

The Interrelation between News Stories and Anchor Comments as Macrostructures*

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The purpose of this paper is to apply the seven textuality criteria of Beaugrande and Dressler (1982) to general news reports and examine the relationship between news anchor comments and news stories. Indirect quotations in which others' words are transformed into one's own represent the most typical application of intertextuality. Accordingly, an examination of the relationship between news articles and anchor comments is intended to reveal an existence of intertextuality clearly. Textlinguistics perceives a news article as a piece of text. The current study makes a contribution to the literature in this area by examining how anchor comments can be classified and what makes such classification possible.

Key words: textuality, intertextuality, macrostructure, news text, textlinguistics

1. Introduction

Everyday, virtually identical events are reported by print and broadcast news. It should be obvious to anyone through a simple comparison of a day's worth of print, television, and radio news that the same events are reported differently pursuant to the discrepancies in medium. These discrepancies are determined by whether the report relies entirely on printed matter or an auditory medium or whether video is added as an ancillary. What is interesting here, however, is that the same events are not necessarily conveyed identically even if it goes through a single medium. For example, newspaper A might report one event focusing only on the details of that event while newspaper B not only presents the details but also analyzes its causes and lays out forecasts of how it might unfold. The

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same can be said of broadcast. The reason that identical events differ by medium or by the reporter is because an event goes through the process of “newsification”, and once it does, the news so constructed is not an event but in fact an interpretation of an event.¹⁾

Today, the view that the news mirrors reality is losing ground to the claim that what is shown or publicized through the news is not ‘reflected’ but ‘interpreted’. Ever since journalism studies started distinguishing between the concepts of ‘news’ and ‘reporting’ deviating from the traditional view that news is ‘new information’, news has come to be perceived as ‘that which is presented by a reporter in the employ of the media to gain the attention or pique the interest of readers through a selection of events or issues which are socially important or attractive to human sensibilities.’²⁾ After accessing an event through the news media, many believe that the events have been presented ‘as is’. Even in the case of identical media, however, the text creator selects those possibilities which subconsciously or otherwise conform to his world and in this regard, no medium is completely independent from the subjectivity of the text creator. News above all is not independent enough to purely reflect social phenomena. It is formed in the context of how a reporter or editorial board perceives a specific phenomenon, what functions the news corporation serves, what the political, economical, and social standing of the news corporation is at the time the news was written, and how readers receive the news.

The purpose of this paper is to apply the seven criteria related to textuality as postulated by Beaugrande and Dressler (1981) to the general news and investigate the relation between news anchor comments³⁾ and news stories.⁴⁾ Seeing that indirect quotation where others’ words are transformed into one’s own is the most typical application of intertextuality,⁵⁾ I believe that the investigation into the relation between news

1) According to Kress (1983), such ‘interpreted news’ must go through several stages of article structuring before it is complete, and therein several inherent elements are excised or distorted; this is called a ‘structuralized news construction process’.

2) Kim (2002, pp. 13-16) distinguishes between reporting and news and explains that ‘reporting’ is an ‘act’ wherein a reporter extracts and presents events or issues, and ‘news’ is the objective entity which is created through such an act, i.e. the product.

3) hereinafter ‘anchor comment’

4) Intertextuality as a hybrid standard between coherence and cohesion is a concept which encompasses the knowledge that text users have of other texts in the process of their creation and acceptance.

5) Koh (1999, p. 175).

articles and anchor comments can reveal intertextuality in the clearest light. Ever since the concept of 'reporting' has been instituted in television, the role of the 'news reporter', i.e. the anchor, has become the center of much attention. Therefore, studying how anchor comments which present an event can be classified and studying what it is that makes such categorization possible is a task worth the effort in textlinguistics which perceives a news article as a piece of text.

2. Anchor Comments as a Macrostructure

According to Newsom and Wollert, news is defined as that which people wish to and need to know; and news must have honesty, accuracy, and fairness as basic qualities.⁶⁾ These qualities are closely related to the integrity and competence of the person who is writing the news article. That is, honesty requires that the reporter truthfully convey the content of an article and accurately quote the informant. Accuracy implies that there should be no mistakes from basic orthography to the most abstract content and fairness requires that the article be unbiased. Therefore, accuracy tests a reporter's competence and fairness, a reporter's integrity.

