Broadcast Story Genre Survey in Television

Maryam Alidaei

Ph.D., Department of Journalist T.V., Faculty of Journalistica, Doushanbe-International University, Doushanbe**,** Tajikestan. maryam.alidaei@yahoo.com

Abstract: Present article is taken away of a research about practical analysis of Genres of journalism that has made don by relying on Post-consultative science, in this research because of closeness of some Genres with literary text, researcher particularly, has tried to pay surveying Genre of broadcast story writing which is named Ucherck. Investigating model of this research is chronological order of events model and in this angle it is paid to influence of literary Genres on mind of viewers and their memorization. On this basis of texts of some broadcast story in visual angle of an individual (individual-based) and on the basis of occurrence time (time-based) has been written and then into rate of perception and memorizing information issued in news, the addresses were assessed. Results of this research is showing the matter that story news writing by observance of sequence of occurrence in news stories in comparison with non-time-based does not result to perception and understanding and better memorizing of realities information existent in broadcast story.

1. Introduction

In researches of many industrial countries, television news are known as the most trustworthy resources in forming of public thoughts, and addressees also know the television as the most important resource for receiving information. For viewers of television news, perception of what they observe is important, because they use them in general conversation and form their social ideas and believes. Since the news consider its spoken through represents documented and live pictures of report subject and live interviews of news resources, it is supposed that it will be remained in mind of addressee (Klein 2003). But last studies have shown that even if viewers remember information existing in television news, it is possible that this information is fault or its meaning is ambiguous. A research shows that out of whole information related to a television news agency more than one third of people can remember, had not been accurate (Jacoby-Hoyer 1982).

Newspaper stories mostly follow of reverse pyramidal structure and on this basis author holds outline of events on the basis of their importance and brings up the most important issues in introduction. But in some news agency the use of a style that in it topic of news is brought up at first and then the cause is explained, then text of news will continue (Stovall, 2002). But finally manner of telling the subject in news agency seldom depends on existent and available pictures, the amount of information of reporter and the rate of existent time for assembling story. Authors and producer of news in the case of having suitable time, sometimes use of story or time-based (Chronological order) (Keller and Hawkins, 2002). This style is different from time-based style, because in it the story begins by an adventure that occurs first, then adventure is specified and topic and its related details by observance of time sequencing is declared. Main feature of story style in evident occurrence sequence model which base of this research, is that story be explained by sequence of time of occurrence and introduction and conclusion in the following it and then compared with a story in which sequence of occurrence time has not explained. May we can say that the best way for telling broadcast story in television is this literary style, in which reporters tells their stories from an individual vision angle (Murray, 1998) (in post-consultative science it is named Oucherk). In another side the best model of writing news is moving from the most attractive part to least attractive part of it. This research by set forth of four hypothesizes and two questions compare perception of addressees of time-based story and non-chronological based story structure in broadcasting of news. In addition, this research, surveys the effect of telling story from insight of a person of news subject on perception and memorizing of addressee.

2.Theoretical Basics of Research:

In most of news agencies, they use simple text for achieving their goal and attraction of addressees. This text could has information nature or as analysis (publicity) or be written in a literature type method (Grasser, 2002). Publicist's writings are on the basis

of current social situations. On this basis publicist use journalistic medium such as statement, thought-newspapers, radio and television because of their speed in delivering matter and transfer it to society. Journalistic nature of publicity when appears that it is published in medium but it does not mean that each publicist's writing is journalistic. Since journalist deliver news and publicist analyses it.

Publicist Genres in television include: News, explain events, plays about economic, art and literature, science, etc. Since in them information are given around special matters. If in a media such as television journalist and publicist have jointly cooperation, publicity of journalistic medium becomes comprehensive and this causes success of media in attraction of addressee, of course it is final goal of each media. Publicity Genres are divided into three complementary groups.

1) News Genres. Intent of these publicities is to accelerate in giving information and accurate analysis. Content base of these Genres is logic of realities and or events and consist of news, interview, reportage. News Genres have special characteristics, new reality and having social importance, relatively little analysis which is result of briefing of truth and low use of literary elements.

2) Analytical Genres. In this group of Genres there are article, borrowing, composition, and summary of newspapers. Among important features of these Genres, is paying to idea on the basis of several truth related to each other.

