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ABSTRACT

This annual compilation by the Association for Education in Journalism describes master's theses and doctoral dissertations written in schools and departments of journalism and communication in the United States between July 1, 1972, and June 30, 1973. The aim of the book is to improve the flow of information about current research to students and teachers in journalism schools, to scholars in related disciplines, and to professionals in the media of mass communication. It contains 302 abstracts submitted from 53 colleges and universities, including 57 doctoral disseminations and 245 master's theses. All abstracts were prepared by the students or their advisors. The abstracts are arranged in alphabetical order under doctoral dissertations and master's theses. An author index and a complete subject index are included. (RB)

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INTRODUCTION

Journalism Abstracts is an annual compilation by the Association for Education in Journalism of master's theses and doctoral dissertations written in schools and departments of journalism and communication in the United States. The aim of the book is to improve the flow of information about current research to students and teachers in journalism schools, to scholars in related disciplines and to professionals in the media of mass communication.

This book, Volume 11, contains 302 abstracts submitted from 53 colleges and universities. It includes 57 doctoral dissertations as opposed to 48 last year; however, 245 master's theses as opposed to 326 last year.

Comparisons become more significant when the reader goes back to Volume I (1963). That book contained 158 abstracts, (17 dissertations, 141 theses) collected from 27 schools.

The 1973 book includes those theses and dissertations accepted from July 1, 1972 to June 30, 1973. In addition, a few abstracts that missed the deadline for the previous year's volume are included. All abstracts were prepared by the students themselves or by their advisers.

While complete coverage is the goal of this series, a few schools and some students fail to participate. However, on the basis of this year's response from 53 institutions, the editor estimates coverage is approaching its goal and that Volume 11 includes the vast majority of those theses and dissertations accepted during the publication period.

ACKNOWLEDGEMENTS

The editor first wishes to express his appreciation to all students and advisers whose cooperation made this eleventh volume possible. The shipment here of first quarter or first semester abstracts during the winter months substantially reduced last minute pressures.

For the second year a very special vote of thanks goes to Mrs. Ouita M. Tomlin of the Ohio State University School of Journalism staff for her capable and conscientious efforts in behalf of this project. She compiled the tedious sub-indexes that make it possible for the reader to find what he wants in quick time and with minimum effort. Assisting Mrs. Tomlin with the typing were Mrs. Maurea Alicea, Mrs. Harriet Allen and Miss Lynn Farrell of our staff.

Faculty members James D. Harless, Paul V. Peterson and Galen R. Rarick again provided invaluable assistance to the editor in indexing abstracts by subject matter, a chore that provokes sharp differences of opinion. F. T. Gaumer, also of the Journalism faculty, again supervised printing arrangements.

Finally, a vote of appreciation to the entire faculty and staff of the School of Journalism for their recognition of the value of this publication and for their cheerful acceptance of inconveniences during its preparation.

Ohio State is happy to be able again to render this service to AEJ colleagues. It is a minor contribution to journalism education, but we feel that it is an important one.

--W.E.H.
Columbus
August, 1973

See next page for:

Organization and
Obtaining Complete Studies.

ORGANIZATION

The abstracts are arranged in alphabetical order for doctoral dissertations first and then for master's theses.

An author index appears in the Table of Contents. A complete subject matter index begins on page 211. Numerals used in the subject matter index refer to the ABSTRACT NUMBERS which precede each abstract in the book and not to page numbers. This system allows eventual computerized automation of the indexing process.

OBTAINING COMPLETE STUDIES

Many of the doctoral dissertations described in this volume may be ordered on microfilm or in Xerox copies from University Microfilms, Inc., 300 North Zeeb Road, Ann Arbor, Michigan 48106.

Master's theses usually may be borrowed through the Inter-Library Loan Service from the university library in which they are shelved. Most large libraries will provide microfilm or Xerox copies on request.

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Ph.D. Dissertations

COMMUNICATIONS AND POLICY
MAKING IN COLOMBIAN RURAL
DEVELOPMENT: A SURVEY
AND EXPERIMENT

Susana Amaya, Ph.D.

University of Wisconsin, 1972

Adviser: John H. Fett

The problem studied was that of communication and its influence upon coorientation among three groups of people engaged in rural development programs in Colombia. These groups were: government officials, foreign advisors and social scientists.

In order to explain and analyze the situation, Theodore Newcomb's theoretical model of coorientation was used, as well as the model by Chaffee and McLeod descriptive of cognitive relations between individuals. The model was extended to the social systems level in order to explain coorientational situations among groups and their relationship to communications among them.

On the basis of the postulated cognitive relations and their predicted association with communication, a series of hypotheses were formulated and tested. With but one exception, the results did not support the hypotheses. Coorientational analysis showed that government officials and social scientists were closer in their agreement than were other group combinations. Only government officials were relatively accurate in their assessment of other groups. However, their accuracy as well as agreement diminished over time.

No association was found between the various communication activities measured and the coorientational positions of the groups. The 14 experimental publications summarizing social science research bearing on agricultural development did not have a significant im-

pact upon coorientation nor upon knowledge gains by the experimental groups which received them over a six-month period. On the other hand, they were favorably rated by them.

It was concluded that some of the assumptions of the coorientational model used were not met by the empirical situation. The model did reveal disparities in cognitions held by groups supposedly working toward a common goal. In this sense, it proved to be a useful instrument for understanding the complexities and communication difficulties encountered by groups or individuals engaged in common tasks.

STRUCTURE, LANGUAGE AND PERCEPT
SELECTION: A STUDY THROUGH
ATTRIBUTE ANALYSIS

Shirley J. Bach, Ph.D.

University of North Carolina, 1972

Adviser: Maxwell E. McCombs

Attempting to clarify and test two specific hypotheses, Whorfian and Bernstein, within their social and linguistic dimensions, the author chose percept selection as an approach. Specifically, an attribute analysis methodology based on the categorizations in Roget's Thesaurus was used to document the existence of differential attribute sampling frames between two subcultures, Black and White Anglo-Saxon Protestant (Whorf) and between two social classes, middle and lower (Bernstein).

The empirical existence of similar attribute sampling frames with which the two subcultures filter their sensory experience supports the less rigorous interpretation of the Whorfian hypothesis. The attribute analysis also documents a similar sampling

frame for the two social classes, a finding non-supportive of Bernstein's hypothesis. The author, however, sees the similar sampling frames as representing the "program of perception" objectively provided by different social classes in a common culture. Bernstein's hypothesized codes thus become the means by which an individual subjectively actualizes the percepts in the social situation. This process of subjectively actualizing the attribute sampling frame is viewed as being at the core of the problems of communications.

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ONE HUNDRED YEARS OF JOURNALISM
IN PROVO, UTAH:
A HISTORY OF THE DAILY HERALD
AND ITS PREDECESSORS FROM 1872 TO 1972.

Raymond E. Beckham, Ph.D.

Southern Illinois University, 1972

Adviser: Jim A. Hart

The Daily Herald of Provo, Utah, traces its ancestry to the first newspaper published in Provo, the Provo Daily Times, which began publication on August 1, 1873. The little Mormon village of Provo on the western frontier was only twenty-four years old at the time and Utah Territory was still twenty-three years away from becoming a state.

The newspaper was founded on a note of optimism during a period of prosperity in Utah and the nation, but it was in financial difficulty almost from its beginning. Within a month after its first edition, the financial panic of 1873 plunged the nation into economic chaos. After eight months of daily publication, the paper became the Provo Tri-Weekly Times, and later was re-named the Utah County Times, the Utah County Advertiser, and

the Utah County Enquirer. After four years of financial problems, the paper was sold to John C. Graham with only 290 subscribers.

Although the nation was entering a period of unprecedented industrial expansion when Graham purchased the Enquirer in 1877, Utah was plagued with bitter emotional conflicts between Mormons and anti-Mormons. The turmoil reached its climax during the next ten years when the federal government took control of the church's properties and denied Mormons the right to vote.

The Mormon Church outlawed polygamy in 1890, and Utah Territory became a state in 1896. In the meantime, Graham had changed the name of the paper three times: first to the Territorial Enquirer in 1877, then to the Utah Enquirer in 1888, and to the Daily Enquirer in 1889. When Utah's two political parties--which had been organized along religious lines--disbanded to begin affiliation with national political parties, the Enquirer joined the ranks of the Republicans and remained a voice for the GOP from 1891 to 1924.

The Enquirer's only serious competition was the Utah County Democrat, which was heavily subsidized by local Democratic leaders. When Graham died in 1907, after nearly thirty years as editor and publisher of the Enquirer, the Democrat gained in stature.

Hebert and Nephî Hicks purchased the Enquirer from the Graham estate in 1907, and changed its name to the Provo Post in 1909. The Democrat was re-named the Provo Herald the same year, and an attempt was made to change the journal to an independent newspaper. After only a short period as an independent, the Herald again became

THE ROLE AND PERFORMANCE
OF BLACK AND METRO NEWSPAPERS IN
RELATION TO POLITICAL
CAMPAIGNS IN SELECTED, RACIALLY-MIXED
CONGRESSIONAL ELECTIONS: 1960-1970

Lillian Smith Bell, Ph.D.

Northwestern University, 1973

Adviser: Richard A. Schwarzlose

staunchly Democratic when it could not succeed financially without funds from local Democrats. The two papers competed vigorously for circulation and in politics until they were merged together in 1924.

During this period they each published two or three times a week, but always on alternating days. Except for politics, they were surprisingly alike on most public issues. At least nine different men owned or controlled the Herald at different times between 1907 and 1926, while the Hicks owned the Post during all of this period until the merger in 1924.

After the merger, the succeeding Daily Herald became the Evening Herald in 1925, and was sold to the James G. Scripps' interests in 1926. It again became the Daily Herald in 1939.

During the next forty-six years of its existence, from 1926 to 1972, the Herald was controlled by the Scripps League. Publishers were appointed by the League to manage the business affairs of the paper, while the editorial side was handled by journalists. The paper remained politically independent, but campaigned for and supported many local improvement projects and causes.

The Herald moved into three newly-constructed plants during its Scripps' ownership, the latest in 1970, when it moved into a new building equipped with the latest photocomposition offset facilities. Improvements have been made since that time, so that in 1972 the Herald looked forward to its second century with a new plant, an experienced editorial staff, and a solid financial base.

The increase in black political activity in the 1960's has raised the question of the relationship between the emerging black politician and the press, and it is to that question this research seeks to be responsive. The performance of the black press and the metro (white) press are examined as black political participation has increased. Also examined in the study are the legislation, the organizations, the institutions, and the demographic changes that have been primary factors in affecting change.

An historical development of black politics, Congressional participation, particularly, is included in the early part of the study. This development includes civil rights organizations, civil rights drives, civil rights legislation, and the more recent black political causes and conventions that have formed to implement black political progress.

Theory and literature pertaining to the role of the press in politics in the varying dimensions that affect the black politician, ethnic politics, and a discussion of the black press and its particular role in black politics are a segment of the study.

Four Congressional districts serve as focal points for the research. The selections were based on geographical location, constituency, presence of black and metro press for the time period covered in the study, and race of the Congressional oppo-



nents. The districts included are the Seventh District in Baltimore from which Parren Mitchell, black, won his Congressional seat in 1970; the Twenty-First District in Cleveland, represented by Louis Stokes, black, since 1968; the Twenty-First District in Los Angeles which has had a black Congressman, Augustus Hawkins, since 1962; the Fifth District in Atlanta, Georgia, in which black candidate Andrew Young was defeated in 1970. Other political activity and other mediating factors in these districts during the time period 1960's and 1970 are noted as well as the Congressional campaigns.

A qualitative and quantitative content analysis of a black newspaper and a metro newspaper in each district six weeks prior to each Congressional election over the years is included in the study as a means of assessing how the press in those particular instances responded to the increasing black political activity. Newspapers analyzed are the Baltimore Afro-American, the Baltimore morning Sun, the Cleveland Call and Post, the Cleveland Plain Dealer, the Los Angeles Sentinel, the Los Angeles Times, the Atlanta World, and the Atlanta Constitution. Tables tabulating the coverage by each newspaper on the Congressional candidates in each district are included in the research.

Personal investigation in each city and in Washington, D.C., by the author are part of the research. Persons in positions to make useful commentary on the political, sociological and economic conditions, and the press were interviewed. Their observations and cues are interwoven into the microcosmic looks at each city.

The research indicates that the appearance of a black Congressional candidate increased the black and metro newspaper cover-

age for that district in each city, except the metro press in one city. And, within the general movement toward more coverage, there was noted a concurrent growth in diversity of coverage.

The findings indicate that all newspapers, with one exception, gave more coverage to the endorsed candidate. The black press and the metro press in the four cities appeared to have given more coverage to the black candidate who ran against a white candidate when the editor wanted the black elected, and more coverage to the incumbent when the opponents were both black.

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A PERCEPTUAL VIEW OF KERA/CHANNEL 13
INSTRUCTIONAL PROGRAMMING BY
SUBSCRIBING ADMINISTRATORS AND TEACHERS

Kenneth Rodgers Casstovens, Ed.D.

East Texas State University, 1972

Adviser: Robert Titus

Purpose of this study was to determine teachers' and administrators' perceptions of instructional programming provided by KERA/Channel 13, Dallas, Texas.

Data collected in this study were gathered with the aid of a questionnaire circulated to 1,098 administrators and classroom teachers employed by public school districts subscribing to the educational services provided by KERA/Channel 13. School districts selected were those whose applications for matching funds from the State of Texas were approved by the Texas Education Agency for the school year 1970-71. Usable questionnaires were returned by 475 teachers and administrators. This was 43.26 percent of the population surveyed representing six of the seven school districts eligible for participation in the study.

A majority of teachers attended at least one meeting concerned with instructional programming. More than half of the administrators, however, had not attended any meetings.

Most of the programs were rated excellent by a majority of both groups. It was felt that teacher's guides provided by KERA/Channel 13 contained enough material to allow teachers to prepare a good lesson in advance of the televised program. Almost one-fourth of the teachers, however, did not receive the appropriate guides.

Teachers and administrators considered programming content adequate for the level of students viewing KERA/Channel 13 programs. Most teachers agreed that instructional programming is best used as the initial segment of the class activity. Restlessness and disciplinary problems were reported to be reduced during the presentation of instructional programming.

It was not felt that the studio teacher restricted the right of the classroom teacher to decide what and how to teach nor was the classroom teacher's own preparation made to appear inadequate. Both teachers and administrators indicated they felt that instructional programming produced uncritical acceptance by most of the teachers.

Teachers felt instructional programming did not provide for the needs of both slow learners and superior students but that it did provide for minority students.

A majority of the teachers reporting indicated their classrooms were equipped with a color television receiver which they felt improved learning. Administrators agreed with this finding. Attention-gaining cues were also considered by a majority of both groups as having a positive effect on learning. Most of the respondents also felt notetaking inter-

feres with learning if time is not provided for it in the telecast.

In view of the evidence presented in this study, it is apparent that teachers and administrators were generally favorable toward instructional programming provided by KERA/Channel 13. In matters of program production, teachers and administrators were in agreement that color and attention-gaining cues improved learning. In-service education was considered the most helpful type of meeting concerning the utilization of programming. While the teacher's guide was helpful in preparing a good lesson in advance of the telelesson, not all teachers received the appropriate guide. Despite the levels of agreement shown by teachers and administrators, there were some differences among the two groups relative to the effectiveness of programming.

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COMMUNICATION AND ACCULTURATION:
A CASE STUDY OF KOREAN ETHNIC GROUP
IN LOS ANGELES

Won Ho Chang, Ph.D.

University of Iowa, 1972

Adviser: William J. Zima

The purpose of this thesis is to study the communicational environment and its relationship to the acculturation process of the Korean ethnic group in Los Angeles.

The fundamental postulates of the theoretical background:

1. Human communication is a constant process within the individual in which he takes something into account for some end. It is a self-reflective process at the subconscious and conscious levels in which the individual constructs himself-in-his-environment.

2. Acculturation is the process by which two groups of individuals with different cultural backgrounds bring about change in the original cultural patterns of either or both groups as a result of their firsthand contact. Such cultural patterns may be classified into three ideal types: 1) nativistic, 2) bi-cultural, and 3) cultural assimilation.

3. Communication is the main vehicle by which acculturation occurs. Hence this study includes a communication system which focuses on the reality function and an interaction system which focuses on the societal function in a larger social system. These systems are inter-related, even though the basic unit of analysis in this study is the communication system.

4. Therefore, communication is the underlying power in acculturation by which an individual accumulates control over change in order to cope with a new environment.

Following the postulates stated above, a case study was designed. Sixty value statements related to the Korean and American core culture were used for the Q-sorts. Thirty Koreans, selected from various backgrounds, sorted the statements. The data from the Q-sorts were used for a Q factor analysis and hierarchical classification analyses. Findings showed three distinct types of acculturation patterns, and exhibited a continuous lessening of control over change from the Korean value to the American value systems. The nativistic movement type showed a belief pattern with more Korean values, while the cultural assimilation type showed more American values. The bi-cultural movement type was between these two types.

Each person was weighted to show how close he is to the hypothetical characteristics of the types. According to this factor

weight, 9 families, 3 for each type, were selected, interviewed, and described within their communicational environments.

In general the individual becomes acculturated by increasing his constructs to provide better fits. Going through this process he repeatedly is halted by the damage to the system that will result from the alteration of a subordinate personal construct. Frequently his personal investment in the larger system, or his personal dependence upon it, is so great that he will avoid adoption of a more precise construct in the subculture.

In conclusion, the relationship between the belief patterns and communicational environments are discussed in relation to communication theory. Also, some implications are suggested for further studies, especially for development of communication strategy.

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TELEVISION USE AND WORD OUTPUT

Hilden Monroe Counts, Jr., Ph.D.

University of North Carolina

Adviser: Maxwell E. McCombs

This study examines the relationship between amount of television use and verbal output among five-year-old children.

Thirty-one kindergarten children participated in a field study which obtained recordings of the children's responses to five pictures. The data include a count of the word response to the picture made to test the hypothesis that heavier viewing is related to number of words spoken. Relational statements made by the children are counted and compared to test the hypothesis that heavier viewing is related to the number of relational statements. Value words are

counted to test the hypothesis that heavier viewing is related to the number of relational statements. Value words are counted to test the hypothesis that heavier viewing is related to the number of value words.

The hypothesis that heavier viewing is related to verbal output is partially supported in that heavier viewers of a particular type of program, information programs, issue more words in response to the pictures than lighter viewers of information programs. Total television viewing is not related to verbal output.

The remaining hypotheses are not supported. Heavier television viewing is not related to the number of relational statements or to the number of value words.

Although girls watch more information programs than boys and boys watch more entertainment programs than girls, girls do not use significantly more words than boys in response to the pictures. Information viewing is the predictor of verbal output.

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INTERACTION BETWEEN BLACK AND CORPORATE CULTURE IN BROADCAST MANAGEMENT

Elizabeth Shimer Czech, Ph.D.

The Ohio State University, 1972

Adviser: Robert Monaghan.

The purpose of this exploratory study was to identify what special problems may be anticipated and overcome when radio and television broadcasters seek to prepare young blacks for broadcast managerial positions.

Using the Participant Observation method over a period of three years, the researcher gathered data through personal observation, comments by and to other participants, re-

ports to and from others, written communications with the subjects, a sociometric study, and a series of focused interviews.

The problem was investigated from a cross-cultural perspective, by examining the interaction between black and broadcast corporate cultural needs during an on-going managerial experience shared by black youth who were active in daily broadcast management responsibilities of an educational radio station at a predominantly black college.

The major findings revealed that most anticipatable problems (often stereotyped as black) were actually common to people raised in the culture of poverty, independent of race or ethnic origin, and included: poor future time orientation, fatalistic responses, lack of teamwork, suspicion of one another, preference for concrete over abstract experiences, and dislike of reading or writing.

Identifiable black constructs which impeded talented subjects' advancement but were eventually minimized included: fear of failure in the eyes of a white person, reserved compliance to authority, loyalty to a "brother"--even if he was wrong, lack of agreement concerning sources and directions of black awareness, and semantic misunderstandings involving words which blacks considered derogatory or demeaning.

The data implied that black youths, especially males, would initially learn more rapidly under a black mentor, but that such a need diminished as they gained knowledge and confidence. It was also observed that emotional and nonverbal communication transmitted by facial expression and tone of voice often outweighed the cognitive aspects of many messages.

Major hypotheses generated by this study

for further research were:

(1) Blacks from the middle class are more readily acculturated to broadcast management positions than are those from deprived backgrounds.

(2) Young blacks from the South are more likely to succeed in positions dealing with people, whereas young blacks from the North are more likely to succeed in positions involving production.

(3) Black youths are accustomed to authoritarian guidance, thus initially learn better under such management; but as they become experienced in the profession, they become more effective and self-actualized by means of participatory-democratic managerial styles.