Also, news needs to be simple, concise, objective, and interesting.⁷⁾ Simplicity and conciseness among these are linguistic aspects. People who have access to news display a wide-ranging diversity in terms of age, schooling, and occupation. The composition of news which targets such an amorphous mass requires simplicity and conciseness. Simple and concise writing allows fast and comprehensible access. These two characteristics could be further lumped under the rubric of 'readability' when seen in terms of understanding a text. The language of television news is mainly an auditory medium. It could be said in this sense that readability is irrelevant because the content of an article is not read with the eyes. Because broadcast language is unilateral and transient, however, it needs to be easily accessible; and thus readability in broadcast language could be said to be even more important.

News articles which rely on printed media such as newspapers and those which rely on spoken media such as television news are different not only in

6) Newsom and Wollert (1985, p. 11, pp. 32-34).

7) G. F. Mott (1962, pp. 50-56).

terms of the relaying apparatus but also in terms of whether its access is restricted by time and place and which technologies are implemented.⁸⁾ Also, the presenter of the news can only be identical to the creator in the case of newspapers but television is further set off by the fact that anchors and reporters exist side by side. In this case, not only are the roles of the two distinguished, but a power relationship develops between the two.

According to Lee (2002), public communication texts forge a network of intertextuality through an idiosyncratic method. These texts between themselves display numerous relations of reference and are diversely intertwined like a net. This network could arise purely through hidden processes or, according to circumstances, be revealed explicitly. If the field of discussion is narrowed further to the intertextuality between news composition by television news writers and news reporters, i.e. between news stories and anchor comments, the results would be even more salient. This is because anchor comments are without exception rewrites of an original news article. Of course, in the case of straight reporting where an anchor simply reads an original news story, it is impossible to discuss such intertextuality; but in the case of general news programs where a news article written by a reporter has been further refined and administered by an anchor for use as an anchor comment, it is possible to discuss intertextuality on a linguistic level because an explicit process of text rewriting exists in between.⁹⁾ Furthermore, Van Dijk termed macrostructure that which consists of simple and generalized contracted semantic structures that were created by deletion, ellision, generalization, and structuring of complex and detailed semantic structures. This chapter will view anchor comments as the macrostructures of an original news story and will discuss the intertextuality of a news text through the three tiers presented by Lee (2002, p. 122): the grammatical tier, the propositional tier, and the functional tier. Such work is possible on the assumption that the semantic macrostructure of a news text is realized in

8) It is possible to use more diverse, advanced technology on television. It is possible to use computer technology to create dramatic scenes and ENG (Electronic News Gathering) to speedily transmit live news.

9) In discussing the relations of intertextuality in rewriting through an indirect realization where explicit indices exist, Lee (2002, pp. 122-123) pointed out that in order to discover how much of an original text remains intact in a realization, it is necessary to survey the first text and related references to compare relevant, inserted phrases, or in some cases, to compare the simultaneous rewritten transformations of several texts. He also posited three tiers for analyzing rewriting relations in terms of grammar, proposition, and function which were derived from Brinker's (1992) three language tiers for analyzing microtexts.

the introductory comment by the anchor to each separate news article. In sum, news headlines or an anchor's introductory comments are created in the process of a news producer summarizing and presenting a news item's core elements. The central arguments of a single news text become headlines and anchor comments through a specialized process of summarization. There is the possibility, however, that the summarization could be influenced by subjective factors or distorted because the purpose of news producers is not to factually summarize the central arguments of a news item but to emphasize and magnify the elements they regard as important. Therefore, a single news text is divided into themes which are emphasized and themes which are boldly discarded through the macrostructure of anchor comments.

This paper will not limit itself to Van Dijk analyses because the analysis herein differs on two points with his. First, this paper mainly deals with the spoken language in television news whereas Van Dijk concentrated on written texts. Second, in addition to linguistic data, visual data as well are included in the discussion. Television news is an amalgam of vocal expression and visual expression. Visual expression clarifies the meaning of vocal expression. However, visual images and linguistic expression do not always form a close correspondence. It is when slight discrepancies appear between the two that the purposeful intervention of the journalist may be manifest.

The composition of anchor comments is a two stage process. The reporter composing the news article attaches his own anchor comment (AM1) above the head of his own article when he submits the news to headquarters. After the anchor receives and reads the main article, he may use the comment (AM1) as is or he might revise it according to his viewpoint and use that (AM2), but it is customary in many cases to revise it somewhat. This paper aims to compare the main article by the reporter, his anchor comment (AM1), and final broadcast version by the anchor himself (AM2) and thereby study the intertextuality between news texts. The following text analyzed in this paper is from a morning news program at a Korean TV station.