3) Third group is named as publicity and literary which is considered by researcher in this research. Publicity and literary Genres utilize both publicity element and literary element and the aim is speed in statement and nice statement and literary formation of subject arise from its content. These Genres are about persons and events that are determined in specified name and place and mean of literary statement of subjects is paying to nature and its manner.

Publicist and literary Genres are held in two separated category. First category: Tablet, Genres Ucherk which explains event and person and creates characters in detail.

Other genres of this group have paid to ridicule and penetration of negative events of society are named satirical genres and filitan and Pamphlet are of their examples. Their difference of literary satire is that they lie on reality.

Genre Ucherk is a mix of journalistic and literature and instead of reporting event, picture the event itself. Genre Ucherk (story news writing) is a mix of newspaper and literature style. This genre in look of form and literary structure is similar to genre of story, but in this genre realities are used and value is given to realities. In this genre main character should be introduced in his true name and descent and author cannot plan the flow of event according to his desire. This genre asserts that event clearly and correctly pictured, because in case of doubt about event, addressee on the basis of provided specifications can refer to issued specifications about introduced character. For writing the story main character of story should be deeply perceived and reveal it by all specifications and wishes and goals, to addressee can aware of manner of living of character, imitate him/her or avoid him/her. In classification of this literary genre divided in to three groups, Portrait Ucherk which is named "individual-based" and Ucherk problematic in which report during explaining a work represent the role of persons who participated in this work and the aim of this type is to plan the problem and the other is travelling Ucherck which in this type the reporter in collection of what he has heard and seen, only choose and picture the things that is goal, in this genre when author wants to draw the event as clearer to increase its influence, pictures some implicit events or in case of important, or take action to write them in the case of times of occurrences. But we should know without four factors: character, problem, effect and to explain solution, writing story (Genre Ucherk) is not achieved its goal. Author by using literary skills, during deep relation which arises from joining life of reader to main character of story, provides more perception of story.

According to R. Fisher Walter – Communication Expert (March 1989), human originally is narrator of events. According to this theory, being narrator of humans is on the basis of writing story. In this insight, retelling events is one of the main features of nature of human. In other word, humans are experiencing and understanding life such as number of current stories, such as conflicts, special features which has beginnings, middles and ends.

But in this among, creator of literary text should effort in selection of subject, then writing subject, literary forming of story, to both be acceptable for reader and more attract senses of addressee (Y CMOHOB H., 2009) and thus news in form of story news melodrama has the highest rate of notice and memory near addressee.

3. Reporter and Drawing Attention of Addressee

Reporter for drawing attention of addressee to news by writing text as documented melodrama, broadcast story melodrama, during providing

remembered aim, close news to addressee and resulted in better memorization of it. Upon this, another research scopes about television news is assessment of rate of addressees' understanding and memorization of a news program. Reason of interesting of researchers to addressee's memory is hidden in this reality that the first step in investigation of effect of new on an addressee is assessment of memory of him/her immediately an hour then or even many days after viewing the news. Because, if a news didn't remind in memory of addressee and he/she does not remember it, in view of researchers we cannot claim that news has influenced on memory of addressee and thus, make a relation between two factors of form of presenting new and resulted changes in memory of addressee. Researches show that whatever the rate of attention to a news program is more, perception of addressee of mentioned news also naturally is became more and finally memory of addressee goes higher than content of mentioned news. In this subject, whatever, making more interesting the news, i.e, increasing the rate of entertainment in a news program, is one of the important methods in direction of drawing attention and improving memory. On the basis of Brown Yensen's researches addressees, news report in the form of simple and human broadcast story create higher rate of memory among addressees.

Therefore, with regard to mentioned views mentioned theories, research model I used in my plan is sequence of occurrences of events to can pay to inspection of effects on this genre. In this model occurrences in account of important (unchronological-based) or through chronological based (occurrence moments) is considered that with regard to individual-based was brought up at the first of this theory, we can classify them as bellow and use them. 1) Chronological based, individual-based broadcast story structure; 2) non-chronological based individual-based broadcast story structure; 3) non-individual and non-chronological based broadcast story structure; 4) individual-based, chronological based broadcast story structure.

