

The four-factor news communication model

		Person		Structure	
		Negative	Positive	Negative	Positive
Elite country	Elite people	No problem: any rumors; however false (4)	Happy family events (3)	Cabinet falls (3)	Elections, even minor change (3)
	Non-elite people	Accidents (3)	Prizes, lottery, wealth (2)	Economic crashes (2)	Economic growth (1)
Non-elite country	Elite people	Scandals (drugs) (3)	Prizes, lottery, wealth (2)	Coup d'état (2)	Elections, but major change (1)
	Non-elite people	Mega-accidents (2)	Miracles (1)	Revolutions, 'trouble', riots (1)	No chance: however true (0)