production of ash is likely to continue at a comparable level “it disrupts travel” the effects could be particularly severe raising fears that airlines could be grounded for days a terrifying descent “a very worrying and difficult situation” thick grey ash fell, leading to fears</p>
Timeliness	Reference to time	<p>remain in force into the weekend today from noon stay shut tomorrow Last night for six months tonight until at least 1pm today</p>

		<p>all day on Friday for "some days" tomorrow morning current weather situation in the early hours of Wednesday morning in the early hours of Wednesday by Thursday afternoon for some days or even weeks</p>
Proximity	Reference to place	<p>Britain from Ireland to Finland London All UK airspace across Europe Scottish Manchester; Manchester airport a Halifax primary school south across Scotland and the UK, engulfing Britain Heathrow</p>
	Reference to nation	<p>a jet carrying British forces British Airways</p>
Prominence	Role labels	<p>Volcanologist safety authorities the cabinet secretary in the devolved Scottish government the transport secretary senior transport officials the leaders' debate Geophysicists; a geophysicist at the Icelandic Meteorological Office director of air transport consultancy JLS Consulting a spokesman for the National Air Traffic Service</p>
	Reference to prominent people	<p>John Swinney Lord Adonis Gordon Brown David Cameron Einar Kjartansson John Strickland</p>
Consonance	Expectedness	<p>all four of its engines failed after flying through a volcanic plume The last time the volcano erupted in 1821, it spewed ash for two years.</p>
Impact	Description of consequences	<p>Chaos eruption empties skies Airspace from Ireland to Finland closed sent plume of ash across flight paths An unprecedented no-fly zone imposed across Europe causing travel chaos for over a million air passengers affected an estimated 4,000 flights Airports across France closed tonight</p>

		<p>had to turn back over the Atlantic a jet carrying British forces back from Afghanistan was grounded in Cyprus extending the total shut down of all UK airports engines failed after flying through a volcanic plume planes will be grounded broke off electioneering caused devastation torrents of melt water flowed off the glacier through fields and farms. leading to fears raising fears that airlines could be grounded for days</p>
Novelty	Description of new events, evaluative vocabulary	<p>unprecedented the most dramatic step of its kind in living memory Ironically, Reykjavik airport was one of the few European airports to remain open</p>
Superlativeness	Intensification, quantification	<p>Unprecedented a huge volcanic eruption over a million air passengers the violent eruption some of the world's busiest flight paths All UK airspace the eight mile high plume for six months 4,000 flights the most dramatic step of its kind in living memory. the most international travel chaos since the 11 September attacks on America in 2001 all UK airports a giant glider all four of its engines “first and predominate consideration” engulfing Britain totally The runways and aprons at Heathrow, normally the world's busiest airport, were becalmed almost empty with 75,000 passengers unable to travel around 700 residents Ironically, Reykjavik airport was one of the few European airports to remain open a terrifying descent “very worrying”</p>
Personalization	Reference to emotion	<p>fears among farmers for their grazing farm animals</p>

Table 6. News values in the article “Volcano chaos as Iceland eruption empties skies in Britain”

The third article from 15 April 2010 again focuses on the consequences of the eruption on air traffic. Great Britain is often mentioned, which construes Proximity. The article provides details on the facts that the ash led to a shutdown of British airspace, organisation of meetings on contingency plans and complications in the work of British politicians. Proximity is further established by reporting on a jet carrying British forces and an example from history when a British jet experienced problems due to ash plume. This story has already been mentioned in the first analysed article but the syntax of the paragraph is slightly changed.

The situation in Iceland is described again as well. But the figures have altered a little, when contrasted with the previous articles. “Around 800 people” and “As many as 800 people” are changed to “around 700 residents” as the real numbers became more accurate over time or a different international news agency was used as a source this time. The irony of the fact that the airport on Iceland remained open is reminded once again in this article and thus significantly contributes to Novelty. Moreover, this news value is highlighted in the very first sentence of the body of the news report by stating that such a ban on flights is “unprecedented”.

Furthermore, the eruption of Eyjafjallajökull is mentioned in the previous as well as this article. As is illustrated in Example 11, the former uses the last eruption to strengthen the fears of floods, i.e. a threat to people on Iceland, while the latter concentrates on the possible long-term threat to the European air space, a more significant threat. In both cases, Impact, Negativity and Consonance are construed.

- (11) a. *The last eruption in the Eyjafjallajökull glacier, spread to Katla, causing serious flooding. (the Guardian, 15 April 2010, 13.28 BST)*
- b. *The last time the volcano erupted in 1821, it spewed ash for two years. (the Guardian, 15 April 2010, 20.27 BST)*

This article contained a video that was not included in the analysis as the research focuses only on press photos.

		through a volcanic plume
Impact	Description of consequences, effects evaluative vocabulary	ash cloud grounds planes has caused travel chaos a block on commercial planes devastation torrents of meltwater flowed off the glacier through fields and farms Day turned to night sent a plume of ash across some of the world's busiest flight paths the worst disruption to international air travel since September 11
Novelty	Description of new events evaluative vocabulary	From 7pm tonight, restrictions will be lifted some of the world's busiest flight paths the worst disruption to international air travel since September 11 One UK airline has been flying as normal “On the west coast yesterday we had very good visibility and no cloud.”
Superlativeness	Intensification, quantification	Most flights a dozen European countries 17,000 flights as a significant danger to flights millions of passengers some of the world's busiest flight paths the worst disruption to international air travel since September 11 for at least the next 24 hours About 11,000 flights Of the 300 or so a giant glider all four of its engines a terrifying descent for 187 years evacuated about 700 residents Day turned to night “very good visibility and no cloud.”
Personalization	reference to emotion	fears for grazing farm animals

Table 7. News values in the article “Volcanic ash cloud grounds planes until Saturday”

The whole article is focused on the negative impact of the eruption on the air traffic. It refers to places in the UK a lot, which highly contributes to Proximity. Due to the unpredictability of the action of the volcano, various probabilities and predictions are included, such as those in Example 12.

- (12) a. *It might be possible to ease restrictions at Newcastle airport after I am tomorrow, the organisation added. (the Guardian, 16 April 2010, 15.16 BST)*

- b. *Air travel remains badly disrupted in a dozen European countries, with 17,000 flights likely to be cancelled around the continent today. (the Guardian, 16 April 2010, 15.16 BST)*
- c. *Intermittent problems to air traffic could continue for six months if the eruption continued, one volcanologist said. (the Guardian, 16 April 2010, 15.16 BST)*

Modal verb are used quite often in the article. Although it is not usual, it contributes to the image of a chaotic situation where not much is certain yet. When Biber analysed the differences between news reports and newspaper editorials, he found out that news reports contain very rarely “discussion of hypothetical situations or possibilities for the future” and so consequently they seldom contain modals and conditionals (2009, 125). The text of the article contains one conditional used in an indirect quote (Example 12c).

Another interesting aspect is that this news report also recycles a paragraph that was mentioned in two previous articles. The paragraph has almost the exact wording as the preceding article – the only change is from “flying” to “it flew”. In all the three articles, the paragraph helps create Proximity because it describes what happened to a British jet and also it construes Consonance by describing a situation similar to that in focus and by providing an example that engine problems are expected to occur when a plane flies in a volcanic ash.

Again, the article included a video and therefore it was not selected for the analysis.

4.1.5 *Ash cloud costing airlines £130m a day*

News Values	Linguistic Devices	Examples
Negativity	Negative, evaluative vocabulary	Ash cloud no-fly zone on top of the recent strike action and the bad winter weather that halted many flights. through some turbulent times, with the recession hitting passenger numbers and high oil prices pushing up the cost of flying. Several have collapsed global airline industry is losing more than £130m a day disruption volcanic ash cloud that has brought Britain’s air transport network to a halt

		<p>lost revenues flights were cancelled “incur added costs” lose at least £10m a day badly hit “it begins to hurt” “a headache” “adversity” “The weak players have already been found out” declined to say expected to lose BA shares fell saw its shares drop by 2.5%, Iberia was down 3.3% and Air France shares were off by 2.9%. warned suffer losses “daily lost traffic revenue” “a complete shutdown” Closed has also been hit by the disruption. landing charges levied on airlines inquiries had soared Budgets have gone out of the window “people can't get into the UK” “the people stranded in the UK”</p>
Timeliness	Reference to time	<p>this afternoon “today” “daily”; “per day” until 7am on Saturday this morning were still open since Thursday morning</p>
Proximity	Reference to place	<p>Britain’s air transport network across northern Europe in and out of the UK. across Europe the UK Ireland England Wales Heathrow</p>
	Reference to nation/ community	<p>British Airways Silverjet FlyGlobeSpan</p>
Prominence	Role labels	<p>transport analyst at the City stockbrokers Charles Stanley spokeswoman global chair for transport and infrastructure at KPMG PrivateFly's chief executive chief UK and European economist at IHS Global Insight</p>

	Reference to prominent people	Douglas McNeill Ashley Steel Adam Twidell Howard Archer
Consonance	Expectedness	“Tourism will obviously be affected to some extent”
Impact	Description of consequences, effects	Ash cloud costing airlines £130m a day no-fly zone caused by the Icelandic volcano’s eruption will cost big airlines £10m a day global airline industry is losing more than £130m a day volcanic ash cloud that has brought Britain’s air transport network to a halt flights were cancelled The final bill could be even higher “incur added costs” BA shares fell saw its shares drop by 2.5%, Iberia was down 3.3% and Air France shares were off by 2.9%. “The daily lost traffic revenue for airlines ... is likely [to be] in excess of £200m per day if all revenue was refundable” inquiries had soared Budgets have gone out of the window “Tourism will obviously be affected to some extent but just as people can't get into the UK, people can't get out.” “both imports and exports are being impacted”
Novelty	Description of new events	This included four corporate lawyers who were apparently prepared to pay more than £100,000 for an aircraft and crew willing to break the no-fly zone and get them to Nice in time to sign an agreement. “...just as people can't get into the UK, people can't get out. So the people stranded in the UK will have to find places to stay and eat here, so they will be spending money here rather than abroad. This will offset at least some of the loss of revenue to hotels and restaurants from people not being able to get here.”
Superlativeness	Intensification, quantification	£130m a day £10m a day The final bill could be even higher drop by 2.5% was down 3.3% were off by 2.9% the global bill could be even higher “in excess of £200m per day” runs many of Britain’s major airports

	a turnover of £1.977bn, or £5.5m a day
	“a few hundred” passengers in each of its terminals
	more than £100,000
	not even all the money in the world
Figurative meaning	Budgets have gone out of the window

Table 8. News values in the article “Ash cloud costing airlines £130m a day”

This article mainly reflects the financial consequences of air traffic restrictions; Negativity and Impact are therefore its prevailing news values. Secondly, it naturally focuses more on the consequences in Britain, thus construing Proximity, although many other airline companies are mentioned in the text, too.

The negative impact is strengthened by putting the situation in connection with “turbulent times” of the airline industry, including British Airways. In its unfavourable situation, it faces yet another problem, which adds to Negativity. Examples are presented in 13:

- (13) a. *In BA's case, this comes on top of the recent strike action and the bad winter weather that halted many flights. (the Guardian, 16 April 2010, 17.41 BST)*
- b. *McNeill pointed out that the airline industry had already been through some turbulent times, with the recession hitting passenger numbers and high oil prices pushing up the cost of flying. Several have collapsed in the last two years, including Silverjet and FlyGlobeSpan. (the Guardian, 16 April 2010, 17.41 BST)*

Moreover, there is a contrast between the major part of the article, which is negative, and the last part. Even though the financial impact may be considerable and “even higher than Iata estimated”, as is clearly communicated by the headline and most of the text, the end of the article tries to downplay the bad news and even finds a bright side of the current situation. The last part of the text therefore construes Novelty as it finds an unusual positive side-effect to the current negative situation.

- (14) *“Tourism will obviously be affected to some extent but just as people can't get into the UK, people can't get out. So the people stranded in the UK will*

have to find places to stay and eat here, so they will be spending money here rather than abroad. This will offset at least some of the loss of revenue to hotels and restaurants from people not being able to get here,” said Archer. (the Guardian, 16 April 2010, 17.41 BST)

This article re-uses the photo from the first news report. Again, there is a partial overlap between the image and its caption which is presented in Example 15. The picture shows the billowing smoke but it does not indicate that it comes from the mentioned volcano. The impact on “air transport across Europe” is not visible on the photo either, yet the absence of any plane could indirectly support the news. Nevertheless, the dominating news values in the photo are Negativity and Superlativeness. Moreover, we can again talk about Aesthetics.

(15) *Smoke billows from Eyjafjallajökull volcano in Iceland, disrupting air transport across Europe. (the Guardian, 16 April 2010, 17.41 BST)*

Next, while the most striking news value in the headline is Impact, the picture shows only the cause – the ash cloud. Thus, there is minimal overlap. As for the text, the ash cloud is mentioned only twice. The story is more focused on its impact on the air traffic, which creates displacement between the text and the photo.

4.1.6 Ash cloud over Europe causes worst travel chaos since 9/11

News Values	Linguistic Devices	Examples
Negativity	Negative, evaluative vocabulary	worst travel chaos since 9/11 Airport closures volcano eruption tens of thousands of air travellers stranded caused the biggest shutdown of the continent's airspace since 11 September 2001. the bans struggle to find stay away from the terminals causing general disruption threatened to interfere with the travel plans concerns grew funeral of the late president and his wife

		<p>air crash while postponement remained an option it would be “an absolute last resort” state funeral overshadowed flight bans forced cancellations were forced to bow to the progress of the ash cloud cloud cover impeded experts’ ability airports on lockdown airspace were closed progressively saw serious disruption to schedules caught up in the chaos badly affected called off As the havoc spread</p>
Timeliness	Reference to time	<p>today to last until Sunday “for at least the next 24 hours” early this morning on Sunday; until Sunday; Sunday’s until 8pm at the earliest throughout the day on Monday “yesterday afternoon”</p>
Proximity	Reference to place	<p>over Europe; across Europe throughout EU south-east from Iceland across the continent</p>
Prominence	<p>Role labels</p> <p>Reference to prominent people</p>	<p>dignitaries from around the world the late president and his wife presidential palace spokesman a spokeswoman for Krakow airport Iceland’s president a spokesman for the DGAC, France’s civil aviation authority. Barack Obama Angela Merkel Nicolas Sarkozy the family of Lech Kaczynski Jacek Sasin Denmark’s Queen Margrethe Spain’s King Juan Carlos Olafur R. Grimsson Harry Geurts of the Dutch meteorological office</p>
Impact	Description of consequences, effects	<p>Ash cloud over Europe causes worst travel chaos since 9/11 Airport closures air travellers stranded caused the biggest shutdown of the continent’s airspace since 11 September 2001. passengers across the continent struggle</p>

		<p>dealing with a surge in demand causing general disruption were forced to bow to the progress of the ash cloud cloud cover impeded experts' ability airports on lockdown airspace were closed progressively saw serious disruption to schedules caught up in the chaos badly affected As the havoc spread</p>
Novelty	Description of new events evaluative vocabulary	<p>Ash cloud over Europe causes worst travel chaos since 9/11 staff at NS Hispeed were handing out free cups of coffee. "We have not seen a situation like this ... since the attacks of 11 September 2001"</p>
Superlativeness	Intensification, quantification	<p>worst travel chaos since 9/11 tens of thousands of air travellers stranded caused the biggest shutdown of the continent's airspace since 11 September 2001. Demand was so high tens of thousands of ordinary passengers not the only high-profile event more than 20 bases Europe's third busiest terminal only 120 of around 300 scheduled crossings around 60 services "but it's too late" "We're going to have to see the ordeal through to the end."</p>
Personalization	reference to emotion quotes from 'ordinary' reference to individuals	<p>little could be done to sooth their frayed nerves was despondent "That's perhaps half a year's training for nothing," told French radio she had nowhere to go. "We are from the provinces so we left yesterday afternoon when people were just talking about a cloud that was only affecting the north," she said. "Now we're told there's no flights, but it's too late, we're stuck. We're going to have to see the ordeal through to the end." tales of travellers' woes filled the airwaves Gerd Pszolla-Stanzl Anne</p>

Table 9. The news values in the article "Ash cloud over Europe causes worst travel chaos since 9/11"

The headline of the analysed article establishes Superlativeness and Novelty, a situation of such impact is only comparable to one that happened two years ago. Proximity is also construed by situating the event in the whole Europe.

The structure of the body itself is as follows. Firstly, restrictions on airline traffic across Europe are discussed, which establishes Negativity. Then, Prominence is construed through association of the event with another newsworthy story frequently mentioned in newspapers at that time – the death of Polish president and other Polish prominent figures and their following funeral. Although Prominence is the main news value in this part of the story, the link between the two events increases Negativity and Impact as well. Next, details on the current air traffic ban over the whole Europe are provided, this time expanding the impact also on flights to and from Europe, thus again intensifying Negativity and Impact even more. The last part of the text relates some of the passengers’ accounts, which increases the newsworthiness of the whole story through Personalisation.

The relationship of the image and its caption is again only partially overlapping. The image shows travellers who are asleep on the benches but the caption provides some context to it by stating which airport they are in, see Example 16. We cannot guess from the photo if the terminal in question is “near-deserted” or that the travellers are disrupted if they are asleep.

(16) *Travellers disrupted by the Icelandic volcano ash sleep on the benches at a near-deserted Terminal One at Birmingham International Airport. (the Guardian, 16 April 2010, 18.28 BST)*

Displacement is the relationship of the picture and the heading. The photo does not include the ash cloud and the depiction of sleeping travellers shows no signs of “worst travel chaos since 9/11”. What is more, the “havoc” and “chaos” mentioned in the text cannot be found in the picture. But it relates to the phrase “stranded passengers” and thus creates Negativity and Impact. If the two “tales of travellers’ woes” told in the text were by the travellers from the picture, a strong link to Personalisation might have been created.

4.1.7 Are volcanoes bad for your health?

News Values	Linguistic Devices	Examples
Negativity	Negative,	volcano’s ash plume

	evaluative vocabulary	warned people living under the volcanic ash plume dangerous can enter the lungs and cause respiratory problems health risks suffer from itchy or irritated eyes, runny nose, sore throat or dry cough a dusty haze in the air or the smell of rotten eggs respiratory conditions such as chronic bronchitis, emphysema and asthma
Timeliness	Verb tense and aspect	the WHO ... was was [sic] trying to learn more about it.
	Reference to time	yesterday
Proximity	Reference to place	Scotland
	Reference to community	Are volcanoes bad for your health? Those with existing respiratory conditions such as chronic bronchitis, emphysema and asthma
Prominence	Role labels	a spokesman
Impact	Description of consequences, effects	warned people living under the volcanic ash plume to stay indoors if ash starts falling, as it has done in Iceland, Scotland and Norway can enter the lungs and cause respiratory problems itchy or irritated eyes, runny nose, sore throat or dry cough
	Description of new events evaluative vocabulary	the WHO doesn't fully understand the health risks associated with the ash cloud
Superlativeness	Intensification, quantification	microscopic particles

Table 10. News values in the article “Are volcanoes bad for your health?”