4. Research Background:

The goal of story comprehension is to obtain a coherent representation of the situation in long-term memory (Zwaan & Radvansky, 1990). Retrieval of this information depends upon how many situation models are created during the original exposure to the story. resulting in either a longer time to recall specific information or no information may be retrieved. However, if there is a single situation model created, there is less interference, resulting not only in a more coherent representation, but shorter retrieval time in recalling related facts. Zwaan and his

colleagues(Radvansky, Zwaan, Federico, & Franklin, 1998; Zwaan, Langston, & Graesser, 1995; Zwaan et aI., 1995; Zwaan & Radvansky, 1998) conducted a similar study using "talking head" broadcast stories on a space shuttle trip and skydiving. Two versions of the stories were used between participants-the original broadcast story and a version rewritten in chronological order. In order to test for accuracy of memory, a multiple-choice test was administered immediately after the mini-newscast. Although the study did not find support for a main effect for story style, the author found that the skydiving story written in the chronological narrative produced more accurate memory than the same story written in non-chronological style. We use situation models to comprehend texts. As we follow a text, we construct a situation model based on this text. As new information is encountered, we incorporate this information based on the situation model currently in memory. Kelley (2003) conducted a similar study using "talking head" broadcast stories on a space shuttle trip and skydiving. Two versions of the stories were used between participants-the original broadcast story and a version rewritten in chronological order. In order to test for accuracy of memory, a multiple-choice test was administered immediately after the mini-newscast. Although the study did not find support for a main effect for story style(e.g., Brosius, 2003; Brosius & Bathelt, 1994; Gibson & Zillmann, 1994; Zillmann, 1999; Zillmann & Brosius, 2000), the author found that the skydiving story written in the chronological narrative produced more accurate memory than the same story written in non-chronological style. if a story is explained through one person's point of view, viewers are able to comprehend these stories better than if the story has little personalization. Personalization of a news story, that is, referring to a central news source and how that person is affected by the story's event, can reflect narrative discourse. Similar to a protagonist of a story, a news subject explains his or her own version of the news event. Details about the news event can be weaved into this story, compared to a standard news story that reports several facts and several points of view. Situation models are used to interpret and evaluate later information an individual might encounter(Bower & Morrow, 1990; Schank & Abelson, 1995; Wyer, 2004).Exemplification theory suggests that comprehension of concrete examples is much better than abstract information. Because comprehension for these exemplars is better, they are more easily retrieved later. Research investigating the effect of exemplars on judgments relies on the assumption that these case histories are more vivid, and therefore create stronger memory traces than base rate, or more statistical information A situation

model could have an exemplar, or a person, as the header of the situation model(Wyer, 2004).

On the basis of mentioned studies, theories bellow for foundation of this research brought up and took action about its prove in television. Theories on the basis of which phases research has made, has two procedures:

1) European researchers who more by art of writing news, interview and reportage draw attention and know newness of occurrence and its attractiveness base of this practice.

2) Post-consultative researchers who confirm all cases, also remember other genres such as article, tablet and uchrek which the aim of these writings is leading of thought.

Really, knowing these two theories clears us this truth that what should be said and what should be displayed. This withdrawal of researches is very important for better knowing of professional activity of television reporters and analyzing their written. Therefore, here two questions arise about this research:

1) Research Question 1) Whether, interaction between two style of chronological based and individual-based resulted in perception of more number of truth existed in story?

2) Research Question 2) Whether, interaction between two style of chronological-based and individual based resulted in more exact remembering of existent information in story?

In order to response to considered questions there are four theories:

First Theory: In comparison with stories that are written in non-time-based story frame, the events of stories which are written in story structure of time-based are better remind.

Second Theory: In comparison with stories are written by non-based-time structure, identification of information in stories written by time-based story structure are more accuracy.

Third Theory: Stories that consist of specified axial character in comparison with stories does not have axial character, better are reminded.

Forth Theory: In comparison with stories that are not character-based, information provided in character-based stories could be realized more exactly.

5. Methodology
Method of Research:

This research that was performed in measuring approach (interview, questionnaire) was a plan mix of structure of story (chronological-based against non-chronological-based), (individual-based against un-individual-based). Criteria existed in selection of story subject were: Structure of story, individual-based, and title of story. The only criteria existed in selection between two subject was layout. Latin square method for designing story titles layout, was used. Therefore, each type of story (for example chronological-based/private) in all story layouts in each position only once appears.