(4) The culture of Afro-Americans is more a co-culture than a cross-culture since blacks' inherited non-Western values based upon intuitive mysticism, communal sharing, and preference for oral communication conflict with Western values of logic, individualism, competition, and written communication.

(5) A black youth who is the oldest, an only child, or raised as an only child, has more managerial potential for broadcasting than does one raised with siblings.

The conclusion presents recommendations concerning how to identify and prepare talented black broadcast managerial prospects as well as how to relate to particular black constructs which might hamper preparation of such candidates for executive positions in Broadcasting.

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THE PROCESS OF DEFINING REALITY AND
TELEVISION USE

Dennis K. Davis, Ph.D.

University of Minnesota, 1973

Adviser: Phillip J. Tichenor

This dissertation develops and applies an approach to the study of the influence which the mass media have upon individuals and upon the structure of society. Specifically, it is concerned with the relationships which exist between television usage and the social context within which this usage occurs. A conceptual framework derived from symbolic interactionist theory is developed to guide research.

Existing research on television use has been reviewed and evaluated from the perspective of symbolic interactionism. This review provides an analysis of competing approaches to the same research problem. Psychological, sociological and social psychological studies have been reviewed. The position taken is that a symbolic interactionist approach can provide a coherent, cogent and useful means of studying television.

The central concept in the conceptual framework used is the notion of a social psychological process by which an individual comes to define himself with reference to the world around him. It is through this process that individuals learn to define themselves as having certain abilities, beliefs, motives and social positions. Also, through this process individuals learn to define the world. They learn to have certain expectations of other persons and social organizations. They learn how to operate technologies and obtain desired responses from others. This process enables the individual

to orient himself toward others and the world such that he can structure his actions in ways which make sense to himself and to others around him.

The relationship of the process of defining reality to uses made of television was evaluated by examining hypotheses linking the process of defining reality to television use. Three uses of television were examined: 1) use of television content to distract or divert attention from problems of everyday life (escape); 2) use of television content as a source of definitions for imaginary worlds (fantasy); 3) use of television content as a source of definitions for violent or aggressive actions (violence). The association of each of these uses with certain stages in the process of defining reality was examined. These stages in the process of defining reality were: 1) lack of success in the process of defining reality; 2) experience of everyday life as meaningless and purposeless; 3) lack of skill, knowledge and control in dealing with everyday life situations. Twelve hypotheses were developed which linked uses of television to stages in the process of defining reality. In general, the hypotheses predict that when the process of defining reality fails to provide a personally meaningful orientation for the individual, television content will tend to be used to provide escape or definitions for fantasy or violence.

Survey research methods were used to collect data to evaluate the twelve hypotheses. Scales of questionnaire items were constructed to measure most of the variables included in the twelve hypotheses. Surveys were conducted using random sampling techniques in Minneapolis, Minnesota and Regina,

Saskatchewan. The data were analyzed using computer programs which are part of the Statistical Package for the Social Sciences.

The twelve hypotheses were found to be partially supported by the data analysis. All statistically significant relationships were in the predicted direction. However, indicators of co-variation were usually small, indicating that the hypothesized relationships accounted for only small amounts of the total variation. The most consistent support was found for hypotheses involving the use of television content for escape and fantasy in Minneapolis and for those involving the use of television content for fantasy and violence in Regina. While these findings are sufficiently significant to warrant further research, they do not permit firm conclusions to be reached.

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WILLIAM COBBETT, HIS TRIALS AND
TRIBULATIONS AS AN ALIEN JOURNALIST,
1794-1800

Ruth Naomi Apking Dowling, Ph.D.

Southern Illinois University, 1972

Adviser: Jim A. Hart

Self-educated, alien journalist William Cobbett edited the most widely circulated daily newspaper, Porcupine's Gazette, in the nation's capital, Philadelphia, in a perhaps unequalled partisan political and press period of American history. Cobbett's first issue appeared March 4, 1797, the day of John Adams's inauguration. Cobbett published 778 issues in Philadelphia, the last on October 26, 1799, with a final issue from New York January 13, 1800. He also published in Philadelphia 232 issues of a tri-weekly, the

Country Porcupine, from March 3, 1798, to August 28, 1799. Prior to sailing for England, after being mulcted in a libel suit brought against him by Philadelphia's prominent Dr. Benjamin Rush, Cobbett published five issues of the Rush-Light in New York and a sixth from London.

The purpose of this study was to determine the pressures exerted against "Bullish" William Cobbett when he expressed political views opposing prevailing sentiments of prominent Americans, particularly those of patriot Rush; the political machinations used through the courts to stifle Cobbett's opinions; and the kinds of personal, political, and legal pressures.

The study examined Cobbett's pertinent writings from June, 1794, until June, 1800, traced the relevant events, prior, during, and after the various court litigations culminating in the Rush v Cobbett libel suit, showed their relationship to personal and political actions, and determined the manner in which pressures were exerted to silence Cobbett's opposition views.

Cobbett had pro-British views for which he offered no apologies. Over a seven-year period, Cobbett's venomous barbs found their marks often enough in prominent political figures that he had four charges of criminal libel, three charges of civil libel, and an action for debt filed against him. Of the four criminal libel charges, three were instituted by Chief Justice Thomas McKean of the Pennsylvania Supreme Court, the other by Secretary of State Timothy Pickering in federal court. The criminal libel charge by the federal government and one state charge were for alleged libels against the King of Spain and the Spanish Minister, the former charge filed within five months after Cobbett had

launched his Gazette. The Spanish Minister, who was courting McKean's daughter, arranged for a speedier and more favorable court. Both grand juries, however, returned ignoramus verdicts, although in the state court, McKean overstepped his position as judge by acting as chief witness, libeling, and advocating against Cobbett. The other two criminal libel charges filed by McKean alleged Cobbett a "common libeler." McKean also required recognizance bonds for Cobbett's good behavior, a bond almost unprecedented in a libel suit in either England or America. Although no jury ever passed on the alleged common libels, McKean instituted an action for debt against Cobbett, but postponed the case until after Cobbett returned to England.

Of the three civil libel suits, Mathew Carey, ally of Dr. Benjamin Rush, dropped his suit. Of the two by Rush, an unfair trial in Philadelphia resulted in a \$5,000 damage verdict for Rush; the one in New York was dropped.

Cobbett was also denied a change of venue by McKean three times, threatened with a suit for non-fulfillment of contract and various civil libel suits, and marked for deportation under the Alien and Sedition Acts.

Politics played the major role as Cobbett with his pungent writing conflicted with both political parties. The controversy with Rush was fueled by Cobbett's polemic against Joseph Priestley as Rush owned land on which he wanted Priestley to settle; Cobbett's attack on Rush's elegy to David Rittenhouse; and Cobbett's campaign against Rush's bleeding and purging system of treating yellow fever. The excessive damages forced Cobbett to leave America to champion the common man in England.

SOME DEMOGRAPHIC CORRELATES OF
CHANGING CIRCULATION IN AMERICAN
NEWSPAPERS, 1940 AND 1970

Wallace Beatty Eberhard, Ph.D.

University of Wisconsin, 1972

Adviser: David G. Clark

This study examines certain relationships of demographic variables and circulation data for a sample of American daily newspapers published in 1940 and 1970 to determine how changes in society were reflected in those relationships. From newspapers which were members of the Audit Bureau of Circulation (ABC) in both years in cities of more than 10,000 population, a stratified random sample of 284 was selected. Strata were based on size of city or Standard Metropolitan Statistical Area (SMSA). Certain demographic data such as population, number of occupied housing units and Negro population for each newspaper selected was taken from the U.S. Census Reports for the two years, along with the appropriate circulation data from ABC reports. Data was key punched and certain basic statistical measures computed for each of the variables.

Seven basic hypotheses were tested to assist in answering the basic research question. A basic finding was that there was no significant difference in the ability, on a national basis, of the newspapers studied to maintain readership, when the two years were compared. This indicated an ability on the part of the American newspaper to cope with a myriad of changes, both internal and external.

Examination of data for newspapers by strata, however, indicated that those published in the large SMSAs--more than one

million population--showed less circulation penetration in 1970 as compared with 1940, and reached a significantly larger percentage of homes in the earlier year. Other strata remained about the same in this regard for the two years studied.

The study also found no significant evidence that increases in Negro population or Negro OHUs were related negatively to circulation increases. Increases in total population, population over age 14, and OHUs all showed a generally positive correlation with circulation increases, with OHU increases showing the strongest relationship. Sunday newspapers showed significantly higher circulation gains and increases in OHU circulation penetration over the 30-year period encompassed in this study, compared to daily editions. Suburban newspapers reflected significantly higher circulation increases than any other population strata. Television competition did not seem to be a negative factor in circulation gain, as had been expected. Dailies which did not face daily competition within their own city reached a higher percentage of homes than did dailies which did face local competition.

A CENTURY OF BLACK NEWSPAPERS
IN TEXAS, 1868-1969

Charles William Grose, Ph.D.

University of Texas, 1972

Adviser: Norris G. Davis

The study presents an historical survey of the more than 100 commercial, black newspapers in Texas from 1868 through 1969. Black newspapers, directories and interviews with black news persons and black scholars

served as the major sources of information for the study. Operating as a supplement to white newspapers, it was found that the accessible black newspapers in Texas played a significant role in the black man's civil rights struggle. Black unity, loyalty and advancement were among the emphases of the papers. In pre-depression periods the majority of black newspapers supported the Republican Party, whereas in post-depression eras the papers were generally politically independent. Most of Texas' black newspapers were urban weeklies whose economic condition was unstable. Circulation was a more important source of income than advertising. Frequently one man functioned in the dual capacity as editor and publisher. Originally dominated by a pattern of individual proprietorship, increasingly black papers in Texas have developed as corporations. The Dallas Express and the Houston Informer rank among the six oldest black newspapers in the nation which are still publishing. In terms of main characteristics, black newspapers in Texas were found to be exceedingly similar to those in other parts of the United States. Texas' black newspapers were recorded as frequently functional and dysfunctional for the black community in Texas and the total Texas population.

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A READERSHIP SURVEY OF TALIBA,
A PHILIPPINE NEWSPAPER

Artemio Ramos Guillermo, Ph.D.

Syracuse University, 1972

Adviser: Robert S. Laubach

The purpose of this readership survey is to gather general information about the char-

acteristics, opinions and attitudes of readers of Taliba, a Tagalog language newspaper in the Philippines.

At the request of the executive editor, this survey was conducted to provide baseline demographic and opinion information about Taliba's readers. The study used the Standardized Community Survey for Newspapers developed by the Communications Research Center of Syracuse University's S. I. Newhouse School of Public Communications. The questionnaire, translated into Tagalog and tested for use in Greater Manila, was sent out to 450 subscribers of Taliba who were randomly selected from each of the newspaper's six delivery districts. Delivery and collection of questionnaires was done by an independent agency. A response rate of 89.7% was obtained.

About two-thirds of Taliba's audience have the following characteristics: they are married males, age 25-44, with a high school or college education. They have lived in their present community from five to twenty years; they rent their homes, which are occupied by more than three adults and more than three children. They are in the lower and middle income groups, and range in occupation from manual laborers to technicians, from self-employed small proprietors to clerks and government employees.

Items of high interest are opinion columns, editorials, news about youth activism and the constitutional convention. Items which turn readers off are materials related to sex and crime.

Taliba readers consider its outstanding assets to be its graphic arts and clarity of writing. They prefer newspapers as the principal media and Taliba as the particular medium of information for and about the commu-

nity. There is a high level of media ownership among Taliba readers; most of them own one television set and a radio, and subscribe to at least one other newspaper; a third also take a magazine.

Newspapers were rated with the highest credibility among various community organizations, and the media with the most believable advertising. Almost all copies of the Manila dailies received are also read; the pass-on rate is an average of 4.3 readers per copy with Taliba highest with 5.2 readers.

This study is the basis for recommendations to the publisher of Taliba, including enhancing its leadership potential by increased editorial stance, focusing public attention on issues considered critical by its readers, developing special interest sections for students, women, and less educated groups, and increasing advertising lineage and home delivery circulation.

Some of the major areas recommended for further research include a content analysis of Taliba, development of a readability formula for Tagalog, and a nation-wide readership survey using this study as the model.

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MASS MEDIA INFORMATION, SOCIAL
DIFFERENTIATION AND MODERNIZATION:
A LONGITUDINAL SURVEY OF
FOUR CEYLONESE VILLAGES

Dhavalasri Shelton Gunaratne, Ph.D.

University of Minnesota, 1972

Adviser: Roy E. Carter, Jr.

Four villages in different parts of Ceylon (Pelpola, Wattappola, Elagammillewa, and Bulupitiya), where surveys had been conducted previously (1949-1952) by Bryce Ryan

and other sociologists were resurveyed in 1971 to ascertain:

(a) Degree of over-all modernity in each of the villages compared with the degree of secularization twenty years ago.

(b) Changes in variables associated with the modernization process (literacy, education, newspaper reading, radio listening, cinema attendance, cosmopolitanism, voting).

(c) Association of socio-economic status with knowledge and over-all modernity, and implications of mass media exposure, empathy and cosmopolitanism.

(d) Longitudinal changes in three knowledge areas (mechanical-scientific, national affairs, international affairs); and

(e) Current knowledge of family planning methods and of the November, 1970 demonetization.

The sample contained 131 respondents in Pelpola, 117 in Wattappola, 99 in Elagammillewa, and 25 in Bulupitiya. Respondents were randomly selected from every household belonging to a village except in Pelpola where households were randomly selected from every household belonging to a village except in Pelpola where households were randomly selected first.

In terms of theory my primary concern was the "knowledge-gap" hypothesis: "As the infusion of mass media information into a social system increases, segments of the population with higher socio-economic status tend to acquire this information at a faster rate than the lower status segments, so that the gap in knowledge between these segments tends to increase rather than decrease." Based on this hypothesis, I predicted (i) a clear-cut knowledge gap between High and Low SES segments regarding all five areas of knowledge; (ii) a wider knowledge gap between

High and Low SES segments now than twenty years ago; and (iii) absence of significant differences between males and females in High SES segments regarding knowledge.

Five variables were considered to be indicators of SES (education, occupation, income, newspaper reading, caste, and cosmopolitanism). The data indicated a clear-cut latitudinal knowledge gap in terms of education, occupation, newspaper reading, and income. Caste and cosmopolitanism were not consistently related to knowledge differences.

There was general support for the hypothesis predicting a longitudinal knowledge gap regarding national affairs and mechanical-scientific knowledge. A general increase in awareness was observed regarding mechanical-scientific knowledge since 1951. A decline in awareness was observed in Wattappola in national affairs knowledge compared to some improvements in Pelpola and Bulupitiya. Some decline in awareness was observed in Wattappola and Pelpola regarding international affairs knowledge with Bulupitiya recording all-round improvement.

No consistent support was found for the prediction asserting absence of statistically significant differences between males and females in the High SES segment.

A marked relationship was found between SES and over-all modernity (measured by the Smith and Inkeles OM Scale³) as well as SES and knowledge. A large part of this association disappeared when the "intervening variables," mass media exposure and empathy, were controlled. Cosmopolitanism, as hypothesized, did not emerge as a strong intervening variable. A very high correlation was observed between over-all modernity and knowledge.

Elagammillewa, which was described as a traditional village twenty years ago, emerged as a modern village.

Differences between males and females were consistently found with regard to most of the variables associated with the modernization process. The females trailed.

Ryan's original research was based on samples of male household heads. The longitudinal comparisons were, therefore, primarily confined to the sub-samples of males, including the household heads.

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STRUCTURAL CONTROL OF THE PRESS:
AN EXPLORATION
IN ORGANIZATIONAL ANALYSIS

Taeyoul Hahn, Ph.D.

University of Minnesota, 1972

Adviser: Donald M. Gillmor

The press has the substance of both a business enterprise and a public service organization. This Janus-facedness is a product of the dual structure of its organization comprising both business and news-editorial departments. The press can be viewed as having the elements of both a bureaucratic and a professional organization. Relations between bureaucrats and professionals within a formal organization can be investigated in the context of strains and conflicts between publisher and editor, management and newsroom, and administrator and journalist which seem to support and dual structure idea.

From the dual structure concept it seems plausible to derive conflict hypotheses revolving around the two substructures of the

press. It is hypothesized that there occur value, goal, and power conflicts between the newsroom and business departments of newspaper organizations. Out of the conflict hypotheses a control hypothesis is, in turn, derived: journalists tend to lose in conflicts with business management or with the organization itself because top business management as represented by publisher or owner has the greater voice in organizational decision making. This is what is meant by "structural control." Control of the press seems to exist within its very structure.

In an attempt to test the dual structure model of the press in Korea, a developing country, and in the United States, an industrialized one, both documentary and survey research methods are utilized for this study. By using the self-administered questionnaire method in Korea and the mail questionnaire method in the United States, 583 newspapermen from four major metropolitan dailies in Seoul and 734 staff of a newspaper company in Milwaukee, Wisconsin, were surveyed at different points in time. Subjects covered both journalists and business personnel. Response rate was 54.7% in Korea and 47.5% in Milwaukee.

From the theoretical framework and empirical findings of this study the following propositions are generated:

First, value and goal conflicts occur between journalist and business personnel in press organizations. In the belief that a newspaper is a public service organization, journalists insist that their organizations pursue professional goals, such as insuring a free flow of information in the community and maintaining news-editorial independence. Business personnel, on the other hand, are oriented toward both professional and busi-

ness goals. Viewing the newspaper as a business enterprise and a public service organization, they believe their companies ought to take into account professional goals at the same time as they deal with business goals such as profit making and advertising service. Journalist would rather disregard business goals.

Second, there are power conflicts between newsroom and business departments, each seeking a greater voice in making decisions on important issues. Business personnel contend that top business management and departmental business managers ought to have a greater voice, not only in making company-wide decisions, but also in setting news-editorial policy and in deciding how news is to be played. However, journalists are steadfast in their opposition to such business power being exercised over professional work.

Third, journalists tend to lose in the conflict with business management or with the organization itself because top business management has the greater power in organizational decision making. Top business management wields great power over business questions and over news-editorial decisions as well. Top business officers concede that they are actually exercising more power than they ought to. This supports the idea of structural control of the press in this study. Control of the press inheres in its very organizational structure.

Finally, in addition to the horizontal dual structure which the above three propositions reflect, there is a vertical differentiation between officers and employees in press organizations. This hierarchical differentiation is inevitable in large-scale bureaucracies. However, hierarchical dif-

ferentiation between business officers and their employees is more frequent than between news editors and reporters. This implies a bureaucratic tendency in the business office and a tendency toward professional homogeneity among journalists.

It seems inappropriate at this stage of the research to suggest that horizontal differentiation is stronger than vertical differentiation in press organizations. Further research is required to determine which of the two independent variables--hierarchical status and occupational role--is more influential in affecting the attitudes and opinions of newspaper workers toward their organizations.

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THE EFFECT OF EYE MOVEMENTS
ON THE RECALL OF INFORMATION
WITH VISUAL IMAGERY

Douglas C. Hall, Ph.D.
Stanford University, 1972

Adviser: William J. Paisley

The study was designed to determine whether a functional relationship between eye movements and visual imagery could be observed. Prior research had found that eye movements frequently occurred in visual imagery, and that eye movement patterns in imagery tended to resemble those in perception. No clear evidence of a functional relationship between eye movements and imagery had been found, although some behavioral and physiological evidence indicated that such a relationship was plausible. Three imagery contexts were identified in which it seemed most likely that a functional relationship between eye movements and imagery could be observed.

For each of the three imagery contexts a separate experiment was designed.

The first experiment investigated the relationship between eye movements and iconic imagery. A stimulus consisting of three rows of three letters each was tachistoscopically presented. Recall of particular rows was indicated by tone cues sounded immediately after stimulus presentation. Eye movements were observed during recall to determine whether eye movements appropriate to the spatially organized directed recall of an iconic image were elicited by tone cues. Results indicated that the directed recall processing of an iconic image tended to be accompanied by appropriate eye movements.

The second experiment investigated the relationship between eye movements and spatial organization imagery. A stimulus consisting of 12 spatially organized geometric shapes was presented. During recall of the stimulus eye movements were manipulated to produce eye movement patterns appropriate to an image of the stimulus and eye movement patterns inappropriate to an image of the stimulus. The number of spatially organized stimulus elements recalled and the latency of the recall were measured to determine whether inappropriate eye movement patterns disrupted the process of imaging during recall. Results indicated that inappropriate eye movement patterns tended to significantly disrupt the process of imaging spatial organization.

The third experiment investigated the relationship between eye movements and motion imagery. A stimulus consisting of a black circle outline with a point of light moving at a particular velocity around it was presented. During recall of the stimulus eye movements were manipulated as in the second experiment to produce eye movement patterns

appropriate to an image of the stimulus and eye movement patterns inappropriate to an image of the stimulus. Two points on the previously observed circle outline were designated. The accuracy of recalling motion time, the time a point of light moving at a previously observed velocity would take to pass the two points on the circle outline designated, was measured to determine whether inappropriate eye movement patterns disrupted the process of imaging during recall. Results did not indicate that inappropriate eye movement patterns significantly disrupted the process of imaging motion.