This article’s most prominent news value is Impact. The focus here is on the health effects of the volcanic eruption. In the headline, Proximity is construed as it catches the eye of readers by directly referring to their own health. The body of the text also establishes Proximity – it refers to Scotland, where people are advised to stay indoors. The next paragraph describes possible consequences of breathing the air full of volcanic ash. This serves to intensify the potential threat and thus construes Negativity and Impact. Proximity to those readers with respiratory problems is also construed in the last sentence:

- (17) *Those with existing respiratory conditions such as chronic bronchitis, emphysema and asthma should have their inhalers or medications with them, it added. (the Guardian, 17 April 2010, 00.00 BST)*

No image is included in this news report.

4.1.8 *Ash from volcano in Iceland falls on Britain, prompting health warning*

News Values	Linguistic Devices	Examples
Negativity	Negative, evaluative vocabulary	prompting health warning; has warned people eruption fallout Volcanic ash from the Icelandic eruption is falling could pose a risk helicopter had to mount a risky mission a seriously ill patient ash cloud plume cause respiratory problems suffer from itchy or irritated eyes, a runny nose, sore throat or dry cough a dusty haze in the air or the smell of rotten eggs “experience a short term worsening of symptoms”
Timeliness	Reference to time	earlier
Proximity	Reference to place Reference to nation/ community Conversion of metric unit	as far south as London across the UK in northern England, the Midlands and the Thames Valley as far south as Swindon, Brize Norton, Kent and the west London suburb of Chiswick near Peterborough, Leeds and Stoke on Trent across the Shetland Islands from the Out Skerries islands to hospital in Lerwick residents people with breathing difficulties those with existing respiratory conditions such as chronic bronchitis, emphysema or asthma 2,400 metres (8,000ft)
Prominence	Role labels Reference to prominent people	a spokesman Graeme Leitch Professor Malcolm Green
Consonance	Expectedness	“whatever is up in the sky will have to come down”
Impact	Description of consequences, effects	Ash from volcano in Iceland falls on Britain People told to stay indoors eruption fallout is detected Volcanic ash from the Icelandic eruption is falling

		<p>reported sore throats after venturing outside.</p> <p>helicopter had to mount a risky mission</p> <p>The helicopter returned coated in the fine glass-like dust.</p> <p>cause respiratory problems</p> <p>consider wearing a mask</p> <p>suffer from itchy or irritated eyes, a runny nose, sore throat or dry cough</p> <p>“experience a short term worsening of symptoms”</p> <p>commissioned research flight</p>
Novelty	Description of new events evaluative vocabulary	The WHO could not fully predict the health risks
Superlativeness	Intensification, quantification	<p>“many major problems”</p> <p>seriously ill patient</p> <p>did not pose a significant risk to human health</p> <p>three distinct layers of ash in the atmosphere, from fine particles at low levels to large particles at about 2,400 metres (8,000ft)</p>
Personalization	reference to individuals	a seriously ill patient from the Out Skerries islands

Table 11. News values in the article “Ash from volcano in Iceland falls on Britain prompting health warning”

The analysed news report centres two news values – Impact and Proximity, as was true also in the previous article. Evidence can be found in the headline as well as the rest of the text. The area mainly discussed concerns Britain and the impact concerns health problems caused by the ash cloud. However, Proximity is furthermore construed by a reference to the community on the Shetland Islands (“residents”) and the community of people with common health problems (e.g. “people with breathing difficulties”). Last but not least, Proximity is also established by providing a conversion of metres to feet.

Moreover, this article seems to be only an update of the previous one as it rephrases most of the latter’s content. But there is a difference for instance in the source attribution, as is seen from the following example.

- (18) a. *Those with existing respiratory conditions such as chronic bronchitis, emphysema and asthma should have their inhalers or medications with them, it [The UK Health Protection Agency] added. (the Guardian, 17 April 2010, 00.00 BST)*

- b. *The British Lung Foundation said the ash did not pose a significant risk to human health. But its spokesman, Professor Malcolm Green, said those with existing respiratory conditions such as chronic bronchitis, emphysema or asthma should keep their inhalers or medications to hand "as they may experience a short term worsening of symptoms". (the Guardian, 17 April 2010, 15.17 BST)*

In the later article, the threat to health of British citizen is more imminent and its Negativity is increased by citing and giving name of a spokesperson of the British Lung Foundation who is presumably also a lung specialist.

In one case, Personalisation is construed when a concrete example of difficulties caused by the ash is given and a rescue of a seriously ill patient is described.

As for the analysis of the photo included in the news story, it construes news values such as Aesthetics (due to the colour contrasts), Superlativeness (a contrast between the big Sun and very small people) and Timeliness (in regard to the time of the day). The caption, provided below, is only in partial overlap with the photo but rather in dichotomy. The caption extends the context by stating where the photo is taken, although it is possible that some may recognize one of the Edinburgh's seven hills from the photo itself, and the exact day. The fact that at that time the European skies are full of ash from the Iceland eruption is not clear at all from the picture.

(19) *Sunset over Edinburgh on Friday as the Iceland eruption continued to throw ash into Europe's skies. (the Guardian, 17 April 2010, 15.17 BST)*

Dichotomy continues further into the relationship of the photo with the headline as well as with the rest of the text. The sunset and the ash in the air are two different events.

4.1.9 Iceland volcano: the impact of the ash cloud on Britain

News Values	Linguistic Devices	Examples
Negativity	Negative, evaluative vocabulary	the ash cloud volcanic ash no flights closed

		<p>has scrapped all services search and rescue and defence of British airspace wounded in Afghanistan rule out flights “the longer that the problem does persist, the more serious will be the economic repercussions” UK tourism would be affected “at least some of the loss of revenue” shortages of exotic fresh foods “absent staff” “pupils forced to miss classes” “Uefa’s concerns” faced delays leaving China</p>
Timeliness	Reference to time	<p>tomorrow until at least 1pm tomorrow on Saturday lasts several more days at the moment on Thursday yesterday next Sunday's today on 9 May</p>
Proximity	Reference to place Reference to nation/ community	<p>on Britain in or out of the UK Selly Oak hospital in Birmingham into the country British life and economic activity British Airways RAF aircraft Universities UK Fulham and Liverpool football clubs “Uefa’s” Virgin London marathon</p>
Prominence	Role labels Reference to prominent people	<p>chief economist of IHS Global Insight A spokesman The Fulham manager Howard Archer Roy Hodgson Jenson Button</p>
Consonance	Expectedness	<p>“Obviously, the longer that the problem does persist, the more serious will be the economic repercussions”</p>
Impact	Description of consequences, effects	<p>cost to the global airline industry is estimated at £130m a day in lost revenue alone. costs of re-routing aircraft and care of stranded aircraft and passengers. “the more serious will be the economic repercussions” UK tourism would be affected would spend money on UK goods and</p>

		services shortages of exotic fresh foods they are losing up to £1.3m. “to cover for absent staff” “pupils forced to miss classes” faced delays leaving China
Novelty	Description of new events	test flights without passengers “no irregularities” from a flight
Superlativeness	Intensification, quantification	at £130m a day in lost revenue alone Less than 2% of food supplies “The vast majority of fresh food” “very small proportion” up to £1.3m. “the only option” 30-40 international elite entrants
	Figurative meaning	“their opponents don't have to go through hell and high water to get to the game”

Table 12. News values in the article “Iceland volcano: the impact of the ash cloud on Britain”

The prevailing news values in this article are self-evident from the headline itself; they are Impact and Proximity. The article evaluates the consequences of the air traffic ban on various British sectors – namely air travel, economy and tourism, food and other supplies, schools, universities and sport. This also construes strong Proximity.

Furthermore, the fact that some planes fly, although there is an air traffic ban, construes Novelty, as Example 20 illustrates. Even more unexpected is that no problems caused by the ash were detected during the flight.

(20) *Some airlines are running test flights without passengers. Dutch carrier KLM said there were “no irregularities” from a flight on Saturday. RAF aircraft are only flying for essential missions such as search and rescue and defence of British airspace. (the Guardian, 18 April 2010, 14.51 BST)*

Next, “limited” is a word that evokes Negativity in itself in the first place. Here, it was used in a positive sense.

(21) *The impact will be limited, even if the problem lasts several more days, according to Howard Archer, chief economist of IHS Global Insight. (the Guardian, 18 April 2010, 14.51 BST)*

The photo complementing the overall impression from the news report depicts the ash coming from the volcano, adding to Negativity. The amount of the ash construes Superlativeness. The picture is also very interesting from an aesthetic point of view. Moreover, it is in overlap with the caption provided below.

(22) *The Eyjafjallajokull volcano pumps ash into the sky.* (*the Guardian*, 18 April 2010, 14.51 BST)

Only partial overlap can be found in the headline as it is more focused on the impact. The picture, however, shows neither the impact nor Great Britain. Therefore, there is displacement also with the text of the news report.

4.1.10 *Iceland volcano: Tales from travellers stranded around the world*

News Values	Linguistic Devices	Examples
Negativity	Negative, evaluative vocabulary reference to emotion	travellers stranded around the world stuck international flight restrictions struggled to fulfil their personal and professional commitments despite the shutdown. became stranded ordeal remain stuck dependent on the help “treating them like criminals” “escorted to the hotel restaurant” an asthma attack “they’re running out of food” heaped more chaos, misery
Timeliness	Reference to time	A fourth day of international flight restrictions last night since Thursday; on Thursday three-hour four-day over the weekend on Saturday on Sunday
Proximity	Reference to place	around the world from Norwich in Leicester in the UK in Brisbane London Trailfinders Sports Club in Ealing, west

	Reference to nation/ community	London the British embassy “most of them British” the Mail “Top Gear”
Prominence	Role labels Reference to prominent people	press secretary at the British embassy in Moscow the ambassador and his team The Match Of The Day presenter James Barbour Gary Lineker
Impact	Description of consequences, effects Evaluative vocabulary Reference to emotion	travellers stranded around the world the couple married via Skype became stranded an asthma attack many women could not get sanitary towels they had to make other plans. some of them were shepherded to a hotel while others remain stuck in the airport “they’re all shut in the same place” the tourists stuck in a Moscow hotel heaped more chaos, misery
Novelty	Description of new events evaluative vocabulary	and the odd flash of ingenuity struggled to fulfil their personal and professional commitments despite the shutdown. found themselves making their vows on Skype found themselves stranded baked them a cake, decorated the lobby and set up a laptop with Skype and a projector “not one like this at all.” found himself forced to improvise “It’s the first time I have done a show having missed watching all the games in the afternoon”
Superlativeness	Intensification, quantification Comparison Reference to emotion	heaped more chaos, misery yet another evening turned their three-hour transfer into a four-day ordeal “about 20 or 30 people” “most of them British” “24 hours a day” “We were never going to forget it anyway but we certainly won’t forget it now.” 24 hours travelling just two hours before the show was due to start “treating them like criminals” "It was like one of those impossible challenges they have on Top Gear." “tensions are starting to run high”

“People are going a bit crazy”	
Personalization	<p>Reference to individuals, quotes from ‘ordinary’</p> <p>Tales from travellers stranded around the world</p> <p>Moira Hickson, a 21-year-old student from Norwich</p> <p>her aunt</p> <p>her fellow Aeroflot passengers</p> <p>her boyfriend, Chris Thurmott</p> <p>A young girl at the hotel</p> <p>“Moira said tensions are starting to run high because they're all shut in the same place,” he added.</p> <p>“People are going a bit crazy ... And now the hotel say they’re running out of food.”</p> <p>a British couple</p> <p>their friends and family</p> <p>Sean Murtagh, 24, and his new wife Natalie, a 30-year-old Australian</p> <p>for family and friends</p> <p>Staff at the Millennium Airport Hotel in Dubai</p> <p>“It’s been an incredible day”</p> <p>“We were never going to forget it anyway but we certainly won’t forget it now.”</p> <p>Humanist celebrant Caroline Black</p> <p>“I’ve done lots of humanist weddings but not one like this at all. It was just like any other wedding except the bride and groom weren’t there.”</p>

Table 13. News values in the article “Iceland volcano: Tales from travellers stranded around the world”

As the headline suggests, this article involves accounts from stranded passengers. Three of them are presented – the first two come from ‘ordinary’ people, thus construing Personalisation, and the third is about a famous footballer and a sports broadcaster, which contributes to Prominence. All the people mentioned in the article have a link to the UK, therefore Proximity is also a strong news value here. Impact is another news value found in the article as the travellers were stranded due to the consequences of the volcanic ash. Moreover, the situations in which the passengers found themselves were completely unexpected and they had to be resolved with creativity, which construes Novelty.

The photo represents some of the stranded travellers, which is in overlap with its caption, see below, although the caption provides more context as to the place and the time period.

(23) *Passengers in the waiting room at Roissy Charles de Gaulle Airport as European flight restrictions enter their fourth day. (the Guardian, 18 April 2010, 17.10 BST)*

Superlativeness is construed in the photo as four passengers are depicted together with a great amount of luggage. The image also corresponds with the negative Impact.

The headline is in partial overlap with the photo because the photo does not show the Icelandic volcano, only some of the travellers. However, it is not possible to depict all stranded travellers in the world.

The photo represents some of the stranded passengers but, as a matter of fact, none of the travellers mentioned in the text, which would personalise the photo. Therefore, we can talk about displacement.

4.1.11 *Iceland volcano: Kenya's farmers losing \$1.3m a day in flights chaos*

News Values	Linguistic Devices	Examples
Negativity	Negative, evaluative vocabulary	in flights chaos ash cloud engulfs Europe growers have warned lost shipments dumped; will have to dump flights from Kenya were suspended rotting product a temporary waiver
Timeliness	Verb tense and aspect Reference to time	Farmers in Kenya are dumping tonnes of vegetables and flowers four days after by Tuesday “every day ”; daily; each day early Thursday morning in the next day or two
Proximity	Reference to place Conversion of unit	Europe the UK 71 billion shillings (£594m)
Prominence	Role labels Reference to prominent people	managing director of AAA Growers production director Ariff Shamji Hamish Ker
Impact	Description of consequences, effects	Kenya's farmers losing \$1.3m a day 5,000 workers laid off and tonnes of vegetables and flowers dumped ash cloud over Europe grounded cargo shipments from Africa. “that’s come to a complete halt” donated or dumped 50-60 tonnes of

		vegetables flights from Kenya were suspended will have to dump much of their product
Novelty	Description of new events evaluative vocabulary	Some farms were throwing cut flowers straight from the field on to compost heaps.
Superlativeness	Intensification, quantification	\$1.3m a day 5,000 workers laid off and tonnes of vegetables and flowers dumped thousands more workers could be told to stay at home “10-15 tonnes of produce” “make tough decisions” the country is haemorrhaging \$1.3m a day up to 500 tonnes 97% of which is delivered to Europe. Horticulture earned Kenya 71 billion shillings (£594m) the country’s top foreign exchange earner 50-60 tonnes of vegetables if they can’t start shipping in earnest pumps 1m stems out of its factories near Lake Naivasha each day “Time is of the essence and time is ticking”

Table 14. News values in the article “Iceland volcano: Kenya's farmers losing \$1.3m a day in flights chaos”

Superlativeness, Negativity and Impact dominate in this article. The headline makes clear that the Icelandic volcano is the cause of this situation. A focus is made on Kenya, so Proximity is not very strong but it is for instance construed by the fact that the newspaper has converted shillings into pounds for British readers.

Describing further potential consequences to the Kenyan market only intensifies Negativity, as is evident from Example 24. The sentences also contain examples of Superlativeness.

- (24) a. *Kenyan farms have laid off 5,000 staff, and growers have warned thousands more workers could be told to stay at home if flights did not resume by Tuesday, which would deal a serious blow to the country's economy. (the Guardian, 18 April 2010, 18.42 BST)*
- b. *But if they can't start shipping in earnest in the next day or two, they will have to dump much of their product. (the Guardian, 18 April 2010, 18.42 BST)*

It is interesting that the second example sentence describes events that had been already happening at that time, as the text of the news report suggested, for instance in the following sentence:

(25) *Farmers in Kenya are dumping tonnes of vegetables and flowers destined for the UK, four days after the volcanic ash cloud over Europe grounded cargo shipments from Africa. (the Guardian, 18 April 2010, 18.42 BST)*

The present continuous tense clearly refers to an event that is already in progress as the newspaper publishes the story in question, which contributes to Timeliness.

Last but not least, one sentence seems to be rather out of place. It is given in example 26.

(26) *Many supermarkets in the UK promise customers a rose will live for seven days in the vase, a carnation 10. (the Guardian, 18 April 2010, 18.42 BST)*

Although there is a common link (flowers), here it seems irrelevant to state how long British supermarkets promise that flowers will last.

The photo attached to the article construes Proximity because the depicted sign refers to a place in Great Britain, or at least a place where English is an official language. Apart from that, Superlativeness is also construed due to the amount of flowers shown on the photo.

Nevertheless, there is dichotomy in the relationship of the photo and its caption (Example 27). The photo depicts some flowers, yet not tonnes of them and not those in Kenya which are supposed to be destroyed. Selling flowers in one country and dumping them in another are two different events.

(27) *Kenyan farmers are destroying tonnes of flowers destined for the UK because of the flights ban. (the Guardian, 18 April 2010, 18.42 BST)*

What is more, there is also dichotomy in the relationship of the image with the article's headline and its text.