6. Statistic Society

202 persons were invited for performance of test. Participants divided in groups of 10 persons and each of them, randomly were given one of the 16 tapes. Surveyor gave remarks to participant in the case of importance of research and that how individuals process news message of television. Also, participant were told that have fully notice to messages, because after representing messages they would be examined. This practice was made in order to ensure viewer full attention to report text. After showing considered tape, for 10 minutes an unrelated text for studying provided to participant in order to keeping a way the attention of viewer of subject of broadcasted report.

Then packet content of questionnaire distributed among them and gave 3 minutes time to participant to remember each key point they could, remember about broadcasted news. After 3 minutes against each key point 2 minutes time was given to participants. Participants expressly were noticed that to the end of two minutes don't go to the page they haven't remember or to next point they have remembered. Then four response tests represented to them. After that all participants filled up their sheets, they were interviewed and after appreciation left.

Each participant viewed 4 main broadcast story were placed in two sub-broadcast story. On this basis, participants viewed a story in style of non-chronological-based and individual-based, a story of individual-based in chronological-based style and four stories in chronological-based style and non-individual-based. In stories which were written in non-chronological-based style, topics of story at first was began by an event and at the end was ended by other event. Individual-based stories were followed angle vision of an individual and on the basis that this individual how experienced occurrence were shifted.

7. Experiment Cases:

Stories were taken from general affairs related to news channel of radio-television of Iran. Since origin of stories in the case of subject was very far from thought circumstance of participant, probability of familiarization of participants with generalities of stories was very weak. Therefore in an interview was performed by participant, this question was asked that if they had viewed a story about that position and

place before in news media? None of participants didn't declare that they have viewed the stories before. One of the stories was that in a hospital lift is damaged and 11 persons for 1.5 hours were caught in it. The second story was reported damages arise from a huge flood in north of Iran. The third story displayed consequences of flood in Zahedan province and fourth story paid to the subject of a man that his children falls in port and two driver of trailer help him and save his children. Two un-considered story was related to event of preparation of candidates of taking part in conquered and flow of hard accident in Tehran-Karaj highway that had resulted to killing of 14 persons.

8. Related Variables:

Remembering: For remembering two scale of non-remembering and remembering were used. The non-remembering scale is for determining what stories are more significant for participants. Scale is having reflector remembering of situation of a real life in which we use of lists, topics or similar titles to participants remember information exiting in conversations.

Non-remembering scale was classified from 0 to 30 (0=Individual didn't remember anything, 1= person only remember subject of story, 2= Individual remember main port of story, 3= individual remember main point and details). This issue is a mix of classification non-remembering by using of Ganter, Gliford and Berry (1980) and Edwardson, Kent, Engstrom & Hofmann (1992). For remembering, participants were given 1 or 2 advising word (for example "lift" or "flood") and they were asked, all information they can explain about these two words. Remembering or reminder by using of Rabinson and Levy (1986) criterion, they were classified between 0 to 8 (0= wrong remembering, 1= lack of remembering, without response, 2= remembering a little thing without details, 3= ambiguous, general response related to story, 4= remembering little of details of story without main details, 5= remembering main point without details, 6= remembering main point with a one case of details, 7=remembering main point with two case of details, 8=remembering main point with 3 or many cases of details)…

9. Recognition Accuracy:

A multiple choice test on the basis of 10 propositions about each four story title provided. This 40 question test for assessment of amount of accuracy of memory of participants in these stories designed. For each question, there were four options only one of them was correct response. Reported results were explanatory of percent of correctness and

25% also for probability of non-responding were considered. For each story results in each group of participants calculated.

