Table of contents

List of tables IX

List of figures XI

Acknowledgements XIII

CHAPTER 1
Introduction 1

CHAPTER 2
Personalisation in mass media 9
2.1 Mass media communication between impersonality and personalisation 11
2.2 Personalisation and linguistic immediacy 18
2.3 Public, private, involving, and immediate 23
2.4 Modelling personalisation 31

CHAPTER 3
Data collection 37
3.1 Working with online data 37
3.2 Characteristics of the online news sites 40
3.3 Overview of collected data sets 42
3.3.1 The online data 42
3.3.2 The *Times* from 1985 48
3.4 Technical aspects 49
3.4.1 Zotero snapshots 50
3.4.2 Screenshots 51
3.4.3 Inconsistencies between formats 51
3.4.4 XML format 52
3.5 A comment on statistics 55

Landert, Daniela
Personalisation in mass media communication
2014

digitalisiert durch:
IDS Basel Bern

CHAPTER 4
Feedback and interaction 59
4.1 Audience interaction in mass media communication 61
4.1.1 Modelling audience interaction 61
4.1.2 Interaction on online news sites – a brief history 65
4.2 Forms of feedback and interaction 67
4.2.1 Indirect feedback 67
4.2.2 User comments 69
4.2.3 Opinion polls 75
4.2.4 Contact details and profiles 77
4.2.5 Audience content 79
4.3 Strategies for integrating user-generated content 83
4.3.1 Separation: The *Times Online* and the *Guardian* 85
4.3.2 Integration: *BBC News* 87
4.3.3 Blurring: The *Mail Online* and the *Sun* 89
4.4 Summary and conclusion 91

CHAPTER 5
Visual elements 93
5.1 Overview of visual elements in news articles 94
5.2 Images and personalisation 97
5.2.1 Functional relations between visual and textual elements 99
5.2.2 The content of visual elements 105
5.2.3 Interactive functions of images: How the content is depicted 108
5.3 Case study: Visual elements in reports on the Edlington hearing 114
5.4 Summary and conclusion 124

CHAPTER 6
News actors 125
6.1 Official, private, and celebrity actors 126
6.2 Main topics and actors in top-listed news articles 131
6.2.1 Topic categories in news articles 132
6.2.2 Actor constellations in different topic categories 134
6.2.3 Topic categories across news sites 136
6.3 Representing the actors 139
6.4 Case study revisited: Personalising content in reports on the Edlington hearing 144
6.5 Summary and conclusion 158

CHAPTER 7
Direct speech 161
7.1 Forms of speech representation 163
7.1.1 Leech and Short's classification 164
7.1.2 Faithfulness claims 166
7.1.3 Modifications to Leech and Short's classification 170
7.2 Functions of direct speech 174
7.3 Frequency of direct speech 180
7.3.1 Quantifying direct speech 180
7.3.2 Direct speech across subcorpora 183
7.4 Source types 186
7.4.1 Categorisation of source types 187
7.4.2 Named, identified and anonymous sources 192
7.4.3 Private and official sources 194
7.5 Summary and conclusion 197

CHAPTER 8
Personal pronouns 199
8.1 Reference of first and second person pronouns 200
8.2 First and second person pronouns as features of immediacy and involvement 207
8.3 Frequency of first and second person pronouns 210
8.3.1 Identification of first and second person pronouns 210
8.3.2 First and second person pronouns across subcorpora 213
8.4 First and second person pronouns within direct speech in news articles 215
8.5 First and second person pronouns outside of direct speech in news articles 233
8.6 First person singular pronouns across different types of articles 237
8.7 Summary and conclusion 242

CHAPTER 9
Conclusion 245

References 257

Appendix A. List of articles 271

Appendix B. Statistical tests 281

Author index 291

Subject index 293