	Reference to nation/ community	Downing Street has been sent south from the north of Scotland over European airspace Britons Royal Navy ships Eurotunnel trains “spirit and resilience of the British people” the European solidarity fund British Airways The RAF BBC Radio 4's Today
Prominence	Role labels Reference to prominent people	the prime minister Spain's infrastructure minister A senior western diplomat one official the Nato secretary-general the transport secretary Adonis's colleagues European counterparts “my transport spokeswoman” Iata's director general The Conservative leader Gordon Brown José Blanco Anders Fogh Rasmussen Lord Adonis David Cameron Giovanni Bisignani “Theresa Villiers”
Consonance	Expectedness	several F-16 fighters suffered engine damage after flying through the volcanic ash cloud
Impact	Description of consequences, effects	Naval ships sent to rescue stranded Britons Aircraft carrier and assault ships deployed flight restrictions following the Icelandic volcano eruption the no-flight ban across Britain was extended Extra capacity is being provided Nato planes were said to have been damaged by volcano debris “It's got financial consequences as well as human consequences” the disruption is costing the company up to £20m a day damaged by volcanic debris suffered engine damage; suffered similar damage glass-like deposits were found the scaling down of some US military

		<p>exercises</p> <p>“This is obviously a very difficult time, huge disruption for families, many people with children who need to get back to schools, families desperate to get home.”</p> <p>“the European economy is suffering billions of dollars in lost business.”</p> <p>“The European system results in blanket closures of airspace.”</p> <p>(Nats) has extended the no-flight ban</p>
Novelty	Description of new events evaluative vocabulary	<p>“We are very conscious this is unexpected and unique”</p> <p>“one of the most serious transport disruptions we have faced”</p> <p>“embarrassment and mess”</p> <p>“our dissatisfaction on how governments have managed it”</p> <p>“it is incredible that Europe’s transport ministers have taken five days to organise a teleconference”</p> <p>they had reported missed opportunities to fly safely</p>
Superlativeness	Intensification, quantification	<p>up to 200,000 Britons</p> <p>Extra capacity</p> <p>“of paramount concern”</p> <p>“one of the most serious transport disruptions we have faced”</p> <p>“we will do everything in our power”</p> <p>“a European-wide problem”; a European-wide solution</p> <p>up to £20m a day</p> <p>a 20,000-tonne assault vessel and helicopter carrier</p> <p>up to 100,000 people might be helped</p> <p>“This is a very, very serious matter”</p> <p>“real impact on military capabilities”</p> <p>“We never go into operational specifics”</p> <p>“a highly dynamic situation”</p> <p>“a proper risk”</p> <p>He stressed</p> <p>“The pre-eminent thing”</p> <p>“to be very careful”</p> <p>“with no risk assessment, no consultation, no co-ordination and no leadership”</p> <p>“at least \$200m”</p> <p>“In the face of such dire economic consequences”</p> <p>“I challenge governments to agree”</p> <p>covering 38 European countries</p> <p>up to 9,000 flights</p> <p>well outside the ash cloud’s reach</p> <p>“embarrassment and mess”</p> <p>“This is obviously a very difficult time, huge disruption for families, many people</p>
	Reference to emotion	

with children who need to get back to schools, families desperate to get home.”

Table 15. News values in the article “Iceland volcano: Naval ships sent to rescue stranded Britons”

The article has three dominating news values, they are Impact, Negativity and Superlativeness. Impact and Negativity are construed by focusing on the unfortunate transport consequences. Proximity is mainly construed by references to the UK and to prominent figures of British politics, which also contributes to Prominence. The criticism by IATA’s director general is negative, too, and it creates Novelty as it casts doubt on the steps taken to prevent the ash cloud’s negative impact on air traffic. The deployment of ships in order to help stranded Britons adds to Novelty as well.

As for the picture, it shows a ship, which may construe Proximity if the reader is able to recognize its type or British origin. For those who cannot, the caption provides the necessary information and more, see below. It mentions the names of the other two ships and even their current mission. Overlap with the picture is therefore very low.

(28) *The naval ships Ark Royal (pictured), Albion and Ocean are to help rescue Britons stranded by the Iceland volcano flight ban. (the Guardian, 19 April 2010, 14.09 BST)*

The relationship between the photo and the headline is the same. The photo shows only one ship while the headline mentions ships in plural and the purpose of deploying them. Furthermore, the text does not focus only on the ships but describes many other events, such as emergency meetings or financial consequences. Therefore, displacement is here the strongest of all the three relationships.

4.1.13 *Less ash, more lava: volcano eruption enters calmer phase, say scientists*

News Values	Linguistic Devices	Examples
Negativity	Negative, evaluative vocabulary	volcano eruption; “the eruption” the ash cloud The plume of volcanic ash hot magma breaking through the Earth’s crust shoots upwards explosive force pushing ash

		“explosions that spew ash” “It doesn’t necessarily mean it’s over” “we can’t be sure”
Timeliness	Verb tense and aspect	“is showing signs of subsiding”
Proximity	Reference to place	“all over Europe” British airspace
Prominence	Role labels Reference to prominent people	scientists Icelandic authorities aviation authorities Iceland’s weather office the national coastguard in Iceland a geologist at the Icelandic weather office Icelandic forecasters a volcanologist at Delft University Kristin Vogfjord Andrew Hooper
Superlativeness	Intensification, quantification	“There’s still a lot of ice there”

Table 16. News values in the article “Less ash, more lava: volcano eruption enters calmer phase, say scientists”

This short news report delivers the hot positive news that the volcano will probably produce less ash. The newsworthiness of such information is supported by attributing the claims to trustworthy sources, even though often unnamed (“scientists”). Moreover, Prominence is construed when concrete specialists are cited (“Kristin Vogfjord” and “Andrew Hooper”). In the example below, the first sentence introduces new information, while the second uses a citation of a professional that supports and rephrases the same information, this time being more newsworthy through Prominence.

- (29) a. *The sight of lava suggests much of the ice responsible for the plume has melted, meaning there is less explosive force pushing ash into the sky. (the Guardian, 19 April 2010, 17.35 BST)*
- b. *Kristin Vogfjord, a geologist at the Icelandic weather office, told the Guardian: “That’s a good sign. It means there is probably less ice in contact with the magma, so it’s not able to generate these explosions that spew ash all over Europe.” (the Guardian, 19 April 2010, 17.35 BST)*

In this article, Timeliness is construed only through verb tense and aspect, for instance by using present continuous tense to refer to the current activity of the volcano.

As far as the photo included in the news report is concerned, it construes a few news values. Firstly, there is Negativity as the volcano is spewing hot lava and great amounts of dark smoke, the great amounts suggesting Superlativeness. Next, there is Novelty. It is unexpected to find a house so close to an active volcano. Someone is in it right at the moment of taking the photo, as the lights suggest, which is even more surprising. The colour contrast creates an aesthetically appealing picture.

The photo and the caption overlap, as Example 30 illustrates:

(30) *Lava rises from the volcano on Eyjafjallajökull in Iceland. (the Guardian, 19 April 2010, 17.35 BST)*

Moreover, there is partial overlap and partial displacement with the headline. While the photo shows the volcanic eruption, it is not clear that there is “less ash, more lava” or that the volcano entered a calmer phase. The text of the report also focuses on the new phase and less lava, therefore there is again partial displacement.

4.1.14 *Plan for Heathrow night flights to clear Iceland volcano backlog*

News Values	Linguistic Devices	Examples
Negativity	Negative, evaluative vocabulary	backlog were stranded by the Iceland volcano eruption. warned of a huge logistical operation; warned that passengers still faced days of disruption “night flight restrictions” “wasted journeys” are racking up crippling losses that are pushing an already struggling industry deeper into the red to lose \$2.2bn (£1.4bn) this year and that deficit will widen by more than \$1bn following six days of disruption losses prolonged disruption. withstand a prolonged shutdown despite their clamour for an immediate lifting of large-scale insolvencies “airspace closures” restrictions.
	Reference to emotion	“The financial damage so far has been painful”

Timeliness	Reference to time	24-hour operation tomorrow by 7am tomorrow later by 6pm six days of disruption
Proximity	Reference to place Reference to nation/ community Conversion of unit	home Britain's airspace at the UK's largest airport Scottish airspace London and the south-east Heathrow around the world Heathrow, Stansted, Edinburgh and Glasgow airports the EU or member states 400,000 Britons EasyJet Transport for London \$2.2bn (£1.4bn) €35m (£31m)
Prominence	Role labels Reference to prominent people	ministers a spokesman for BAA an aviation industry consultant an analyst at Charles Stanley Securities Chris Tarry Douglas McNeill
Consonance	Expectedness	it was inevitable that some airlines would approach the EU or member states for aid. "They are bound to ask for help"
Impact	Description of consequences, effects	were stranded by the Iceland volcano eruption. hundreds of planes and flight crews were out of position the industry is losing \$200m per day.
Superlativeness	Intensification, quantification	400,000 Britons hundreds of thousands of passengers a huge logistical operation hundreds of planes and flight crews "it is imperative that" to lose \$2.2bn (£1.4bn) this year and that deficit will widen by more than \$1bn up to £20m per day \$200m per day daily losses at €35m (£31m) The most popular carriers among British passengers about £4bn are among the best placed airlines to withstand prolonged disruption. it was inevitable clamour for an immediate lifting it is a long way from bringing the

Figurative meaning	industry to the point of large-scale insolvencies “at least a month” are racking up crippling losses that are pushing an already struggling industry deeper into the red
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Table 17. News values in the article “Plan for Heathrow night flights to clear Iceland volcano backlog”

New positive information is the core of this news article. In addition, it is presented in the context of the negative aftermath of the volcanic eruption, which contributes to Negativity and Impact. The many figures mentioned in the text are used to construe Superlativeness. Moreover, the news report focuses on Great Britain but Proximity is also established through conversions to currency used by British readers, for instance “\$2.2bn (£1.4bn)”.

The photo depicts a plane, not very visible due to a rising sun. The clear sky and its orange colour in contrast with the dark plane construe Aesthetics. Furthermore, Proximity can be also found in the photo, even though it is not very strong. Some may have trouble recognizing the colours of the stripes on the plane because it is not the focus of the photo, yet it seems that the plane belongs to British Airways.

The fact that the plane is on ground and not flying, may correspond to restrictions which are mentioned in the caption (Example 31). But the photo does not show “passenger backlog” and overlap is therefore only minimal.

(31) *A restriction on Heathrow night flights may be relaxed to help ease the passenger backlog. (the Guardian, 19 April 2010, 17.58 BST)*

More displacement is found in the relationship of the photo with the headline and the text of the news report. The words do not specifically refer to planes on ground; rather they focus on lifting the flight ban or the financial impact of the volcanic eruption.

4.1.15 *New volcanic ash cloud threatens flight hopes*

News Values	Linguistic Devices	Examples
Negativity	Negative, evaluative vocabulary	volcanic ash cloud threatens flight hopes Hopes that Heathrow would open thrown into doubt forcing air traffic controllers to reconsider a UK flight ban

		<p>volcanic dust</p> <p>The situation for airports in Northern Ireland is “uncertain”</p> <p>to have dashed those expectations.</p> <p>jeopardise</p> <p>knock-on effects</p> <p>dump huge quantities of roses</p> <p>the latest dust scare</p> <p>“the ongoing uncertainty”</p> <p>“stranded Britons”</p> <p>Restrictions</p> <p>bureaucratic over-reaction has lost them millions of pounds</p> <p>was easier said than done</p> <p>The handling of the travel chaos was dragged into the election campaign</p> <p>accused ministers of neglect</p>
Timeliness	Reference to time	<p>last night</p> <p>from 7pm</p> <p>by 7am today</p> <p>by midday</p> <p>after 6pm</p> <p>last night</p> <p>“From tomorrow morning”</p> <p>by Thursday</p> <p>By the end of yesterday</p> <p>by mid-afternoon</p>
Proximity	Reference to place Reference to nation/ community	<p>heading south and east</p> <p>Heathrow</p> <p>towards Britain; “towards the UK”</p> <p>over England</p> <p>in Northern Ireland</p> <p>over the continent</p> <p>Downing Street</p> <p>Britons</p> <p>Scottish airports</p> <p>London’s airports</p> <p>Royal Navy ships</p> <p>HMS Ark Royal</p> <p>HMS Ocean</p> <p>HMS Albion</p>
Prominence	Role labels Reference to prominent people	<p>EU transport commissioner</p> <p>a spokesman</p> <p>the transport secretary</p> <p>BA’s chief executive</p> <p>the shadow defence secretary</p> <p>the Spanish premier</p> <p>Siim Kallas</p> <p>Lord Adonis</p> <p>Willie Walsh</p> <p>Liam Fox</p> <p>Brown</p>
Impact	Description of consequences, effects	<p>volcanic ash cloud threatens flight hopes</p> <p>forcing air traffic controllers to reconsider</p>

		lifting a UK flight ban The knock-on effects abroad included Kenyan farmers having to dump huge quantities of roses and other flowers that they have been unable to export.
Novelty	Description of new events evaluative vocabulary	claims that the response by European governments had been “crude and simplistic” labelled the restrictions as “unnecessary” accused ministers of neglect
Superlativeness	Intensification, quantification	an estimated 400,000 Britons huge quantities of roses and other flowers has doubled to around 400,000 millions of pounds Around 130,000 of the Britons a significant number thousands three Royal Navy ships extra capacity thousands of stranded passengers urgent message via Twitter and Facebook urging people not to travel from other countries to Spain independently.

Table 18. News values in the article “New volcanic ash cloud threatens flight hopes”

The prevalent news value in the article is Negativity as it casts doubt on information from the previous day. Due to a sudden development of the volcanic eruption, there is a new threat to air traffic, which construes Impact. The article mainly refers to events relevant to Great Britain, which represents Proximity.

The new volcanic ash is linked to national politics which is discussed as well. This only increases newsworthiness of the article. The name of a politician construes Prominence while the criticism contributes to Novelty and Negativity. It is illustrated by Example 32.

(32) *The handling of the travel chaos was dragged into the election campaign after the shadow defence secretary, Liam Fox, accused ministers of neglect. (the Guardian, 20 April 2010, 01.48 BST)*

The photo attached to the news report construes Negativity and Superlativeness as it shows ash rising from the volcano. The caption, which is presented below, describes exactly the action presented by the photo and is therefore in overlap with it.

(33) *A plume of ash rises from the volcano in southern Iceland’s Eyjafjallajökull glacier. (the Guardian, 20 April 2010, 01.48 BST)*

The headline focuses on the impact to the air traffic. There is only partial overlap with the photo when the headline refers to volcanic ash. As Negativity and Impact are the main news values in the text, there is again only partial overlap between the text and the photo.

4.1.16 *Volcano ash: night-flight ban may be lifted to clear backlog of passengers*

News Values	Linguistic Devices	Examples
Negativity	Negative, evaluative vocabulary	Volcano ash: night-flight ban backlog of passengers night-flight restrictions warned that passengers still face days of disruption because hundreds of planes and flight crews are out of position around the world. Passengers marooned at long-haul destinations face a long wait are progressing only slowly and are unlikely to be put into place immediately are racking up crippling losses that are pushing an already struggling industry deeper into the red eruption to lose £1.4bn this year and that deficit will widen by more than £650m following six days of disruption. Losses “stranded passengers” The airline industry launched a scathing attack the volcanic ash crisis “lost revenues”
Timeliness	Verb tense and aspect Reference to time	night flights were being considered at all airports are progressing only slowly and are unlikely to be put into place immediately “We are urgently exploring all the options.” they were working on a plan the industry is losing £130m a day. “It is something that we are looking at. We recognise the impact that this is having on passengers” “will take days” 7am today by 7pm tomorrow; tomorrow evening; tomorrow afternoon until the first week of May. this morning

Proximity	Reference to place Reference to nation/ community	around Heathrow airport; at the UK's largest airport UK; Britain Scottish airspace London and the south-east at all airports British Airways easyJet Transport for London
Prominence	Role labels Reference to prominent people	a BAA spokesman a spokeswoman at the British embassy the chief executives of 10 major carriers Iata chief executive Gordon Brown Giovanni Bisignani
Consonance	Expectedness	kick-starting airports that have lain dormant for up to six days will be difficult: "It is easier to switch off an airport than it is to turn it on again." ministers were sympathetic to airlines' concerns
Impact	Description of consequences, effects	backlog of passengers 400,000 stranded air passengers hundreds of thousands of Britons exiled by the Icelandic eruption. warned that passengers still face days of disruption because hundreds of planes and flight crews are out of position around the world. Passengers marooned at long-haul destinations The embassy has been flooded with calls the industry is losing £130m a day. "the European economy is suffering billions of dollars in lost business"
Novelty	Description of new events evaluative vocabulary	take longer to return to normal than other airports The embassy has been flooded with calls The airline industry launched a scathing attack the behaviour of ministers and regulators was an "embarrassment" and a "mess"
Superlativeness	Intensification, quantification Figurative meaning	400,000 stranded air passengers hundreds of thousands of Britons exiled days of disruption because hundreds of planes and flight crews are out of position around the world. to lose £1.4bn this year and that deficit will widen by more than £650m following six days of disruption. the industry is losing £130m a day. up to £20m a day; daily losses at £5m "at least \$200m a day" are racking up crippling losses that are

pushing an already struggling industry
deeper into the red

Table 19. News values in the article “Volcano ash: night-flight ban may be lifted to clear backlog of passengers”

Most of this news report provides information that was already given in the previous articles. The only new information regards the longer time it takes airports to get back to normal and the starting discussion about compensation for losses of airlines. Negativity and Impact are the dominating news values. Proximity and Superlativeness are strong as well. Information that is reused in this article was already published in articles number 12, 14 and 15. Apart from the article 12, the journalist’s name is the same. In the current news report, Dan Milmo provides an update on the situation mostly by summarizing of what is known. He either rephrases the sentences or uses the exact wording. This shows that news is recycled when a long-term event occurs and when follow-up news reports are issued. However, it is surprising that the report about lifting the flight ban is reused right after publishing and without even mentioning the report on a new volcanic ash threatening the airspace (article 15).

In the rephrased sentences, slight changes were made. The following example shows that the journalist now decided to use scare quotes, i.e. citing only words or phrases from a sentence, rather than indirect speech. This serves to provide more colour. Bednarek and Caple say that “[i]ndirect speech, on the other hand, may appear more neutral and less immediate or vivid” (2012, 93).

- (34) a. *An industry source said night flights were being considered at all airports but warned of a huge logistical operation to get Britain flying again. (the Guardian, 19 April 2010, 17.58 BST)*
- b. *An industry source said night flights were being considered at all airports, and warned of a "huge" logistical operation to get Britain flying again. (the Guardian, 20 April 2010, 07.00 BST)*

Moreover, even the photo in this article is reused. It was firstly attached to the article number 14. The two captions can be compared in Example 35. The first attributes a particular place to the photo, while the second does not mention a specific airport.

- (35) a. *A restriction on Heathrow night flights may be relaxed to help ease the passenger backlog. (the Guardian, 19 April 2010, 17.58 BST)*
- b. *The government is considering lifting the ban on night-flights to lift the backlog caused by Iceland's volcanic ash. (the Guardian, 20 April 2010, 07.00 BST)*

The photo does not depict the backlog, the volcanic ash or the government; it is in displacement with the caption. The same is true about the relationship between the photo and the headline. The text focuses on many aspects of the impact of the volcanic ash, one of which is the flight restrictions. Overlap is minimal, rather there is displacement.