From the results of the experiments it was concluded that: 1) Eye movements are a necessary functional component in the accurate recall of imaged information in certain contexts; 2) The functional role of eye movements in imagery is analogous to the functional role of eye movements in perception; 3) Imagery and perception are phenomena along a single continuum of visual experience.

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A DESCRIPTIVE PROFILE OF THE KERA
"NEWSROOM" TELEVISION AUDIENCE AMONG
CITIES IN THE DALLAS URBANIZED AREA

Dennis A. Harp, Ed.D.

East Texas State University, 1972

Adviser: Beatrice Murphy

Purpose of this study was to examine KERA's "Newsroom" program. The investigation was concerned with two aspects: (1) to estimate the size of the Dallas "Newsroom" television audience among viewers living in the Dallas Urbanized Area, and (2) to determine the demographic and psychographic character-

istics of the potential "Newsroom" viewers. A subproblem assessed the extent to which influential opinion leaders and decision makers in the Dallas Urbanized Area watched "Newsroom."

Two questionnaires were developed to meet the objectives of the study. The survey method used to investigate the "Newsroom" audience included a telephone coincidental survey and mail survey.

A total of 2,925 individuals was contacted during the five weekday evening survey.

The mail leadership survey was limited to include individuals living within the Dallas Urbanized Area. Sixteen people representing official leadership positions within various organizations and interest groups were contacted and requested to submit the names of ten influential persons within their organizations. A total of 129 influentials, including the mayors of all cities and city council members from Dallas, was queried.

Results of the telephone coincidental study indicated that "Newsroom" viewing households accounted for 1.09 percent of all television viewing households contacted. Thirty-two household respondents-forty-two individuals-were watching "Newsroom" when contacted for interviewing.

A generalized evaluation of the effectiveness, accuracy, and fairness of "Newsroom" indicated a majority of the audience thought the program was at least comparable to other local television news programs. "Newsroom" was described by a majority of the respondents as being "more useful" than other local news programs.

"Newsroom's" depth analysis and detailed reporting was considered its major strength by most interviewees. Most comments about the program were favorable.

The majority of "Newsroom" viewers were eighteen years of age or older and better educated than those called who were watching commercial television. A majority of the "Newsroom" audience earned \$10,000 or more annually.

The leadership mail survey indicated that a significant number of professional people watch "Newsroom." It was evident from the findings that a majority of the "newsroom" audience had interpersonal channels of communication through whom peers were reached. Some influentials regularly watched the program and were asked their opinions about news events by associates. That audience corresponds to the two-step communications process which relies on interpersonal relations.

Channel 13's "Newsroom" has a small audience in comparison to local commercial television programs. The program attracts a predominantly Dallas adult audience with a high level of education. Although "Newsroom" receives some negative remarks in terms of fairness and accuracy, the program appears to respondents to be as good as or better than other local television news programs in comparison to the same qualities.

Although the size of the "Newsroom" audience is small, the effectiveness of interpersonal influence may be important in reaching and exposing community leaders to the program. While the diffusion process known as the two-step flow-of-information hypothesis was not reflected by survey measurements it may be contributing to "Newsroom's" impact within the community.

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THE ASSOCIATED PRESS AND NEWS
FROM LATIN AMERICA:
A GATEKEEPER AND NEWS-FLOW STUDY

Albert Lee Hester, Ph.D.

University of Wisconsin, 1972

Adviser: William A. Hachten

This study traces and characterizes the flow of the news via the Associated Press from its Latin American bureaus to its New York headquarters and from there onto the AP U.S. trunk wires and also onto the wires of the agency's world services. Stories written in the bureaus were analyzed for length, subject matter, nationality of gatekeeper handling items and method of transmission to New York during the period from June 28-July 18, 1971. Methods of gathering data included content analysis, personal observation and interviews with gatekeepers. Field research was conducted in New York, Mexico City, Buenos Aires, Santiago and La Paz, Bolivia. An effort was also made to determine gatekeepers' perceptions of the kinds of news their AP superiors expected and the types of news U.S. AP members desired in Latin American news.

The same types of analysis were used on the Latin American news passed on from New York after gatekeepers there had made their selection.

It was found that more than 350,000 words of news were sent from the Latin American bureaus--more than half being transmitted by communications/satellite. Heaviest emphasis was placed on sports, foreign relations, domestic government and politics and crime/criminal violence, in descending order.

Little emphasis was given to such areas as Latin American development, economics,

education, religion, agriculture, science--medicine or human interest. Generally the gatekeepers in Latin American bureaus edited their wires to New York in a manner congruent with their perceptions of what AP superiors and U.S. members desired in news.

The flow of Latin American news dwindled to only a trickle--about 7 per cent of that sent from the bureaus as New York gatekeepers placed it on the U.S. trunk wires. Not only was volume drastically cut, but fewer subjects were used from Latin America. More than half the volume relayed from New York to U.S. users was concerned with one category--crime/criminal violence. The AP New York gatekeepers edited Latin American news for U.S. trunk wires in a manner highly correlated with perceptions of the types of news U.S. AP members desired from Latin America.

The study indicated that the many mass media users of the AP Latin American report on the trunk wires have only a very curtailed amount of such news for their potential use, and that such news may not give a very rounded representation of events in Latin America, although it does report some of the more important "spot" news happenings.

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MASS MEDIA PARTICIPATION
AND MODERNIZATION: A CAUSAL ANALYSIS

Robert Charles Horvick, Ph.D.

Stanford University, 1973

Advisor: Wilbur Schramm

Many have noted the increasing penetration of mass media into developing areas, some with enthusiasm and others with trepidation. However research in this field has

been limited to correlational studies reporting that both on the national and individual levels increasing mass media participation is positively associated with commonly accepted indicators of economic development and individual modernization.

This dissertation describes a theory of the influence of mass media on individual modernization, and reports the results of a series of studies that test important components of that theory. The studies rely heavily on a multi-wave panel methodology developed for this project, which permitted fairly confident causal inferences from a non-experimental research design.

The modern world differs from the traditional one, from the most general perspective, in the normalcy of change associated with it. Thus an essential skill such a modern society demands of its citizens is the ability to adapt, to change the internal rules which one uses to deal with information.

Active exposure to mass media can demand adaptation of the traditional man's picture of the world, and, eventually, produce an increasing adaptability, equated here to individual modernization. Also, active exposure to mass media should encourage interest in other sources of information challenging to one's world view.

The research was divided into two major parts. In Study I (subparts A and B) mass media use (newspaper reading, radio listening, and television viewing) was related to measures of the adaptability concept. In Study IA, the dependent variable was an original interview test of the ability to change one's understanding of a problem while seeking the information necessary to solve it. A sample of 234 El Salvadoran Junior

High School students completed three waves of the interview test during the 1971 school year.

Study IB was a secondary analysis using general ability test data as an approximate measure of the adaptability concept. Its sample included 900 Junior High School students followed during the three year period ending in 1971.

In Study II, mass media participation was related to desire for information challenging to one's picture of the world. Outcroppings of the latter concept were measured by five Guttman scales tapping 1) dissatisfaction with present life, 2) desire for non-utilitarian information, 3) preference for a risky but interesting as opposed to a dull but secure job, 4) educational and occupational aspirations, and 5) desire to live and work in the city. The sample was the same as that used for Study IB. Six waves of data (gathered over three years) were available for mass media use and aspiration variables, and two waves of data gathered in 1971 were available for the other dependent scales.

The important findings may be summarized as follows:

1. No causal evidence was unearthed that related mass media use to adaptability.
2. Clear evidence supports the existence of a "tendency to use mass media." Thus radio, television and newspaper use tend to vary together despite the counter-influence of socio-economic variables.
3. Dissatisfaction with one's present life is associated with fewer, rather than more, material possessions, a finding which challenges theories of a revolution of rising frustrations.
4. Increasing newspaper reading was causally related to decreasing satisfaction

with present life.

5. The purchase and watching of television was causally related to increase in aspirations.

6. The purchase of television is causally related to a relative decrease in the desire to live and work in the city.

7. The collection of more than two waves of panel data, associated with the development of appropriate inferential logic and analysis techniques, proved to be a useful advance in justifying non-experimental causal inferences.

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PURCHASE-CONSEQUENCES,
PERSONALITY AND CONSUMER
BEHAVIOR

William Dean Hull, Ph.D.
University of Illinois, 1972
Adviser: Arnold M. Barban

This thesis sought to explore a model for predicting consumer behavior. Purchase-consequences were the focus of attention. It was proposed that purchase-consequences be treated as consisting of two constituent parts, one being the strength of association or degree of certainty that a given purchase-consequence would follow from buying and using the product, the other element being the evaluation of the purchase-consequence.

Fishbein's two-component summative approach (Association-Evaluation) provided a means of integrating the two elements to arrive at a prediction of the overall evaluation of using the product. It was hypothesized that individuals would indicate themselves most likely to purchase those products with the highest overall evaluation relative to their price.

The thesis also sought to look at the influence of personality on the consumer decision process. Purchase-consequences were categorized as functional, personal self-image, or social. According to the model propounded by the thesis, there should be consistent differences in the relative importance attached to these three types, reflecting personality differences between individuals. It was hypothesized that personality would manifest itself as a consistent biasing force affecting the perception, evaluation, and association of purchase-consequences.

To explore these hypotheses a paper and pencil instrument was developed. The questionnaire assessed the evaluation of 17 general purchase-consequences and the strength of belief that each would follow from purchasing and using three different brands. The instrument also measured the perceived value of the three brands, the intention to purchase the brands, and actual purchase behavior.

Cohen's C.A.D. instrument was used to provide a measure of personality. The C.A.D. indicates an individual's interpersonal response orientation, providing a score for the degree of "compliance", "aggressiveness", and "detachedness".

The questionnaire was administered to a convenience sample of 111 Introductory Advertising students at the University of Illinois, Urbana-Champaign.

The results of the study suggest that the application of the two-component summative model to purchase behavior can be very productive. Predictions of behavioral intention were correct about two-thirds of the time, or twice the chance level. There was nearly a 90% correspondence between behavioral intention and past purchase behavior.

The three part trichotomization of purchase-consequences into social, personal self-image, and functional appears to be quite useful. Personality does seem to affect the decision process, influencing which type of consequence receives more weight in arriving at a purchase decision.

Based on the data at hand, personality seems to have little effect on the evaluation of purchase-consequences. Personality produced an inverse effect on belief strength, suggesting that people were more skeptical that those consequences which were of greatest psychological importance would follow from purchasing and using a product.

The tendency ($r = .5$) was for "compliant" individuals to be oriented toward, but skeptical of, social consequences. "Aggressive" individuals displayed this same pattern toward personal self-image consequences, while the "detached" interpersonal orientation affected functional consequences.

More work is needed before this view of personality's influence can be accepted.

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USE OF PHOTOGRAPHS IN AMERICAN DAILY NEWSPAPERS: AN ANALYSIS

Lillian M. Junas, Ph.D.

The Ohio State University, 1972

Adviser: I. Keith Tyler

The major concern of this research was with how photographs are being used in American daily newspapers, based on the premise that photo handling has not kept up with photo taking. Concern was not with the quantity, content, legal or ethical uses of photographs.

The main objective was to find out how the final appearance of newspapers actually comes about. Therefore, the photo practices found on dailies and the attitudes toward photo usage by editors, and photographers were examined. More than 100 newspaper photographers, photo editing experts, and college photojournalism instructors throughout the country were asked to suggest newspapers which they considered among the best and among the poorest photographically in their areas. Questionnaires mailed to editors and photographers on 300 of the suggested newspapers in both categories provide the information for this study.

Better-rated newspapers photographically are characterized by their more regular use of partial page photo essays, picture pages, contemporary magazine-style formats, page one features, and pictorial photographs (aesthetic value dominant). Most of the better-rated papers also provide the opportunity for enterprising so that the photographer has free time to photograph features of his own choice, leading to submissions of more unassigned, creative and imaginative photographs.

"Think pictures" staffs with editors who are enthusiastic about handling photos and who recognize the photographer as an important part of the paper's operation also characterize better-rated papers photographically. Photographers on these papers are proud to have their photos run in their paper, and they know something about the word story their photos will accompany before going on assignment.

More evident on poorer-rated papers are such practices as using photos as space fillers, covering cliché assignments, using a poor communicative photo rather than none,

and looking the same photographically from day to day.

No statistically significant differences are found between the two groups of newspapers in several practices: Both regularly use local features and both occasionally run front page photo displays and photos merely as illustration. Both seldom use more hard news than local photos. Photographers on both papers only occasionally show an understanding of editorial problems and discuss their photo assignments with the reporter writing the story, but they both seldom have more than three assignments daily. Furthermore, photographers who are word-photo communicators, are common to all newspapers.

Concerning attitudes of editors and photographers toward photo usage, photographers much more strongly agree that word editors do not know how to use photos, that few persons in the newspaper profession are qualified to edit photographs, and that every newspaper should have a photo editor or its equivalent. The only attitude statement receiving more agreement from editors was that the editor should make final photo decisions. Both photographers and editors feel that every newspaper should have a photo policy.

However, when judging nine photographs in the study for their communicative, imaginative and impact values, both photographers and editors perceived them similarly, choosing the same photos for having the best and worst values. A light feature (children silhouetted in a water fountain), favored slightly more by photographers, and a hard news tragedy shot (dead man in Viet Nam), favored slightly more by editors, were the most popular photographs in all values.

FACTOR ANALYSES OF PERCEIVED
ATTRIBUTES OF NEWS HEADLINES

Lawrence N. Kagawa, Ph.D.

Southern Illinois University, 1973

Adviser: L. Erwin Atwood

The present study was undertaken for three main reasons: (1) To explore some of the kinds of news attributes readers say they perceive in the headlines of published news stories, (2) to determine whether there were any definable dimensions underlying the perceived attributes, and (3) to determine whether there was any systematic relationship between factor analytically derived dimensions of news perception and reading of news stories.

Two instruments were used to collect the data: (1) an unstructured responses procedure consisting of asking respondents to describe their perceptions of the news headlines, and (2) a structured responses instrument consisting of 15 of the most commonly mentioned news attributes in journalism textbooks.

The two instruments were administered in personal interviews to a purposive sample of 60 Carbondale residents selected to represent a wide variety of background characteristics.

Three analytic procedures were used to analyze the data. First, a frequency count analysis was performed on the data obtained in the unstructured responses interviews to determine the attributes readers saw most frequently in the 20 news headlines. Seventeen responses were found to occur one or more times in every 100 responses.

Second, the 17 responses yielded by the frequency count analysis and the data obtained from the structured responses rating

procedure were factor analyzed by the principal axis method with oblique rotation to simple structure. Separate factor analyses were executed for the unstructured and the structured responses data. Three factors were extracted from the unstructured responses analysis and were identified as: (1) Subject matter, (2) Evaluation, and (3) Area Interest News. Analysis of the structured responses yielded a four-factor solution labeled: (1) Significance to self, (2) Oddity-ambiguity, (3) Conflict, and (4) Trivia.

Third, the factors derived from the factor analyses were used in two separate multiple linear regression analyses to determine the set of factors which accounted for more variance in the choice responses to the 20 news headlines. Contrary to expectation, the unstructured responses set of factors failed to account for significant proportions of variance in any of the 20 news headlines. This finding was explained in terms of the numerous methodological and analytical problems encountered during the collection, coding, and analysis of the unstructured responses data. The structured responses set of factors, on the other hand, accounted for significant proportions of variance in eight of the 20 news headlines selection responses.

From the results of the study, the following conclusions were drawn. (1) News readers appear to differentiate published news stories along two broad dimensions: (a) a subject matter dimension, and (b) a non-subject matter or evaluative dimension.

(2) The non-subject matter dimension appears to be a complex group of relatively distinct sub-dimensions of which one was extracted in the unstructured responses analysis, and four in the structured responses

analysis.

(3) Due to the multi-dimensionality of news perception, such techniques of multi-variate analysis as factor analysis and multiple regression analysis seem to be plausible tools for investigating news perception and judgment problems.

(4) The negligible proportions of variance accounted for by the set of unstructured responses factors and the low proportions of variance accounted for by the set of structured responses factors seem to suggest that perception of the specific dimensions found and reading of published news items with these dimensions might be only mildly related.

(5) The structured responses procedure seems to hold greater promise than the unstructured responses procedure in investigating factors underlying people's perception and judgment of news.

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LEISURE AND THE MASS MEDIA: A STUDY
OF THE COMMUNICATIONS BEHAVIOR
OF PARTICIPANTS IN A MAJOR AREA

Vernon A. Keel, Ph.D.

University of Minnesota, 1973

Adviser: Phillip J. Tichenor

The purpose of this study was to develop and test a model for explaining the dynamics of media use and information-seeking of individuals involved in participatory leisure activities.

Several propositions, which were derived from the proposed model of leisure communication, were tested in a study of the communications behavior of participants in a major area of leisure activity--home gardening.

Three samples of home gardeners in the Minneapolis-St. Paul metropolitan area were randomly selected. The first was a general sample of 350 urban home gardeners. The second was a sample of 75 individuals who had phoned the University of Minnesota,

Horticultural Information Center for gardening information. The third was a sample of 50 metro-area members of the Minnesota State Horticultural Society.

In-depth interviews were conducted with respondents in each sample. Two approaches were used to analyze the data: a) correlational analysis using data from the general sample of home gardeners; and b) comparative analysis of the three samples.

Findings from the present study support the following conclusions:

*In most areas of leisure activity, there are likely to be certain situational and/or demographic factors which are necessary but not sufficient conditions for participation in that activity.

*Once involved in a leisure activity, as one's interest in the topic increases so, too, will his knowledge of and involvement in it increase (involvement measured in terms of the amount of time devoted to the activity). Furthermore, increases in knowledge and involvement will result in increased interest in the activity.

*Level of interest is the best predictor of variations in leisure-related communications behavior. Specifically, as knowledge and interest increase, so will use of the mass media for topic-related information, which will lead to greater knowledge and interest. Also, the more knowledgeable and interested one is in the leisure activity, the more active and discriminating seeker of information he will be from sources other than

the mass media.

*Actual and perceived opinion leadership increase with interest and amount of time devoted to the activity. The more interested and active one becomes, the more he will come to see himself as and to actually be a source of information and advice for others.

*Group membership does not necessarily increase with knowledge, interest or activity in a general sample of leisure participants. For home gardening, though, age is a factor in level of involvement. That is, the older and more active one becomes, the more time he will devote to all types of behavior related to that activity, including voluntary group and activities.

*Perceived opinion leadership and group membership are both positively related to topic-related media use and information-seeking.

In terms of the "process" of becoming involved in a leisure activity and the communications activities related to it, level of knowledge and participation tend to increase as interest increases. The more interested one becomes, the more active he will also become in the use of the media and in seeking information from sources other than the mass media. As interest and activity continue to increase, the more one will come to be seen and to see himself as a source of information and advice for others in the activity. Finally, while he may not become a member of any voluntary groups related to that leisure endeavor, if he does his participation in group-related activities and added contact with others who share his interest will result in his becoming even more involved in the activity itself, and in the communication activities associated with it.

FUNCTIONAL RELEVANCE OF LOCAL
AND CENTRAL RADIO BROADCASTS OF
AGRICULTURAL INFORMATION IN INDIA

Abdul Waheed Khan, Ph.D.

University of Wisconsin, 1973

Adviser: Lloyd R. Bostian

Technological modernization lies at the heart of agricultural development. And information about new agricultural technology is an important ingredient in agricultural production. We agree with the widely held opinion that in most of the developing countries there is a wide gap between availability of agricultural technology and its adoption by the farmers.

Many students of mass communication argue that mass media can play an important role in narrowing the gap between research laboratories and the cultivation. However, mere availability of mass media institutions in a country in itself is no guarantee that media will be used by the farmers for agricultural information. First, the mass media are usually not available where they are needed the most for development purposes. Second, whatever media are available and are received do not usually carry the kind of information that might aid development. Third, the mass media content may not be situationally relevant enough to aid development. Fourth, even if functionally relevant information is fully available infrastructures or inputs may not be.

Because of agro-climatic, cultural and linguistic variations within a country, a national mass media may find it impossible to provide functionally relevant messages to the majority of the audience. Efforts to achieve high functional relevance will usually require the development of geographically or oc-

cupationally specialized media. However, localization of mass media in itself is no guarantee that media will carry functionally relevant messages.

In this study we focused our attention to test empirically whether local mass media indeed provide more functionally relevant messages than centralized media. Answering this question can also help decide how best to establish priorities for investment in communication as part of the strategy of development.

All India Radio network offered a unique opportunity to test the functional relevance of localized and centralized radio broadcasts. For this study, the powerful regional station located in the capital city of the State of Uttar Pradesh.