10. Review of Research Findings and Conclusion:

For achieving to manner of influence of news stories on addressees we paid to analyzing of four type of story. For achieving to scientific glance in this field, differences were investigated. Participants attended in related experimental test (viewing stories and response to questions) and results were investigated and results by using Analyzing Of Variance or ANOVA were analyzed and point of this method is that they can used simultaneously for investigation of several independent variable. ANOVA is a multipurpose statistics which is common in mass media researches. For reviewing impact of sequence, one ANOVA side method on the basis of all depended variables applied. Because sequence in this analysis was not in important factor, this factor removed from consecutive analysis. All hypothesis and questions of research by using of two variables 1(chronological and non-chronogical) 2 (individual based) is done and repeated measurement of ANOVA is on dependent variables. In this method each group are exposed to experimental different behaviors then assessment is done. Resulted remarks from measurement, are used for ratio calculation of variance, known as F ratio are used. In ANOVA sum of square of groups (individuals under surveying) inside groups (individuals under surveying) and totally (sum of figures within and inside of groups) are calculated. Sum of squares within groups and inside groups divide to freeness degree to gain an average in power 2 (M). After calculation amount of F of variables, for measurement of degree there is relation between two variables. But the most applicable of them that is Pierson moment cohesion coefficient which usually is shown by r which is fluctuations between -1 and +1 which +1 is showing full positive cohesion and the least amount is 0 that shows that there is no relation between two variables. Power of relation of variables only is related to figure not to its sign. For example cohesion of -0.83 is a relation stronger than of cohesion of +0.32. If its rate is between 0.40 to 0.70, should name the relation balanced, while between 0.71 and 0.90 should be known very much. A capital r means that probability of correctness of value of a variable foreseen by accuracy survey of another variables which is correlated with it, is very much.

Beside this co-efficient, there is another co-efficient in the name of (partial correlation) which is shown by letter **P**, which another variable, impact on relation between two dependent and independent variable. Then after final calculation by SPSS

software and compatibility of achieved number with related statistics tables, took action about analyzing of gained information.

First theory) In comparison with stories are written frame of non-chronological-based story, events of stories which are written in frame of chronological-based story structure, more can be remembered.

In this theory it is anticipated that participants percept more realities in chronological story structure into stories with non-chronological structures.

$$F(1,202) = 4.28, P < .05, partial\eta2 = .02$$

But free remembering of each participant of each type of story form has been in opposite direction. By using free remembering scale (no part of history is not reminded) to 3 point (main points and some remember details are reminded) free remembering of participant to stories in non-chronological form M=.9 considerably (meaningful) was higher than free remembering of participants in chronological story structure M=.76, and in remark remembering there was not seen also considerable difference in story and non-chronological structure F(1,202)=.03

Second theory) In comparison with stories are written by non-chronological-based structure, identification of information in stories which are written by chronological-based story structure, are more accurate and thus second theory is not confirmed F(1.2020)=2.48,P>.10.partilaη2=.025

Third theory) Individual stories would have better perception into non-individual stories.

F(1,2020)=5.07,P>.05.partilaη2=.04.

For free perception, influence of individual-based is more and results relative to what was foreseen, was in opposite direct. Amounts of average of addressees perception M=.78 for individual based-stories against non-individual stories M=.88, axis shows that participants remember individual-based stories less than non-individual-based stories and thus 3rd hypothesis is not confirmed.

Fourth theory) foresees that stories with individual perspective will follow more accurate perception for realities. Research measurements didn't show high influence of personalization for perception of story. Therefore, fourth theory also is not confirmed.

F(1,2020)=1.65,P>.10.partilaη2=.02

Also resulted conclusions about questions show that:

First question of research: There is not any type of interaction individual-based and chronological style in free remembering F(1,2020)=1.41, P>.10 or sign of television broadcast story F(1,2020)=2.14,P>.10.

Second question of research: Variance analysis in measurement of accuracy identification, created an interaction between chronological style and individual-based. Calculations show that there is a type of individual-based entering and chronological story structure in identification accuracy of the information is taken in this story in the case the story is individual-based, would be more. Conversely, if the story is not individually, accuracy of information identification existence in story in the case of writing to a non-chronological style becomes worse.

11. Discussion and Conclusion:

Conclusions of these studies show that writing news by observance of chronological sequence in story in comparison with non-chronological structure don't show good memory for seeking realities and don't result to better remembering of existence realties in story. Indeed, inspire of forecasts, non-chronological stricter showed better remembering for issuing information in stories. But in sign remembering (that exactly remembers important or special points) story structure or identity data have not any effect. Of course these results is against forecasts and researches was made on behalf of researchers such as Lang (1988) and Kelly (2003) that was showing chronological-based stories are resulted to more accurate remembering and events of stories.