4.1.17 *Scottish airspace reopens after volcanic ash ban*

News Values	Linguistic Devices	Examples
Negativity	Negative, evaluative vocabulary	volcanic ash ban a rash of “cancelled” signs they had been unable to contact their airlines by phone disrupted travel plans “ruin our holiday” With the situation constantly changing, airport staff in Edinburgh said they did not know how many of the 21 tentatively scheduled departures and 13 arrivals would happen.
Timeliness	Reference to time	later by 3pm at 10am “this evening” last week today on Monday night at 7.15am At 9.34am last Wednesday at the weekend yesterday on Friday “this morning” until 7pm at 1pm “in the last few days”
Proximity	Reference to place	Scottish airspace for Stornoway Belfast Edinburgh, Glasgow and Aberdeen

	Reference to nation/ community	airports London; to London and on to Dublin to Stranraer, in the south-west of Scotland in UK airspace Stornoway in the Western Isles to the mainland on the island of Lewis Flybe flight
Prominence	Role labels	A spokesman
Consonance	Expectedness	“You get over the anger and frustration after a while.” “I do feel for all the people stuck abroad.”
Novelty	Description of new events evaluative vocabulary	“It’s astonishing to see the airport like this, so empty.” The passengers were reportedly treated to a free breakfast in the airport The first flights in UK airspace the mood on board was buoyant Isla had been delighted at the delay
Superlativeness	Intensification, quantification	He has booked four flights and a ferry trip and estimates he is at least £600 out of pocket, not counting the clothes he had to buy for his extended stay. Edinburgh flight, whose ascent into a cloudless sky was recorded by a battery of press photographers on the roof of the adjacent multi-storey car park. a rash of “cancelled” signs The first flights in UK airspace “It was one of the bumpiest flights I have ever been on.” at the only operating carousel. coming to the airport was their only opportunity to speak to someone “It is just a long journey, a really long journey.”
Personalization	Reference to emotion; quotes from ‘ordinary’; reference to individuals	Vipin Dharmadan; The 32-year-old physiotherapist; “I tried to change the interview when all this happened, but I wasn’t able to”; “My wife is a little concerned about me flying, she’s worried about my journey but I’m OK about it. I booked the ticket two weeks ago and I really didn’t know if I was going to get away. I have to fly back this evening, so my concern is about that – I might get out but will I get back? It’s astonishing to see the airport like this, so empty. Nobody is here.” Trevor Salmon, 60; The 60-year-old accountant; “It’s been a heck of a journey. Planes, trains and automobiles, only without the planes. You get over the

anger and frustration after a while. There is nothing you can change."

Caroline Connaghan, from Penicuik, Midlothian; her five-year-old daughter Isla; "It was one of the bumpiest flights I have ever been on. I don't know if that's just because it is a small plane. The only thing the pilot mentioned was that there was not much traffic around. It was pretty full on board, just a couple of empty seats behind us."

Ian Marshall, 36, a commercial manager for a fish farm; "The airport at Stornoway was so busy this morning"; "Everyone is trying to take advantage of this window."; "If they put you up there, it's going to be OK"

Ellis Styles, 15; his grandparents; his relatives had been winding him up; "It was all right, though. A bit bumpy, but it was fine."

Joao Marcos, from Brazil; "All I am hearing is: 'I don't know, I don't know'"; "We have tried not to let what has been happening ruin our holiday in the last few days, but now we don't know where we stand."

Iona Mactaggart, 43; "It's a flight we booked a long time ago. We flew into Glasgow on Friday. We were down for a family occasion. I do feel for all the people stuck abroad. I think if we had been delayed a few more days we would have been worried."

engaged couple Laura Marshall and Jude Jones; "We were due to fly down to Glasgow but we had to get a bus and a ferry. It is just a long journey, a really long journey. We are just relieved we can get home now."

Table 20. News values in the article "Scottish airspace reopens after volcanic ash ban"

The news report has only one dominating news value and that is Personalisation. It features up to eight references to "ordinary" individuals and their accounts. Other news values are also construed besides the dominating one, as Table 20 illustrates. For instance, the unexpected free breakfast establishes Novelty. The fact that first flights in UK airspace were allowed to take off is positive enough but the free breakfast adds to positivity or even joy over lifting the flight ban, even though this information is not verified.

(36) *The passengers were reportedly treated to a free breakfast in the airport, courtesy of the airport operator BAA. (the Guardian, 20 April 2010, 10.09 BST)*

Moreover, Timeliness is construed quite often as well, by providing not only names of days but also the exact time of the day.

The photo depicts planes on the ground and Superlativeness is construed by their number. The logos of airline companies are visible. As some of them are British, it establishes Proximity. However, the caption under the photo mentions two airports and we do not know which, if any, is shown in the picture. Moreover, the planes are not depicted when taking off, therefore we can talk of displacement between the photo and the caption, which is provided in Example 37.

(37) *The first flights in UK airspace after the volcanic ash restrictions took off from Glasgow and Edinburgh airports early this morning. (the Guardian, 20 April 2010, 10.09 BST)*

There is displacement also between the photo and the headline because the photo does not show reopening of the airspace. In addition, it does not show any of the individuals quoted in the text, therefore no Personalisation is construed by the photo. Again, there is displacement between the text and the photo.

4.1.18 *Iceland volcano: news from the rim*

News Values	Linguistic Devices	Examples
Negativity	Negative, evaluative vocabulary	ash churned out in the plume the ash cloud The clouds belching out of Eyjafjallajökull Low-frequency tremors shockwaves caused by lava splattering inside the crater.
Timeliness	Reference to time	today in the next couple of days by the weekend now
Proximity	Reference to place	south towards Europe across Britain
Prominence	Role labels	volcanologists in Iceland
Consonance	Expectedness	that the eruptions will set off the neighbouring and larger Katla volcano. ash clouds ... pose a significant health risk

Impact	Description of consequences, effects	The plume still reached an altitude of three miles some distance from the volcano
Superlativeness	Intensification, quantification	The plume still reached an altitude of three miles some distance from the volcano

Table 21. News values in the article “Iceland volcano: news from the rim”

Events described in the analysed news report concern Iceland. On the other hand, the impact relates to the whole Europe. Thus, Proximity is construed. The volcano’s activity and its results contribute to Negativity. Furthermore, there are two sentences that construe Consonance. They are presented in Example 38. In both cases, Consonance is expressed by the fact that a certain event is not yet happening, which gives impression that such an event is commonly anticipated under the current circumstances.

- (38) a. *There is no sign yet that the eruptions will set off the neighbouring and larger Katla volcano. (the Guardian, 21 April 2010, 01.16 BST)*
- b. *The World Health Organisation said the ash clouds do not yet pose a significant health risk because they are being wafted away from European population centres and dispersed. (the Guardian, 21 April 2010, 01.16 BST)*

As regards the photo accompanying the text, the dominating news values are Aesthetics, Negativity and Superlativeness. The last two are construed by the depiction of the volcanic ash and the huge proportions of the plume in the air. Focus is on the plume but there is contrast between the ash and grazing horses. The contrast and colours help establish Aesthetics.

The caption under the photo, see Example 39, is in displacement with it as it comments on tremors as well as shockwaves inside the volcano and neither is shown in the photo.

- (39) *Tremors near the base of the volcano are believed to be shockwaves caused by lava splattering inside the crater. (the Guardian, 21 April 2010, 01.16 BST)*

However, the headline and the photo both refer to the same place; they overlap in Proximity. Both refer to the Icelandic volcano and more precisely to its edge. However, the text mentions the calming of the volcano on one hand, which is not evident from the photo, but on the other hand it refers to the ash plume and clouds many times. Therefore, there is partial overlap between the text of the report and the photo.

4.1.19 Airline industry takes \$1.7bn hit from volcanic ash disruption

News Values	Linguistic Devices	Examples
Negativity	Negative, evaluative vocabulary	volcanic ash disruption “poor decision making” “shambles” the crisis the blanket ban on flights through the ash cloud mistakes everyone stranded lose; loss restrictions it was unfair the lockdown of UK airspace a serious blunder criticised the government “a flawed and inequitable approach that is to the disadvantage of consumers” were trapped abroad. “underestimated the severity of the consequences”
Timeliness	Reference to time	Today on Saturday, Sunday and Monday around 10pm yesterday the six-day disruption many days this year last night from Thursday lunchtime to last night This morning tomorrow by the end of Friday
Proximity	Reference to place Reference to nation/ community Conversion of unit	at airports across the UK at Heathrow “across Europe” British Airways BBC’s Today programme \$1.7bn (£1.1bn)
Prominence	Role labels	Iata's director general BA chief executive transport secretary the chief executive of Tui Travel

	Reference to prominent people	Giovanni Bisignani Willie Walsh Lord Adonis Peter Long
Consonance	Comparison	the US government gave its airlines a \$5bn bailout after the 9/11 terrorist attacks. He wants Europe to pay similar compensation this time.
Impact	Description of consequences, effects Intensification, quantification	Airline industry takes \$1.7bn hit Costs of the disruption to the global airline industry caused by the volcanic ash cloud have spiralled to \$1.7bn (£1.1bn) costs soared to \$400m a day BA losing up to £20m a day.
Novelty	Description of new events evaluative vocabulary	“I am the first one to say that this industry does not want or need bailouts.” have waived their daily parking fees there was not enough interest in bringing stranded people home. “the government is condoning a two-tier system between the way low-cost airlines and airlines of holiday companies operate” “The government’s response to the crisis has been a shambles”
Superlativeness	Intensification, quantification	\$1.7bn hit spiralled to \$1.7bn (£1.1bn) costs soared to \$400m a day “I am the first one to say” “It is an extraordinary situation exaggerated with a poor decision-making process by national governments” BA losing up to £20m a day. lose \$2.2bn this year “This crisis is an act of God – completely beyond the control of airlines.” More than 100,000 bring 21,000 home today, and 32,000 tomorrow “such a protracted period of time”

Table 22. News values in the article “Airline industry takes \$1.7bn hit from volcanic ash disruption”

The prevailing news values in this article are Impact and Negativity. To be more precise, the report focuses on the financial impact of the volcanic eruption on airlines. In many cases, Superlativeness is construed by providing details on high figures that were lost due to the air traffic ban. Usually, the figures are preceded by verbs that also add to Superlativeness, as is illustrated in Example 40.

- (40) a. *Costs of the disruption to the global airline industry caused by the volcanic ash cloud have spiralled to \$1.7bn (£1.1bn), according to new estimates today from the International Air Transport Association (Iata). (the Guardian, 21 April 2010, 10.31 BST)*
- b. *Now, however, it says costs soared to \$400m a day on Saturday, Sunday and Monday when the crisis was at its peak. (the Guardian, 21 April 2010, 10.31 BST)*

Both sentences come from the very beginning of the article and it is evident that it is the construal of Superlativeness, Impact and Negativity that increases newsworthiness most. In addition, the second sentence establishes Timeliness.

In the article, much negative criticism is present. For example, IATA's director general is widely quoted. He criticises the air traffic ban and blames governments for the financial losses. His quotes mainly construe Negativity, Novelty and Superlativeness.

This news report was accompanied by a video which does not fall into the criteria for this thesis.

4.1.20 *UK airports face continued disruption as volcano flight ban ends*

News Values	Linguistic Devices	Examples
Negativity	Negative, evaluative vocabulary	face continued disruption decision to close UK airspace as recriminations continue are scrambling to get flights back on schedule the Iceland volcano crisis the ash cloud threat "some muddle and confusion" "doesn't seem to quite stack up" unsafe warned passengers they still faced major disruption Recriminations also continued "this is phenomenally complicated and difficult" faced delays "out of position" face stiff opposition cancelled the crisis complained of a "two-tier system" "a flawed and inequitable approach that is to the disadvantage of consumers"

		“underestimated the severity of the consequences of the decision for a blanket closure for such a protracted period of time”
Timeliness	Reference to time	today on the seventh day “now” since Monday afternoon soon after 8am last night this afternoon tomorrow after 5am tomorrow all night tonight until 5am on Friday, 24 hours later than
Proximity	Reference to place	UK airports “though [sic] the Channel and to get people from Spain” across Europe Heathrow; from Heathrow and Gatwick the Channel ports at Stansted London’s airports main line stations of Victoria, Paddington and Liverpool Street, as well as Gatwick Airport station between Ireland and the UK
	Reference to nation/ community	British Airways EasyJet TUI and Thomas Cook
Prominence	Role labels	The prime minister The Liberal Democrat transport spokesman chief executive of the Civil Aviation Authority (CAA) transport secretary The Foreign Office minister a spokeswoman Ryanair boss chief executive, [sic] of TUI
	Reference to prominent people	Gordon Brown David Cameron Norman Baker Andrew Haines Lord Adonis Chris Bryant Michael O’Leary Peter Long
Consonance	Expectedness	the government would “never be forgiven if we had let planes fly and there was a real danger to passengers’ lives”
Impact	Description of consequences, effects	flights also faced delays airlines globally had lost \$1.7bn (£1.1bn). BA has lost up to £20m daily, TUI

Much of information in this news report was already used in the previous articles. Therefore, Negativity and Superlativeness are again the dominating news values. The quotes of politicians as well as airline spokesmen construe Prominence. In addition, Timeliness and Proximity are established mainly through the reference to the beginning of operation of British airports and carriers that fly to Great Britain.

No photo was attached to the news article. There was a video but such visual material is not included in this thesis.

4.2 Mladá Fronta DNES

4.2.1 *Volcano has paralysed air traffic*

News Values	Linguistic Devices	Examples
Negativity	Negative, evaluative vocabulary	Awoken element paralysed eruption stopped the traffic The cloud decreases visibility and threatens motors. And it can be even worse.
Timeliness	Present continuous tense Reference to time	Dust is spreading During the day 48 hours weeks and months
Proximity	Reference to place	Europe the Czech Republic; Prague
Prominence	Role labels Reference to prominent people Reference to place	politicians Barack Obama Poland
Impact	Description of consequences Evaluative vocabulary, intensification	stopped the traffic thousands of flights were cancelled Britain closed its airports Volcano has paralysed air traffic
Novelty	Description of new events	Britain closed its airports completely, which is the first time due to a natural element.
Superlativeness	Intensification, quantification	Ash rises up to several kilometres dozens of flights; thousands of flights emit fumes for weeks, even months. Britain closed its airports completely, which is the first time due to a natural element.

Table 24. News values in the article “Volcano has paralysed air traffic”

In the first article from the Czech newspaper, Impact and Negativity are the news values that dominate. The typical example of Negativity can be found in the

headline itself (“has paralysed”), otherwise they were mostly construed by negative vocabulary when describing the impact of the eruption. Interestingly, Negativity is also construed by the heading of the whole newspaper report (“awoken element”) since elements cannot be controlled by humans and can easily cause disasters. “Awoken” evokes the feeling that the volcano has become active and will cause troubles.

Furthermore, a reference to Poland is regarded as construing Prominence since Poland used to be mentioned in newspapers on a daily basis at that time, which was due to the death of a Polish president. In this case, a journey to Poland indicates a wish to attend a funeral of Lech Kaczyński and other prominent figures of Polish politics who died as well. Last but not least, the article that was published at the beginning of the air traffic problems also refers to the possible future impact, see Example (42)

- (42) a. *The wind could blow the cloud also to the Czech Republic. (Mladá Fronta DNES, 16 April 2010, A1)*
- b. *And it can be even worse. (Mladá Fronta DNES, 16 April 2010, A1)*
- c. *The volcano is expected to emit fumes for weeks, even months. (Mladá Fronta DNES, 16 April 2010, A1)*

All three sentences refer to a potential negative impact, thus construing Negativity. Although the future development of the situation was not known at that time, the newsworthiness of the news report was increased by strengthening Negativity.

As regards the visual part of the news report, two photos were included. The bigger one depicts spewing lava which construes Negativity, the dominating news value in the photo. The contrast between the lava and the three small and dark figures contributes to Superlativeness. Moreover, the colour contrast is aesthetically appealing. The fact that the three figures stand so near the active volcano is endangering them (Negativity). It is also something unusual (Novelty). The caption only states that it is a picture of the volcano Eyjafjallajökull and therefore it overlaps with the picture itself. Next, there is a relationship between the two headings and the photo. They only partly overlap because the impact of the volcano is not depicted, only the volcano itself. The relation between the first

photo and the text is that of displacement because the text focuses more on the impact of the eruption of a volcano and uses words such as “cloud” and “ash” while the photo depicts hot spewing lava, not a cloud or ash or any other consequences mentioned in the text.

The smaller photo is accompanied by a caption in two sentences, see Example 43. There is overlap, although we cannot possibly use the photo to derive the fact that all the flights were cancelled. But the traveller is an ordinary individual, which helps to create Personalization. The second photo partly overlaps with the headline as well as the text of the news report for it shows one of the consequences. Flights were cancelled and passengers had to wait for a long time. The fact that the man is sitting and waiting, surrounded by travel bags, construes Negativity. Superlativeness is expressed by the amount of bags – there are five of them.

(43) *A traveller who has been stranded on London Luton Airport. All flights in Britain were cancelled. (Mladá Fronta DNES, 16 April 2010, A1)*

4.2.2 *Not flying, Icelandic volcano emits ash over Europe*

News Values	Linguistic Devices	Examples
Negativity	Negative, evaluative vocabulary	Not flying; did not fly anywhere; Did not fly ash; shaded by the volcanic ash cancelled flights airports were closing as the cloud was getting closer New eruptions resulted in a new wave of evacuations threatens with floods to the locals Airports stopped their service or considerably restricted it stop sign paralysed dangerous foul and stop motors damage worsen Restrictions; Restrictions may tighten even more troubles Evacuated There is a danger that the glacier above the volcano melts and, paradoxically, floods will come. It is not clear how long it will spout ash.