The major hypothesis is that the listeners of local broadcast receive functionally more relevant information, compared to listeners of central broadcast. However, local and central listeners were compared on number of other variables such as use of radio, recall of broadcast information, credibility of information, familiarity with farm program, and coorientation variables--congruency, agreement and accuracy.

We also compared two listening set-ups--Charcha Mandal (organized listening) and Non-Dharcha Mandal (unorganized listening). Another independent variable was type of village--advantaged and disadvantaged.

We found a consistently significant difference between local and central listeners on each and every dimension of functional relevance--hearing, understanding, completeness, specificity, timeliness, applicability, usefulness and willingness to use. There was also a consistent difference between the two groups in frequency of listening to radio,

purpose of listening, knowledge obtained from radio, credibility of information and familiarity with the farm program. The difference was in the hypothesized direction.

No significant difference was found between Charcha Mandal and Non-Charcha Mandal listeners in any of the dependent variables. The results show, however, that Charcha Mandals located in local broadcast area are more successful compared to ones located in central broadcast area.

The situational and institutional advantage of the villages did not make any difference except that listeners in more advantaged villages reported that information was applicable to their situation and were more willing to use it.

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FREE PRESS AND FAIR TRIAL:
AN ATTITUDINAL STUDY OF LAWYERS,
AND JOURNALISTS IN A CONFLICT
BETWEEN TWO PROFESSIONS

Holim Kim, Ph.D.

Southern Illinois University, 1972

Adviser: Bryce W. Rucker

A general hypothesis of this study is that there may exist identifiable systems of beliefs and attitudes for certain professional groups. To empirically test it, two professional groups, lawyers (N=88) and journalists (N=75), were selected on an issue that concerned them both--the "free press - fair trial" conflict. The conflict between the press and the bar was viewed as an effect of psychological sources rooted in their respective belief systems.

The components of the systems were hypothesized to be the idea of justice, politico-economic convictions, and mutual

professional regard. These components were thought to make up a system of beliefs and attitudes that are coherent and interrelated. The systems of beliefs and attitudes, further, were thought to be separate and different for the two professional groups.

In the empirical analysis, these components were translated into Likert-type attitudinal scales and became predictors for attitudes toward the press-bar conflict. The four predictor scales developed were: Justice scale, Politico-Economic scale, Journalists scale, and Lawyers scale. The latter two scales were used to measure mutual professional regard. The criterion was the Conflict scale.

Among the predictors the Journalists scale was found to be consistently a good predictor for the press-bar conflict criterion for both groups. The Politico-Economic scale was consistently a poor predictor for both groups. The Justice scale was a good predictor only for lawyers, whereas the Lawyers scale was a good predictor for only journalists.

Low correlations were found among the predictors except the P-E scale which correlated inversely (and significantly) with the Justice scale. This weakened the thesis that those predictors are cohesive and interrelated to make up a belief system.

However, on all scales the two professional groups differed sharply in their attitudes. This raised the possibility that there may be two sharply distinguishable patterns of attitudes for the two professional groups involved.

Based on these several findings, it was concluded that the proposed attitudinal components may not constitute belief "systems"

in the sense of cohesive and well-organized interrelationships but they may constitute tendencies of beliefs and attitudes held by members of the two professional groups.

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THE RELATIVE EFFECTIVENESS OF
REFERENTS OF FEAR APPEALS
IN PESTICIDE SAFETY COMMUNICATIONS

Ana C. Kong, Ph.D.

University of Illinois, 1973

Advisers: Arnold Barban and
Rodolfo N. Salcedo

A simple, randomized, pretest-posttest design was used to test five experimental conditions varying the following factors: the presence or absence of a fear appeal, the referent ("self" versus "valued-others") of the fear appeal, and the number of referents (combination of "self" and "valued-others" versus either referent) of the appeal in pesticide safety communications. Dependent variables measured were subjects' knowledge (of the parts and functions of pesticide labels), attitudes, and behavioral intentions toward the pesticide label and the safe use of pesticides. Subjects were 230 adult residents of Champaign, Illinois.

Findings indicated that written pesticide safety communications were more effective in influencing subjects' knowledge of and attitudes toward pesticide safety when the messages were accompanied by various appeals compared to when no appeals were planted in the message. Further, threats to one's "valued-others" were more effective than threats to one's "self" in influencing knowledge. Also, knowledge of subjects in

the combined "valued-others" and "self" referents condition was higher compared to the knowledge of subjects exposed to either referent of the threat.

In general, measures of the attitudes and the behavioral intentions among experimental groups did not differ. Perhaps, it does not matter which referent, and how many referents of appeals were employed as long as the appeal was planted in the safety message. Moreover, a greater amount and variety of reward conditions in the safety message seems necessary to effectively persuade the reader to read pesticide labels. These findings indicated support for the proposition that knowledge is more accessible and prone to change than either attitude or behavior.

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THE MAKING OF RACIAL IDENTITIES IN THE
BLACK PRESS: A CULTURAL ANALYSIS OF
RACE JOURNALISM IN CHICAGO, 1878-1929

Albert Lee Krebiling, Ph.D.

University of Illinois, 1973

Adviser: James W. Carey

The dissertation is a symbolic analysis of the content of black publications issued in Chicago from 1878, when the first journal appeared, through the 1920's, a decade in which several vigorous publications flourished. In addition, the study presents a comprehensive historical account of the rise of black journalism in Chicago.

The author argues that studies of the black press have been limited by their focus on manifest content and overt editorial stands. Consequently, the existing literature has predominantly pictured the black press as an agency of news transmission and

political protest. In two theoretical chapters, the author reviews existing studies and builds an alternative frame of reference for analysis.

Drawing from the literature on cultural theory and analysis and symbolic interactionism, this frame of reference characterizes the black press as primarily a cultural rather than political phenomenon. The press is viewed as a reflection of processes of social interaction, in which groups of blacks have created common cultural perspectives and attached ritualistic significance to shared symbols of racial experience. Thus, it is argued, the black press has played a central role in building and sustaining a fabric of collective cultural life, in which blacks have found symbolic expression of sentiments and identity models. Such content themes as protests against racial injustices are analyzed, not from the standpoint of manifest content and inferable value positions, but as ritualistic expressions which have supported shared outlooks and styles of life.

In characterizing the black press as dominated by its commitment to mainstream American values, much of the existing literature implicitly pictures it as an agency of integration and assimilation. By contrast, the present study points to what might be called a nationalistic thrust in black publications, insofar as they have been forums for the dramatization of racial identities.

The identity models that appeared in black publications from 1878 to 1929 are subsumed under four "styles of life." It is argued that major groups of publications, both in Chicago and on the national scene, gave public expression to the symbolism of these styles of life, which were constructed by successively visible groups of blacks. Thus,

the dissertation is as much concerned with style as with content, for it argues that the shifting styles mirrored developing models of racial identities.

Several black journals that appeared in Chicago in the late nineteenth century are characterized as the expression of a cultural group called the "Afro-American Agitators." The role of Afro-American Agitators in the life of the Chicago black community waned with the rise of a newly visible group, the "Bookerites," who introduced journals that gave expression to a new style of life and new themes in racial affairs.

The Bookerites were challenged by a group of newly visible militants, the "Race Radicals," who introduced additional new themes and ritualistic expressions into black journalism. The most famous Chicago black newspaper, the Defender, helped to spread the themes and rituals created by these groups to a mass following, both in the city and nationwide. In the twenties, a newly visible group of young blacks, the "New Negroes," created the symbolism of a new style of life that found expression in the Chicago Whip.

Thus, the dissertation pictures the black press as a reflection of developing cultural styles and clashes among contending cultural groups within the black community. The publications of which copies remain are analyzed individually. It is shown how major themes and symbols evident within them link them with the cultural groups postulated.

SATURDAY REVIEW EDUCATION SUPPLEMENTS:
PULSE OF THE EDUCATION BEAT

Barnetta Davis Lange, Ph.D.

University of Pittsburgh, 1972

Adviser: Richard Seckinger

The purpose of the study was to examine and analyze the 124 editorials from September, 1960, through December, 1971, in order to report the stance of the editors of Saturday Review on the major educational topics; to examine and analyze the major articles in order to report what the authors were saying on the major educational problems and to report various points of view, conflicts or agreements and to relate the foregoing to the changing scene in education over the eleven-year span.

Checking every editorial and major article, approximately 760, in the Supplements in the indicated interval, and every "education" editorial and article in Saturday Review, approximately 40, the writer found that these expositions appeared to fall into eleven categories which she used as chapter headings, several of the chapters having two or three parts.

The writer found that quantitatively, and judging from subjective factors such as eminence of the writer, quality of the expression and depth of content, the Supplements--and included are a few writers in Saturday Review, i.e. outside the Supplements--saw as the most crucial topics for educational debate four major areas:

desegregation, student revolt, curriculum-- which was strongly related to the first two-- and education in other lands. To be sure, other areas were not overlooked. For example, federal aid to education, local control, educational theory, teacher prepara-



tion and teacher militancy, academic freedom and technical innovations were generously viewed. Nonetheless their roles were secondary to the "big four." Desegregation was seen by most writers to be moving far too slowly, some of the tracts even suggesting that at heart middle America didn't even truly want equality of opportunity. In the area of curriculum, the humanities occupied roughly half of the total; they were seen to be America's best hope, not only in the world of education, but for the nation's very survival. Student revolt, which really "began" at Berkeley in 1964, didn't emerge in the Supplements until 1965. From then, through 1971, however, it played a major role. It might here be noted that with rare exceptions, the Supplements "sided" with the students. Bureaucracy, or some variation of it, was seen to be the major cause. Education in other lands viewed "systems" mostly in European nations, among which England appeared to be doing the most exciting things educationally, with its open classroom experiments in primary levels, and its democratization processes at higher levels. Education in other lands also encompassed student exchange travel and America's humanitarian "education exports," among which the Peace Corps was seen to be the most effective. Additionally, the Supplements were "pro" federal aid to education; "pro" teacher militancy; appeared neutral about merit pay; highly critical of the big city public school system; and thoroughly unhappy with many aspects of higher education, particularly college admissions patterns, which were seen to be too rigid.

The writer also found as a leit-motif that the Supplements assessed the individual human being as precious and unique, in what-

ever context he was viewed, whether it was in a "middle-American" classroom or a mud-walled village in Asia.

She also had strong words of praise for the editors and for many writers, naming as outstanding Henry Steele Commager, Harold Taylor, Robert Coles, James Baldwin, Philip Coombs, Sargent Shriver and others, because of their broad vision as well as their eloquence.

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PROFESSIONALISM AND PERFORMANCE:
AN INVESTIGATION
OF COLORADO DAILY NEWSPAPERS

Danny L. Lattimore, Ph.D.

University of Wisconsin, 1972

Advisor: David G. Clark

The purpose of this study was to investigate the professional orientation of newsmen on Colorado daily newspapers and to determine if, or to what degree, performance was related to professional orientation. The survey included 184 newsmen from all 26 Colorado daily newspapers. Data for performance was collected from the 10 largest Colorado dailies during a two-week period-- March 1-14, 1972.

The measuring instrument for professionalism was a 21-item professionalism index adapted from previous professionalism studies. In addition, performance was judged on the ability of a given newspaper to meet certain journalistic principles. Measures were developed or adapted to determine significant news coverage, diversity of opinion presented, comprehensive news coverage and accuracy of the content in the 10 Colorado newspapers.

Newsmen were classified as high, medium or low professionals according to their responses on 21 professional orientation items in the survey. Eleven items were considered professional indicators, while ten indicated non-professional orientation. After newsmen were classified according to their professional orientation, they were examined to determine differences in desired job characteristics, job satisfaction, adequacy of news content, provision of job desires, implementation, and performance. Background information was analyzed, also.

The most important finding of the study was the strong relationship between professionalism and performance that was found in a rank order correlation between the two concepts. A correlation of +.66 was found between the professionalism orientation of the employees from the 10 largest daily papers in Colorado and the performance scores. Several implications of this finding were considered for the newspaper industry, journalism education, and society as a whole.

Other findings included validation of the professionalism index through certain aspects of professionalism such as job satisfaction and adequacy of news content. Job satisfaction is an area where high professionals tended to show dissatisfaction with their present job in relation to the ideal situation. High professionals were especially dissatisfied in "opportunity to learn new skills and knowledge," "influence on decision," "freedom from close supervision," and "full use of abilities and training." Low professionals appear to be more satisfied with their present situation.

Higher professionals desired more local,

state, national, education, and science news in their papers." High professionals also wanted more public affairs and less entertainment content than the medium and low professionals.

High professionals also were found to be more desirous of professional implementation items, in most cases, than the low professionals.

In conclusion, this study's findings indicate quantitatively that there is a relationship between professionalism and performance. It appears that those newspapers that have a greater percentage of higher professionals on their editorial staffs also are doing a relatively better job of meeting the standards of press performance, which are outlined in the canons of journalism and by the Commission on Freedom of the Press, than those newspapers with a lower professionalism orientation among their editorial employees.

Further investigations of the relationship between professionalism and performance were among several future research studies suggested.

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PROCESS OF ART UNDERSTANDING:
A FORM APPROACH TO CRITICAL ANALYSIS

Jaewon Lee, Ph.D.

University of Iowa, 1972

Adviser: Malcolm S. MacLean, Jr.

The concept of form as a conceptual frame for a process of "art understanding" is advantageous for its comprehensive and coherent applicability to the two other main components of a system of art activities--the

artist's creative process and the existence of art works. This form approach, for that matter, is not only effective in dealing with a variety of art theories, but also heuristic in projecting art understanding as a metaphoric process of personal construct formation.

Particularly, it is heuristic to see the formative process of art understanding as a three-dimensional construct that is composed of "sensuous," "expressive," and "critical" dimensions, with each plane playing necessary parts as perspectives, and all the three constituting a sufficient condition for construct formation.

A sensuous dimension is noted for the need of first-person experience in aesthetic transactions, in which one's heightened sensitivity connects his understanding process and the cultural environment. "Empathic" involvement, or an ability to "feel into," characterizes the meaning-giving function of an expressive dimension. A critical dimension is noted for its reflexive articulation as it is implicit in the concept of "aesthetic distance," by which one "informs," "legitimizes," or "re-cognizes" the emphatic meaning. The three dimensions are organized in a cumulative-hierarchical order with circular relationships.

These ideas were empirically explored with a group of art students, who rated a set of statements on aesthetic concepts. The subjects tended to form modal constructs, the properties of which were roughly analogous to the dimensional characteristics described above. The modal constructs also tended to form the kind of "order" suggested. In addition, the major characteristics of the critical dimension could be seen as main factors in personal construct formation at the intra-

personal communication process level. Included in the discussion are such basic problems as "in-formation," "reflexive distancing," "articulation," and "postulating reality," all of which highlight the process of critical performances by communicators.

The research design uses the concepts and techniques underlying Stephenson's Q-factor analytic method, Guttman's radex method, and McQuitty's pattern-analytic methods.

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COMMONWEALTH CARIBBEAN MASS MEDIA:
HISTORICAL, CULTURAL, ECONOMIC AND
POLITICAL ASPECTS

John A. Lent, Ph.D.

University of Iowa, 1972

Adviser: Leslie G. Moeller

This multi-media and interdisciplinary study analyzes the history and present state of Commonwealth Caribbean mass media, in context of their political, social, economic and cultural settings. The Commonwealth Caribbean includes the British-oriented islands of Anguilla, Antigua, Bahamas, Barbados, Bermuda, British Virgin Islands, Dominica, Grenada, Jamaica, Montserrat, St. Kitts-Nevis, St. Lucia, St. Vincent and Trinidad and Tobago.

Data were gathered through: 1. Interviews with 59 media executives in the islands. 2. Historical analysis, using data gathered in the United States and West Indian libraries. 3. Informal content study of sample issues of nearly all island printed media and of broadcasting schedules.

The story of the first two centuries of newspapers in the Commonwealth Caribbean has

many parallels with press development in other colonial societies. At the outset, there were: the yoke of government control, close relationship between government, press and literature, and the ever present financial problem. Newspapers blossomed in the islands during times of crisis such as emancipation, nationalist drives and labor movements.

Today, 59 newspapers (including 13 dailies), 19 radio and seven television systems serve the region. Estimated total circulation is 550,000 in a population of 3.9 million. Almost all mass media are concentrated in capital cities.

The ownership pattern is: electronic media, developed as parts of private-government ownership consortia, are becoming government agencies, while dailies remain foreign or local privately owned media, and nondailies function as political organs. Foreign ownership of media is decreasing.

Both the news flow and media content of the region are highly dependent upon foreign services. Larger media rely on international wire services and foreign broadcast agencies; smaller-island media depend on radio monitoring, press releases, informal sources and Reuterpress. Newspaper content is usually highly political and entertainment oriented; magazines tend to be promotional. Television programming, limited to evening hours, is made up of 60 to 80 per cent foreign content. Radio, on the air 17 to 18 hours daily, broadcasts large portions of pop music. Chief complaints levelled against radio concern its foreign-oriented and oftentimes, trifling content.

Socio-cultural influences upon media relate significantly to the imprint left by colonialism. Most media were first created

for elites, the masses depending on oral news systems. Interpersonal channels still play an important role. On a few islands, a language problem exists: people speak French-derived patios and the media use standard English. The fact that the islands are separated, and in some cases are small, is related to media development.

Plants and equipment vary from multi-million dollar complexes using computerization, to mimeographed nondailies printed in editors' homes. Usually, investment capital is scarce in the region, as are trained personnel.

Consumption of media products is quite high compared to almost all other developing nations. Radio is the most affordable medium, but a number of people invest in television sets. Published literacy rates are high enough to allow the majority of West Indians to consume printed media, but some observers think literacy is often non-functional.

Politically, mass media operate under a concept of "deliberately guided" press freedom. Island governments, young and insecure, have restricted the media both directly and subtly. Government has also facilitated media operations through postal subsidies and government information services.

Four major conclusions of this work are:

1. The nature of mass media in the area is still heavily dependent on outside factors.
2. A number of mass media problems are those typical of emerging nations in a hurry.
3. In general, the media give above average attention to the political phases of society.
4. Press freedom on most islands is shaky.

COMIC CARICATURES IN EARLY AMERICAN
NEWSPAPERS AS REPRESENTATIONS OF THE
NATIONAL CHARACTER

Mark Lipper, Ph.D.

Southern Illinois University, 1973

Adviser: Jim A. Hart

The American newspaper has been called the chief designer and disseminator of native American humor, and humor has been cited as a major shaping force of the American character. The two-fold purpose of this study, therefore, was to trace the development of the comic tradition in early American journalism and to determine how representative it was of the American character.

Because the investigation extended from the colonial period to 1860, the study was delimited to one genre of newspaper humor. Comic caricature was selected because it appeared to be the most popular genre and the most indicative of the American personality.

This dissertation is presented in five major parts. The first examines the entertainment function of the American newspaper from which evolved the first popular culture, with native American humor as its core and comic newspaper caricatures as its mythical heroes.

Part II is concerned with the "Brother Jonathan syndrome" of newspaper caricature. In this syndrome, Down East Americans were portrayed as comically homely rustics, reflecting the earliest English notion of colonial Americans when they were derisively called "Yankee Doodle." They also were portrayed as being materialistic, egalitarian and antiauthoritarian. The major Jonathan caricatures examined in this section are "Jack Downing," "Hosea Biglow," "Mrs. Partington" and "Widow Bedott."

Newspaper caricatures in the "Nimrod Wildfire syndrome" are investigated in Part III. Influenced by the notions of Americans found in the numerous travel books that were popular early in the nineteenth century, these caricatures were more obviously burlesques of American types and portrayed the frontiersmen as comically animalistic rustics, with leanings toward materialism, egalitarianism and antiauthoritarianism. The major Wildfire caricatures examined in this section are "Davy Crockett," "Mike Fink," "Jim Doggett," "Major Jones," "Simon Suggs," "Sut Lovingood" and "Pete Whetstone."

Part IV examines the "American caricature" that resulted from the confluence of Down East and Old Southwest humor in the popular culture. The first truly American caricature to emerge was "Artemus Ward." Ward combined the characteristics of Jonathan caricatures with the tall talk and tall tales of the Wildfire syndrome. He was both comically homely and comically animalistic as an American rustic, and he represented the American as being materialistic, egalitarian and antiauthoritarian. The best elements of both the Jonathan and Wildfire syndromes of newspaper humor were combined in Mark Twain's book, The Adventures of Huckleberry Finn, which has been cited as an outstanding representation of the American character.

In Part V, the major findings of this study are evaluated under the assumptions that national character is partly determined by what a nation thinks of itself, that what a nation thinks of itself is reflected in how it portrays itself in the popular culture and that this self-portrayal serves as the basis for the national stereotype.