Lang (1983) in his research achieved basic influence of chronological style in accuracy of identification and only one of these two subjects show better remembering in chronological style to non-chronological style. Kelly (2003) also found basic effects on accuracy of identification only in one story subject. But this research had accuracy of identification in comparison with many story together. In these studies also it was foreseen that individual-based story was resulted to enhancement of reader's perception for finding realities of television broadcast story. However there is very few researches in impact of individual-based in perception and remembering of addressee in television broadcast story, but it forecasted that if addressees focus on broadcast story, remembering would be higher. In other word, if the story became individually, this news subject is as a label in memory which helps to remembering. Results show that the stories have not any individual perspective, follow more remembering.

In addition there have not been any main effect for chronological sequence or individual-based in identification memory. However, participant were able remember more information by non-individual and non-chronological stories. But accuracy of identification didn't show any effect for two factors.

But there is very interaction between story structure and identification memory of participant in story. This important interaction of chronological and individual story showed that in accuracy of memory there is entering, especially when two factor are in practice. When the story is used in the form of non-chronological structure, these memories for individual stories is caused problem. If the story is in the form of chronological structure and the story has not individual perspective, identification memory would practice better. Van in conflict with results of researches of Van Den Brok showed news texts are read quicker than literary texts. He concluded that news texts readers don't effort to memorize unrelated and low important details, because readers of news texts don't combine these details in position model and for this reason it should be created a better model of position. Here it is necessary we refer to separation of "literary" and "story" conditions. In story structure, mean of literary style is referring to language in use, while, style of story refers to the events that is occurring and or events which has happened in past.

Van Den Brok associated with Zwaan researches (1994, 1993), more emphasized on aim of individuals to the reading of text to the text itself and if individuals read the text in order to learning, they will have explanatory understanding. And in another research they displayed that chronological of reading for news text is longer than chronological of reading for literary texts. On this basis they suggested because of pause in identification and understanding the texts on behalf of readers, chronological of reading news become longer.

Also they concluded that the readers of news texts displayed a behavior in type of more study and surveying into other readers of literary texts. Also they suggested that because of variety of explanatory text structure (against integrated structure of literary texts) process of comprehension for these genres would be different. According to previous researches of Zwaan, stories in which chronological sequence is observed have better remembering and viewers process information on the basis of chronological index. It is better other indexes in narrative literature considered.

13. Suggestion:

Since, society use of television news for learning, it is important we use researches about television application in society and remembering of news. Results of this experiment show that text of television news is not processed in the same approach of literary texts and by revision in models of comprehension and correct choose, we facilitate comprehension of television news texts. Since picturing and voicing and also immediate speed of information, make the process of information in television news more complex and researches in television news should combine two aspects of communication and recognition psychology to have clear picture of individual process relative to television news. This type of researches for researchers would useful want to know how enhance perception and memorization of addressee for television news.

Corresponding Author:
Maryam Alidaei
Ph.D., Department of Journalist T.V., Faculty of Journalistica, Doushanbe-International University, Doushanbe, Tajikestan
E-mail: maryam.alidaei@yahoo.com

Resources:
[1] Brad , kalbfeld .(2000) "Associated Press broadcast news Handbook " MC GRAW HILL(Paperback) ,by 1 edition .
[2] Bradford, Mary Beth.(2006) :narrative story structures and personalization. Approaches to Television News Storytelling.
[3] De Boer, C., & Velthuijsen, A. S. (2001). Participation in conversations about the news. International Journal of Public Opinion Research, 13, 140-158.
[4] Graesser, A. C., Olde, B., & Klettke, B. (2002). How does the mind construct and represent stories? In M.e. Green, J. J. Strange, & T. C. Brock (Eds.) *Narrative impact: Social and cognitive foundations* (pp. 229-262). Mahwah, NJ: Erlbaum.
[5] Gunter, B. (1987). *Poor reception: Misunderstanding and forgetting broadcast news.*
[6] Jacoby, J., & Hoyer, W. D. (1982). Viewer miscomprehension of televised communication: Selected findings. *Journal of Marketing,* 46, 12-26.
[7] Keller, T., & Hawkins, S. (2002). *Television news: A handbookfor writing, reporting, shooting, and editing.* Scottsdale, AZ: Holcomb Hathaway.
[8] Kelley, M. (2003). Remembering the news: The effect of chronological presentation of information on memory for broadcast news. Paper presented to Association for Education of Journalism and Mass Communication, Kansas City, MO.
[9] Klein, R. D. (2003). Audience reactions to local TV news. *American Behavioral Scientist,* 46, 1661-1672.
[10] Lang, A. (1989). Effects of chronological presentation of information on processing and memory for broadcast news. *Journal of Broadcasting and Electronic Media, 33,* 441-452.
[11] Lang, A., Potter, D., & Grabe, M. E. (2003). Making news memorable: Applying theory to the