		Thus, it cannot be estimated how long the troubles will last. complicate funeral Icelanders are afraid
Timeliness	Reference to emotion Reference to time	yesterday; Yesterday evening during the afternoon 48 hours Saturday Sunday
Proximity	Reference to place	Also on Prague Ruzyně International Airport; Prague our territory
Prominence	Role labels Reference to prominent people	Rulers powerful people of this world Swedish and Norwegian royal couples Queen Russian prime minister spokesperson for European air traffic control Eurocontrol experts politicians Polish president American president Margrethe II Vladimir Putin Brian Flynn Henrik Peter Joergensen Lech Kaczyński Barack Obama
Consonance	Expectedness	It is typical in the area around Alaska, Phillipines or Indonesia. The volcano under the Eyjafjallajökull glacier has awakened five times since the ninth century.
Impact	Description of consequences	a new wave of evacuations airports were closing Airports stopped their service or considerably restricted it floods will come.
Novelty	Description of new events	The powerful people of this world were on the same boat with them. paradoxically, floods will come. Nobody remembers a situation when a volcanic plume stops the most dense air traffic.
Superlativeness	Intensification, quantification	Several thousand planes dozens of cancelled flights a new wave of evacuations gigantic ash cloud considerably restricted A quarter of all of the usual 28 thousand flights The powerful people of this world were

	on the same boat with them. The most dense air traffic Nobody remembers nearly a thousand people for weeks, even months The volcano under the Eyjafjallajökull glacier has awakened five times since the ninth century. from 70 countries Icelanders are afraid Similarly, planes stood rooted to the spot in September 2001 after the terrorist attack in the USA.
Reference to emotion Comparison	

Table 25. News values in the article “Not flying, Icelandic volcano emits ash over Europe”

This article puts Impact into focus. Mainly, it refers to air traffic restrictions across Europe. The lead itself invites Czech readers to read on as it emphasizes Proximity by putting “Prague Ruzyně International Airport” in bold. Emphasizing a phrase considered most newsworthy in a lead is a common method of this newspaper.

Interestingly, the negative fact that many Icelanders had to be evacuated is quite intensified in comparison with the articles from *the Guardian* as the Czech article speaks about “almost a thousand people” (*the Guardian* used 800, later 700). Negativity is further developed again by stating possibilities and uncertainty, see Example 44.

(44) *There is a danger that the glacier above the volcano melts and, paradoxically, floods will come. (Mladá Fronta DNES, 16 April 2010, A8)*

Nevertheless, there are a few expressions that could in other situations construe Negativity, but the next example shows that *a weak wind* and *slow progress* are used in a positive meaning here.

(45) *It is possible that the cloud will reach our territory as well but the wind is weak for now and the cloud progresses slowly. (Mladá Fronta DNES, 16 April 2010, A8)*

Furthermore, Prominence is frequent in the text as well. A possible threat to prominent figures attending a prominent funeral in Poland increases the newsworthiness of the situation.

The two photos accompanying the text have one common caption. The first picture is a satellite photo of the ash; therefore there is overlap with the caption even though the photo does not construe Impact, as the caption does. This is also true for the second picture. Both photos construe Negativity and Superlativeness, the second one also Aesthetics.

(46) *Steam and ash from the volcano stopped planes. (Mladá Fronta DNES, 16 April 2010, A8)*

The headline of the story refers mainly to the impact of the eruption, too, while the photos show only the “release of ash”. Moreover, Proximity is construed in the first photo as it captures most of Europe and we can therefore find a closer relation with the headline. While the photos do not construe Prominence as the text does, they partially overlap with it due to Superlativeness (“gigantic ash cloud”) and the construal of Proximity in the first photo.

4.2.3 *Volcano has paralysed the sky. Flights will be uncertain until summer*

News Values	Linguistic Devices	Examples
Negativity	Negative, evaluative vocabulary	paralysed uncertain cancelled; cancelled flights closed Complications may return; complicate “non-refundable” wrote off spewing funeral stranded in foreign countries clouds of dangerous ash seriously influence warn erupt; was spouting uncomfortable limit It is not good either intensified during next weeks cold and rainy weather catastrophic consequences Intensity of sunshine would drop and coldness together with crop failure would come staring incredulously helplessly
	Reference to emotion	
Timeliness	Reference to time	Yesterday morning

		this morning during next weeks
Proximity	Reference to place	Europe; “central Europe” Prague; Prague Ruzyně Airport
	Reference to nation, community	European allergic people
Prominence	Role labels	politicians Polish president Norwegian prime minister Volcanologists scientists
	Reference to prominent people	Václav Klaus Angela Merkel Radim Tolasz from the Czech Hydrometeorological Institute Radan Ruth from Institute of Atmospheric Physics
Consonance	Expectedness; comparison	Icelandic volcanoes usually erupt for a long time. For example, sixty years ago the neighbouring volcano Hekla was spouting fume and ash for a whole year.
Impact	Description of consequences	Flights will be uncertain until summer cancelled flights warning to limit the amount of walks
	Evaluative vocabulary	Volcano has paralysed the sky
Novelty	Reference to emotion	staring incredulously helplessly
Superlativeness	Intensification, quantification	paralysed Two thirds of flights Thousands of others thirty thousand crowns thousands of tons of fly ash for up to half a year 28 thousand flights Only 11 thousand for several months a whole year intensified during next weeks “even two years”
	Reference to emotion	staring incredulously helplessly
Personalization	Reference to individuals	Václav Šika, with his wife and two friends
	Quotes from ‘ordinary’	“We wanted to have a long weekend, we have non-refundable air tickets from a low-cost airline, we paid even for the accommodation, we don’t expect to get a refund,” Šika wrote off thirty thousand crowns.

Table 26. News values in the article “Volcano has paralysed the sky. Flights will be uncertain until summer”

The headline of the article attracts readers’ attention by construing Impact. It is further intensified by Superlativeness (“paralysed” and “until summer”). Then,

Proximity is highlighted in the lead as “Prague Ruzyně Airport” is put in bold. In the lead, the negative impact of the volcano is stressed as well by mentioning possible threats which are only guesses, yet they increase the interest in the follow up news reports. The report suggested that people who had air tickets for the summer 2010 should follow the updates as well.

The body of the article mainly construes Negativity, found also in the headline and the lead. The body first starts with Personalisation, a story of an affected group of ordinary people. It then changes to Prominence by focusing on the Polish funeral and mentioning the then Czech president Václav Klaus among others. Consonance is construed when a similar situation from the past, the eruption of Icelandic volcano Hekla, is described. The text of the article demonstrates that Negativity and Impact can be construed not only by providing a description of a situation but also by hypothesizing, when linguistic devices such as modal verbs and conditionals are used.

As for images, there is a photo and a map included in the news article. The map construes Proximity as it helps Czech readers to orient by giving details as regards the position of the volcano and the position of the country itself in Europe. The map overlaps with its caption (“Eruption on Iceland”) but only partially with the headline and the text as it does not refer to the impact of the eruption.

The photo takes half the space of the article’s layout, the other half belongs to the text. This increases the newsworthiness of the photo which construes Negativity, Superlativeness and, through the contrast of the colours, also Aesthetics. The caption of the photo is illustrated in Example 47.

(47) *Is there going to be a cold summer? The fume from the Icelandic volcano under the Eyjafjallajökull glacier paralysed flights in Europe. If the eruption lasted for weeks and even grew stronger, it would be able to bring a cold summer. (Mladá Fronta DNES, 17 April 2010, A1, bold in original)*

The photo only depicts the fume, not its impact on air traffic or the speculations on future development. We can thus talk about displacement in this case. The relationship of the photo and the heading is partially overlapping, from the same reason. Displacement is also evident in the relationship with the text which

focuses mainly on negative speculations, Prominence and Personalisation, not on the cloud as such.

4.2.4 *The volcano continues spouting. Are we going to be without summer?*

News Values	Linguistic Devices	Examples
Negativity	Negative, evaluative vocabulary	<p>spouting colder due to the amount of ash and sulphur in the air; big crop failure mess colder summer or worse crop conditions “fall by up to 40 percent; in the next two or three years by twenty” a cruel famine eruption; big eruptions many people died of sulphur poisoning for which Indonesian volcano Tambora is blamed even this is caused by volcanoes a temperature drop raging of volcanoes insufficient amount of sunrays clouds of ash disturb the balance methane is decreasing “dampness” “when it rots” spouting ash and magma increases the explosiveness “less groceries and their price will be higher” exploded killed tens of thousands of people snowing and freezing threats in the future</p>
Timeliness	<p>Verb tense and aspect</p> <p>Reference to time</p>	<p>The volcano continues spouting. The volcano has not yet stopped spouting volcanic ash. has not finished yet “The eruption continues, the volcano is still erupting and it still gives off hot gases.” for a few more days; in a few days for weeks up to six months for two weeks</p>
Proximity	<p>Reference to place</p> <p>Reference to nation/ community</p> <p>Inclusive 1st person pl</p>	<p>in Europe “Czech famines”</p> <p>Are we going to be without summer? Do we have enough supplies?</p>
Prominence	Role labels	geologist

		The eruption... came quite unexpectedly.
Superlativeness	Intensification, quantification	big crop failure “Big volcanic eruptions” “fall by up to 40 percent; in the next two or three years by twenty” to a really big extent even the French Revolution is included among its consequences many people died of sulphur poisoning even this is caused by volcanoes big eruptions up to six months for the whole two months and in 1947 even a whole year cruel winter tens of thousands of people It was the biggest eruption of the modern times. in only a single day more greenhouse gases than our mankind has produced during his existence 10 km ³ of fly ash and over 20 million tons of sulphur dioxide were blown into the air “supervolcano” “big eruption” the volcano has erupted three times “a complete weakling”
	Evaluative vocabulary Reference to emotion	Perhaps the biggest fears are aroused by a gigantic crater

Table 27. News values in the article “The volcano continues spouting. Are we going to be without summer?”

The fourth Czech article establishes Timeliness (“continues spouting”) and Proximity (inclusive “we” in bold) in its headline. This is also true in the lead. Nevertheless, Negativity, Impact and Superlativeness are the dominating news values throughout the article.

Also, in this article we again encounter hypothesising achieved through the usage of “may”, “if”, “can” or “it seems”. For instance, it is obvious in the lead. Interestingly, the guesses concern not only the negative impact of the eruption but also some positive news. See Example 48.

(48) *If it lasts for a few more days, it may also influence the weather in Europe, apart from the traffic – it can get colder due to the amount of ash and sulphur in the air. Yet for now it seems that it would not be able to cause a big crop failure. (Mladá Fronta DNES, 17 April 2010, A2)*

Moreover, the text also mentions a positive impact of a volcanic eruption. For example, the fact that readers could look forward to “beautiful sunrises and sunsets” construes Novelty as well as Impact.

The body of the article is full of examples of similar volcanic eruptions. This establishes Consonance and Impact. There is even an historical overview of the most influential volcanic eruptions situated on the side of the news report in its own column. Next, another subheading “Facts” introduces possible impact that can be expected after a volcanic eruption. However, the question “Do we have enough supplies?” seems not relevant to the current situation. The short column construes Proximity (the “we” refers to the Czech nation), Consonance and Negativity.

Furthermore, the text uses a reported speech within a reported speech besides quoting Czech specialists. An example is given in 49. This indicates using and adapting a wire published by an international news agency.

(49) *Reuters agency quoted volcanologists, according to whom the Icelandic ash could cause trouble to the air traffic for up to six months. (Mladá Fronta DNES, 17 April 2010, A2)*

The article’s high newsworthiness is self-evident from the amount of space it takes up from the whole newspaper page. One press photo and two graphic maps contribute to this to a large extent.

The photo construes Personification by highlighting the grim face of a woman in focus while other people behind her crowd around a flight board. Although the other woman’s face is not in focus, we can still recognize anxiety on her face. This heavily contributes to Superlativeness and Novelty as the situation came as a surprise to all travellers as they were left unexpectedly stranded on the airport. The dominating news value is, however, Negativity – it is expressed by the feelings of the two women and by the flight board itself. Though blurred, six “Cancelled” signs are still recognizable, which also intensifies Superlativeness. The caption of the photo is as follows:

- (50) *Cancelled. Cancelled...* The sign *CANCELED* [sic] appeared one by one next to all the flights on the Prague Airport Ruzyně. The air space remained empty. (Mladá Fronta DNES, 17 April 2010, A2, bold in original)

There is overlap between the caption and the photo in the signs “Cancelled”. Proximity is established through the caption, by stating the name of the airport, not the picture. Cancelled flights result in the empty air space, which also supports overlap. Nevertheless, the headline and the photo have nothing in common - there is displacement - and the same is true about the relationship of the photo and the text as the latter does not mention passengers stranded at the airport at all.

Next, the map of Europe construes Proximity and Impact by giving details on the consequences for the air traffic. Moreover, it construes Timeliness by stating dates. It overlaps with the detailed caption, given in Example 51. The relationship of both is further made stronger by a deictic expression “this” in the caption, which directly refers to a specific point in the map. Even the eruption is illustrated by using a special sign.

- (51) *In what places the volcano stopped planes*

The volcano under this glacier started erupting on Wednesday, for the second time this month. It is spouting clouds of ash into the height of up to eleven kilometres. The cloud expanded over night in the south-eastern direction. (Mladá Fronta DNES, 17 April 2010, A2)

However, this map only partially overlaps with the headline as it does not show any speculations about that year’s summer. As for the map and the text, displacement dominates.

Thirdly, the map of the Earth establishes mainly Proximity and Impact by showing also the development of the ash plume. The notes to the map contribute to Impact, too. The map shows areas affected by the ash plume and is thus in overlap with a part of its caption, see below, but it does not show that namely hundreds of people were left stranded. Thus, overlap is only partial.

- (52) *Break in the air traffic*

A huge ash cloud from the Icelandic volcano has caused chaos in the European air traffic. As a result, hundreds of people became stranded in places of their intended departure. (Mladá Fronta DNES, 17 April 2010, A2)

There is displacement between the world map and the headline and even between the map and the text since only the map refers to the affected air traffic space.

4.2.5 The cloud keeps kings as well as comedians on ground

News Values	Linguistic Devices	Examples
Negativity	Negative, evaluative vocabulary	funeral the cloud has overshadowed a celebration did not manage to arrive were delayed
Timeliness	Reference to time	yesterday before 4 pm today Sunday funeral on Sunday around 6 am
Proximity	Reference to place Reference to nation/ community	Prague Pendolino or a special salon carriage of Czech Railways
Prominence	Role labels Reference to prominent people	kings as well as comedians comedian Czech president Czech presidential couple prime minister presidents of USA and Russia German chancellor Danish queen British prince Belgian prince royal monarchs John Cleese Václav Klaus Jan Fisher Angela Merkel Margrethe Juan Carlos Philip Phillip Mathilda
Impact	Description of consequences, effects	drove... by a taxi journey will cost him about 96 thousand crowns. “no boat or train tickets were available” a train seat ticket is very scarce in north- western Europe were delayed
Novelty	Description of new events evaluative vocabulary	drove from Oslo to Brussels by a taxi a train seat ticket is very scarce in north-

		western Europe
Superlativeness	Intensification, quantification	legendary comedy group It is 1,230 km. The approximately 17-hour-long journey will cost him about 96 thousand crowns.

Table 28. News values in the article “The cloud keeps kings as well as comedians on ground”

The article’s dominating news value is Prominence. The text describes impact the volcano had on the lives of prominent figures. Due to the volcanic ash, buses and trains were full and therefore the British comedian John Cleese had to take a taxi. Besides Prominence, this establishes Novelty and Superlativeness. Apart from this episode, the article then focuses on the Polish funeral and its prominent guests but it also mentions the birthday celebration of the Danish queen. Among the funeral guests are the Czech president and prime minister, which also construes Proximity.

The headline of the article creates a contrast, and thus Novelty, in that it puts “kings” as well as “comedians” on the same level. Both groups undoubtedly belong to prominent figures but the news report reminds us of a slight distinction.

In this case, the article was without a photo.

4.2.6 *Volcanic ash is a bit like glass. And it can make you choke*

News Values	Linguistic Devices	Examples
Negativity	Negative, evaluative vocabulary	a cloud of volcanic fly ash and dust eruption of the volcano; eruption Problems with coughing or sore eyes “limiting walks” “irritation of conjunctivas and air passages” face the consequences the smell of sulphur in the air
Timeliness	Reference to time	now
Proximity	Reference to place Reference to nation/ community	Prague over Europe, including the Czech Republic It can make you choke Europeans people who are predisposed to respiratory problems asthmatics sensitive groups of inhabitants people with heart and respiratory diseases, small children and the elderly
Prominence	Role labels Reference to prominent	speaker toxicologists David Epstein

	people	Bohumil Kotlík from the National Reference Laboratory for outdoor air of the National Institute of Public Health Ministry of Health
Impact	Description of consequences, effects	And it can make you choke but it can still make you cough. Problems with coughing or sore eyes “However, we could recommend limiting walks and airing.” “may cause irritation of conjunctivas and air passages” the land is covered by a dust layer up to 3 mm high. the smell of sulphur in the air
Novelty	Description of new events evaluative vocabulary comparison	You may not even notice it Volcanic ash is a bit like glass
Superlativeness	Intensification, quantification comparison	tiny particles of glass Volcanic ash is a bit like glass

Table 29. News values in the article “Volcanic ash is a bit like glass. And it can make you choke”

This hard news story elaborates in more detail on the health effects of the volcanic ash and therefore construes Negativity and Impact. The possible threats to the health are supported by quoting a specialist, which adds to Prominence. Proximity is also an important news value as most of the text refers to people living in the Czech Republic. However, the end of the article suggests a threat on a larger scale, see Example 53. For instance, the last paragraph takes the situation in Scotland as an example. This intensifies both Negativity and Impact in the article.

(53) *In a similar manner, also the World Health Organisation has warned the Europeans against the fall of the volcanic ash. (Mladá Fronta DNES, 17 April 2010, A3)*

Furthermore, the construal of Proximity in the headline attracts many readers who are concerned about their health. The threat of the impact on health is established and it is only in the body of the article that readers learn how much probable the threat really is. This is a classic example of increasing newsworthiness in order to attract readers. What is more, “perhaps”, “could”, “it depends” or “possible” are mentioned quite often in the article.

This article did not include any photos in it. Therefore, the relationship between the textual and the visual cannot be analysed.