Based on the evidence that most newspaper caricatures were burlesques of out-

siders' notions of Americans, and also on the application of a Bergsonian theory and a Hobbesian theory on laughter, the conclusion of this study is that newspaper caricatures entered the popular culture not because they reflected the character and custom of the nation, but because they served as effective vehicles for social and political satire and had the broad appeal that is necessary in the popular arts of a middle-class, democratic and capitalistic society. Consequently, while early American newspaper caricatures may have served as a basis for the national stereotype, they were not accurate representations of the American character.

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MEDIA USE, ACADEMIC PERFORMANCE, AND
SOCIAL-DEMOGRAPHIC BACKGROUND:
A STUDY OF TAIWANESE CHILDREN

Han Chin Liu, Ph.D.

University of Minnesota, 1973

Adviser: Roy E. Carter, Jr.

The purpose of this study are twofold:

(1) to investigate the relationships of children's media use to a number of social-demographic background variables and to their academic performance in school and (2) to determine the important predictors of media use and academic performance.

A growing population of the young in developing Taiwan, a tendency toward increased use of the mass media, a generally high aspiration for education, and, in addition, rapid social change pointed up a need for a study of this nature.

Variables included are time spent with newspapers, magazines, books, television, and radio, age of children, father's education,

place of residence, occupation of chief wage earner, parental concern for education, parental concern for education, parental educational expectation, and children's academic performance in school.

A sample of 100 school children was drawn from six public elementary schools in Taichung, Taiwan, by a probability procedure stratifying on student enrollment in school. The field interview technique was used for data collection. Only 91 interviews were usable. Stepwise regression analysis was used to determine the predictors of children's media behaviors and their academic performance in school.

A general description of Taiwanese school children's media behaviors is provided. The results of the analyses show that children's time spent with newspapers and books is related to the social-demographic variables with the exception of age which ranges only from nine to thirteen years. The higher the social status of the chief wage earner's occupation and the greater the parents' concern for education, the more the children read newspapers. Children who read more books tend to live in urban areas and have fathers of higher social status occupationally. Children from urban areas and those whose parents have greater concern for education watch television more. No significant predictors were found for magazine reading and radio listening.

Children's academic performance in school was found to be significantly related to the social-demographic variables with the exception of age. However, when partialling out the relationship accounted for through other predictors, only the occupation of the chief wage earner and the parental educational expectation were found to be important.

predictors. The higher the social status of the chief wage earner's occupation and the higher the parents' educational expectations for their children, the better their children performed in school. Children who viewed television and read books more performed better in school. An overall stepwise regression analysis shows that a combination of television viewing, newspaper reading, the occupation of the chief wage earner, and parental educational expectation optimize the predictability of children's academic performance in school.

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AN ANALYSIS OF PROCEDURES USED
IN PROGRAM DEVELOPMENT WITH
DISADVANTAGED COMMUNITIES IN IRELAND

P. Joseph Mannion, Ph.D.

University of Wisconsin, Madison, 1972

Advisor: Claron Burnett

Purpose: This study investigated the effectiveness of procedures used by Agricultural Advisory Service members in overcoming constraints associated with land reclamation projects in the West of Ireland. The main consideration for undertaking the study was: to discover if the problem of western development and more specifically, differing degrees of farmer participation in projects aimed at this objective, can be better understood by examining inadequacies at farmer, farm situational and institutional levels. The objectives of the study were: (1) identifying the major elements of land reclamation projects; (2) determining how procedures followed by advisers, farmers, and others, accounted for differences in these elements; (3) determining the importance of individual

farmer, farm situational, and institutional constraints in accounting for between-area differences in the effectiveness of the project; (4) determining the implications of the study findings for Agricultural Advisory Service program procedures in the West of Ireland.

Design: The study was conducted in three pilot areas, one from each of three counties in the West of Ireland. One of the areas was considered to have had a successful land reclamation project, the second a fairly successful project, and the third area, a less successful project. Data were collected from selected farmers, members of the Agricultural Advisory and Land Project Services and other officials who had linkages in the project. Interview schedules and cassette tapes were used to collect the data. Since the purpose of the study required information on different project procedures followed, qualitative and quantitative kinds of data were collected. The methods of data analysis were also qualitative and quantitative.

Findings: The study findings were organized into two sections: (1) levels of participation in the project and economic and social changes made by farmers; and (2) the results of comparing the major project elements for each area utilizing the individual farmer, farm situational and institutional levels of constraints framework.

More social and economic changes were made in those areas where farmers participated to a greater extent in land reclamation projects than in the area where farmers did not do so. Farmers lack of knowledge or their unfavourable beliefs about the project and its different elements, were not major blocks to lower levels of project effectiveness. Where differences existed they were

seen as the correct interpretations of the situation rather than interpretations based on the ignorance or unwillingness of individual farmers. Real differences were found to exist in terms of: (a) farm-situational services and structures; and (b) the institutional level procedures and practices followed by members of the Advisory and Land Project Services. In the successful areas much attention was given to these two project dimensions by the advisers, as well as to providing farmers with information about the project and its contribution to increased production. In the less successful area the attention was focused mainly on the information dimension.

Implications: The implications were:

(1) there is need to examine development projects in terms of the constraints at individual farmer, farm situational and institutional levels and interrelationships between these levels; (2) agricultural advisers can play important leadership roles in initiating procedures which focus on changing farm-situational and institutional constraints; (3) advisers require learning experiences which help them acquire skills appropriate to the social-action role, needed if the Advisory Service is to make a major contribution in developing the West of Ireland.

It was recommended that the potential conflict, between effective social-action and regulatory functions, assigned to advisers, be examined in the context of western development.

THE DANISH-LANGUAGE PRESS IN AMERICA

Marion Tuttle Marzolf, Ph.D.

University of Michigan, Ann Arbor
1972

Advisers: Joe Lee Davis and
John D. Stevens

The central theme of the Danish experience in America has been to accommodate and assimilate. Fewer than 400,000 Danes came to America during the past century and a half, but they established their own churches, lodges, and newspapers, two of which are still published. What was the history of this press and what was its role in the immigrants' assimilation? That is what this study tried to find out.

The first Danish-American newspaper was founded in 1872 and some 200 newspapers and magazines were published. A survey of these papers was made and the total editorial and advertising content of five of the largest and longest-lived newspapers was analyzed in detail. These included urban and rural weekly papers, plus those with political and religious ties. All the papers surveyed survived 60 years or longer and were preserved in runs of at least 20 years.

The history of the Danish-language press in America traces a century of assimilation of a small ethnic group from its earliest attempts at pioneer journalism through a flourishing growth around the turn of the century to a decline since World War I.

The content survey showed that there was a steadily increasing ethnicization of the total editorial and advertising matter, even though the editorials emphasized national and world affairs. The amount of Danish news tended to increase during the two World Wars, while Danish-American news increased through-

out the period. The urban weekly moved more quickly to the role of ethnic community voice than did the rural weekly.

The major impact of the Danish-language press was as an aid to the immigrants' assimilation. The press actively promoted naturalization and participation in American affairs, furnished immigrants with vital information, and helped soften the cultural shock caused by uprooting. It also encouraged retention of interest in the Danish heritage, but this was done in the spirit of adding enrichment to American culture. After World War I, the Danish-language press experienced a rapid decline. The press during this later period served primarily to unite the ethnic group, but its audience was sharply reduced.

The ethnic press does have the dual potential of aiding or slowing the immigrants' assimilation, but which is dominant for any group depends more on the characteristics of the ethnic group and its susceptibility to assimilation than it does on the nature of the press. From this study the immigrant press emerged as more evolutionary, more Americanized, more diverse, and more closely related to American journalism than it has before.

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THE INTERVIEW NEWS STORY:
A STUDY OF ITS RELATIONSHIP
WITH THE AUDIENCE AND MEDIUM

F. Lwanyantika Masha, Ph.D.

Southern Illinois University, 1972

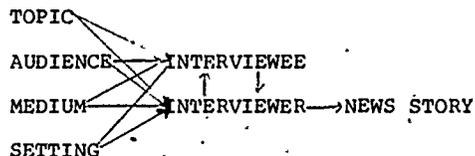
Adviser: L. Erwin Atwood

Journalists claim that they function on behalf of the public. Indeed, the stories they write are intended for the public which

ultimately is expected to read them.

In a news interview then, the audience should be a crucial factor in determining the quality of the interview and the resulting news story.

This study conceived the news interview as an interaction process (of six components) for generating a news story:



This study examined six variables related to an interview news story and their relationships to interviewer and interviewee attitudes towards the expected audience, medium, and their perceptions toward each other. The six variables were: syntax errors, semantic errors, mechanical errors, source story evaluation, source error evaluation, and story readability. The Dale and Chall formula was used for the readability tests.

There were four similar hypotheses for each of the six criterion variables on the quality of the story. It was hypothesized for example that:

1. The greater the similarity between the interviewer and interviewee profiles on the audience, the less the readability score of an interview news story.
2. The greater the similarity between the interviewer and interviewee profiles on the medium, the less the readability score of an interview news story.
3. The greater the similarity in the interpersonal perceptions between the interviewer and interviewee, the less the readability score of an interview news story.

4. A knowledge of the similarity between interviewer and interviewee profiles on the audience, medium, and their interpersonal perception will account for greater variance in the criterion score, than a knowledge of two of the three profiles.

The effects of age and education differences, sex, race, and story length, were held constant in the analyses.

The subjects for this study were 102 students at Southern Illinois University; 52 resident fellows, and 52 journalism students, as interviewees and interviewers respectively.

Similarity profiles of interviewers and interviewees attitudes towards the audience, medium, and towards each other were calculated ($D = \sqrt{2d}$). The attitude scales were semantic differentials. The data were analysed through multiple regression techniques. Analysis of variance tests were also done on the responses by interviewers and interviewees to the semantic differential scales.

No tests were significant when syntax errors, mechanical errors, and source error evaluation were used as the criterion. While the independent variables were significant predictors of source story evaluation, none of the hypotheses were tenable with this criterion.

These results suggest that reporters record the answer they expect to hear, rather than the answer which is actually given; and that this selection process increases with increased similarity in the attitudes of the interviewer and interviewee on the audience and the medium.

The findings of this study underscore the importance of the audience in a news interview and its resulting story. While

the interviewee's perception of the medium may perhaps help to determine his initial acceptance or rejection of an interview, it is his perception of the expected audience (and not the medium) that will significantly determine the quality of the resulting story.

Similarly, while interpersonal perceptions between an interviewer and an interviewee may perhaps help to determine the acceptance or rejection of an interview, they do not significantly affect the quality of the resulting story.

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EDUCATIONAL REFORM AND THE
DILEMMA OF STUDENT ASPIRATIONS:
THE CASE OF EL SALVADOR

John Kelsey Mayo, Ph.D.

Stanford University, 1972

Adviser: Wilbur Schramm

As part of a three-year research project on El Salvador's Educational Reform, a special study was undertaken to examine students' educational and occupational aspirations and the reform objective of diversifying secondary education. One of the Reform's goals was to train more secondary students in "middle manpower" skills for eventual employment in an expanding industrial sector; however, data collected during 1969 suggested that students themselves aspired overwhelmingly to traditional academic programs leading to higher status white-collar and professional careers. The research conducted in 1970 was designed to describe and explain the origins of students' aspirations and to suggest ways that new educational programs could be better adjusted to them.

The study was divided into two parts. The first part consisted of two classroom

surveys, which were administered at the beginning and end of the 1970 school year to 674 eighth-grade boys. The sample included boys both from "reform" classes which possessed educational television, new curricula, and retrained teachers and from "traditional" classes which possessed none of the reform elements. The socio-economic origins of the students were examined vis-a-vis their aspirations and expectations (i.e., confidence in achieving educational goals). Nearly all boys displayed high academic aspirations and expectations, although there were variations according to SES, community size, and whether or not the students' fathers were present at home. Urbanization accounted for most of the difference in the boys' occupational aspirations, with boys in the most rural category expressing the least interest in professional careers, and those in the most urban category indicating the most interest in such careers. Engineering was the most popular career among all subjects, a finding which undermined the hypothesis that students in developing countries are not attracted to technical fields.

Contrary to the prediction that boys' high aspirations would adjust downward during the Plan Basico cycle, aspirations actually increased between 1969 and 1970, reaching their highest point at the end of the eighth grade. Boys in reform classes generally had higher educational and occupational goals than their counterparts in traditional classes, and their aspirations rose at a greater rate. When tested for spuriousness, this trend remained clear, indicating that the educational reform had increased student appetites for higher academic training.

The second half of the study consisted of research interviews with 247 Salvadoran

parents who were selected according to different aspiration/expectation levels of their sons. Four topics were examined in the interviews: the socio-economic backgrounds of parents; the parents' knowledge of the school and of the Educational Reform; parents' attitudes toward various educational and career opportunities; the parents' aspirations for their sons. Knowledge of the school and of the educational reform was negligible among all subjects. Aspiration levels varied markedly by level of urbanization and by sex of the parent respondent. Urban fathers had the highest aspirations and expectations for their sons, while rural mothers were the least ambitious. A majority of parents did not prefer professional careers for their sons, but, rather, jobs at the middle level which would be secure and would permit the son to help support his family.

To help reconcile students' aspirations with the realities of their society, the following policy recommendations were made: that a survey of job opportunities at the post-Plan Basico level be undertaken; that the retraining of Plan Basico teachers and the use of ITV be considered to upgrade the vocational guidance of students; and that more training programs be developed outside the formal school system.

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A CONTENT ANALYSIS OF THE COVERAGE
GIVEN THE 1972 DEMOCRATIC PRIMARY
FOR PRESIDENT IN TWENTY SELECTED OHIO
DAILY NEWSPAPERS

Robert H. McGaughey, III, Ph.D.

Ohio University, 1972

Adviser: Guido Stempel

Most content analysis studies have dealt with the newspaper's role in general elec-

tions, particularly the presidential elections. In this study twenty selected Ohio newspapers, ten with over 100,000 circulation and ten with under 10,000 circulation, were examined during the three-week period prior to the 1972 Ohio Democratic presidential primary election. All news stories, ads, and pictures pertaining to the five candidates were marked and measured in column inches. In addition, headlines and editorial page matter were marked and coded as to size and to direction--positive, negative, or neutral. Then the candidates were ranked according to the amount of ads they placed in the newspapers in the study, the news coverage they received in the papers, and the votes they received in the counties where the papers were circulated.

The purpose of the study is to find the following:

1. If there were a significant correlation in ads placed and news coverage, in ads placed and votes received, and in news coverage and votes received;
2. If candidates favored editorially also were favored on the news pages;
3. If candidates favored editorially or endorsed by the paper received the most votes in that paper's county;
4. If the Ohio newspapers covered the events of the primary election as well as the papers in the Danielson-Adams' study did for the 1960 general election.

The study found that for both the large and small newspapers the correlation of news and votes was significant at the .001 level. The Spearman rho statistic yielded a 1.00 score in both cases. The correlation of news and ads, and ads and votes was significant at the .01 level for the group of large papers. However, when the papers were ranked according to the Humphrey percentage of the Humphrey/McGovern total of news, ads, and

votes, there was no significant positive correlation among the three variables.

Six of the papers in the study endorsed or favored a candidate editorially. With one exception the endorsed candidate received better coverage in the paper's news pages than he averaged in the news pages within the group of papers. However, the editorially-favored candidate did not always get the most votes in the paper's county. In three cases the editorially-favored candidate finished second or third in the voting.

As in the 1960 Danielson and Adams' study the larger papers covered a greater percentage of the primary events than did the smaller papers, which was significant at the .01 level. Still, four of the smaller papers did better than the average of the larger papers. The average of the twenty Ohio daily newspapers was higher than the average of the papers in the 1960 study.

The study also revealed that the candidates could get around the provisions of the 1972 bill that required them to file the amount they spent for advertising and limited their spending to ten cents per eligible voter. One individual ran, as public service announcements and not official ads, more total column inches in behalf of McGovern than Humphrey ran in the twenty papers and more than the other three candidates combined. Yet, these ads and their cost were not reported and thus, did not count as political ads under the limitations of the new bill.

EARLY MORMON JOURNALISM AND THE
DESERET NEWS, 1830-1898

Monte B. McLaws, Ph.D.

University of Missouri, 1970

Early Midwestern Mormon publications in Ohio, Missouri and Illinois established general patterns of nineteenth-century Mormon journalism and provided valuable experience in the rudiments and power of the press that later proved useful in the Great Basin. Problems of communication, newsprint, subscription and capital kept the Deseret News (founded in Salt Lake City, June 15, 1850) small and significantly diminished its influence until after the Civil War. However, these difficulties, which generally proved insurmountable for individually-directed frontier newspapers, never proved fatal to the News because of the rigidly prescribed cooperative efforts directed by an all-powerful Church. Although unable to offset completely and coercive effects of its isolated environment, the strongly centralized Mormon society did modify the common newspaper frontier pattern.

The News was owned and controlled by and for the Mormon Church and Brigham Young. News suppression and editing by the Church was common. The News, at least in the beginning, existed chiefly for the sake of Church members and as a tool to build up their Kingdom in the West. It was perhaps the most valuable of all the means of communication in Utah in carrying out that job. By remaining editorially uncommitted or silent on sensitive matters and exaggerating the positive aspects of Mormondom, the Church paper also attempted to keep Gentile-Mormon conflict to a minimum.

The News was filled with Church-related subjects and its columns reflected Mormon theology. Editors tried to issue a paper for the whole family and only very briefly commented on items of a sensational nature or excluded them altogether. For economic reasons, however, the News did not always present the high-caliber journal Mormon leaders seemed to have preferred.

The Deseret News played a major role as Church defender and apologist. It faced the enormous task of allaying the fears and correcting the misrepresentations held both by policy-makers in Washington and by the American public in general. Utilizing a variety of methods, the Mormon paper only partially succeeded in meeting this challenge. The shift away from personal journalism that marked the end of the nineteenth century had little effect on the Deseret News. From the very beginning it had been the organ of an institution. Despite the fact that at times its editors seemed gifted and talented, ecclesiastical authorities controlled and dominated the paper for the benefit of the Church. However, for a short time in the 1880's, the News did temporarily take on some of the trappings of the very personal frontier small-town papers and engaged in highly sensational journalism.

Although between 1892 and 1898 the News was owned by the Cannon family, it remained the official mouthpiece of the Church and continued its arguments against the federal anti-polygamy laws and for the admission of Utah into the Union. It lost the fight over polygamy and can claim little responsibility for Utah statehood. By the turn of the century, the News had shifted from vigorous and aspiring journalism to genteel moralizing, a tone and manner characteristic of it today.

INFORMATION SEEKING STYLE
IN MEDICINE

Colin Kennedy Mick, Ph.D.

Stanford University, 1972

Adviser: William J. Paisley

This study explores the concept of information seeking style, testing the effects of environment and cognitive factors on the way in which medical professionals obtain information from personal sources, other medical professionals, and extrapersonal sources such as libraries.

A model was developed from which to view information seeking activity by professionals and this model was then applied to medical professionals.

Interviews were conducted with 120 medical professionals, ranging from first year medical students to experienced practitioners and researchers. Interview data were then used to construct multi-variable profiles to describe the information seeking style of each respondent.

Respondents with similar styles were grouped together using Q-type cluster analysis. Common dimensions in information seeking style were developed using R-type factor analysis in an effort to reduce the information style profiles down to a manageable size. Based on the factor analysis five-score profiles describing information seeking style were developed for each respondent.

The predictive power of both demographic and environmental variables was then tested in an attempt to identify those factors which might affect or predict information seeking style.

Final profiles were composed of use scores on five types of sources: personal notes, personal files, personal libraries (composed of books, journals and reports),

extrapersonal sources (library books, journals etc.) and interpersonal sources (those involving interaction with other individuals). Eight information seeking style groups were differentiated, composed of 66 respondents. Respondents in early stages of training (preclinical students and interns) were most prone to join style groups. Distinct differences in styles were noted between respondents at different stages of training and working in different environments. Preclinical students preferred notes, clinical students preferred files and extrapersonal sources, researchers preferred interpersonal sources, and practitioners preferred personal libraries and interpersonal sources.

Conclusions were: 1) distinctive personal information seeking styles do exist; 2) information seeking styles change over time; 3) environmental constraints and demands are dominant factors in determining information seeking style, particularly during medical school; 4) it is possible for individuals with quite different external attributes to display very similar information seeking styles and 6) reliance on interpersonal sources does not occur until after the completion of formal medical training.

Recommendations were to: 1) consider information seeking styles when developing sources for specific audiences; 2) offer courses to train medical students in more efficient information seeking techniques and modify the medical school environment to encourage such skills; 3) develop continuing education programs for physicians to improve their information seeking skills and 4) to encourage further study of information seeking using the techniques developed in this study.

DOGMATISM, PERCEIVED MASS MEDIA
CONGRUITY, PERCEIVED REFERENCE GROUP
CONGRUITY, AND COMMUNICATION BEHAVIOR
OF CLERGY IN DECISION MAKING

Wilburn Oliver Bennett Nelson, Ph.D.