The second chapter is divided largely into two parts. 2.1. compares the two anchor comments in Table 1 on the premise that they are the macrostructures of the same text. Here, it can be seen that the macrostructuring rules presented by Van Dijk have been used selectively in the process of summarizing and recapping the original news story to create the two different anchor comments, the macrostructure of the news story. By reviewing which macrostructuring rules bring about certain results from a semantic and expressionistic viewpoint, we may come closer to

Table 1. Transcript from SBS Morning General News on Oct. 6, 2003

Title	Herd of Cattle Departs from Seosan... Embarking on a Thousand Mile Great March (소떼 서산 출발...천릿길 대장정 올라)
Anchor Comment 1	To coincide with the departure of the Southern Delegation to the North, 100 head of cattle raised at the Hyundai Seosan Ranch will also be sent to North Korea. The herd will leave Seosan at dawn today and will be handed over to the North this evening. (이번 방북단의 출발에 맞춰 현대 서산 농장에서 키운 소떼 100 마리도 북한으로 보내집니다. 소떼는 오늘 새벽 서산을 출발해 오늘 저녁 북측에 전달됩니다.)
Anchor Comment 2	To coincide with the event, 100 head of cattle raised at the Seosan Ranch will also go to North Korea. Cattle going North might remind you of the first '98 event when the now deceased chairman Joo-young Chung personally drove the cattle up but this is in fact already the fourth time. Sangbum Lim reports. (이번 행사에 맞춰서 서산농장에서 키운 소떼 100 마리도 북한에 갑니다. 소떼 방북하면 고 정주영 회장이 직접 몰고 올라갔던 지난 98년 첫 행사가 떠오르시겠지만 사실 이번이 벌써 네 번째입니다. 임상범 기자입니다.)
Main Report	<p>(1) Yet dark, Seosan Ranch is bustling with the hustle of putting cattle in trucks. (어둠이 가득한 서산농장이 소를 차에 싣는 작업으로 소란합니다.)</p> <p>(2) The clueless cattle stampede about and harry the workers. (영문을 모르는 소들은 이리저리 몰려다니며 인부들의 애를 태웁니다.)</p> <p>(3) After an hour of difficult work, the task is finished. (한 시간 남짓 실랑이를 겪은 뒤에야 힘겨운 작업이 마무리됐습니다.)</p> <p>(4) The ranch hands' hearts are heavy having raised the herd like their own offspring. (지금껏 자식처럼 돌봐주던 농장 직원들의 마음은 못내 착잡합니다.)</p> <p>(5) {Soonshin Moon/Seosan Ranch Breeder: I feel sad to raise them and then send them off, but if they're healthy over there and breed well, we couldn't be happier} (문순신/서산농장 사육사 : 저희들이 키워 가지고 막상 보낸단니까 아쉬운 점도 있지만 그쪽에 가서 건강하고 많이 번식하고 하면 저희들은 바람이 없죠.)</p> <p>(6) The 'Cattle to the North' project which began in '98 is now in its fourth term, and 100 head of cattle on 11 trucks have embarked on a thousand mile grand march. (지난 98년 시작된 '소떼방북'은 이번이 4번째로 100두의 소가 트럭 11대에 실려 천릿길 대장정에 올랐습니다.)</p> <p>(7) {Dongsam Kim/Seosan Ranch Feeder: We selected and quarantined the healthiest and fastest growing cows to send.} (김동삼/서산농장 사료담당 : 건강하고 성장 발달이 좋은 소를 선출해서 검역을 끝마친 다음에 보냅니다.)</p> <p>(8) Among the 100, 90 are female and a considerable portion have been inseminated and are expected to bear offspring soon. (이번에 보내지는 소 100두 가운데 90두는 암컷이고 이 가운데 상당수가 이미 수정과정을 마쳐 곧 새끼를 가질 것으로 예상됩니다.)</p> <p>(9) The herd which left Seosan Ranch at 4 a.m. will traverse the Seohaean Highway and Jayu Road, undergo a brief admission process at Panmunjum and directly ride the Kyeong-ouiseon land route. (새벽 4시에 서산농장을 출발한 소떼는 서해안고속도로와 자유로를 거쳐 판문점에서 간단한 수속을 거친 뒤 곧장 경의선 육로를 타게 됩니다.)</p> <p>(10) Respecting the wishes of the now deceased chairman Joo-young Chung, Hyundai Asan which organized the cattle donation event will present the herd to the North in Gaeseong. (고 정주영 회장의 뜻을 기리기 위해 이번 소 기증행사를 마련한 현대아산측은 개성에서 소떼를 북측에 전달합니다.)</p>

identifying the true nature of anchor comments. This will be expanded upon and put into practice in Chapter 3, where the anchor comments will be categorized. In 2.2., I will investigate the intertextuality between the broadcast anchor comment (AM2) and the original news story along the three tiers presented in Lee (2002).