4.2.7 *The hot cloud from Iceland has frozen the airport in Prague*

News Values	Linguistic Devices	Examples
Negativity	Negative, evaluative vocabulary Reference to emotion	Queues cancelled stranded volcanic ash Those who did not manage to depart before noon, were unlucky. Both Czechs and foreigners complained about the lack of information. was stopped completely the airport's closure will affect standing nervously
Timeliness	Reference to time	yesterday until 12 o'clock in the afternoon until Friday midnight Saturday 8 am
Proximity	Reference to place Reference to nation/ community	Prague Prague Airport Ruzyně Liberec Czechs
Consonance	Expectedness	There were people standing nervously by flight boards
Impact	Description of consequences, effects	The hot cloud from Iceland has frozen the airport in Prague which cancelled most of its flights Thousands of people were involuntarily stranded However, one by one the lines were filled with a red English sign "canceled" [sic] - cancelled.
Novelty	Description of new events evaluative vocabulary Reference to emotion	Instead of the usual queues in front of the check-in desks, there were queues in front of the airlines information offices that were a dozen meters long. A group of Italian students solved the situation originally. They set up a camp in the middle of the second terminal and decided to spend the night at the airport. However, there were people at the airport who were cheered by the cloud. A man was moving around the queue. He was wearing a black shirt and a sign offering a taxi to Paris for 600 euros.
Superlativeness	Intensification, quantification	up to three-hour long queues most of its flights Even after that some of them still did not

	<p>learn how to get out of Prague. Thousands of people were involuntarily stranded And maybe even more. If someone could have measured the mood of people in a departure lounge of the Prague Airport Ruzyně yesterday, the results would have been as low as never before. a dozen meters 52 arrivals and 52 departures did not take off another 138 flights and 133 flights did not reach Prague up to 10 thousand Czech tourists at least until Saturday 8 am</p>
<p>Personalization Reference to emotion, quotes from ‘ordinary’ and reference to individuals</p>	<p>“A cloud? But it’s fine outside!” a man shook his head resentfully. With a bag over his shoulder he involuntarily joined the queue in order to change the flight date. The explanation that he as well as hundreds of others received from a young woman in a uniform of the airlines changed the whole weekend. “I still hope. A while ago, Rome was lighted on, until now. I want to visit my sister for the weekend but I’m afraid I’ll have to cancel. Because of the cloud from the northern Europe, I cannot come to Italy,” Jana Roubalová could not believe the unusual situation just before noon. “We’ve been waiting for three hours now, we want to rebook to another day but we’re afraid that nobody can give us any information,” a Frenchman Baptiste Hérvé complained. He and a group of his friends became stranded in Prague during a transit from Israel. “I don’t know what to do now. Nobody is able to give us any good information,” said Augustin Oyasergui from Spain while walking away from the desk. “It’ll cost us lots of money because nobody will pay for our hotel,” added one of his colleagues with whom he spent a few days on a business trip in Liberec. their colleagues “We’ll see on Saturday, maybe there’ll be flights. Otherwise we may stay here for even longer as we can buy food here,” said a young Italian with ‘I love Prague’ printed on her T-shirt.</p>

Table 30. News values in the article “The hot cloud from Iceland has frozen the airport in Prague.”

The seventh Czech article establishes primarily Personalisation. The situation described in the text takes place at the Prague airport, which contributes to Proximity, and it is presented as a result of the air traffic restrictions, which naturally construes Negativity and Impact. In addition, there are instances of Superlativeness; a few interesting examples are provided below.

- (54) a. *And maybe even more. (Mladá Fronta DNES, 17 April 2010, A9)*
b. *If someone could have measured the mood of people in a departure lounge of the Prague Airport Ruzyně yesterday, the results would have been as low as never before. (Mladá Fronta DNES, 17 April 2010, A9)*

Also, Novelty is construed for instance by the fact that a group of Italians made a camp in the middle of the airport. Finally, the Czech newspaper again creates a short column headed “Facts” which gathers most of the information related to Impact and Negativity.

As for the visual part of the news report, the bigger picture shows the terminal of the Prague airport and stranded passengers. It construes Negativity and Impact. Two of the passengers are in focus; they are looking at the camera, eating. This helps create Personalisation but readers learn neither their names nor their tale. Eating food or sleeping as well as the amount of people and their many bags visible on the photo construe also Superlativeness.

The second picture shows a blurred face of a woman and a flight board in focus. The cancelled flights create Negativity and Impact.

The captions for both photos are as follows.

- (55) a. ***Hours of waiting***
Hundreds of travellers became stranded on the Prague Airport Ruzyně yesterday. Most of them complained about the lack of information on other transport links such as a train or a bus. (Mladá Fronta DNES, 17 April 2010, A9, bold in original)
b. ***All cancelled***

The volcanic cloud that got above Prague stopped the airport. Travellers became stranded here. (Mladá Fronta DNES, 17 April 2010, A9, bold in original)

The first caption provides more information than the photo depicts. Moreover, we cannot see exactly hundreds of passengers, only a few dozen. Overlap is therefore only partial. Secondly, the photo does not show the “hot cloud from Iceland” from the headline. On the other hand, the headline does not say anything about passengers. Overlap is minimal; the connecting link is the airport. Thirdly, there is overlap of the photo and the text. Both focus on the stranded passengers. Overlap would be even stronger if the photo showed one of the passengers cited in the text.

The second caption and the second photo are in partial overlap. Even though the cancelled flights on the board presuppose the existence of stranded passengers, we cannot see them. The photo does not show the volcanic cloud, either. This is also the case with the headline. As there is no cloud on the photo, overlap is only partial. The text corresponds to the photo as it refers to cancelled flights and the flight board quite often. Nevertheless, the photo does not construe Personalisation.

4.2.8 *Air traffic troubles bigger than after 9/11*

News Values	Linguistic Devices	Examples
Negativity	Negative, evaluative vocabulary	Air traffic troubles Financial losses threaten the recovery of Europe from a crisis collapse volcano damage seem disturbing worse paralysed by the terrorist attacks on USA “cancelled flights” “complications at airports” affected lose layoffs unnecessarily strict to stop flights
	Reference to emotion	afraid economists begin to fear in fear of the potential economic impact.
Timeliness	Verb tense and aspect	Transport of goods, medicine, even mail is slowing down.
	Reference to time	Today
Proximity	Reference to place	EU

	Conversion	Prague Europe up to 3.7 billion in Czech crowns
Prominence	Role labels Reference to prominent people	Economists European ministers for transport Denis Chagnon from ICAO
Consonance	Expectedness	
Impact	Description of consequences, effects	Air traffic troubles bigger than after 9/11 Financial losses Transport of goods, medicine, even mail is slowing down. Airline companies lose up to 3.7 billion in Czech crowns a day. Some airline companies proceeded to temporary layoffs. The European Commission summoned a special analytic group in fear of the potential economic impact.
Novelty	Description of new events	European ministers for transport will discuss whether the safety rules are not unnecessarily strict and whether it is necessary to stop flights on such a mass scale.
Superlativeness	Intensification, quantification Comparison	rise rapidly Such a collapse ... is something Europe has not yet experienced extensive damage “will exceed the limit from 2001” millions of travellers around the world up to 3.7 billion crowns a day on such a mass scale. Air traffic troubles bigger than after 9/11 the consequences for carriers will be most probably worse than after 11 September 2001.

Table 31. News values in the article “Air traffic troubles bigger than after 9/11”

As the headline suggests, Superlativeness, Negativity and Impact are the prevailing news values in the article. They are construed for instance by comparing the situation caused by the volcano to the impact of 9/11 and stating that the consequences might be even bigger. In this way, newsworthiness of the article is increased in the headline. Nevertheless, the end of the article contradicts the range of possible negative impact by informing readers that some prominent figures in European politics doubt the necessity and the scope of such air traffic restrictions. Example 56 illustrates this. The contradiction creates doubts whether reporting about potential threats is not premature.

(56) *The European Commission summoned a special analytic group in fear of the potential economic impact. Today, European ministers for transport will discuss whether the safety rules are not unnecessarily strict and whether it is necessary to stop flights on such a mass scale. (Mladá Fronta DNES, 19 April 2010, A1)*

The photo depicts the active Icelandic volcano, which construes Negativity and, by the amount of smoke coming from it, also Superlativeness. The caption under the photo is in displacement with it because it refers to the impact the volcano caused. There is displacement also between the photo and the rest of the text as Impact is the main focus of both the headline and the text of the news report.

(57) *Icelandic volcano that paralysed the sky above Europe. (Mladá Fronta DNES, 19 April 2010, A1)*

4.2.9 ***Wind blows more dust to us. Volcano has already cost billions***

News Values	Linguistic Devices	Examples
Negativity	Negative, evaluative vocabulary	Wind blows more dust to us. air traffic complications; complicating the traffic ban was expanded; ban volcanic ash flight cancellations air traffic collapse the number of flights dropped; drop unrealized flights closed or partially closed their airspace became stranded Losses pile up trouble with departures; troubles a catastrophe dust from the volcano started to destroy critical situation funeral
Timeliness	Verb tense and aspect Reference to time	continues to billow volcanic ash. yesterday; yesterday afternoon today until noon today “Until 2 pm on Monday” Tuesday or Wednesday; Saturday; Thursday; Friday; Sunday during the weekend

		fourth day every day in the evening 14, 15, 16, 17, 18 April
Proximity	Reference to place Reference to nation/ community	Prague over the whole Czech Republic Europe European countries Czech Post
Prominence	Role labels Reference to prominent people	meteorologists assistant director of the Czech Hydrometeorological Institute volcanologist Moroccan prime minister airport director Radim Tolasz Magnus Tumi Gmundsson Teitur Arason Abbas El Fassi Jan Pamula
Impact	Description of consequences, effects	Wind blows more dust to us. Volcano has already cost billions ban was expanded The volcanic ash expanded the number of flights dropped closed or partially closed their airspace hundreds of thousands people became stranded they began to look for alternative transport such as trains or buses. Transport carriers lose approximately 3.7 billion crowns in total every day. Losses are felt also by tour operators or by the flower industry in Kenya In Chinese stores, computers, mobile phones and other items designated for European customers pile up. Czech Post, on the other hand, did not send about five tonnes of mail and over 1,400 packages to foreign countries. the Czech Republic loses every day
Novelty	Description of new events reference to emotion	Airport terminals turned into hostels. started to test the airspace the airport staff were truly surprised “We were very surprised by it”
Superlativeness	Intensification, quantification	Volcano has already cost billions “for sure and probably even longer” to the height of approximately five to eight kilometres, which is three kilometres less than when the volcano began to erupt. by three kilometres dropped by third

two thirds of planes
 the number of unrealized flights still rose
 exceeded 80 percent
 more than twenty
 hundreds of thousands of people
 And they are huge.
 approximately 3.7 billion crowns in total
 about five tonnes of mail and over 1,400
 packages
 loses 120 to 150 million crowns
 tens of millions crowns
 from nine to twelve millions crowns
 40 thousand passengers
 big losses
 the biggest airport in Europe
 huge troubles
 -27,1 %; -59,2 %; -78,4 %; -84 %

Table 32. News values in the article “Wind blows more dust to us. Volcano has already cost billions”

This article is dominated by Negativity. Firstly, the headline refers to a new threat due to a wind as well as the negative financial impact the volcano has had so far. The combination of the volcanic cloud, the still active volcano and the prolongation of air traffic ban construes strong Negativity. Impact and Superlativeness are the second most dominant news values. Through references to estimated financial losses of the Czech Republic, Proximity is established as well. In the end, Prominence is construed when the journey of a Moroccan prime minister is described.

Interestingly, this article mentions the negative impact on Kenya, as did the British article number 11. Nevertheless, there is a big difference between the two as regards the amount of information. While the former considers one sentence to be sufficient, the other publishes a whole news report on the issue in question.

Once again, the article from the Czech newspaper includes a short column “Facts” and this time also a separated quote in bold. These serve to attract readers in order to inform them of the most significant and relevant information. In addition, another column is added below the news report and it features “volcanic jokes”. These were not included in the analysis since jokes do not belong to hard news and the column is not integrated in the news report but it is placed on the side of the whole page layout. The jokes serve to entertain readers after reading about all the negative impact of the situation.

Furthermore, visual aspects will be considered. The first and bigger photo construes Negativity and Impact as it depicts the ash cloud and the considerable amount of ash in the area. A man, possibly an Icelandic local, is shown with his two horses, which adds to Personalisation. The caption construes Consonance by comparing the situation in Iceland to a fictional world; it is in partial overlap with the photo. However, there is displacement in the relationship with the headline as the picture does not show the Czech Republic or the financial impact. And Displacement is also in the relationship of the photo and the text.

The second picture construes Impact. It is in overlap with its caption. An Icelander is shown to wear a mask to protect herself from the ash. But Iceland is the focus of neither the headline nor the text, therefore, there is also displacement. Both captions are illustrated in Example 58.

- (58) a. ***Like in Mordor*** *A black sky, blazing flames, ash layers. This is what it looks like on Iceland in the vicinity of the volcano. The region resembles Mordor, the land of evil from The Lord of the Rings. (Mladá Fronta DNES, 19 April 2010, A2, bold in original)*
- b. ***Protection*** *In the area of the billowing volcano, Icelanders can come out only with respirators and protective glasses. (Mladá Fronta DNES, 19 April 2010, A2, bold in original)*

4.2.10 ***Doctors afraid that the cloud will descend***

News Values	Linguistic Devices	Examples
Negativity	Negative, evaluative vocabulary	Doctors afraid The dangerous volcanic ash is high and it threatens transport planes. will hurt children and the elderly; hurt Health complications warned “health risks” problems threaten; threatened directly troubles will crash
Timeliness	Reference to time	now
Proximity	Reference to nation/ community	“Small children, the elderly and asthmatics” Europeans people with eye problems
Prominence	Role labels	a spokeswoman assistant director of the Czech Hydrometeorological Institute

	Reference to prominent people	the chairman of the Association of Emergency Medical Services Irena Kudrnovská Radim Tolasz Jaroslav Volf Marek Slabý
Consonance	Expectedness	“The thing is that a fallen helicopter can help nobody,” Slabý observed.
Impact	Description of consequences, effects	it threatens transport planes will hurt children and the elderly Helicopters from air ambulance stay on the ground
Superlativeness	Intensification, quantification	the biggest particles that threaten conjunctivas

Table 33. News values in the article “Doctors afraid that the cloud will descend”

The article focuses on the potential threat to health in the Czech Republic in case the volcanic ash descends. Negativity and Impact are thus construed. The potentiality of the situation only increases newsworthiness of the story. Readers are made conscious of the future impact, which alarms them more than if only the current situation was presented. The second part of the article, which refers to air ambulance that has to stay on ground, construes Impact. Also, there is an example of Consonance:

- (59) *“The thing is that a fallen helicopter can help nobody,” Slabý observed. (Mladá Fronta DNES, 19 April 2010, A2)*

The photo accompanying the text is a close-up of a tired little girl, resting on a piece of luggage. It construes Impact and Personalisation. The caption below the photo provides more contextualized details, see Example 60. It is in overlap with the photo. On the other hand, there is displacement between the picture and the headline. The image does not overlap with the text either. Neither the headline nor the text inform on the situation of travellers at airports.

- (60) ***Weariness*** *A girl is resting at a German airport in Frankfurt. It was closed due to the volcanic ash yesterday. (Mladá Fronta DNES, 19 April 2010, A2, bold in original)*

4.2.11 ***The sky has opened. For now***

News Values	Linguistic Devices	Examples
Negativity	Negative,	The risk caused by the volcanic ash

	evaluative vocabulary	flight ban unnecessary dead silence But it is not that simple. conditionally “But nothing can be sure” stranded abroad were still closed where flights are banned threatens the motors of planes Dangerous eruptions can repeat.
Timeliness	Reference to time	now after three days for the next 48 hours at 15.43 today yesterday
Proximity	Reference to place Reference to nation/ community	the Czech Republic Prague at Czech airports at Prague Ruzyně Airport Ústí nad Labem our country Czech tourists Czech Travel Service The Czechs may keep calm for now. people with heart diseases, respiratory problems or asthma
Prominence	Role labels Reference to prominent people	a spokeswoman for the Czech Airlines ministers for traffic from the whole European Union director general from the association chairman of the technical committee of the Czech Airline Pilots Association geologist scientists Hana Hejsková Giovanni Bisignani Karel Mündel Hjorleifur Sveinbjornsson
Consonance	Expectedness	“the prognoses by meteorologists do not have to be precise”
Impact	Description of consequences, effects	The sky has opened. opened its air space where flights are banned threatens the motors of planes
Novelty	Description of new events evaluative vocabulary	However, carriers are angry. According to them, such an extensive flight ban was unnecessary. Virtually, they admitted by that that such an extensive flight ban could have been exaggerated. Harsh safety regulations were criticised also by IATA, which represents most airlines.

		“It is a European embarrassment and a European mess” However, scientists would like to dampen excessive optimism at the same time.
Superlativeness	Intensification, quantification	For now such an extensive flight ban very, very slowly The biggest ash cloud
Personalization	Quotes from ‘ordinary’, reference to individuals	“We nearly came to terms with the fact that there will be no holiday,” said Jan Varga from Ústí nad Labem, one of the passengers.

Table 34. News values in the article “The sky has opened. For now”

The analysed article concerns primarily the positive development of the situation. However, it states that further progression is uncertain and warns against “excessive optimism”, which adds to Negativity. The article quotes a Czech traveller, thus construing Proximity and Personalisation.

Novelty can be found in criticising the air traffic safety regulations, as Example 61 illustrates:

- (61) a. *However, carriers are angry. According to them, such an extensive flight ban was unnecessary. (Mladá Fronta DNES, 20 April 2010, A1)*
- b. *Virtually, they admitted by that that such an extensive flight ban could have been exaggerated. (Mladá Fronta DNES, 20 April 2010, A1)*
- c. *Harsh safety regulations were criticised also by IATA, which represents most airlines. (Mladá Fronta DNES, 20 April 2010, A1)*

On the other hand, the fact that meteorology does not provide absolutely precise information is commonly known and expected information and here it construes Consonance.

Next, there is a photo in the news article. It depicts a single man in focus, his surroundings are blurred although we can read a sign that comes from a particular airport. Superlativeness is construed by the number of signs. However, Personalisation is the main news value in the picture.

Moreover, there is overlap with the caption under the photo but again the caption provides much more information than is possible to infer from the photo

itself. We learn the name, occupation and location of the man as well as the reason for the empty airport.

(62) *Where is everyone? George Hill, a luggage porter at an airport in Philadelphia, USA, is waiting for passengers in vain. Due to the volcanic ash, nobody from Europe arrived. (Mladá Fronta DNES, 20 April 2010, A1, bold in original)*

However, there is displacement between the photo and the heading as well as the text. While the photo shows an empty American airport, the headline refers to lifting the air traffic restrictions and the text only points out the situation at European airports, mainly the one in the Czech Republic.