University of Minnesota, 1973

Adviser: Phillip J. Tichenor

The relationship between dogmatism and mass media and interpersonal communication among clergymen in three decision-making situations was examined. This included the relationship between dogmatism and both perceived mass media congruity and perceived reference group congruity.

A random sample was drawn of 300 Lutheran clergymen, with 176 returning a mail questionnaire. The decision issues were: whether to take a position on the legalization of abortion issue, whether to participate in a Vietnam war protest action, and whether to advocate a contemporary worship service in the parish. A tertile distribution of dogmatism permitted assessment of the communication behavior of high, moderate and low dogmatics.

It was proposed that there would be no difference in media information seeking according to levels of dogmatism, but that there would be differences in media preference, perceived mass media congruity, and receptivity to opinion-discrepant information in the media according to level of dogmatism.

Support was found for the above interpretation, with two exceptions: The identification of an issue effect on dogmatism and media behavior; and curvilinearity on the dogmatism variable.

No relationship was found between dogmatism and past information seeking for the three issues, and between dogmatism and media exposure for war protest and worship. On the

abortion issue, however, high dogmatics reported less exposure to media information, while moderate dogmatics reported the highest level of exposure. The psychological relevance of an issue was proposed to explain this issue effect. Curvilinearity also occurred in the relationship between dogmatism and further information seeking on contemporary worship, but not for the abortion and war protest issues. For contemporary worship, low dogmatics were least likely to seek further information, while moderate dogmatics were most likely to seek media information.

Media information seeking among both high and low dogmatics was lower on abortion than on worship, but the percentage of moderate dogmatics who would seek further information remained about the same for all issues. A similar trend was found for perceived mass media congruity and information seeking, except that information seeking among moderate media congruity perceivers was lower on abortion than on worship.

The identification of curvilinearity indicated that dogmatism effects may not be always monotonic and linear, and that attention must be given to the information needs and cognitive processing of moderate dogmatics.

As predicted, high dogmatics preferred religious media as information sources, while low dogmatics preferred secular media. Further, low dogmatics expressed greater tolerance for opinion discrepant information than moderate or high dogmatics.

Support was found for the prediction that high dogmatics would be low mass media congruity perceivers, while low dogmatics would be high media congruity perceivers. Again, an issue effect emerged. On the abortion and war protest issues, high media congruity perceivers were more likely to seek

further information than low media congruity perceivers were.

No relationship was found between dogmatism and further information seeking for the war protest and abortion issues when perceived media congruity was held constant. Perceived mass media congruity did affect the relationship between dogmatism and information seeking for the worship issue.

No relationship was found between dogmatism and discussion of the issues. However, high dogmatics were more oriented to fellow clergy as discussion partners, while low dogmatics were more oriented to the congregation. No difference was found between dogmatism and perceived reference group congruity. As hypothesized, high dogmatics preferred interpersonal sources for information on all issues, while low dogmatics would select individuals or media as primary information sources, depending on the issue.

Finally, support was found for a differential growth in knowledge hypothesis related to media information seeking within a given socioeconomic group.

evaluate the amount of local news diversity provided by independent, non-network affiliated stations, in comparison with network affiliated stations in the same local markets.

Ten local markets were selected for the national sample, with one pair of stations--one independent and one network affiliate--chosen from each market. In addition to the independent vs. network affiliate comparisons, the study also permitted the comparison of Very High Frequency (VHF) vs. Ultra High Frequency (UHF) independent stations news performance, since both types of independents were represented in the sample.

Comparisons were made for amounts of local news broadcast, prime evening time local news programming, type or variety of local news items broadcast, use of local newsfilm, diversity in local news content, and variety in types of local public affairs programs presented by the stations.

The research results indicated some support for the diversity theory, as it has been interpreted by the Federal Communications Commission. Specifically, although independent television stations did not provide greater weekly total amounts of local news programming than did network affiliates, the independent stations on VHF channels did present significantly greater amounts of news in the evening prime time periods. However, independent UHF stations presented significantly less news than either network affiliates or independent VHF stations.

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THE FCC THEORY OF DIVERSITY
AS IT APPLIES TO LOCAL NEWS
AND PUBLIC AFFAIRS PROGRAMMING
ON INDEPENDENT TELEVISION STATIONS

Karl John Nestvold, Ph.D.

University of Texas, 1972

Adviser: Ernest A. Sharpe

The research is an examination of the validity of the diversity theory of mass communication as it applies to local news broadcasting on local television stations. Specifically, the study gathers data from a national sample of television stations to

THE SAN FRANCISCO BROADCASTING MARKET:
AN EXAMINATION OF THE PROBLEM OF
"QUALITY" IN BROADCASTING

Frank Allen Philpot, Ph.D.

Stanford University, 1972

Adviser: William L. Rivers

This study uses the Social Responsibility Theory of the press as a basis for developing standards of broadcasting performance and applies those standards to the radio and television stations licensed to San Francisco.

Chapter I examines the historical attempts to evaluate broadcasting performance by the Federal Radio Commission, the Federal Communications Commission and by individual Commission members. The four basic theories of the press are examined and the Social Responsibility Theory is chosen as the most valid framework for developing standards of broadcasting performance. Five broad standards based on this theory are proposed.

Chapter II introduces the stations licensed to San Francisco and summarizes their ownership, formats, and market position. Chapters III-VII explicate and apply the five standards.

A Comprehensive, Truthful and Intelligent Account of the Day's Activities in a Context Which Gives Them Meaning. The technical, legal, economic and philosophical factors which make broadcast news different from newspaper news are examined. The performance of the radio and television news departments is considered in several areas. In terms of amount of news and number of newsmen, the stations show substantial and steady improvements over the past two decades.

Service to All the Community. A content

analysis is performed on the evening television schedules for San Francisco in 1971, 1963 and 1955 and for London for 1971. Each situation is examined for the number of program choices available per quarter hour and an index of program diversity is constructed for each schedule. In terms of average number of choices, the San Francisco stations show increases over 1955 and 1963, but in terms of overall diversity, the current schedule suffers in comparison to both the 1963 schedule and the current London schedule.

A Forum for the Exchange of Comment and Criticism. All editorials broadcast by all the San Francisco stations for one month are compared with the editorials published during the same period by the city's two daily newspapers. In general, the similarities between broadcast editorials and newspaper editorials appear to be more significant than the differences. Broadcast and newspaper editorials are equally likely to deal with controversial topics and to reach conclusions. The two types of editorials are not judged significantly different in overall strength. Locally produced television studio discussion programs are examined and their participants are found to include minority groups in a proportion almost equal to or greater than in the general population. Of a sample of these programs, 57.6 per cent deal with topics which two or more stations had identified in their license renewal applications as among the most important needs and problems of the community. A sample of radio telephone/talk programming shows that 45 per cent deal with topics identified as among the most important needs and problems of the community.

Entertainment Programming Free From Generally Recognized Harmful Elements. Lev-

els of violence in television programming are compared for 1967-68 and 1971. The treatment of minorities in 1971 programming is examined. Levels of violence appear to have declined substantially since 1967-68. Minorities are reasonably well-represented in current television programming but are subject to some stereotyping.

The Presentation of Responsible Advertising. Broadcast advertising is evaluated in terms of three standards: (1) Broadcast ads should be truthful and honest. (2) The current proportion of advertising to program content should be maintained or reduced if possible. (3) Advertising time should be available for political as well as commercial messages. The proportion of advertising to program content appears to have remained constant between 1968 and 1971. The other two areas are currently in a state of flux and are difficult to evaluate.

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COMPUTERIZED PUBLICATION LAYOUT

Don C. Ritchie, Ph.D.

Southern Illinois University, 1973

Adviser: George Brown

Recent developments in electronic equipment and their application to the publishing field will make an all-computerize publishing and printing operation possible in the near future.

Computers and other electronic equipment are now being used for editing copy, setting type, and for job estimating. Progress has been made in book layout requiring only type, but in the area of newspaper and magazine layout, where the page is complicated by

pictorial material, display advertising and variations in text column width and number, the page layout function is presently being done manually at a desk, drafting board, or at a cathode ray tube editing terminal.

This study was designed to computerize the publication page layout function. The primary purpose of the study was to develop a computer program in which the publication page layout is calculated by the program and drawn by computer-controlled drawing devices without human control or intervention.

The computerized publication layout program, called COPULA, provides the user with a computer printout and plotter drawings of the publication pages. The computer printout includes a table listing the display advertising which is assigned to each page, the amount of copy which will fit in the news hole on each ad page, the per cent of display advertising in the edition and program-produced error statements. The plotter drawings include statements identifying the edition, pen-drawn page layouts with an outline of the columns and the ads assigned to each page, column-inch marks, ad identification and folio numbers. A variety of different sizes and shapes of layouts can be produced.

English input commands are used to provide the use of the program with an easy-to-operate and versatile system.

The present study will contribute to the reduction of publication production time, which in turn will provide more time for editing copy and getting late-breaking news stories into the edition. Further, the program should contribute to decreasing production costs.

Future applications of this program will be in the area of cathode ray tube editing

terminals. The COPULA program could be "interfaced" with existing editing techniques on CRT editing terminals and computerized typesetting systems to provide the editor or publisher with a completely automated page layout system. This program was written in FORTRAN, a computer programming language which is compatible with many of the editing and typesetting systems in operation at the present time.

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REPORTING THE CORPORATE STATE:
ADVERSARITY, FREEDOM OF INFORMATION,
PUBLIC UTILITIES, AND THE PRESS

David M. Rubin, Ph.D.
Stanford University, 1972
Adviser: William L. Rivers

Reporting environmental deterioration presents a new and significant challenge to the press in the 1970's. Along with government, private business is a central source of information on environmental hazards and solutions. The freedom of information movement and the adversary relationship between reporter and news source help the press perform as watchdog of government. But access legislation does not extend to the business community, and the public's right to know the activities of private businesses in a capitalist system is an amorphous one.

This dissertation investigates the press-business relationship on an environmental subject. What is the attitude of the corporation toward the public's right to know? How much information is available to the public? How thorough is the press in reporting this information, and do reporters seek additional avenues of access?

The subject investigated was press coverage of nuclear power plant siting by

electric utilities in California. A public utility was chosen because, as a regulated monopoly, it is closest to government in operation and therefore might be expected to show a heightened sense of public accountability. Use of nuclear fuel to generate electric power is a typical environmental story: it is scientifically complex; it cuts across many traditional news beats; it occurs over a long period of time with few obvious news pegs; it is regional in focus; and decision-making is in the hands of private corporations.

Data was gathered in three ways.

Through personal interviews and analysis of documentary evidence, a picture of the siting procedure in California was assembled, with emphasis on access to information at various stages. Second, a content analysis of newspaper coverage of three sitings in Northern California from 1958 to 1971 was performed to determine quantity of coverage. Some 632 issues of six newspapers were analyzed, producing 204 codable items. Third, a national sample of 244 editors, utility executives, and environmentalists, all involved in the nuclear power controversy, was queried by mail (response rate of 55 per cent) on press-utility relations and freedom of information.

In their control of information the utilities demonstrated little regard for the public's right to know; information was manipulated for economic advantage. Papers devoting the most space to the subject were those in cities where there was an active citizens group challenging the plant. Little independent news gathering was undertaken by reporters. Coverage dealt only with the scientific pros and cons of nuclear power, plant aesthetics, and the siting procedure. On these subjects the press was able to find

sources of information outside the utility. Little coverage was presented on plant economics and utility planning, where there are few nonutility information sources. Editors assigning a specialist to the story were more likely to report frustration with utility information policies. A majority of editors indicated that extension of freedom of information laws to cover public utilities would help their reporters, and that they would support such an effort.

Environmental news coverage is unlikely to improve until access to information in the business community is made easier and the press internalizes a sense of adversariness toward the private corporation. Legislators should consider extending access legislation to the business community. Until access is improved, the press should place greater reliance on independent citizens groups for information to produce a more equitable balance in the presentation of corporate information. The ideal press-business relationship must be defined with the same rigor that has marked research on press-government relations. A new or expanded press theory would be useful in this task.

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A CONTENT ANALYSIS OF POLITICAL
COVERAGE IN SELECTED LABOR UNION
PUBLICATIONS DURING EIGHT PRESIDENTIAL
ELECTION CAMPAIGNS

Henry Joseph Ruminski, Ph.D.

Ohio University, 1972

Adviser: Guido H. Stempel III

Each election year the leaders of organized labor emphasize the "non-partisan" nature of their political efforts. Two of the most visible efforts are the official

endorsements of candidates and the coverage that candidates receive in the official publications of labor organizations. Yet little has been done to examine endorsements or political coverage in labor publications.

This study is a content analysis of seven national publications representing the communication efforts of organizations representing more than three-fourths of the unionized work force in the United States. It examines six specific questions.

1. Do endorsements for the Presidency within the publications warrant labor's "non-partisan" claim?
2. Do candidates for President from both the Democratic and Republican Parties receive equal coverage within the publications?
3. Do candidates endorsed for the Presidency receive more favorable coverage than their opponents?
4. Do candidates of each party for other federal offices receive equal coverage?
5. Does coverage given candidates of each party in the publications vary during the eight election years studied?
6. Are Democrats rated "right" on their voting records more often than Republicans are?

All issues of the publications for the three months preceding each Presidential election from 1940 to 1968 were analyzed. Editorial content was used to determine endorsements but was excluded from analysis of news content. All symbols referring to candidates were coded as favorable, unfavorable, or neutral. Voting records published by publications were analyzed separately from news coverage.

Only Democratic candidates for the Presidency received endorsements during the

campaigns studied. Some union officials gave personal endorsements to Republican Presidential candidates but these endorsements were not confirmed by the rank-and-file. Democratic candidates for the Presidency received favorable coverage significantly more times than did Republican candidates. Each official endorsement was accompanied by favorable coverage for the endorsed candidate. Favorable coverage for Republican candidates reflected personal endorsements by a union official.

Democratic candidates for the vice presidency received favorable coverage in the majority of instances. No Republican vice presidential candidate received favorable coverage. All in all, the publications tended to focus coverage on the Presidential candidates and give little notice to the other races.

Democrats were rated "right" on their voting records significantly more times than Republicans. Since most candidates received both "right" and "wrong" ratings at various times, the judgement seemed dependent on the legislation under study and not party affiliation.

This study suggests that union publications provide labor leaders with a medium for political communication with their members. The publications are used to support labor's friends and attack its enemies. Democratic candidates have a significantly better chance than Republicans of being attuned with labor goals and thus receive its support.

Union publications vary enough among themselves during campaigns to exclude any suggestion of a monolithic labor press. Differences within campaigns suggest that any individual publication more accurately reflects the views of the leaders of the

organization than of labor in general.

While this study shows that traditional press standards such as objectivity and equal coverage have little utility in the union press, it also shows that labor leaders do attempt to provide their members with the information that those leaders think will benefit the union's cause and ultimately the members.

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PUBLIC RELATIONS INFLUENCE
ON ENVIRONMENTAL COVERAGE
(IN THE SAN FRANCISCO BAY AREA)

David Bernard Sachsman, Ph.D.

Stanford University, 1973

Adviser: William L. Rivers

This project examines mass media behavior regarding environmental information to determine how the mass media decide what news to carry about environmental issues. This project examines the nature and influence of source controls on San Francisco Bay Area environmental coverage. It focuses on the influence of public relations material on environmental coverage. In addition to determining the nature of the media gatekeeping process regarding public relations environmental material, this project examines other media gatekeeping processes (regarding all environmental news received) in order to determine the internal as well as source controls which affect environmental coverage. Finally, this project examines the role of the specialized reporter in Bay Area environmental coverage. Are specialists of any significant value in achieving quality and quantity environmental coverage?

This project begins by documenting the

influence of public relations environmental material on environmental coverage as evidenced by the use made of such material by environmental newsmen. A purposive sample of 11 Bay Area environmental newsmen indicated the disposition of each environmental press release received during May and June, 1971.

Next, this project presents the findings of a content analysis of the environmental news carried by 25 Bay Area media during the time period from Sunday, June 13, 1971 through Thursday, June 24, 1971. The sample analyzed include the media participating in the study of the disposition of public relations environmental material and a similar second sample of Bay Area daily news media. These findings provide much information about Bay Area environmental coverage, and about the sources (of information) of environmental news.

It then reports the findings of a backtracking-interview procedure used to determine, for particular stories containing environmental news and for environmental news stories in general, the sources of information and media gatekeeping processes involved. The 41 interviews provide substantial evidence as to the source and internal controls on Bay Area environmental coverage.

This project includes an examination of a number of specific coverage situations and a number of public relations environmental campaigns which provides insight as to the role of the environmental reporter, and the influence of public relations efforts on environmental coverage. Throughout this project, the performance of environmental specialists is compared to the performance of newsmen who work for Bay Area media which

have no regular environmental reporters.

Public relations environmental efforts influence environmental coverage in the Bay Area media. Of the 11 newsmen who provided dispositional information, five saved 39 or more releases. Six used 12 or more releases during the eight-week time period, and three of these newsmen used more than 25 releases. The interviews document 105 environmental stories which were influenced by various kinds of public relations efforts during the 12-day content analysis period. It is reasonable to estimate that about 40 percent of the environmental content of the Bay Area media comes from public relations practitioners, and that about 20 per cent of the environmental content consists of rewritten press releases.

The public relations environmental material that most often influences Bay area coverage concerns local issues or government actions. Bay Area newsmen tend to rely heavily on official spokesmen, and some environmental reporters rely on pressure group releases to provide the other side of environmental controversies.

Environmental specialist have more environmental information than non-beat newsmen, and have more time to originate environmental stories. Bay Area media which have environmental specialists provide the most comprehensive environmental coverage, and provide the greatest number of investigative reports. This researcher suggests that mass media news staffs should include a regular environmental reporter who is given the time to analyze incoming environmental information, and to do environmental enterprise reporting.

EMPIRICAL TEST OF THE TWO-STEP
FLOW HYPOTHESIS OF COMMUNICATION
FOR NEW AGRICULTURAL INFORMATION
IN A DEVELOPING COUNTRY

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University of Wisconsin, 1973

Advisor: John Fétz

This study tested the validity of the two-step flow hypothesis of communication for the diffusion of new agricultural practices in a developing country. The population was property owners in a rural Brazilian community.

The research design consisted of introducing three stories on approved farm practices into the community via local newspaper and radio. All members of the population (N=327) were interviewed two weeks later. The principal measures were who received the stories through what channels (personal and impersonal and what personal influence accompanied the interpersonal flow, identification of opinion leaders, and several measures of social-psychological variables hypothesized to affect the flow process. These measures were taken to examine the following aspects derived from the research problem; the extent of the flow process; the connection of the mass media with interpersonal channels of communication; the individual roles played in the flow process; and social-psychological factors affecting the flow process.

The research findings in general did not support the two-step flow hypothesis of communication and predictions derived from it. A one-step flow operated to a greater extent than a two-step. Opinion leaders did not play a central role in diffusing messages initially relayed by mass media, as stated by the hypothesis. They did not participate in the relay function more than nonleaders.

They did not transmit more information than nonleaders. They were not more likely to initiate the second step. They were only slightly more likely to attach personal opinions to the flow of information than nonleaders. A total of 55 percent of the population received the message via mass media and 32 percent via interpersonal contacts. However, only 6 percent of this later group had not previously received the message from mass media.

Social participation variables (participation in formal organizations, contacts with change agents, visits with neighbors and friends, trips to the country and district seat, contacts with mass media channels) were the social-psychological factors found to relate significantly with the flow of information about new agricultural practices. Combined, these variables accounted for 29.74 percent of the variance in the amount of information farmers received about the three stories. Participation in formal organizations (interpersonal communication) and use of mass media (impersonal communication) best predicted the amount of information a respondent would receive.

The number of conversations about the three messages and the amount of information passed on was consistently related to the population's attitudes and social norms. The message most in keeping with the population's attitudes and social norms received more attention. Although all three messages were heard on the radio and read by about an equal number of people, the story most in keeping with existing attitudes and behavior was talked about most. This finding supports the proposition that the flow of information depends mainly on its content.

EFFECTS OF RACE AND SEX ROLE
STEREOTYPING ON ACCEPTANCE OF AND
LEARNING FROM OCCUPATIONAL ROLE MODELS

Bernadette Nelson Shapiro, Ph.D.

Stanford University, 1972

Adviser: Aimee Dorr Leifer

This dissertation investigated characteristics of role models and occupations which influence the socialization of black adolescent females for occupational roles. The main focus was on the effects both of sex typing of occupational roles and of racial similarity between the girls and the models on the black girls' acceptance of and learning about various kinds of occupations and the women holding them. Black and white female occupational role models in a variety of masculine and feminine occupations were used to try to make black girls aware of occupational options and also to examine the feasibility of using role models to encourage girls to accept traditionally masculine, as well as feminine occupations.