2.1. Two Types of Anchor Comment

The two comments, <AM1> and <AM2>, display a difference in selective principle. Whereas <AM1> focuses on summarizing the main points of the original, <AM2> first presents fragmented information and then goes over the contents which are not evident in the original but which viewers might not know very well. To see how much of the original each comment retains, I shall recapitulate the two and enumerate the relevant sentences from the news.

(1) <AM1>

- ① To coincide with the departure of the Southern Delegation to the North, 100 head of cattle raised at the Hyundai Seosan Ranch will also be sent to North Korea. (이번 방북단의 출발에 맞춰 현대 서산 농장에서 키운 소떼 100 마리도 북한으로 보내집니다.) - (1) (6)
- ② The herd will leave Seosan at dawn today and will be handed over to the North this evening. (소떼는 오늘 새벽 서산을 출발해 오늘 저녁 북측에 전달됩니다.) - (9) (10)

(1') <AM2>

- ① To coincide with the event, 100 head of cattle raised at the Seosan Ranch will also go to North Korea. (이번 행사에 맞춰 현대 서산농장에서 키운 소떼 100 마리도 북한에 갑니다.) - (1)
- ② Cattle going North might remind you of the first '98 event when the now deceased chairman Joo-young Chung personally drove the cattle up but this is in fact already the fourth time. Sangbum Lim reports. (소떼 방북 하면 고 정주영 회장이 직접 몰고 간 지난 98년 첫 행사가 떠오르시겠지만 사실 이번이 벌써 네 번째입니다.) - (6)

Whereas <AM1> contains four sentences from the main story, <AM2> has only two. In the sense that <AM1> focuses on relaying as much of the information as possible from the news story compared to <AM2>, <AM1> is

a better macrostructure of the news story. But the essence of anchor comments lies not only in passing on information. Anchors must present accurate information concisely and interestingly if possible. They must furthermore be able to grab the attention of the viewer by piquing their curiosity and bringing to their attention what has not been focused upon so that the viewer can pay attention to the news story with heightened curiosity. This is why the news story is not simply summarized but tweaked to grab attentions and heighten curiosity. This is the reason <AM1> is revised to <AM2>.

Let us compare the aspect of expression in the two comments. The two sentences in <AM1> are all in the passive voice. Even though the focus should be on the cattle, the subjects in both sentences are unspecific nouns (Hyundai or the Southern Delegate) which could have been left out. Conversely, both sentences in <AM2> are in the active voice. In the first sentence, the '100 head of cattle' are active agents who 'go north' making the viewer feel as if he were at the scene, and the second sentence hooks the viewer into the topic (Cattle going North might remind you...) and tickles his curiosity. Saying, 'this is in fact already the fourth time,' makes the viewer think, 'Has it already been that long?' Especially, using the adverbial expressions 'in fact' and 'already' is a device which reveals the intent of the anchor to reveal new information on the premise that the viewer would not know such a fact.

Next, let us look at the length of the sentence. In the original Korean, the first sentence in <AM1> is 38 syllables and the second is 25, which even considering the pauses does not exceed the standard 50 syllable length of a sentence in broadcasting. On the other hand, the first sentence in <AM2> is 30 syllables in the original Korean and is quite normal whereas the second is quite long at 53 syllables. Nevertheless, the sentence has changed from a simple factual representation to a moment where the anchor empathizes with the viewer and the relative boredom is offset.

If <AM1> is an instance of focus on generalization, <AM2> is an instance of focus on deletion and ellision. It can thus be seen in these two instances how an application of the rules of macrostructuring can transform a base text to a macrostructure.

2.2. Intertextuality between Anchor Comments and News Stories

This section will focus on the aspect of rewriting a news story and

study how the anchor comments presented above have been rewritten from a news story. Seongman Lee has analyzed intertextuality on the tiers of grammar, proposition, and function.¹⁰⁾ I shall present how the rewrite was done in Table 2 and investigate each aspect.