4.2.12 *Let's measure ash clouds differently, experts recommend*

News Values	Linguistic Devices	Examples
Negativity	Negative, evaluative vocabulary	the eruption of Icelandic volcano Eyjafjallajökull the dangerous volcanic ash Air traffic over Europe has never been so totally blocked and airlines have never had such huge losses a volcanic cloud warning has to face a strong thunderstorm
Timeliness	Reference to time	now during weekend tests yesterday
Proximity	Reference to place	Prague Czech over Europe
Prominence	Role labels Reference to prominent people	Czech aviation experts meteorologists chairman of the technical committee of the Czech Airline Pilots Association assistant director of the Czech Hydrometeorological Institute Karel Mündel Radim Tolasz
Impact	Description of consequences, effects	Let's measure ash clouds differently Air traffic over Europe has never been so totally blocked and airlines have never had such huge losses Mathematical meteorological models should be (...) accompanied by direct tests and other kinds of measurement.
Novelty	Description of new events	Let's measure ash clouds differently

		even though it now seems that it was safe to fly through some parts of Europe even the best volcanic mathematical model does not have to be accurate as regards prediction of spreading of volcanic ash.
Superlativeness	Intensification, quantification	the first principal recommendation Air traffic over Europe has never been so totally blocked and airlines have never had such huge losses even the best volcanic mathematical model

Table 35. News values in the article “Let’s measure ash clouds differently, experts recommend”

This Czech news article reports criticism regarding the very monitoring and prediction of volcanic activity, as the only one from all forty articles. Impact is construed as the article mentions that changes to the way of monitoring volcanic ash may be among the consequences after the eruption of Eyjafjallajökull. The possible changes are suggested by Czech experts, which establishes Proximity. Negativity and Superlativeness are also established, as Example 63 illustrates.

(63) *Air traffic over Europe has never been so totally blocked and airlines have never had such huge losses, even though it now seems that it was safe to fly through some parts of Europe. (Mladá Fronta DNES, 20 April 2010, A2)*

The second part of the sentence construes Novelty because it is surprising that a flight ban might have been imposed even on air space sectors that were completely safe.

This article was not accompanied by any visual material.

4.2.13 *Ash is less harmful than dust in Ostrava region*

News Values	Linguistic Devices	Examples
Negativity	Negative, evaluative vocabulary	as dangerous as high concentration of fine dirty particles volcanic ash a muddy downpour but everything can be different in a week the intensity of volcanic eruptions strong eruptions of the Icelandic volcano “Today, nobody will tell you what the situation will look like, say, in a week and whether the eruption of the Icelandic volcano will not be felt more even in central Europe,” warns Tolasz. the volcanic ash is dangerously irritating

		<p>due to sulphur, fluorine and other elements</p> <p>“but the health is now much more threatened by extreme dustiness in Ostrava region.”</p> <p>“the conditions were, due to the high concentration of heavy industry, quite unbearable.”</p> <p>polycyclic aromatic hydrocarbons which cause genetic changes, infertility and even cancer.</p> <p>warns people with respiratory problems and asthmatics not to go out often if their country is considerably affected by the volcanic plume</p> <p>Transplantation was cancelled</p> <p>the air traffic was cancelled</p>
Timeliness	Reference to time	<p>in a week</p> <p>“In the following days”</p> <p>Yesterday</p> <p>“today”</p> <p>on Friday</p>
Proximity	Reference to place	<p>in Ostrava region</p> <p>in the Czech Republic</p> <p>Prague</p> <p>in nearly the whole Europe</p> <p>in central Europe</p> <p>over Europe</p>
	Reference to nation/ community	<p>people with respiratory problems and asthmatics</p>
Prominence	Role labels	<p>assistant director of the Czech Hydrometeorological Institute</p> <p>Leading expert on air quality</p> <p>head of the Czech Society of Allergology and Clinical Immunology</p> <p>excellent cardiac surgeon; professor</p>
	Reference to prominent people	<p>Radim Tolasz</p> <p>Radim Šrám from the Institute of Experimental Medicine, Academy of Sciences of the Czech Republic</p> <p>Vít Petrů</p>
	Prominent source	<p>Jan Pirk</p>
Consonance	Expectedness	<p>recurrence of a muddy downpour from March 2007, when fine mud was raining down on the Czech Republic due to a dust storm in Ukraine, leaving a grey sticky film.</p>
Impact	Description of consequences, effects	<p>And that could take, under certain conditions, ground-level dust clouds ... higher into the air.</p> <p>warns people with respiratory problems and asthmatics not to go out often if their country is considerably affected by the volcanic plume</p>

		Transplantation was cancelled So far it has considerably affected only a patient that was to have a heart transplanted on Friday. the heart could not be brought to Prague in a helicopter
Novelty	Description of new events evaluative vocabulary	Ash is less harmful than dust in Ostrava region Experts do not regard it, due to its roughness, as dangerous as high concentration of fine dirty particles in Ostrava region
Superlativeness	Intensification, quantification	in nearly the whole Europe “much more threatened by extreme dustiness” “This is the current real strain on people’s respiratory systems, not the quite rough volcanic ash” superfine dust particles (smaller than one micron)
Personalization	Reference to individuals	So far it has considerably affected only a patient that was to have a heart transplanted on Friday. “our seriously ill patient has to keep waiting for a new donor”

Table 36. News values in the article “Ash is less harmful than dust in Ostrava region”

The article from 20 April 2010 concerns the potential health impact of the volcanic ash on the Czechs but it brings some positive news, supported by quotes from many Czech experts, which construe Proximity. However, the dominating news value is Negativity.

By contrasting the effects of the ash with a much worse health consequences of the extreme dustiness in one region of the Czech Republic, Proximity is again construed and the negative impact of the volcanic ash is lessened. The contrast is surprising and creates Novelty, for instance in the headline itself. Negativity is established by bringing a regional problematic issue into focus.

Moreover, the article describes a particular operation cancelled due to the flight ban, thus construing Impact as well as Personalisation, even though the name of the patient is not mentioned. In addition, Prominence is also established as the situation is described in a quote by a prominent doctor. See Example 64.

- (64) *“I hope it [a heart] was used for another patient but our seriously ill patient has to keep waiting for a new donor,” the professor adds. (Mladá Fronta DNES, 20 April 2010, A3)*

The photo attached to the news article creates Personalisation and Impact as an ordinary man is washing the volcanic ash from his car. The caption of the photo, however, does not increase Personalisation by providing the man's name but it is in overlap with the photo. The caption is presented in Example 65.

(65) *Reykjavík. A man is washing the bonnet of his jeep which has been covered in volcanic ash. If he had wiped it off with a cloth, ash particles would have scratched the paint. (Mladá Fronta DNES, 20 April 2010, A3, bold in original)*

As far as the relationship between the photo and the headline is concerned, there is only partial overlap. Both refer to the volcanic ash but the photo shows a man in Iceland while the headline refers to the health issue in a region of the Czech Republic. Furthermore, there is displacement between the photo and the text as the text focuses on health impacts in our country and does not discuss the volcanic ash on Iceland at all.

4.2.14 *New cloud closes airports again*

News Values	Linguistic Devices	Examples
Negativity	Negative, evaluative vocabulary	Apocalyptic theatre New cloud closes airports again “Tremors grew slightly stronger as well as emission of lava” how not to lose big money especially Britain is afraid
	Reference to emotion	
Timeliness	Reference to time	yesterday now
Proximity	Reference to place	over Europe; across Europe
Prominence	Role labels	meteorologist
	Reference to prominent people	Björn Einarsson
Impact	Description of consequences, effects	New cloud closes airports again and its airports remained closed during the night Travellers ... have to solve the problem of how to get across Europe and also how not to lose great amounts of money.
Superlativeness	Intensification, quantification	Apocalyptic theatre over ten thousand planes reaches the height of five kilometres great amounts of money they pay significantly more
	Figurative language	the volcano under the Efafjallajökull

Reference to emotion	glacier took another breath especially Britain is afraid
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Table 37. News values in the article “New cloud closes airports again”

Negativity dominates this news report as it describes a new threat to the air traffic, another volcanic cloud. Impact is construed when the article refers to closed airports and troubles that travellers have to face.

Also, the whole newspaper report has its own heading, “Apocalyptic theatre”. This contributes to Superlativeness. So does the figurative language used when describing a new volcanic activity (“the volcano under the Eijafjallajökull glacier took another breath”).

In this case, the photo dominates the whole news report. It construes Negativity by showing an active volcano spewing lava and creating an ash cloud. Superlativeness is established through the amount of ash and the lightening that accompanies the volcanic activity. In addition, Aesthetics is among the dominating news values due to the contrast of colours.

The caption next to the photo is very short and in total overlap with it, as Example 66 illustrates.

(66) *Lava and lightening, Eyjafjallajökull (Mladá Fronta DNES, 21 April 2010, A1)*

On the other hand, the focus of the headline is on the impact to the air traffic, which is not shown in the image. Therefore, there is rather displacement than overlap in their relationship. Next, the text describes the new activity of Icelandic volcano but it also refers to the impact of it. There is partial overlap between the photo and the text.

4.2.15 *First joy over return to sky spoiled by second cloud*

News Values	Linguistic Devices	Examples
Negativity	Negative, evaluative vocabulary	spoiled by second cloud; cloud restricted flights dangerous spoiled by the ongoing chaos and another cloud “However, it is going to be much worse in Britain ... and it will be probably bad also in Benelux countries” The main trouble is that the mathematical model of the ash cloud movement has “a

		<p>weak point” A new volcano awakens ban is producing another cloud Furthermore, there is a threat that another neighbouring volcano Katla will awaken. explosions and fly ash</p>
Timeliness	Reference to time	<p>yesterday after five days since Monday; on Monday today yesterday night in the next few days “Early on Wednesday” “for a few hours” tomorrow and on Friday for the last few days</p>
Proximity	Reference to place	<p>over Europe; in Europe; towards northern Europe towards the continent over the Czech Republic; over the republic Prague</p>
	Reference to nation/ community	<p>European sky Czech</p>
Prominence	Role labels	<p>Czech aviation meteorologists a physicist</p>
	Reference to prominent people	<p>Brian Flynn Bohumil Techlovský from the Czech Hydrometeorological Institute Tumi Gudmundsson</p>
Consonance	Expectedness	<p>“We can expect similar travel problems from it”</p>
Impact	Description of consequences, effects	<p>First joy over return to sky spoiled by second cloud started to “divide” the sky into three zones – safe, careful and dangerous that left a majority of British and German airports closed</p>
Novelty	Description of new events evaluative vocabulary	<p>First joy over return to sky It’s flying!</p>
Superlativeness	Intensification, quantification, reference to emotion	<p>It’s flying! excited Americans applauded the first 300 British “holiday castaways” were excited as though they were present at a takeoff for the first time “The worst thing was to wait and not know” after the happy European “half- beginning” which has been dormant for 200 years</p>
Personalization	Reference to emotion, quotes from ‘ordinary’, reference to individuals	<p>People ... were excited as though they were present at a takeoff for the first time. “Everybody on board cried with joy,” Savvas Toumarides from Cyprus, who</p>

got to New York after five days in Amsterdam, where he missed his sister's American wedding, told AP. "The worst thing was to wait and not know," he added.

Table 38. News values in the article "First joy over return to sky spoiled by second cloud"

As the headline suggests, this article describes a new threat to the air traffic; therefore Negativity is the main news value. Proximity is also important; the article describes the situation in the Czech Republic and mentions the impact over the whole Europe. Moreover, Personalisation is construed when a passenger recounts one of the first flights after lifting the flight ban.

Interestingly, the last subheading ("A new volcano awakens") serves to construe more Negativity while in fact the following paragraph refers to only a potential threat of beginning of another volcano's activity. Unlike in some of the previous articles, this one does not make comparison to a situation from the past when an eruption of Eyjafjallajökull spread to the volcano Katla which then also began to erupt. Therefore, Consonance is not construed this time and readers do not learn the reason why it there is such a threat.

There are two photos accompanying the text of the news report. The first one is quite small and it shows a valley and the volcanic plume above it. Apart from construing Negativity, Superlativeness and Impact, this picture is also aesthetically pleasing as the valley is in the shadow and the plume is bright. Moreover, the photo is in partial overlap with its caption, Example 67, as it depicts the volcano but not the impact on the whole Europe. As regards the relationship with the headline of the article, the photo does not depict the joy over lifting the flight ban; the overlap is thus only partial. Next, the text itself mentions the second ash cloud often, among other issues; therefore there is again partial overlap.

(67) ***Volcano Eyjafjallajökull now keeps the whole Europe busy.*** (*Mladá Fronta DNES*, 21 April 2010, A6, bold in original)

The second photo is bigger and therefore considered more newsworthy. Personalisation is the dominating news value in it. However, the visible label on the man's baseball cap does not construe Proximity in the Czech newspaper. The

picture's caption provides more details, such as the name of the man and the reason he flew to New York. It is in overlap with the photo.

(68) **5 days of waiting** Savvas Toumarides missed his sister's wedding in Amsterdam. He arrived at New York, where he is meeting his sister, only five days later. (*Mladá Fronta DNES*, 21 April 2010, A6, bold in original)

Also, the photo corresponds to the joy mentioned in the headline. However, as it does not depict the new volcanic ash cloud, overlap is partial. It is interesting that each photo overlaps with one half of the headline and that may be the reason why there are two photos that complement each other. Again, the joy is expressed also in the text of the article, so there is partial overlap.

4.2.16 *Is your car covered in dust? The volcanic ash has been raining*

News Values	Linguistic Devices	Examples
Negativity	Negative, evaluative vocabulary	ash; volcanic ash stopped the air traffic struggle with it the rough particles will scratch the paint.
Timeliness	Reference to time	in the last days on Tuesday in the next days
Proximity	Reference to place	Ústí nad Labem over Europe in the north of Bohemia the department of the Czech Hydrometeorological Institute in Ústí nad Labem
	Direct second person	Is your car covered in dust?
Prominence	Role labels Reference to prominent people	meteorologists Radek Tomšů
Consonance	Expectedness	The volcanic ash from Icelandic volcano Eyjafjallajökull, which in the last days highly stopped [sic] the air traffic above Europe, is falling down already
Impact	Description of consequences, effects evaluative vocabulary	Is your car covered in dust? The volcanic ash has been raining which in the last days highly stopped [sic] the air traffic above Europe found their cars covered in white film. the showers "washed out" the ash from the atmosphere
Superlativeness	Intensification, quantification	"There must have been a great amount if the film was so recognizable"
Personalization	quotes from individuals	"I also noticed it on my car; there was

white ash on the window,” said Radek Tomšů

Table 39. News values in the article “Is your car covered in dust? The volcanic ash has been raining”

Events described in this article take place in a region in the Czech Republic, which contributes to Proximity. An account from an ordinary citizen is provided, thus construing Personalisation. Otherwise, Negativity and Impact are construed as the whole article refers to the volcanic ash and how it affected people’s cars.

The fact that the volcanic ash falls down is something that was expected. Consonance was construed in a similar manner for instance in the eighth British article. Example 69 illustrates both cases.

- (69) a. *The volcanic ash from Icelandic volcano Eyjafjallajökull, which in the last days highly stopped [sic] the air traffic above Europe, is falling down already. (Mladá Fronta DNES, 22 April 2010, A3)*
- b. *“We’re not expecting many major problems from it but whatever is up in the sky will have to come down,” said Graeme Leitch of the Met Office. (the Guardian, 17 April 2010, 04.59 GMT)*

Interestingly, the quotes from a member of the Czech Hydrometeorological Institute construe Personalisation on one hand, when he provides his own account of the situation, and Prominence on the other hand, when he explains the situation as an expert. Both cases are illustrated by Example 70, respectively.

- (70) a. *“I also noticed it on my car; there was white ash on the window,” said Radek Tomšů from the department of the Czech Hydrometeorological Institute in Ústí nad Labem. (Mladá Fronta DNES, 22 April 2010, A3)*
- b. *“There must have been a great amount if the film was so recognizable,” Tomšů thinks. (Mladá Fronta DNES, 22 April 2010, A3)*

No photo was attached to this news report.

4.2.17 *They were returning home for a wedding but volcano held them in Asia. So they got married there*

News Values	Linguistic Devices	Examples
Negativity	Negative, evaluative vocabulary	volcano held them castaways cancelled flights their flight was postponed indefinitely stranded Europeans got “trapped” 2,500 trapped travellers. in the period of paralysed flights was facing decline in tourism. volcanic eruption cancelled The return of all of them can take weeks. they criticise their government for leaving them chained to the ground for so long more traffic restrictions are expected
Timeliness	Reference to time	a few days 24 April Now Saturday celebration on Tuesday since the volcanic eruption weeks yesterday during the six days more than a week
Proximity	Reference to place Reference to nation/ community	Prague Europe from the Czech Republic a Czech-Slovakian couple Europeans
Prominence	Role labels Reference to prominent people	assistant manager of the hotel a spokesman for the Caribbean Tourism Organisation Johnson JohnRose
Impact	Description of consequences, effects	volcano held them in Asia. So they got married there They get married in foreign countries, they travel with soldiers. Three hundred Britons sailed home from Spain on a British Royal Naval ship together with hundreds of soldiers the Icelandic volcano prevented a Czech-Slovakian couple from returning home In the end the young couple married at the place where they got stuck. when the air space over the most of Europe became quiet due to the volcano their flight was postponed indefinitely 2,500 trapped travellers. the occupancy rate of The Grenadian, one

		<p>of the best hotels in Grenada, rose from 35 to 80 percent.</p> <p>Now the hotels had to hire more employees and even shopping for groceries and orders for excursions rose.</p> <p>Many Britons did not arrive but the stranded passengers help to make up for the loss</p> <p>estimate the loss during the six days at 1,7 billion euro</p> <p>more traffic restrictions are expected</p>
Novelty	Description of new events evaluative vocabulary	<p>The experience of airport castaways is beyond imagination</p> <p>An improvised ceremony was held by a Taiwanese airport hotel.</p> <p>The manager of the Orchard Park hotel ... offered to the devastated Czech-Slovakian couple to have a marriage ceremony there.</p> <p>The hotel manager, who led the bride to the altar instead of her father</p> <p>“It is not a common part of our job”</p> <p>“It seems that the newlyweds may need to repeat the ceremony also in Slovakia”</p> <p>The wedding took place in the end, except that the bride and groom celebrated it from the airport Millennium Hotel in Dubai together with dozens of other stranded passengers via Internet.</p> <p>Being a castaway has its advantages.</p> <p>an unexpected economic boost</p> <p>The number of tourists increased in the period of paralysed flights</p> <p>they criticise their government</p>
Superlativeness	Intensification, quantification	<p>The experience of airport castaways is beyond imagination</p> <p>hundreds of thousands cancelled flights</p> <p>adventures that are usually sought in travel agencies</p> <p>Three hundred Britons</p> <p>hundreds of soldiers</p> <p>And they really were in a hurry. For their own wedding.</p> <p>They managed to organize a Christian ceremony, wedding rings and dress included, in a single day.</p> <p>“for over a year”</p> <p>dozens of other stranded passengers</p> <p>Hotels are pampering 2,500 trapped travellers.</p> <p>the occupancy rate of The Grenadian, one of the best hotels in Grenada, rose from 35 to 80 percent.</p> <p>75 guests</p> <p>Approximately a hundred thousand</p>

		1,7 billion euro chained to the ground 102 thousand the devastated Czech-Slovakian couple
	Reference to emotion	
Personalization	Reference to emotion; quotes from ‘ordinary’; reference to individuals	They were returning home for a wedding but volcano held them in Asia. So they got married there a Czech-Slovakian couple; 32-year-old Slovakian doctor Juraj Hegyi and 31-year-old radiology assistant Zuzana Marčeková; Are they crying? Get them married; the devastated Czech-Slovakia couple; “learned that they were crying”; “Maybe it was destiny. We got stuck here so that we could marry here in the end,” said the bride in a shaky voice. An Australian-British couple has similar experience Geoff Andrews (72) and his wife; their golden wedding; “It is no use to just sit”

Table 40. News values in the article “They were returning home for a wedding but volcano held them in Asia. So they got married there”

Tales from stranded passengers that are featured in this article construe three dominating news values – Superlativeness, Novelty and Impact. Moreover, Personalisation is also very strong as the text refers to many individuals.