Eleventh and twelfth grade black girls listened to women talking about themselves and their jobs. The information was presented via tape recorded radio style interviews accompanied by glossy photographs of the interviewees. A professional white male announcer conducted the interviews. One white female actress and one black female actress recorded interviews about each of eight occupations, yielding 16 stimulus tapes in all. Tapes were accompanied by three 5 x 7 inch photographs each of 10 attractive young (21-27 years old) black and white women; five were black women and five were white women.

Eighty subjects in experimental conditions heard the tapes and looked at the pic-

tures before filling out a questionnaire measuring acceptance of models (i.e., liking, perceived relevance to selves, perceived similarity) and acceptance of jobs (liking, interest) as well as answering multiple-choice questions on content and items about relevant background variables. Forty control subjects completed the questionnaire prior to hearing the stimulus tapes. Half of the occupations were low status (requiring from 0 to 2 years training past high school) and half were high status (requiring at least four years of college).

The results clearly indicated that girls can learn about occupations and role models as they were presented in this study. Neither race of the model nor sex labelling of the job made any difference in girls' recall of information about the jobs. These variables also made little or no difference in learning about the model and little or no difference in girls' accepting models or jobs.

The data indicated that characteristics of jobs other than sex typing may also play a role in how much girls accept them. The subjects showed a tendency (not statistically significant) to accept low status jobs more than high status jobs. Examination of means also indicated that the effect of sex typing of occupations varied depending on the status level of the occupation. Low status masculine and feminine jobs were equally accepted by the girls. High status masculine occupations were about as acceptable as either type of low status job and considerably more accepted than high status feminine occupations.

The effects of a number of relevant personal background variables were examined. These variables were: subjects' grade point averages; their perceptions of their own

abilities relative to their peers; their perceptions of their own ability to do the job; their aspirations relative to their peers; the amount of discrepancy between their own aspirations and the experimental conditions; the amount of prior information about the jobs; their personal and vicarious experiences with job related sex discrimination; and their personal and vicarious experiences with job related race discrimination.

Too few subjects reported personal or vicarious experiences with job related sex discrimination, and personal experiences with job related race discrimination for any analyses to be performed with these variables. The results revealed that of the remaining variables, only the subjects' aspirations relative to their peers (high versus low) and the amount of vicarious experience with job related race discrimination affected subjects' acceptance of models and jobs. None of the variables affected learning about models and jobs.

The subjects with high aspirations relative to their peers were more influenced by black models than white models. Subjects with low aspirations showed the same level of acceptance of both black and white models. Girls reporting high levels of vicarious experiences with race discrimination were more influenced by black models than white models. The girls reporting low levels of vicarious experience with such discrimination were equally influenced by both black and white models.

These findings were interpreted as indicating that girls find same race occupational models more relevant when occupational information is salient to them.

Further research is suggested and social policy implications of the research are discussed.

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NETWORKING IN CABLE TELEVISION:
ANALYSIS OF PRESENT PRACTICES
AND FUTURE ALTERNATIVES

Peter David Shapiro, Ph.D.

Stanford University, 1972

Adviser: Edwin B. Parker

The development in cable television (CATV) of cablecast networks may be central in the evolution of the new medium. Cablecasting is defined as programming transmitted by CATV systems exclusive of re-transmitted broadcast signals. A cablecast network exists where there is transfer of cablecast software to or among CATV systems in different communities. The dissertation purpose is to ascertain current networking patterns, to project future trends, to suggest values implicated in these developments, and to recommend policy alternatives.

Examination of networking technology indicates that technological impediments to networking are being resolved. Discussed in this section are technologies for program production and storage (film, videotape, videocassette), for distribution (physical methods, microwave, domestic satellite), and for generating revenue at the CATV outlet (pay-cable devices).

Relevant Federal Communications Commission (FCC) rules in part favor development of networks and in part discourage it. In general, the FCC is indulgent toward cablecast networking because the FCC is gradually departing from its former protection of broadcasting and increasingly attempting to

accomplish traditional regulatory goals-- diversity and localism--through CATV. Among regulations which encourage network building are those requiring CATV companies to cablecast and to provide access by independent entrepreneurs to CATV channels. Rules that limit CATV penetration of the nation's 50 largest markets discourage networking. Also, lacunae in the rules may permit abrogation of the principle of non-discriminatory access by independents to designated CATV channels, thus inhibiting creation of independent networks.

CATV program directors were surveyed in November 1971. Research also included interviews and correspondence with representatives of major CATV companies and of program suppliers, as well as continuing surveillance of trade journals and other printed sources, and interviews with program directors in the San Francisco Bay Area.

Most networked cablecasts currently are distributed on videotape or film, and consist of old feature movies or industry-sponsored films (both produced primarily for theater and broadcast exhibition). However, distribution is increasing of "bartered" programs (supported through pre-inserted advertisements) that are produced for CATV. Also examined in the study are several instances of microwaved sports cablecasts, networks organized by cable companies, a leased-channel network that serves medical doctors, and unfolding experimentation with selling movies and sports directly to viewers through pay-cable. Sharing of cablecast software between variously owned systems is rare; where it occurs, it is generally organized by third-party organizations.

Apparent trends include imminent network formation by several of the industry's

largest Multiple System Operators (MSOs), which have accumulated resources in CATV coverage, in software, and in transmission and technical facilities. A lesser trend is toward independent networking based on distribution of general-interest programs, in which currently powerful software concerns (motion picture producers, broadcasters) are involved.

Private "enterprise" values are contrasted with "public" values in the explicitly normative section of the dissertation. It is concluded that to realize CATV's inherent promise of hosting multiple networks geared to minority audiences and of opening the communications system to previously alienated voices, there will have to be regulatory action on behalf of the public.

Regulatory permissiveness is recommended with respect to MSO growth and MSO participation in cablecasting so long as a predetermined portion of CATV bandwidth is held strictly accessible to independent programmers. Access recommendations go beyond current FCC requirements and include guaranteeing access by independent entrepreneurs to installed pay-cable devices, preventing MSO influence in the selecting by independents of CATV outlets on which channel-space will be leased, regulating channel-leasing rates based on gross revenues earned by lessees through pay-cable charges, providing free channel-space for non-profit networked software, and maintaining at local systems the necessary technology and personnel to handle programming that is inexpensively distributed on videocassettes, videotape or film.

INFORMATION SEEKING STRATEGIES FOR
DECISION-MAKING IN A PARTICULAR
KIND OF CHOICE SITUATION

Linda A. Sikorski, Ph.D.

Stanford University, 1973

Adviser: William J. Paisley

This project deals with decision-making in situations requiring a choice from among comparable alternatives. The concern is with how individuals seek and use information to make such choices and with the stable tendencies which may describe unique "styles" of information seeking and use.

Alternatives in a decision situation are characterized in terms of their values on relevant attributes. An attribute is thought of as a test which can be applied to one or more possible choices. When such an attribute-test is actually applied, the outcome is information regarding the alternative.

In mustering information to support a decision, the individual is said to employ a decision strategy. Decision strategy is defined in terms of the order, function, and number of attribute-tests carried out. It is depicted as a matrix of attributes by alternatives, each cell of which represents an attribute-test. Decision style is reflected in the consistent pattern with which cells in the decision matrix are completed.

Initially, it was expected that individuals would be consistent in regard to decision strategy. Further, it was postulated that strategy should relate to the extent to which an individual knew--or contemplated--before beginning search or early in search those attributes which would be important to him, i.e. the extent of prior or early planning. Thus, it was stated that individ-

ual consistency as regards strategy might occur because individuals situations where there is some advantage in debugging and detailing plans of action before executing them, e.g. situations with physical or psychological cost.

In addition, there may be internal conditions necessary for effective use of plans. Three which are suggested by the case studies include optimism with regard to the available alternatives, inclination (or ability) to deal with the broad structure of the problem without being sidetracked in the consideration of specific alternatives, and the initial commitment to the prior plan.

THE RELATIONSHIP BETWEEN PERCEPTION
OF FOOD LABEL INFORMATION AND
DEMOGRAPHIC/BEHAVIORAL VARIABLES

Margie Earnest Slate, Ph.D.

University of Illinois, 1973

Adviser: S. Watson Dunn

Food buyers' understanding of legally required information on three food labels was measured and then related to specific demographic/behavioral variables.

Food buyers were defined as members of households who did 51% or more of the food buying for their households. They were selected from the Northeast quadrant of Albuquerque, New Mexico, and were interviewed in their homes.

Hypothesis A rank-ordered the accuracy with which legally required food label information would be understood. The hypothesized and actual rank-order were tested by computing a Spearman rank-correlation coefficient. The null hypothesis of no corre-

lation at the .05 level of significance was rejected. Hypothesis A was thereby accepted. The following legally required food label information was understood with decreasing accuracy: net quantity; name/location of manufacturer/packer/distributor; statement of dietary properties; variety and packing medium; identity of food product; statement of artificial coloring/flavoring/chemical preservatives; ingredients; net quantity of a serving; style of pack; statement about the package's standard of fill; and meaning of order in which ingredients were listed.

Hypothesis B rank-ordered the demographic/behavioral variables in terms of their relationship to accuracy of understanding. A Spearman rank-correlation coefficient was again calculated, resulting in acceptance of the null hypothesis of no correlation at the .05 level of significance. Hypothesis B was thereby rejected. The actual rank-order of the variables in terms of their relationship to accuracy of understanding was: formal education; occupation of head of household; years of food buying experience and age of food buyer; frequency of reading food labels; income of household, and number of people in household; years of formal consumer education and number of people bought for; reading of Consumer Reports, buying for a person with a special dietary requirement, sex of food buyer, and consumption of consumer education media--publications and broadcasts. Chi-square was used to test relationships between the variables and the accuracy of understanding. At the .01 level of significance, formal education had six correlations, occupation of head of household five correlations, age and years of shopping experience four correlations each, number of people in the household, in-

come, and frequency of reading labels two correlations each, and number of people shopped for and formal consumer education one correlation each. Variables were also tested for interactive and synergistic effects, which were shown to be negligible.

It is possible to conclude that (1) most food buyers in Albuquerque's Northeast quadrant do not understand all legally required information on food product labels, which suggests that assumptions about buyer understanding with regard to food labels may be unwarranted, and that (2) formal education, occupation of head of household, age, and years of food buying experience are the variables most likely to correlate with food buyers' accuracy of understanding of label information.

Some of the personal characteristics apt to be associated with accurate food label understanding may also be correlates of a buyer's extent of deliberation before purchasing. This possible relationship may be worthy of future investigations.

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A REPORT ON THE SYSTEM OF RADIOPRIMARIA
IN THE STATE OF SAN LUIS POTOSI, MEXICO

Peter L. Spain, Ph.D.

Stanford University, 1973

Adviser: Emile G. McAnany

This report reflects six months' observation (June-December, 1972) of the use of radio for increasing primary education in a rural area of Mexico. In and around the city of San Luis Potosi, two hundred sixty miles northwest of Mexico City, a project called radioprimeria began in the fall of 1970. This project brings classes by radio to fourth, fifth, and sixth grades to make up for

the lack of teachers in these grades in the rural areas. It is now in its third year; this report represents the first evaluation of that project.

Seven weeks during June and July were spent in the rural communities within thirty miles of San Luis, talking to the parents there about their children, their hopes for their children, and the benefits they felt education might give to their children. A consistent desire for education came out, but with it came the conviction that education is a vehicle by which to escape the rural area. The rural people did not feel that their area was "develop-able", only that some children could develop themselves enough to go elsewhere.

Elsewhere means the city of San Luis Potosi. The rural teachers now commute from the city every day--they do not want to live in the rural areas. If they could teach in the city too, they would prefer that. Though the teachers believe very much in the need and the benefits of rural education, because they commute they do not endorse rural living. It is not surprising that the rural people believe that education is mainly a chance for them to move to the city.

Within the school system was found, in particular, a lack of supervision. The implementation of radioprimeria had been left to individual teachers, and many elements of the system were in disarray. Less than half the radio schools had an audible, functioning radio on the day we visited. The teachers themselves usually provided the radio. It was quite haphazard. A great deal more organization is needed for the radioprimeria system to be operating as had been planned.

The facts that no expenditures have been made in San Luis Potosi and that no new per-

sonnel have been hired to supervise the radio project show clearly in these organizational problems. The system differs widely from school to school, and stands most in need of some regular supervision. Certain fortunate circumstances have actually been the basis of the system so far, but now more orderly direction of the project is needed for it to be maintained or grow.

Following a summer in the rural communities and in the industrialists' offices, focus shifted to the school system and the use of radio within it. Achievement tests were given to the sixth-grade students and questionnaires to teachers in all six primary grades. Only some of the students and some of the teachers were using the radioprimeria system, so these two groups could be compared. Children taught with radio, it turned out, were receiving an education comparable to that of the children in the traditional system--this is what the achievement scores indicated. While the organization of the project had not strictly followed its original goals nor had the project been set up in any experimental form, some basis was found for being confident that radio can be used to increase education in these rural areas.

The teachers themselves are signs to the rural community that education leads to the city. The vast majority of the people believe that better job opportunities await them there if they come with their primary certificate in hand. Yet that many jobs just do not exist. In August, interviews were held with people who would know--personnel officers in industry and state labor officials. They spoke of a critical job shortage, of primary and secondary graduates in marginal jobs or no jobs at all, and of the press of rural immigration.

Full primary education in the rural areas is the goal of radioprimeria, but full primary education does not seem to have great practical value in the rural areas. While rural people believe that education can lead to jobs in the city, we found from many employers in San Luis that there are many more educated people than the available jobs can absorb. A rural immigrant's opportunities are slim; he tends to find only marginal work and swell the city's slums. We come to the paradoxical conclusion that there are too many educated people in San Luis--the other sectors of the society are not developed as well as the school system is. This undercuts any improvements within the educational system, such as radioprimeria.

So, radioprimeria is seen as somewhat useful in the process of rural education, but rural education emerges--in this rural situation in San Luis Potosi--as hardly useful at all.

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LUCIUS MORRIS BEEBE,
SEEING THE ELEPHANT

Y. Jean Stephens, Ph.D.

University of Iowa, 1972

Adviser: Harry Duncan

Lucius Morris Beebe died in 1966 at the age of 63, one of the country's most prolific and publicized journalists, the author or co-author of forty books, and one of the most widely-read and respected authorities on gourmet dining and railroad history.

His serious writing career began while he was still a college student. In 1921 and in 1924, two books of his poetry, Fallen Stars and Corydon, were published; in 1925, a study of the poetry of Francois Villon; and

between 1927 and 1931, two studies and an annotated bibliography of the works of Edward Arlington Robinson, the latter still in print.

After leaving college, Beebe joined the staff of the New York Herald Tribune whose city editor was then the fabled Stanley Walker. In 1933, he was given his own column, "This New York," which was eventually syndicated in twelve cities and made him as much a celebrity as the members of Cafe Society about whom he wrote.

A social history of Boston by Beebe was published in 1935, and a short book on the Ritz Hotel in the following year. In 1945, Beebe started writing his "Along the Boulevard" column for Gourmet magazine, which established his reputation as a judge of fine food and wine.

It was in 1938 that his first rail-roading history, High Iron, appeared. It was followed by Highliners in 1940; Trains in Transition in 1941; Snoot If You Must (a study of Cafe Society) in 1943; Highball in 1945; and The Stork Club Bar Book in 1946.

In 1947, Beebe began his lifelong collaboration with photographer-researcher Charles Clegg who had interested him in the fast disappearing short lines of the country. Their first books were Mixed Train Daily in 1947 and a lighthearted condensation of Hinton Helper's critical report of California's Gold Rush which was regarded by many as an elaborate hoax when it was published in 1948.

In 1947, the pair bought a private railroad car which they parked in the Virginia & Truckee Railroad yards in Carson City, Nevada, while they gathered information for a history of the Wells Fargo which appeared in 1949 and a short history of the narrow gauge

railroad which carried so much of the Comstock silver from Virginia City in the 1860's.

When it became clear that the Virginia & Truckee Railroad would be abandoned and their private car had to be removed from the Carson City yards, they decided to purchase a home in Virginia City, site of one of the West's most famous newspapers, The Territorial Enterprise, on whose staff had been such writers as Dan De Quille, Mark Twain, and Joe Goodman.

In 1952, at Clegg's suggestion, the two bought the existing weekly, the only remnant of the Comstock Lode's once flourishing conveyance of newspapers, and re-established it as The Territorial Enterprise. By 1957, under the management of its new owners, it had attained the greatest circulation of any weekly newspaper in thirty-five states.

In 1960, wanting time for other ventures, Beebe and Clegg sold The Enterprise, and Beebe began writing a weekly column, "This New Wild West," for the San Francisco Chronicle.

During their years in the West appeared Legends of the Comstock Lode and Cable Car Carnival in 1951; Hear the Train Blow in 1952; Comstock Commotion in 1954; the American West in 1955; Steamcars to the Comstock and The Age of Steam in 1957; Narrow Gauge in the Rockies in 1958; Mansions on Rails in 1959; San Francisco's Golden Era in 1960; Mr. Pullman's Elegant Palace Car in 1961; When Beauty Rode the Rails, The 20th Century Limited, and Rio Grande in 1962; The Central Pacific and Southern Pacific Railroads and The Overland Limited in 1963; Great Railroad Photographs, U.S.A. and The Savoy of London in 1964; The Trains We Rode, Vol. I and II in 1965 and 1966; Two Trains to

Remember in 1965; and The Big Spenders in 1966.

Two posthumous books, The Provocative Pen of Lucius Beebe, Esq. and The Lucius Beebe Reader were published in 1966 and 1967.

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ADOLESCENT AUDIENCE SYSTEM REACTIONS
TO MASS MEDIA MESSAGES REGARDING
DRUG EDUCATION

Robert Eliot Trager, Ph.D.

University of Minnesota, 1972

Adviser: Donald M. Gillmor

This study attempts to ascertain the effects on adolescents of varying message elements in drug education films in light of individual differences among the viewers.

While the educational and mass media institutions are socializing forces, more primary are family and peer groups. It is hypothesized that relationships with the latter two groups play a large part in determining what effects drug related films will have on adolescents.

The dependent variables in this study were 1) subsequent interaction with peers and family members about the films viewed or drug use and abuse in general, and 2) subsequent information-seeking regarding drugs. It was hypothesized that: 1) Adolescents whose families expose them to a broad spectrum of ideas and are not concerned about possible consequent conflicts with other people would be more likely to discuss the films with their families than would adolescents from other family communication orientations, regardless of which film the adolescents view; 2) The more favorable an adolescent's attitude toward drugs, the less favorable would be his reaction to the film he is

shown, regardless of the film; 3) More frequent drug users would reject the films' messages to a greater extent than non-users; and 4) The more an adolescent associated with his peers, the more he would discuss with them the film he saw, regardless of which film that was.

Four recently produced drug films dealing with heroin addiction were shown to 221 tenth grade students in health classes in a suburban Minneapolis high school. The films varied on the following message elements, as rated by a group of media experts: technical information, social/personal information, emotional appeal, and emotional arousal.

Hypothesis 1 was partially supported, although proportionately about as many adolescents from a second family communication orientation (one of not encouraging access to ideas; but also not concerned about conflicts with others) discussed the films with their families as did adolescents from the previously described family type. Data for hypothesis 2 were in the predicted direction, but not statistically significant. More adolescents with favorable drug attitudes disliked the films than did those with unfavorable attitudes, and more with unfavorable attitudes liked the films than did those with favorable attitudes. Additionally, there was an interactive effect of drug attitudes and particular film seen on general reactions to the films. Hypothesis 3 was rejected as there was no statistically significant effect of drug use, sex of subject, or film viewed on general reaction to the films. Hypothesis 4 was also rejected as the data showed no statistically significant relationship between peer association and discussion with peers about the drug education films. However, sex of the respondent (females discuss-

ing more than males) and the particular film seen were shown to have main effects on discussion with peers. Generally, films appealing to the affective rather than the cognitive element fostered more discussion. For the final dependent variable, interest in seeking further drug information was significantly related to the particular film seen, but not to sex of respondent nor to drug use.

Further research might investigate the quality of discussion, whether using different films (about marijuana, for example) might alter the discussion patterns, whether films foster changes in drug use behavior and drug attitudes, the amount of information transmitted by the films and retained by adolescents, and whether allowing natural class discussion after a drug education film enhances a film's effectiveness.

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COMMUNICATION EFFECTIVENESS
IN UNIVERSITY EXECUTIVE MANAGEMENT
PROGRAMS: A FIELD EXPERIMENT

James Ray Watson, Ph.D.

University of Illinois, 1973

Adviser: S. Watson Dunn

OBJECTIVES

This study investigated the communication effectiveness of a specific university management program in achieving its planned goal of sustaining certain behavioral changes of its participants. The four-week university program for teaching principles of advanced management provided the setting for the study.

The two independent variables were: (1) the nature of the communication imparted by program and (2) the nature of the organiza-

tion climate in which the participants worked. The dependent variables were the sustained changes in on-the-job performance of forty specific managerial tasks by the participants.

RESEARCH METHODOLOGY

The experimental design of "before and after control-group" was used. Subjects were thirty experienced executives from a wide range of complex organizations.