production of local television news. *Journal of Broadcasting & Electronic Media,* 47, 113-123.

[12] Murray, J. (1998). 'Textbook examples' from a photographer's reporter. *News Photographer,* 53(12),34-37.

[13] Radvansky, G. A., Zwaan, R. A., Federico, T., & Franklin, N. (1998). Retrieval from temporally organized situation models. *Journal of Experimental Psychology:*
Learning, Memory, and Cognition, 24, 1224-1237.

[14]R. Fisher Walter. (March 1989)   Human Communication as Narration: Toward a Philosophy of Reason, Value, and   Action .University of South Carolina Press; Reprint edition 220 pages

[15] Robinson, 1., & Davis, D. K. (1990). Television news and the informed public: An information-processing approach. *Journal of Communication, 40(3), 106-119.*

[16] Rosenstie1, T., Gottlieb, C., & Brady, L. A. (1999). Local TV news: What works, what flops, and why. *Columbia Journalism Review,* 37(5),65-70.

[17] Roskos-Ewo1dsen, B., Davies, J., & Roskos-Ewoldsen, D. R. (2004). Implications of the mental models approach for cultivation theory. European Journal of Communication Research, 29.

[18] Rubin, D. C. (1995). *Memory in oral traditions: The cognitive psychology of epic, ballads, and counting-out rhymes.* Oxford University Press: New York.

[19] Schank, R. C., & Abelson, R. P. (1995). Knowledge and memory: The real story. *Advances in social cognition* (Volume 8, pp. 1-85). Hillsdale, NJ: Erlbaum.

[20] Schwartz, Jerry.(2001) Associated Press Reporting Handbook (Paperback) _. McGraw Hill Text; 1 edition

[22] Stovall, J. G. (2002). *Writing for the mass media.* Needham Heights, MA: Allyn & Bacon.

[23] Television news comprehension from an information processing perspective. *Journal of Broadcasting,* 27, 1-23.

[24] Woodall, W. G., Davis, & D. K., Sahin, H. (1983). From the boob tube to the black box: Television news comprehension from an information processing   perspective. *Journal of Broadcasting,* 27, 1-23.

[25] Wyer, R. S., Jr. (2004). *Social comprehension andjudgment: The role of situation models, narratives, and implicit theories.* Mahwah, NJ: Erlbaum.

[26] Zwaan, R. A., & Radvansky, G. A. (1998). Situation models in language comprehension and memory. *Psychological Bulletin,* 123, 162-185.

[27]Нуралиев А., (2004) Жанрњои ахбории матбуот. Душанбе, Деваштич, , 146 с.

[28] Муродов М.(2008) Асосњои фаъолияти эљодии журналист. - Душанбе, Эљод, , 88 с.

[29] Саъдуллоев А. (2008) Нальвои нальотофарин. Мальмӯаи маќолањо. - Душанбе,. 112 с.

[30]Саъдуллоев А. (2007). Шоев М. Асосњои журналистикаи телевизион, ль. 2. Душанбе.

[31] Усмонов И. (2005),   Журналистика. Љь.3. - Душанбе, 480 с.

[32] Усмонов   И.   (1999),   Назарияи публитсистика.- Душанбе, Шарќи озод, 98 с.

[33]Усмонов И. (2009). Жанрњои публисистика, Душанбе160с.

[34] Усмонов И. (2001, 2008). Журналистика, ль. 1-3, Душанбе.

6/28/2011