While most of the text concerns these personal accounts, a column named Facts gives details on the negative impact of the eruption, which adds to Negativity, Impact and Superlativeness. However, the column states that the volcano is spewing less ash while the article from previous day mentioned a new ash cloud rising from Eyjafjallajökull.

The wedding photo construes Personalisation and it overlaps with its caption, presented below. The summary of their story is provided in the headline, therefore the headline also overlaps with the picture. Again, the account of the Taiwan wedding is given in the text of the news report but it then focuses on other events as well, therefore there is partial overlap.

(71) *Yes, I do Zuzana Marčeková and Juraj Hegui had a wedding ceremony in an unusual setting of a Taiwanese hotel (Mladá Fronta DNES, 22 April 2010, A6, bold in original)*

4.2.18 *Why is the volcano “spouting” lightning flashes apart from lava?*

News Values	Linguistic Devices	Examples
Negativity	Negative, evaluative vocabulary	volcano “spouting” lightning flashes apart from lava eruption a cloud of fly ash or a group of dark storm clouds. unusually violent storms over volcanoes
Timeliness	Reference to time	this week
Proximity	Reference to place	Prague Charles University
Prominence	Role labels Reference to prominent people	professor from the Department of Meteorology and Environment Protection from Charles University Jan Bednář
Impact	Description of consequences, effects	which serve as a catalyst for unusually violent storms over volcanoes
Novelty	Description of new events evaluative vocabulary	Why is the volcano “spouting” lightning flashes apart from lava? The thing is that branching electric discharges with unusually high voltage accompanied the spouting of lava from the Icelandic volcano this week.
Superlativeness	Intensification, quantification, evaluative vocabulary	“This is indeed very significant” Only one meter of the “volcanic lightning flash” has ... voltage up to several tens of thousands of volts. such accumulation of high voltage above the volcanic crater is the result of unusually massive currents. “And when I say massive, I mean their great velocity and thus also temperature” In abruptly rising volcanic air currents, water vapour rapidly condenses and even ice particles are created. the unusual amount of electric discharges

Table 41. News values in the article “Why is the volcano ‘spouting’ lightning flashes apart from lava?”

This article aims to explain why lightning accompanies a volcanic eruption. The issue establishes Novelty, it is viewed as something unexpected so that an explanation needs to be provided. A Czech expert on meteorology describes the theory behind such a phenomenon, which construes Superlativeness and Proximity, as is illustrated in Example 72.

- (72) a. “This is indeed very significant,” professor Jan Bednář from the Department of Meteorology and Environment Protection from Charles University assures. (*Mladá Fronta DNES*, 22 April 2010, A6)
- b. “And when I say massive, I mean their great velocity and thus also temperature,” Bednář adds. (*Mladá Fronta DNES*, 22 April 2010, A6)

The photo is similar to that from the fourteenth Czech article. Again it shows lightning accompanying the volcanic eruption, thus construing Negativity. And even this time the caption is short and in total overlap with the picture.

(73) *Lightning over the volcano* (*Mladá Fronta DNES*, 22 April 2010, A6)

Moreover, the headline is in overlap with the photo as well. The same is also true as regards the relationship of the photo and the text. Lightning is in the focus of this news report.

4.2.19 *Volcano calmed down, fights over spoiled tours have begun*

News Values	Linguistic Devices	Examples
Negativity	Negative, evaluative vocabulary	fights over spoiled tours have begun which was spoiled by the Icelandic volcano; volcanic ash who had to involuntarily prolong their holiday due to the closure of air space. go against each other. “unavoidable accident” that could not have been prevented by a tour agency, not even with every possible effort” “has no right to further compensation” disputes “It is an absurd claim” “when a dispute will have to be solved by an independent court” “loss”
Timeliness	Reference to time	for now next week
Proximity	Reference to place Reference to nation/ community	Prague Czech tour agencies ACČKA; ACK
Prominence	Role labels	professor head of ESC a spokesman for the department

	Reference to prominent people	a spokesman for Travel Agency Fischer commercial manager minister Tomio Okamura from the Association of Tour Operators and Agents of the Czech Republic (ACČKA) Jan Papež from ACK Karel Eliáš Tomáš Večl Martin Ayer Dan Plovajko Jan Koláčný Rostislav Vondruška
Impact	Description of consequences, effects	<p>fights over spoiled tours have begun who had to involuntarily prolong their holiday due to the closure of air space. that could lead to expenses increased by hundreds of millions for tour agencies. Due to the interpretation of the Civil Code, two tour associations and the European Consumer Centre go against each other.</p> <p>Most tour agencies, regardless of associations' statements, prolonged the stay for clients, free of charge and with board included.</p> <p>“that our loss rises approximately up to twenty million crowns.”</p>
Novelty	Description of new events evaluative vocabulary	<p>Everyone interprets the laws ... differently.</p> <p>Surprisingly, given their constant mutual disputes, even the Association of Czech Travel Agents (ACK) agrees with its competitor.</p> <p>Even the Ministry of Regional Development</p> <p>Most tour agencies, regardless of associations' statements, prolonged the stay for clients, free of charge and with board included.</p>
Superlativeness	Intensification, quantification	<p>This one sentence from the Civil Code is intensively discussed by the whole Czech tourism business.</p> <p>It can considerably increase the cost of their expenses.</p> <p>that could lead to expenses increased by hundreds of millions for tour agencies.</p> <p>“that our loss rises approximately up to twenty million crowns.”</p> <p>affected over five thousand clients of Czech tour agencies.</p>

Table 42. News values in the article “Volcano calmed down, fights over spoiled tours have begun”

This article from 23 April 2010 focuses on the financial impact on travel agencies. This construes Negativity, Impact and Superlativeness. The news report concerns Czech travel agencies, which establishes Proximity. Also, Novelty can be found in the text, for example when it refers to the surprising agreement between two travel agencies. See Example 74.

(74) *Surprisingly, given their constant mutual disputes, even the Association of Czech Travel Agents (ACK) agrees with its competitor. (Mladá Fronta DNES, 23 April 2010, A11)*

Moreover, Prominence is construed when a Czech minister is quoted.

As for the photo, the main news value it establishes is Personalisation as it shows a family reunion. The caption under the photo reads as follows.

(75) ***Who will pay?** A man is greeting with his family at a Singapore airport. Planes fly but fights over compensation have begun. (Mladá Fronta DNES, 23 April 2010, A11, bold in original)*

Due to the fact that the caption focuses on the financial situation, which is not shown in the photo, there is only partial overlap due to the reference to the man from the picture. As regards the headline, it does not refer to anything that the photo depicts, therefore there is displacement. The same situation is in the relationship between the photo and the text because the text focuses on the financial impact and does not construe Personalisation at all.

4.2.20 *There will be flights despite the cloud. Unless “Angry Sister” Katla awakens*

News Values	Linguistic Devices	Examples
Negativity	Negative, evaluative vocabulary	Unless “Angry Sister” Katla awakens volcanic ash; volcanic ash cloud The eruption; the ongoing eruption “no-fly zone” dangerous the eruption of Eyjafjallajökull should not be followed – as already many times in the past – by awakening of its bigger “Angry Sister” Katla. totally blocked

		Therefore, the only thing that could complicate departures of travellers is the volcano Katla that is asleep for now.
Timeliness	Reference to time	during the last few days “in the next weeks” Yesterday “now”
Proximity	Reference to place	Prague over Europe
Prominence	Role labels Reference to prominent people	Czech and foreign meteorologists aviation meteorologist British meteorologist pilot from Aeropartner company Bohumil Techlovský Chris Almond Richard Santus
Consonance	Expectedness	the eruption of Eyjafjallajökull should not be followed – as already many times in the past – by awakening of its bigger “Angry Sister” Katla.
Impact	Description of consequences, effects	European air control agency Eurocontrol has changed the rules for evaluating air traffic safety as a result of pressure from aviation companies. Air traffic ... totally blocked The air space is newly divided, due to the threat of fly ash, into three zones: safe, careful and dangerous. the eruption of Eyjafjallajökull should not be followed – as already many times in the past – by awakening of its bigger “Angry Sister” Katla.
Novelty	Description of new events evaluative vocabulary	Paradoxically, Icelandic airports were closed due to the volcanic fly ash yesterday for the first time. The air space is newly divided, due to the threat of fly ash, into three zones: safe, careful and dangerous.
Superlativeness	Intensification, quantification	Paradoxically, Icelandic airports were closed due to the volcanic fly ash yesterday for the first time. totally blocked “therefore considerably lower”

Table 43. News values in the article “There will be flights despite the cloud. Unless “Angry Sister” Katla awakens”

The last article in this analysis brings some positive news about the air traffic. Negativity and Impact are construed due to the fact that there are still some no-fly zones. Furthermore, Novelty and Consonance are established in this article. Examples of these two news values are provided in 76a and b, respectively.

- (76) a. *Paradoxically, Icelandic airports were closed due to the volcanic fly ash yesterday for the first time. (Mladá Fronta DNES, 24 April 2010, A3)*
- b. *However, their estimates are based on one condition: the eruption of Eyjafjallajökull should not be followed – as already many times in the past – by awakening of its bigger “Angry Sister” Katla. (Mladá Fronta DNES, 24 April 2010, A3)*

The second sentence construes not only Consonance but also Negativity and Impact. Mentioning the potential threat increases the newsworthiness of the news report and it is again repeated in the last sentence of the article, see Example 77.

- (77) *Therefore, the only thing that could complicate departures of travellers is the volcano Katla that is sleeping for now. (Mladá Fronta DNES, 24 April 2010, A3)*

This article did not include any photo.

5 Conclusion

This thesis analysed news values in a particular genre, a hard news report, that informed on the Icelandic eruption of Eyjafjallajökull in 2010. The analysis of forty articles revealed that the most prominent news values in the selected articles are Negativity, Impact and Superlativeness. These news values were construed most often when the consequences of the volcanic eruption were described since it is how a natural hazard affects people, not a natural hazard itself, that is considered most newsworthy for the press, be it cancelled flights, economical losses or people's health. Nevertheless, the news reports were predominantly concerned only with the impact on Europe, not Iceland. This is connected with construing Proximity.

Interestingly, *Mladá Fronta DNES* often increased Negativity by making hypothetical statements and reporting on only potential threats; the articles included more modal verbs than is usual in hard news reports.

Moreover, both newspapers published accounts of ordinary individuals, which contributed to the newsworthiness of articles through the construal of Personalisation. In two British and two Czech articles, Personalisation was the dominating news value.

The comparison of British and Czech articles showed that *the Guardian* adds to the newsworthiness by construal of Consonance more often than *Mladá Fronta DNES*.

Next, both newspapers increased the newsworthiness of the Icelandic volcanic eruption by putting it in connection with another issue that was at that time also covered in the press. For instance, a Polish funeral is mentioned several times, which helps increase Prominence and Negativity.

When reporting on an event that took place in another country, local newspapers adapt an international news story, a wire, from international news agencies, which is also the case of *the Guardian* and *Mladá Fronta DNES*. However, the Icelandic eruption had impact on the whole Europe and thus, apart from citing only Icelandic experts or inhabitants, the articles often construed Proximity through quotations of British/ Czech specialists, politicians and individuals.

As far as the photos in the analysed articles are concerned, they refer to the same event in majority of cases. Many times the photos overlap with the text but more often there is displacement, such as when a body of a news article reports on the financial impact of the volcanic eruption while a photo depicts family members greeting each other. However, there was also dichotomy between a photo and a text of a report in two cases. Firstly, the eighth article from *the Guardian* was accompanied by a photo of a sunset which is not related to the volcanic ash and its possible health effects on people discussed in the article. And secondly, the eleventh British article, which reported on the predominantly financial impact of Eyjafjallajökull on Kenya's horticulture, included a photo depicting flowers on sale in the UK. The flowers in the picture could not have been from Kenya as those were being destroyed by local farmers as a result of not being able to import them to Great Britain.

Moreover, the analysis of photos showed that often the relationship between a photo and a text is not unequivocal. In many cases, a photo overlapped with only a part of a caption/ headline/ body of an article.

As for the news values construed by press photographs, the overall majority of photos depicted a volcanic ash, thus construing Negativity and Superlativeness. Nevertheless, the Czech newspaper included more images - seventeen photos and two maps, as opposed to fifteen photos in *the Guardian*, nine of which depicted ordinary individuals, which contributed to Personalisation. On the other hand, in *the Guardian* Personalisation was construed only in one photo, in Article 10. Furthermore, *Mladá Fronta DNES* included two maps that established Proximity, which is the result of the fact that the Czech Republic is situated further from Iceland than Great Britain since the British newspaper did not consider it necessary to include a map.

The follow up news articles that all reported on a particular natural hazard often reused information. For instance in *the Guardian*, the third article uses an updated information while the sixteenth repeats exactly the same information. In addition, *the Guardian* even recycles same photos twice – the fifth photo is the same as the first, the sixteenth as the second.

To conclude, *the Guardian* and *Mladá Fronta DNES* both reported on the Icelandic volcanic eruption in 2010 as regards the financial or economic impact and the air traffic restriction. There were five front page articles in the Czech

Newspaper; other articles from the analysis were published in the first section of *Mladá Fronta DNES*. This proves that due to the fact that there is one common air space for the whole Europe, events that have impact on it are considered highly newsworthy for both analysed countries, regardless of what country is closer to the place in which the event occurred.

Researching news values and news discourse is an interesting and purposeful task for we are surrounded by media providing news every day. To further enrich the topic discussed in this thesis, I would suggest carrying out an analysis of all the reports on the eruption of Icelandic volcano in the two newspapers, doing a research on news values in articles on other volcanic eruptions or natural hazards, or comparing other newspapers than those covered in this thesis, for instance a newspaper published in Iceland, the place of the eruption.

6 Czech Summary

Tato práce se zabývala takzvanými zpravodajskými hodnotami, tedy určitými příznaky nějaké události, které zvyšují pravděpodobnost, že se o ní v médiích bude informovat. Zpravodajské hodnoty zkoumali například Bell (1991) a Van Dijk (1988). Práce Bednarek a Caple (2012), o kterou se tato diplomová práce opírá, poznatky z dřívějších výzkumů shromažďuje a adaptuje. Ve výsledku tak vzniká seznam devíti hlavních zpravodajských hodnot, a to Negativita, Časovost, Blízkost, Prominence, Souznění, Dopad, Novost, Superlativita a Personalizace. Přístup, který Bednarek a Caple používají, z části navazuje na oblast sociální sémiotiky. Ve své knize proto neanalyzují pouze jeden sémiotický systém, ale kromě textové hodnotí i vizuální stránku a dále jejich vzájemný vztah.

Analýza obsažená v této práci zkoumá čtyřicet novinových článků, které informovali o výbuchu islandské sopky v roce 2010. *Guardian* a *Mladá Fronta DNES* patří mezi nejčtenější seriózní tisk. Práce si dala za úkol zjistit, zda se zpravodajské hodnoty v člancích z těchto dvou novin, pojednávajících o zmíněné přírodní katastrofě, liší. Nepředpokládalo se však, že by rozdíl vyplýval z faktu, že je Česká republika od Islandu vzdálenější, na rozdíl od Británie. Pro analýzu byly vybrány pouze články, které patří k žánru tzv. hard news novinové zprávy.

Metodologie byla rovněž převzata od Bednarek a Caple. V analýze textu se zkoumalo, jakými jazykovými prostředky je dosaženo jakých zpravodajských. Vizuální část novinového článku vyjadřuje tyto hodnoty jednak tím, co zobrazuje, jednak tím, jak to zobrazuje.

Samotná analýza ukázala, že ve zprávách informujících o přírodní katastrofě převažují tyto zpravodajské hodnoty – Negativity, Impact a Superlativeness, což vyplývá z faktu, že zprávy nejčastěji informovaly o dopadu výbuchu sopky a vzniklého mraku popela (na letectví, ekonomiku či zdraví lidí), než o sopce jako takové. Zprávy také často zvyšovaly zpravodajskou atraktivitu příběhy obyčejných lidí, které výbuch sopky ovlivnil, konkrétně tedy hodnotou Personalisation. Dále se také ve zprávách několikrát odkazovalo na jiné události, které v té době byly v médiích aktuální, což rovněž vedlo ke zvýšení newsworthiness.

Co se týče vizuální stránky, fotky, a v případě Mladé Fronty DNES také mapky, souvisely s daným tématem. Ve dvou britských člancích se ukázalo, že fotka zobrazuje jinou událost, než jaké se věnoval text zprávy. Mnohdy popisek fotky, titulek zprávy či samotný text neodpovídaly přesně tomu, co fotka zobrazovala. Také se ukázalo, že *Mladá Fronta DNES* použila přibližně stejnou část fotek zobrazujících mrak popela či sopku stejně jako fotek obyčejných lidí, které reprezentují Personalisation. V *Guardianu* naopak převážná část fotek odkazuje k sopce a mraku, čímž vytváří Negativity, Impact a Superlativeness.

Dále se potvrdilo, že noviny, které informují o nových souvislostech v rámci jedné události často přímo opisují a jindy přeformulovávají informace, které již otiskly dříve. *Guardian* navíc v jednom případě znovu použil i stejnou fotku.

V *Mladé Frontě DNES* bylo pět z dvaceti vybraných článků otisknuto na první stránce novin a zbytek v první sekci novin, což dokazuje významnou newsworthiness zkoumané události a potvrzuje, že se o dopadech na evropský letecký průmysl informovalo v novinách dvou různých evropských zemích bez ohledu na to, která z nich byla zasažena více v důsledku bližší vzdálenosti od země, kde sopka vybuchla.

Bylo by nepochybně zajímavé rozšířit danou analýzu o všechny články o této události publikované v daných novinách nebo o články z islandských novin, popř. srovnat s analýzou jiného výbuchu sopky nebo jiné přírodní katastrofy.

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