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ORIGINAL ARTICLE

The Factors of Effective News Narration and its Challenges in Television News Services

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EXTENDED ABSTRACT

Interdiction:

Machel, Marcel & Köhler, the use of narrative style in news is very important and effective media should have the ability to overcome narrative. The national media, especially television, as a traditional media and referred by the audience, must narrate information and news in such a way that the television narrative is accepted as a convincing and influential narrative; The aim of this research is investigate the dimensions and components of an effective news narrative and evaluate the obstacles and challenges for producing an effective news narrative in front of the producers. . Therefore, it can be said that TV news reports have gained double importance; Because one of the formats in television news that can be used to diversify the news while addressing the how and why of news and events is television news reports. Providing news reports based on a professional narrative of events as the main process of obtaining news and the most important task of the newsroom requires a lot of energy; Therefore, the production of news reports using

the narrative style can be considered one of the ways of success and credibility of the media. A media that can use the desired criteria of narrative production in a favorable manner, in competition with other media, can achieve its ultimate goal by attracting the audience, which is to convey the maximum message and influence.

Method:

Using the semi-standard in-depth interview technique, the data were collected from twelve professors of communication and media, sociology, television reporters, teachers and editors, and then were categorized in three stages of open, central and selective coding using thematic analysis method.

Results:

By using narrative, the media first shape the topics and tell the viewer an event and provide a context for the formation of meaning and expand the meaning with predetermined concepts and the meaning is created at the micro and macro levels of society through the transmission of a narrative reality. Many also believe that the media can be effective in the thoughts, attitudes and to some extent in the behavior of the society and the emergence of narrative has given the media more power in these fields. Today, every event that happens at the level of society is presented to the audience with multiple narratives and diverse news in different formats and media and platforms, and also the Persian-language media of Maand, with planned and professional actions, present diverse and multiple narratives of the same event in some cases. Even despite the presentation of fake and fake narratives, their narrative acts as an influential narrative at the community level.

The use of narrative style in news is very important and effective media must have the ability to overcome narrative. The national media, especially television, as a traditional media and referred by the audience, must narrate information and news in such a way that the television narrative is accepted as a convincing and influential narrative; Therefore, the main question of the research is, what are the dimensions and components of an effective news narrative, and what are the obstacles and challenges for producing an effective news narrative in front of the producers of the narrative? To answer this question, using semi-standard in-depth interview technique, data from twelve professors of communication and media, sociology, television reporters and news editors were collected. Then, the data were categorized using thematic analysis method in three stages of open, central and selective coding. According to the coding, ten overarching themes and eighteen organizing themes were obtained from the research findings, which resulted in a network of themes at the end of the fourth chapter. Comprehensive themes with themes such as: compliance with "media prerequisites for news narrative production", use of "influential and dominant narrative indicators" in narrative production and "audience knowledge" and "knowledge of media norms for narrative production" and things such as "media trust generation", and "characteristics of Journalists" to reach the final category and such obstacles and challenges facing producers of narratives were identified. Therefore, producers of narratives can produce professional and desirable narratives by making use of the desired narrative components that we found in this research.

Conclusion:

Paying attention to the subject of the narrative, focusing on the characters of the narrative, the narrator's voice and tone, as well as having a plan and scenario and a point of view are necessary to write an effective narrative. Among the other results we achieved in this research is the identification of content and structural indicators for the production of an effective and convincing narrative. In this new media environment, one of the important components for narrative dominance is to present the first narrative.

Among the internal factors affecting the non-presentation of the first and dominant narrative in the national media is the state nature of the organization's budget, which makes the managers unnecessary to try to satisfy the audience, including the structural elements that cause this disregard for the needs and

concerns of the audience on the part of the organization's managers. has been, the absence of a monitoring device on the organization's performance. Another problem within the organization in the field of human resources is that these forces are not up-to-date, they do not know the virtual space well, and they are not efficient.

Practical suggestions

1- One of the practical suggestions of our research is to use the capacities of virtual space to stabilize the narrative; Looking at social networks, we can see that the influencing model has changed. One of the ways to stabilize the television narrative is that the media can influence its audience through networking.

2- Another suggestion is to use investigative journalism to document and convincingly sour the narrative, because ignoring the importance of investigative journalism and development causes journalism to not play an effective role in correcting processes and correctly demanding goals and programs.

3- The third proposal is to use the element of entertainment and education to attract and stabilize the narrative, which should be considered in the production of the narrative.

4- the fourth practical proposal is to study the importance of image and visualization components for the production of narration, because attention to the attraction component in narration is one of the necessities of any media. In the national media, the focus of the media to persuade the audience is more on dialogue and interviews and the confirmation and denial of the authorities and officials, while in the new media conditions, the winning media is the one that focuses on visual content and even visualized texts; Because it can better attract the attention of the audience and even plays an important role in arousing the emotions of the audience.

Data Availability Statement

Data available on request from the authors.

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Ethical considerations

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Conflict of interest

The authors declare no conflict of interest.

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