Table 2. Macrostructure(AM2) and News Story

Macrostructure (AM2)	News Story	On Screen
<p>Title: Herd of Cattle Departs from Seosan... Embarking on a Thousand Mile Great March (소떼 서산출발... 천리길 대장정 올라)</p> <p>① To coincide with the event, 100 head of cattle raised at the Seosan Ranch will also go to North Korea. (이번 행사에 맞춰 현대 서산농장에서 키운 소떼 100 마리도 북한에 갑니다.)</p> <p>② Cattle going North might remind you of the first '98 event when the now deceased chairman Joo-young Chung personally drove the cattle up but this is in fact already the fourth time. Sangbum Lim reports. (정주영 회장이 직접 몰고 간 지난 98년 첫 행사가 떠오르시겠지만 사실 이번이 벌써 네 번째입니다.)</p>	<p>(1) Yet dark, Seosan Ranch is bustling with the hustle of putting cattle in trucks. (어둠이 가득한 서산농장이 소를 차에 싣는 작업으로 소란합니다.)</p> <p>(2) The clueless cattle stampede about and harry the workers. (영문을 모르는 소들은 이리저리 몰려다니며 인부들의 애를 태웁니다.)</p> <p>(3) After an hour of difficult work, the task is finished. (한 시간 남짓 실랑이를 겪은 뒤에야 힘겨운 작업이 마무리됐습니다.)</p> <p>(4) The ranch hands' hearts are heavy having raised the herd like their own offspring. (지금껏 자식처럼 돌봐주던 농장 직원들의 마음은 못내 착잡합니다.)</p> <p>(6) The 'Cattle to the North' project which began in '98 is now in its fourth term, and 100 head of cattle on 11 trucks have embarked on a thousand mile grand march. (지난 98년 시작된 '소떼방북'은 이번이 4번째로 100두의 소가 트럭 11대에 실려 천리길 대장정에 올랐습니다.)</p> <p>(8) Among the 100, 90 are female and a considerable portion have been inseminated and are expected to bear offspring soon. (이번에 보내지는 소 100두 가운데 90두는 암컷이고 이 가운데 상당수가 이미 수정과정을 마쳐 곧 새끼를 가질 것으로 예상됩니다.)</p> <p>(9) The herd which left Seosan Ranch at 4 a.m. will traverse the Seohae-an Highway and Jayu Road, undergo a brief admission process at Panmunjum and directly ride the Kyeong-ouiseon land route.* (새벽 4시에 서산농장을 출발한 소떼는 서해안고속도로와 자유로를 거쳐 판문점에서 간단한 수속을 거친 뒤 곧장 경의선 육로를 타게 됩니다.)</p> <p>(10) Respecting the wishes of the now deceased chairman Joo-young Chung, Hyundai Asan which organized the cattle donation event will present the herd to the North in Gaeseong. (고 정주영 회장의 뜻을 기리기 위해 이번 소 기증행사를 마련한 현대아산측은 개성에서 소떼를 북측에 전달합니다.)</p>	<p>Subtitle: 3 a.m. today at Seosan Ranch Stamping Cattle</p> <p>Departing trucks Frame of cattle at the ranch and the correspondent</p> <p>Motorcade of trucks in the dark</p> <p>Banner reading <Cattle for Peace> on truck</p>

10) Lee (2002, pp. 122-126).

Rewriting on a grammatical tier means comparing the rewritten sentence to related expressions in the original for alterations in grammatical structure, then identifying how that change has come about. The changes in grammatical structure which should be noted can be classified into lexico-semantic change and syntactic change. Lexico-semantic change is observed through the insertion, deletion, or replacement of words or phrases and syntactic change is observed through structural change or transition between noun phrases and verb phrases.

Sentence ①, '100 head of cattle... will also be sent to North Korea' is an amalgam and rewrite of (1), (9), and (10) from the news story. The lexico-semantic change can be seen in the replacement of '100 head of cattle... will also be sent to North Korea' for 'Seosan Ranch is bustling with the hustle of putting cattle in trucks.', 'left Seosan Ranch at 4 a.m. will traverse the Seohae-an Highway and Jayu Road', 'present the herd... in Gaeseong'. Also, the expression 'cattle raised at the Hyundai Seosan Ranch' is a macrostructure resulting from a process of deletion and compression of (1), (2), (3), (4), and (8). Next, news story sentence (6) which was compressed to macrostructure ② is a rewrite at the propositional tier. This sentence which states that the cattle embarked on a long trip on buses headed north has changed in the macrostructure to imply that it contains new information. This shifts the focus from the 'cattle' to the 'event' and the sentence no longer simply conveys information but is aware of the viewer. In a sense, there has been a change in the judgement of the proposition, and this means that changes on the grammatical, propositional tier brought about a change on the functional level.

Though the realization of subjects has already been discussed above, it is worth noting that only sentences (2), (6), and (9) have the cattle as subject but '100 head of cattle' becomes the subject in macrostructure ①, displaying an intent to reorganize the structure.¹¹⁾ It could be interpreted as an attempt by the speaker to obscure 'Hyundai' which is the real agent shipping the cattle by installing 'cattle', the thematic patient, as the grammatical subject. This is further verified by the reporter's use of the phrase 'Cattle to the North'.

