

# Abstract

Since the 60's the news values belong among the important topics of media studies. Until now they had focused mainly on analyzing and criticizing newswriters' praxis, or on a cultural point of view which covers examining the nature of journalism (usually the Euro-American one) and expectations of audience. (Not to speak of the attempt to define the very news values, i.e. to set their list which would be supported by relevant praxis.) However, most of the studies understand the news values as an aspect of the final news and do not pay attention to the relation of news values and the structure of the news (except for various analysis of different types of bias: e.g. the logical, ideological, rhetorical one, and so on); the structural level which still remains neglected is dividing the news into separate utterances. In this study I focus on the relation of the news values and utterances of the news because it offers an interesting space for enriching this topic which is moreover directly connected with the question of influence of the news values on news creation (not only on their consequent analysis) for this is just the utterances what is the news made of. The study tries to consider not only the structural level of the news content but also the perspective of newsmakers' practice and various contexts the news values enter (mainly the philosophically-ethical one).