NEWS STANDARDS

A New epoch in the bosom of Information Science

Eleni Mamma Archivist–Librarian, MSc (emamma.teiath@gmail.com)

Technological Educational Institution of Athens - Library and Information Systems Department - Greece

During the epoch of latest rapid evolutions in information society, the publishing, journalistic and information communities generally, in their attempt to organize and handle news information, use broadly recognized metadata standards. Their goal is the encoding, the documentation, the exchange of data and the development of interoperability between big organizations' technological platforms. For the fulfillment of this aim some standards contribute, such as NewsML, Nitf, Prism, XMLNews, IPTC 7901, which have come to light after the long-term research efforts and the international cooperative schemes of important information and news organizations. The principal goal of the poster is the inspection of the above-mentioned standards and the encoding of a certain newspaper object with the implementation of the worldwide-recognized news standard, NewsML. Especially, the encoding constitutes a very creative and interesting process, because of the contemporary technologies demanded for its materialization. The main solicitude of this poster is to end up to some enlighten conclusions as far as the importance of news standards is concerned for the management of news information and the provision of personalized services to the end-users, and moreover to prove that news standards can be a substantial aid in the area of Library and Information Science, concerning knowledge management.

A REVIEW OF THE MAIN STANDARDS FOR NEWS MANAGEMENT

The Protocol: it is used for carrying the information among the interested parties on the transmission medium

The Envelope: it is used for identifying a part of the information

The Header: it is used for identifying metadata of a news item

The Content: it is used for the actual (true) content of the item

NEWS MANAGEMENT' STANDARDS

- NEWSML
  - NITF
    - XMLNews
      - PRISM
        - ICE
          - IPTC7901
            - IIM

STANDARDS' COMPARATIVE BOARD

Similarities and Dissimilarities

	MULTI MEDIA	TEXT	EVENT/DOCUMENTARY	DATA TRANSMISSION AND EXCHANGE	PROTOCOL	STANDARD
NEWSML	•					•
NITF		•				•
XMLNEWS		•				•
PRISM		•				•
ICE				•		•
IPTC 7901		•		•	•	•
IIM	•	•		•		

NEWSML STRUCTURE

NewsML consists of four levels
- (Exchange Level)
- (Management Level)
- (Structure Level)
- (Content Level)

In each level a news object is being described

«News objects» are categorized in four types
- News Envelope
- News Item
- News Component
- Content Item

ENCODING AND FORMATTING TOOLS

XML Editors:
- Tools used for the encoding of various assets
- Contribute to the validation and syntax structure of a news object-encoding schema
- Use of XML language
- Metadata cataloguing in XML text format
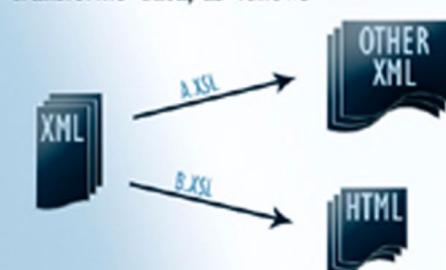- Multi XML Editors

XML (eXtensible Mark-up Language)
- XML consists the subsequent language of SGML language
- Main Role: data syntax, data context, data concepts

DTD (Document Type Definition)
- Data validation in XML format
- Mechanism of controlling XML Data
- Enforcing a DTD in an XML file, we know if the information of this file is valid or not

XSL (eXtensible Stylesheet Language)
- Main Role: XML Data transformation from one structure A to another structure B
- An XML format transforms data, as follows

NEWSML SELECTION AND NEWSOBJECT 'S DESCRIBING LABELS   Encoding by Using the NewsML Standard

Prototype selection & descriptive labels of the News Object

The selection of the particular standard (NewsML) for the following description and representation of the data was made according to four major criteria:
- The kind of the data that had to be encoded
- The encoding level
- The prevalence, localization and adoption of the standard in the field of the news publishing society
- The needs that had to be covered by the description of the news item and the requirements of the users and administrators of the news item

News Object's descriptive labels

<NewsML>	<MediaType>	<KeywordLine>	<Creator>	<PublicIdentifier>	<RightsHolder>
<NewsLines>	<SentFrom>	<NewsItem>	<DateId>	<CopyrightHolder>	<ThisRevisionCreated>
<Subject>	<ByLine>	<AdministrativeMetadata>	<Source>	<NewsManagement>	<DescriptiveMetadata>
<NewsEnvelope>	<Format>	<Identification>	<NewsItemId>	<CopyrightDate>	<Status>
<HeadLine>	<Party>	<FileName>	<Contributor>	<NewsItemType>	<Language>
<ContentItem>	<CopyrightLine>	<NewsIdentifier>	<RevisionId>	<UsageRights>	<NewsComponent>
<TransmissionId>	<DataContent>	<Provider>	<RightsMetadata>	<FirstCreated>	<SubjectCode>
<SubHeadLine>	<DateAndTime>	<ProviderId>			

XML EDITOR SELECTION FOR THE NEWSOBJECT 'S ENCODING   XML Spy 2005 Home Edition Editor

ENCODING STEPS   Conversion of the XML format of the News Object into HTML format

The exact procedure that was applied for the conversion and display of the bibliographical data from the XML format into a HTML Web page was:
- First, the data validation DTD was identified. This is the NewsML_1.2.dtd. (http://www.newsml.org/pages/spec_main.php).
- Altova, which read the DTD form, inserted this DTD into the Stylevision application. (http://www.altova.com)
- In addition, the XML document XMLData. xml was inserted into the Stylevision application
- The environment of the Stylevision application, through its editor, enabled the creating of the genhtml. Xslt file, using the above two files as import data (NewsML_1.2.dtd & XMLData. xml).
- The role of the genhtml. Xslt file is to convert and display the XML document in HTML format

CONCLUSIONS – IMPORTANT CLUES

- Field of information society: standards, tools, possibilities and technologies aiming directly at the proper organization, documentation, encoding and management of news information
- Information must be structured in a particular way, so that the concepts and meanings, it expresses, make sense
- NewsML reflects the increasing significance of the news stories and is a standard that creates and highlights the value of the news

- Exchange of information: the use of technologies that can be understood by various different systems / interoperability of the systems, that hold the information, is equally important
- Efforts (IPTC, Reuters Agency, Agence France Press) for the improvement and cooperation of NewsML with other standards used for the description of bibliographical data
- Information Society – where all kinds of information appear rapidly and directly every day: the use of standards, tools and various technologies for the organization and distribution of information to the end users is an imperative and essential need

IFLA 2008 Québec