When rewriting through implementation of various compression techniques on a grammatical level and deletion of many related words, many

11) In 2.1, I have discussed the selection of subjects while comparing <AM1> and <AM2>.

parallel structures in a continuous speech act are converted to subordinated internal structure; the complex sentence in ①, 'raised at the Hyundai Seosan Ranch', is an example of this phenomenon.

3. The Classification of Anchor Comments

To critically analyze a media text, there must be a preceding understanding of the social conventions concerning the medium.¹²⁾ The social conventions in this case encompass institutional, social, and cultural aspects and even power relations and ideology. Moreover, when analyzing news texts, an understanding of its context is a prerequisite. Furthermore, an in depth look into the function of anchor comments which derive from a news story is necessary. The anchor comments do not exist simply to introduce the news. A presenter of news, i.e. the anchor, must not only be able to accurately and concisely summarize the contents of a news story in a sentence, but must also be able to include elements which will grab the attention of the viewer; only then is he acting in his full capacity as an anchor. Therefore, the qualities of a good anchor can be summarized as accurate, concise, interesting, curiosity piquing, and fact broaching. In addition, anchor comments must differ according to the nature of the news program, e.g. when morning news programs require more concise anchor comments compared to evening news programs due to the fact that morning viewers are more pressed for time.

I shall lay out a tentative categorization of anchor comments based on comments from the Dec. 3, 2003 evening news by the three public TV networks in Korea.

3.1. Fact Reporting

This type is an anchor comment characterized by its accuracy and conciseness and focuses on reporting the facts. It is mostly used as commentary in hard news such as political issues. Some examples are below.

① President Roh has revealed his plan to deploy troops to Iraq without

12) In the second chapter of his book, Fairclough (1995) presents a comprehensive survey of the approaches to media dialogue.

delay. It is hoped that assembly approval will be obtained within the month. (노무현 대통령이 이라크 파병계획을 지체없이 추진할 뜻을 밝혔습니다. 이달 안에는 국회의 동의절차까지 마무리되기를 기대하고 있습니다.) (KBS)

- ② Starting next year, property taxes on apartments and tenement houses will be assessed according to standard real estate values compiled by the National Tax Service and not area. Property taxes might increase nearly seven-fold for some apartments in the Kangnam area of Seoul. (아파트나 연립주택의 재산세가 내년부터는 면적이 아닌 국세청 기준시가에 따라 결정됩니다. 서울 강남 일부 아파트의 경우 재산세가 최고 7배까지 인상됩니다.) (MBC)
- ③ On International Day of Disabled Persons as designated by the UN, approximately 50 disabled persons affiliated with the Coalition for the Mobility of the Disabled occupied roads around Namyoung station and staged a demonstration. They chained their wheelchairs together demanding an expansion of their right to mobility for 50 minutes before being dispersed by the police. (UN이 정한 세계 장애인의 날을 맞아 장애인 이동권 연대 소속 장애인 등 50여명이 오늘 낮 서울 남영역 부근 차로를 점거한 채 시위를 벌였습니다. 이들은 도로 한복판에서 휠체어를 쇠사슬로 묶고 장애인 이동권 확보 등을 요구하다 50분 만에 경찰에 의해 해산됐습니다.) (SBS)

3.2. Teaser

This category does not summarize and recap the body of a news article. By giving a sentence which hints at a problem or by not giving the answer to the problem, it makes the viewer obligated to watch the ensuing news to obtain information. It uses phrases such as ‘the reality is bad’, ‘the obstacles are not few’, ‘what sort of disease’, ‘it is only right for us to question why they targeted our workers’ to pique the curiosity of the viewer. Here are a few examples.

- ① The reality is much worse for the Philippine company Cielo International, which was supplied the workers from Omu Electronics to send to Bagdad. Special Correspondent Inyoung Kim visited the company in Manila. (오무전기로부터 인력을 공급받아 바그다드에 보낸 필리핀의 실로인터내셔널회사측은 사정이 더 답답합니다. 김인영 특파원이 마닐라로 이 회사를 찾아갔습니다.) (KBS)
- ② As compensation became more difficult, Omu Electronics got into a

tight fix. Omu Electronics is prepared to compensate even with private funds but the obstacles are not few. Sooyoung Jung reports. (사실상 이렇게 보상길이 막막해지면서 오무전기측이 곤혹스러운 입장에 빠졌습니다. 오무전기측은 사재를 털어서라도 보상하겠다는 입장이지만 걸림돌이 한두 가지가 아닙니다. 정수영 기자의 보도입니다.) (KBS).

- ③ A certain certificate being issued by Korean-Chinese churches to Korean-Chinese is stirring controversy. Korean-Chinese are queueing up before dawn in the belief that this certificate will exempt them from law enforcement but the Korean Ministry of Justice says differently. Kyeongho Lee reports how this is so. (조선족 교회가 요즘 중국 동포들에게 발급해 주고 있는 일종의 증명서가 논란거리가 되고 있습니다. 중국 동포들은 이 증만 있으면 단속에서 제외된다는 믿음으로 새벽부터 줄을 서고 있지만 법무부의 얘기는 다릅니다. 어떻게 다른지 이경호 기자입니다.) (KBS)
- ④ A single rat caused a blackout in 21 buildings in Yeouido this morning. (쥐 한 마리 때문에 오늘 오전 여의도 일대 빌딩 21곳에 정전소동이 벌어졌습니다.) (KBS).
- ⑤ It has been revealed that this incident was executed after careful planning by Iraqi resistance forces. It is only right for us to question why they targeted our workers. (이번 사건은 이라크 저항세력들이 철저한 사전 계획을 세우고 저질렀음이 드러났습니다. 그렇다면 이들은 왜 우리 근로자들을 노렸을까 이런 의문이 들 수밖에 없습니다.) (MBC)
- ⑥ The so-called killer flu which originated in North America last month and left 18 dead has spread to Asia. This means that even our country is no longer safe. Youngin Ahn reports on what sort of disease this is. (지난달 북미지역에서 시작돼 18명의 사망자를 낸 이른바, 살인 독감이 아시아 지역까지 번졌습니다. 우리나라도 안전지대가 아니라는 얘긴데 도대체 어떤 질병인지 안영인 기자가 전해드립니다.) (SBS)

3.3. Emotional Projection

Most often employed to report non-political soft news compared with hard news, this type is used to display the emotions of the anchor and maintain a rapport with the viewer. Expressions of emotion such as 'horrible', 'twisted', 'innocent', 'just think', 'unbelievable' are often used.

- ① For those of you enjoy going fishing alone at night, it would be best if you knew that terrible things like this can happen. A gang has been caught that killed and robbed a night fisherman and then

buried him off. (의진 곳에서 나홀로 밤낚시를 하는 분들은 이런 끔찍한 사건도 있다는 것을 아셔야겠습니다. 밤낚시꾼을 살해한 뒤에 금품을 빼앗고 시신을 암매장한 일당이 잡혔습니다.) (KBS)

- ② There is a particularly twisted kind of lady who gets inside houses by tricking grade schoolers that she's a friend of their mother's and steals things. Think of the shock that these innocent children must go through. (초등학교 학생들에게 엄마 친구라고 속이고 같이 집에 들어가서 잠깐 사이에 물건을 훔쳐가는 못된 아줌마가 있습니다. 순진한 아이들이 얼마나 충격을 받게 될까요.) (MBC)
- ③ The unbelievable has happened. Security devices and CCTV's are being installed in our rural areas as well. It's because cows and goats are being stolen from stables. (참으로 기막힌 일입니다. 우리 농촌에도 보안장치와 무인카메라가 설치되고 있습니다. 축사에 있는 소와 염소를 훔쳐가고 있기 때문입니다.) (MBC)

3.4. Sit-Back-And-Watch

Often consisting of just two sentences, this type is characterized by summarizing an incident in the first sentence and sitting back to watch how it will unfold in the next sentence.

- ① Our nation's team, which seemed to be on a roll by beating Germany at the World Youth Championship, lost by a hair to Paraguay. This makes the remaining match with the U.S. even more burdensome. (세계 청소년대회에서 독일을 물리쳐 기세를 올렸던 우리 나라가 파라과이에 아쉽게 졌습니다. 남은 미국과의 경기가 부담스럽게 됐습니다.) (SBS)
- ② It is now four days since strict regulation against Cheongyecheon street stalls has begun. The endless cat-and-mouse chase goes on and on with no solution in sight. (서울 청계천 노점상에 대해 대대적인 단속이 시작된 지 나흘째입니다. 노점상과 단속반원들의 쫓고 쫓기는 몸싸움이 연일 계속될 뿐 해결책이 보이질 않습니다.) (SBS)
- ③ The issuance of convertible bonds through which Keonhee Lee, Chairman of Samsung, transferred management rights to son Jaeyong Lee was unveiled to have been illegal by state prosecutors. The act of issuance itself might be voided. (삼성 이건희 회장의 아들 재용 씨가 사실상 그룹을 장악하게 된 에버랜드 전환사채 발행이 적법한 절차를 거치지 않았다고 검찰이 밝혔습니다. 전환사채 발행 자체가 무효가 될 수도 있습니다.) (MBC)

3.5. Cause Explaining

This type lays out the facts in the first sentence and looks into the causes in the next sentence.

- ① Property taxes might rise by as much as 600% for expensive apartments in Seoul's Kangnam district next year. It's because assessment will be based on market value and not area. (내년부터 서울 강남지역의 고가아파트는 재산세가 최고 7배까지 오를 것으로 보입니다. 부과기준이 면적에서 시가로 달라지기 때문입니다.) (KBS)
- ② The circumstances of Omu Electronics employees as they were attacked are slowly being uncovered. It has been confirmed that they were shot at by a car going the same way while driving at 70 to 80 km/h along the highway. The same as happened to the Japanese diplomats the day before. (오무전기 직원들의 피습 당시 정황이 드러나고 있습니다. 고속도로를 7, 80 km의 속도로 달리다가 같은 방향으로 달리던 차량으로부터 충격을 받은 것으로 확인됐습니다. 바로 하루 전 일본 외교관들이 당했던 상황과 똑같습니다.) (KBS)
- ③ People who go fishing alone at night had better be careful. A gang roving about sparsely populated fishing grounds, robbing and murdering fishermen have been apprehended by the police. (내년부터 서울 강남지역의 고가아파트는 재산세가 최고 7배까지 오를 것으로 보입니다. 부과기준이 면적에서 시가로 달라지기 때문입니다.) (SBS)

3.6. Issue Broaching

One sentence in this type is allotted to reporting the incident or facts and the other broaches the problems that could arise due to the incident.

- ① Not a day goes by without a violent incident in the military. This time, a non-commissioned officer has committed suicide through self-immolation after suffering the verbal harrassment of a superior. (군대 내 폭력이 끊이지 않고 있습니다. 이번에는 상급자로부터 욕설과 폭언에 시달리던 하사가 분신자살했습니다.) (SBS)
- ② Again today, there was a clash between Cheongyecheon street stall operators and enforcement personnel. But the municipal authorities were nowhere to be seen. (오늘도 청계천에서 장사를 하려는 노점상들과 이를 막으려는 단속반 사이에 충돌이 빚어졌습니다. 하지만 현장 그 어디에도 담당 시청이나 구청 직원들은 보이지 않았습니다.) (MBC)

3.7. Hybrid

This type does not fit into any of the categories above but is a mixture of two or more categories. ① is an example of 'sit-back-and-watch + cause explaining' and ② is an 'issue broaching + cause explaining' hybrid'. ③ is an example of 'sit-back-and-watch + teaser'.

- ① In addition to the combat situation in Iraq looking bleak, it seems that the political schedule in Iraq will not go according to American plans. It is because of the Shiites, the largest religious sect. (이라크 전황도 비관적인데 여기다 미국이 의도하는 대로 이라크 정치일정이 진행되기도 어려울 것으로 보입니다. 최대 계파, 시아파 반대 때문입니다.) (MBC)
- ② The obstacles are many for the disabled living in Korea. It doesn't get much different inside the home. In this special UN International Day of Disabled Persons report, we look into movements aiming to improve the living environment of the disabled. (우리 나라에 사는 장애인들은 이렇게 불편이 한두 가지가 아닙니다. 집에서도 마찬가지입니다. 오늘 UN이 정한 세계장애인의 날을 맞아 장애인들의 주거환경을 개선하려는 의미 있는 움직임을 취재했습니다.) (MBC)
- ③ There is someone who is no doubt highly concerned about the revote on the Special Counsel Bill in the National Assembly. That someone is Grand National Party chairman Byungyul Choe, who is fasting in protest at the moment. Correspondent Eungkyu Kim reports on what he has gained and what he has lost through the hunger strike. (내일 국회 특검법안 재의를 앞두고 고민에 빠진 사람이 있습니다. 바로 단식중인 최병렬 한나라당 대표입니다. 이번 단식으로 얻은 것과 잃은 것은 무엇인지 김웅규 기자가 보도합니다.) (KBS)

4. Conclusion

I have studied the relation between anchor comments in Korean television news and the original news story implementing Van Dijk's concept of macrostructures, and have attempted a preliminary categorization of anchor comments. It would have been more desirable to have discussed the intertextuality of news texts by comparing news texts of different media and relevant articles which cannot be categorized as news, but this paper limited itself to the relation between anchor comments and news texts as a tentative investigation into what possibilities there may be. Now

knowing what there is, a future study could explore the intertextuality of journalist writing on wider grounds with less trepidation.

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