An instrument was developed to define and measure managerial performance "before" and eight months "after" the program. Likert's instrument was used to measure the nature of the subjects' organizational climate. Performance measurements were administered by superiors, by co-workers, and by self-evaluation. Four hypotheses were tested. The analysis of variance was made of performance data to establish level of statistical significance.

FINDINGS

A significant improvement was made and sustained after eight months in the on-the-job performance of specific managerial functions, as shown in the ratings observed by the superiors of the subjects. There was a 20.6% average increase in performance rating of the experimental group compared to a 4.5% increase in the control group and this was statistically significant. While there was a positive improvement in performance as perceived by the co-worker and self-evaluation the differences were not statistically significant.

CONCLUSIONS

The conclusion that the ultimate impact of a planned communication effort can be measured in terms of specific behavioral changes in the setting of management education adds evidence to confirm the theoretical

concepts of the communication process. The data strongly suggest that executive job performance was improved and sustained eight months after a university management program.

Improvement in executive on-the-job performance was sustained across a wide range of functional areas regardless of the proportionate time spent in communication, the importance of the communication, or the organizational climate.

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AN INQUIRY INTO EXCELLENCE IN COMMERCIAL BROADCASTING

Mary Ellen Williamson, Ph.D.

University of Missouri, 1973

Adviser: Paul Fisher

The American system of broadcasting came into being in the mid-twenties and was legally established by the Federal Radio Act of 1927. The government through the Federal Radio Commission granted broadcast licenses to applicants based on their qualifications to serve the public interest, convenience and necessity. Broadcasting in America was unique in its development from the beginning. Advertising almost immediately became the base of its financial support with broadcasters abdicating their responsibility to serve the public interest to the advertisers who programmed to attract the largest audiences possible. Mass audiences meant excellence to the broadcasters. Private profit took precedence over public interest and the public took no notice.

When the Radio Act was replaced by the Communications Act of 1934 the Federal Communications Commission assumed regulatory

responsibilities for broadcasting. Meanwhile the broadcast industry formed the National Association of Broadcasters and successfully weathered various raids on its profits by organizations seeking to gain an economic foothold in the new industry. The NAB further unified commercial broadcasters behind the principle of self-regulation through industry-written codes. The fact that these codes were non-enforceable and not subscribed to by more than half the broadcasters did not prevent the codes from being widely publicized whenever representatives of government attempted to question certain industry practices or any sort of outside criticism was heard. The FCC made little effort to extend its influence beyond evaluating technical matters relating to license renewals. The idea of examining program content in relationship to excellence or public interest was rarely mentioned after the controversial "Blue Book."

Meanwhile the industry was occasionally criticized for certain practices not deemed in the public interest. One questionable area has been television's exploitation of children, who have always constituted a large part of the medium's mass audience. Rigging of quiz shows and deliberate staging and slanting of news documentaries indicated the lengths to which broadcasters would go to deliver that mass audience to a sponsor. Competition for highest ratings has not appeared to serve in the interest of the viewing public. On occasion the Congress has threatened legislative action and more stringent regulation. But the broadcast industry has always successfully resisted such moves and maintained its status quo.

Until the last few years the public has remained almost entirely silent on how its

air waves have been used by the licensees. But the tide of consumerism has hit the institution of broadcasting. For the first time in broadcasting's half-century of existence legally-knowledgeable groups of citizens are attacking the industry through diverse avenues of social challenge. FCC Commissioner Nicholas Johnson has provided the public with its advocate on that regulatory body and has aligned himself with these groups, each of which has its own goals and its own standards for improvement in areas in broadcasting where excellence has been ignored. The industry has predictably mounted its own counterattack to withstand change.

This inquiry recommends a study of the entire commercial system of broadcasting by a presidential commission which could offer insight into many of the problems now being aired and pursued by the citizens' movement. Combine the wave of social reform with findings arrived at by careful national study and the stage may be set for possible improvement and movement toward the more elusive kind of excellence for the people rather than excellence for the industry.

M.A. and M.S. Theses

THE NEWSPAPER WAR OF KANSAS TERRITORY

David L. Adams, M.S.

University of Kansas, 1972

Adviser: David Dary

The State of Kansas was born into the Union after nearly seven years of violence and national publicity centering on the slavery issue. The Kansas-Nebraska Act of 1854 opened Kansas and other Western areas to settlers who were to decide whether slavery would be allowed. People representing interests of the North and South entered the territory and set the stage for trouble and violence.

This thesis examines the major role the territory's newspapers played in the conflict over slavery. The newspapers came rapidly to Kansas and they came in great numbers. The papers divided sharply along pro-slavery and abolitionist lines. They openly advocated violence, at times, and were an important factor in Kansas' admission into the Union as a free state.

The propaganda campaigns of these newspapers seem incredible today. Threats, rumor, name-calling, lies, and other such questionable material were common in the territorial newspapers of Kansas. The period was one of what we now term "advocacy journalism." Because the press was the only kind of formal communication open to settlers, the papers became the chief political forces of the territory. The battle to "save Kansas" was a wild one, but it would have never been so furious had the territory's newspapers not participated so actively.

The free state papers won the newspaper war in Kansas.

THE COURTS' USE OF THE CONTEMPT POWER, THEREBY JUDICIALLY INTERPRETING THE FIRST AMENDMENT'S PROTECTIVE CLAUSE, ITS STATUS IN RELATION TO THE OTHER CONSTITUTIONAL RIGHTS, AND ITS RELATION TO PROTECTIVE STATE STATUTES...AS THEY RELATE TO THE DENIAL OF A NEWS SOURCE PRIVILEGE TO NEWSMEN.

Lawrence David Agoos, M.A.

University of Georgia, 1973

Adviser: Jeff Clark

The journalists' privilege is a relatively new privilege not originating in Common Law, but, based upon state statutes, or arguably, the Federal Constitution. It is the purpose of this paper to define, separate, and correlate the basic relationship of the legal system and the press as they become entangled with the privilege question.

Though the press of the United States enjoys a position of respect and freedom, a reporter's privilege to keep sources of sensitive information confidential when under oath remains a tense and critical issue as the Courts have recently found in In re Pappas, In re Caldwell, and Branzburg v. Naves.

This thesis is an evaluation of this constitutional statement as expressed by prior judicial cases, and, authorities in the field. It continues the flow through judicial history, and, culminates in a possible solution to the confidential news source privilege question by use of a statutory scheme.

AUDIENCE REACTIONS TO A RURAL INSTRUCTIONAL TELEVISION SERIES IN CENTRAL MEXICO

Alberto Zuloaga Albarrañ, M.S.

University of Wisconsin, 1972

Adviser: Herman Felstehausen

The purpose of the present study was:



1) To examine current bibliography concerning the role of mass communication in economic development. 2) To analyze the possibilities and implications in the use of television in the rural areas of the less developed countries in general, and of Mexico in particular. 3) To examine current bibliography about the research reports in the use of instructional television. 4) To evaluate the audience reactions to an open rural instructional television (ITV) series in Central Mexico, and to acquire general information from the farmers in order to gain experience and practical knowledge in planning, conducting, and producing rural ITV courses which could be useful to the farmers in the future. 5) As a complement of the study an attempt to compare some of the relationships between years of schooling, age, traveling outside of the community, and newspaper and television exposure, with the correspondent part of Rogers' Model of Mass Media Exposure in Modernization was made.

Three hundred and thirty-eight farmers were personally interviewed in nine rural communities in the central part of Mexico. Interviewing began on the day immediately following the first day of the telecast of three different programs. The content of the programs was agricultural credit. The questionnaire used contained questions and different types, such as attitudes about different aspects of the programs, open opinions about the content of the programs, and personal questions about age, education, physical mobility, and newspaper reading and television watching. Data were coded and punched into IBM cards for statistical comparisons.

From the total 338 farmers interviewed, 45 percent owned TV sets and the remaining 55 percent did not. Of the 151 television

households only in 26 percent someone saw at least one of the three programs. Of the 187 farmers who did not have a TV set at home, only 17 percent watched at least one of the programs. The author does not support the idea of an open broadcast of this type in the future. Rather he recommends and discusses the possibilities of group reception.

Some contradictory findings occurred because much of the content was felt by those who saw it to be good, interesting and to provide a fair amount of valuable new and practical useful information on the one hand, and on the other, 49 percent of the viewers could not remember anything specific to mention about the programs in one question, and 65 percent of them did not know the specific emphasis of the program. Although the study was not planned for measuring in any form gain of knowledge or knowledge retention, these contradictions indicate that something was wrong either with the farmers or with the programs. The author's personal feeling is that some of the results may be biased by the traditional courtesy of the Mexican peasant. He suggests for the future evaluation of rural ITV courses by questionnaires to ask additional specific questions in order to acquire more exact information.

In general the receiving conditions of the telecast among the viewers were good; however, there were some complaints about the quality of the reception of the audio and visual signals. Most of the questioned farmers (86 percent) watched television sometimes, even though only 45 percent of them owned a TV set. The local television station through which the series was broadcast was the least favored TV station in comparison with the national TV networks.

General findings in this study support

the model of Mass Media Exposure in Modernization proposed by Everett M. Rogers, in Modernization among Peasants the Impact of Communications. It was found that as years of schooling and traveling outside of the community increase, television and newspaper exposure also increase; and a negative relationship was found between age and newspaper reading and television watching, in which as age increases mass media exposure decreases.

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A PROPOSAL FOR A NATIONAL
AGRICULTURAL INFORMATION SERVICE
IN AFGHANISTAN

Dur S/O Mohamad Nouros Ali, M.S.

University of Wisconsin, 1973

Advisor: John H. Fett

The purpose of the study was to elaborate a proposal for a national agricultural information service in Afghanistan. The author of the research paper will play a major role in developing such a service in Afghanistan.

The proposed plan is based on a review of literature and the author's own experience and knowledge in regard to several pertinent factors. The paper includes a review of the situation in Afghanistan, both historical and present. The audience is characterized and the present extension service and communication systems are described.

Given this background, the paper proceeds to describe the role of communication in agricultural development. It then takes each means of communication and describes its potential and shortcomings given the situation in Afghanistan.

The final recommendations include needed information programs for agency personnel as well as for farmers. It also includes staffing, equipment and budget requirements.

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AN INVESTIGATION OF COMMUNICATION
BETWEEN A UNIVERSITY AND INDUSTRY:
WITH SPECIFIC APPLICATIONS TO THE
COLLEGE OF ENGINEERING OF THE
UNIVERSITY OF ILLINOIS

John Stanley Allen, M.S.

University of Illinois, 1972

Advisor: Arnold M. Barban

The purpose of the study was to isolate the communication barriers that are blocking better and more interaction between the College of Engineering of the University of Illinois and industry. The Research Reviews offered by the College of Engineering served as the basis for the study which attempted to expose problem areas and offer several solutions.

With regard to research methodology, a major portion of the study was based on an extensive questionnaire and the results derived from it. Its purpose was to enable a better examination of the background and motives of members from industry who might have any interest in attending programs at the College of Engineering of the University of Illinois, and if no interest, why not? The questionnaire allowed various factors to be tabulated including frequency of attendance, program awareness, personal motivation, barriers to program attendance, attitude studies, measures of interaction, decision-making abilities, company expectations, educational backgrounds, company statistics, and mailing list efficiencies or deficiencies.

The results indicated that the more personal the communication--moving from mass to direct communication--the greater the likelihood for interaction between industry and the College of Engineering. The study showed problems in direct mail communication and pointed out the need for better mailing

lists. The study basically exposed many communication problems and offered some direction toward solving these problems. Though the study was specifically aimed at the College of Engineering of the University of Illinois, results can be projected to broader horizons to encompass similar problems that others may have.

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COVERAGE OF MAYOR RICHARD J. DALEY
DURING THE 1968 DEMOCRATIC NATIONAL
CONVENTION BY THE CHICAGO TRIBUNE AND
THE CHICAGO DAILY NEWS

Reginald R. Ankrom, M.S.

University of Kansas, 1973

Adviser: John B. Bremner

Chicago Mayor Richard J. Daley almost always had been able to count on favorable coverage from the city's major morning and evening newspapers, the Tribune and the Daily News. It was no different in the weeks that preceded the Democratic National Convention in Chicago in August, 1968.

By heritage and tradition Daley was inimical to all that the Tribune stood for in national politics. The Tribune's disapproval of Daley's quickness to accept federal aid--and with it federal intervention--for urban programs. The Daily News staff was temperamentally more inclined and institutionally freer to print reports that reflected adversely on the mayor. But rarely did either newspaper editorially fault Daley. In fact, both had supported him in his previous campaign for re-election.

There was no notable difference in the Tribune's coverage of Daley during convention week. But the events inside and outside convention hall produced a major shift

in attitude for the Daily News.

This thesis examines by narrative the way the two major Chicago newspapers covered Daley during convention week. Preceding a look at the coverage itself is a section describing the historical relationship between Daley and the Chicago press. Observations about the coverage and the changes in Chicago journalism resulting from the convention are included in the conclusion.

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A CONTENT CATEGORIZATION AND THEMATIC
ANALYSIS OF NEWS MAGAZINE COVERAGE
OF THE TONKIN GULF INCIDENT

Charles Mabre Armstrong, M.S.

University of Tennessee, 1973

Advisor: B. Kelly Leiter

This study analyzed three news magazine accounts of the Tonkin Gulf incident of 1964 to ascertain which "facts" each magazine emphasized and with what ideological input. The accounts were from Newsweek, Time, and U. S. News & World Report.

The hypothesis was that repeated references to certain aspects of the crisis would reveal a slant in the editors' presentations of the event, or a variation in "pictures" of the situation.

In the analysis, reoccurring assertions, called themes, were extracted from the magazine articles and were placed under one or more of twenty theme categories. These theme categories were based upon the more prominent "facts" available to the press during the crisis, and the number and intensity of assertions under each category revealed the emphases of the articles.

Despite a dramatic narrative of the military action, Newsweek's editors chose to present the situation as stabilizing, though recognizing the probability of increased guerrilla warfare. Newsweek emphasized the military might of the United States but also the restraint of American leaders against expanding the war.

Time magazine was much concerned with convincing readers that the U.S. reaction to the North Vietnamese attacks was just and necessary. It dwelt on the willingness of American leaders to resist aggression, but it de-emphasized the possibility of a greater war.

U. S. News referred repeatedly to the possibility of large-scale war in Asia and declared that a precedent of striking back at attackers had been set by the United States. Ideologies of the editors were expressed much more frequently in this account than in the other two.

The analysis showed that the magazines' editors did present a critical news situation differently, both in their judgments of the gravity of the crisis and in their assessments of enemy and American leaders.

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THE RELATIONSHIP
OF NEWSPAPER ENDORSEMENT OF CANDIDATES
TO COVERAGE OF PUBLIC OPINION POLLS
DURING THE 1970 ELECTIONS

Taik Sup Auh, M.A.

Indiana University, 1973

Advisor: G. Cleveland Wilhoit

The relationship of newspaper editorial endorsement of candidates to coverage of those candidates in pre-election public opin-

ion poll news was studied. The major hypothesis tested in the study was: endorsed candidates are given more favorable treatment than the opposed candidates in public opinion poll news.

A purposive sample of the two highest circulation dailies in the 23 states holding both gubernatorial and senatorial elections in 1970 was chosen for the study. Articles on pre-election poll results published during the 15-day time period immediately preceding the elections were content analyzed. Using Janis and Fadner's approach, coefficients of favorable and unfavorable imbalance for the candidates were obtained.

Results suggested: (1) The editorially endorsed candidates generally received more favorable treatment than the opposed candidates--both in the news content and the headlines. The relationship disappeared in situations where two newspapers in the same state endorsed different candidates for the same office. (2) Headlines used for the poll news stories were reasonably accurate indicators of the actual news content. (3) The poll news stories were considered so important that they usually received the most favorable position in the papers. Editorial position toward candidates had no effect upon the placement of the poll news stories.

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STUDY OF SAN FRANCISCO BAY AREA COLLEGE
AND UNIVERSITY F. M. STATIONS:
PROMISES AND PRACTICES

Helen Marie Ayers, M.S.

California State University, San Jose
1973

Advisor: Gordon B. Greb

A region's campus radio is investigated at the FM stations of KSJS, California State

University, San Jose; KALX, University of California, Berkeley; KCSM, Community College of San Mateo; KFJC, Foothill Community College, Los Altos Hills; and KZSU, Stanford University, Stanford.

This is a study of the effectiveness of college broadcasting in terms of:

(1) comparative analysis of broadcast promises made in relationship to actual practices followed. This is established by comparisons of actual programming logs recorded during the period of September 28-October 3, 1972. These comparisons are made with programming promises made to the Federal Communications Commission at the time of license renewal applications. (2) audience response indicating who listens to which station for what reasons at which times, and why. This evaluation is based upon data obtained from the survey conducted by graduate students of mass communications as directed by Dr. LaMar Mackay, California State University, San Jose, in which the author was a participant.

(3) current broadcast operations which the author obtained from a questionnaire submitted to the five FM college stations. This questionnaire includes responses to the question: "what station does best in fulfilling its function as college radio?"

Research includes a brief history of the development of educational broadcast programming which influenced present day educational broadcasting development. Practical evaluation of the audiences of these stations also will be included from data obtained from the survey of media use in Santa Clara County.

Although there has been an analysis of the newspaper press in the San Francisco Bay Area, this is the first to be done in the area of campus FM radio.

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WHERE ARE WE GOING?: THE
IDEAL, POTENTIAL EDUCATIONAL
ROLE OF THE STATE HIGH
SCHOOL PRESS ASSOCIATION

Anne Baber, M.A.

University of Missouri-Columbia, 1973

Adviser: Robert P. Knight

Although the expressed aims and purposes of state high school press associations usually appear lofty, many have not clearly defined what their educational role could be. In this exploratory study, Q-methodology was used to discover attitudes toward state high school press associations' educational role.

Three attitudes or types emerged. The Idealistic/Conscientious Student Editor, a student or student-oriented person, gave highest priority to associations' rewarding and recognizing good publications and providing guidelines and specific instructional aids for classes/staffs to help make publications good. The Satisfied/Practical Sponsor, a teacher whose primary teaching responsibility was in a field other than journalism, wanted associations to provide social contact with other sponsors and gave highest priority to workshops for students and teachers and advice, assistance, and guidance. He placed high priority on rewards for excellence: awards, contests, ratings, and critiques. The Professional, a college journalism teacher or person who held some job with a state or national association, wanted associations to upgrade journalism instruction specifically through better training of advisers.

The three attitudes reveal lack of agreement about the educational role of state high school press associations and indicate that, if associations move beyond the traditional activities of workshops and ratings, cri-

tiques, and awards, they should expect that a segment of their teacher constituency will not agree with their aims. That such upgrading is needed is confirmed by the student attitude which verifies that journalism training in the classroom is not sufficient. The students indicated a need for many instructional aids and much information.

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FOIA, FDA, AND JANE Q. PUBLIC

Margaret Josephine Schwan Bailey, M.S.

University of Utah, 1973

Adviser: Lorry E. Rytting

This thesis studies the Freedom of Information Act (FOIA) and the Food and Drug Administration (FDA), and their implications for the individual consumer (Jane Q. Public). The scope concerns access of the individual to FDA files using FOIA. The main sources of information are court cases and congressional hearings.

Chapter 1 presents the problems of lack of information by the consumer and the importance of FDA's decisions not only with regard to individuals today, but generations from now. This chapter presents FOIA as a landmark act especially enacted to aid the individual to become a better informed person and perhaps a better citizen.

Chapter 2 traces the history of FOIA, mentioning Executive privilege, the "house-keeping" statute, and FOIA's legislative history. The chapter emphasizes the conflict between the Senate Report on the bill, and the House Report and Attorney General's Memorandum of 1967; these three are used by the courts as guides in the interpretation of the Act. Four exemptions--(3), (4), (5), and

(7)--are discussed in detail using congressional hearings and pertinent court decisions to narrow and define the meaning of the exemptions. Trends are discerned, weaknesses examined. The chapter concludes with a survey of tactics used by agencies to impede access to their files. Court cases are again shown as illustrations and decisions are cited which limit the scope of the tactics.

Chapter 3 examines five court cases involving the FDA, one which is still in the appeals court. Another complaint, settled out of court is discussed as a possible example of the frequent procedure followed by the FDA, and other agencies, when threatened with court action.

Chapter 4 is an examination of the proposed FDA regulations, with emphasis on their possible interpretation by the courts and industries.

Chapter 5 focuses on the individual's problems under FOIA, and why the Act has been only moderately successful for her. The related problems of the media are discussed, with possible answers to the media's marked lack of involvement after FOIA was passed. The chapter concludes with a brief discussion of the Consumer Protection Agency as an aid to help the individual obtain more consumer information from departments and agencies.

Chapter 6 is the concluding chapter which summarizes the arguments of the paper, and lists areas for suggested further study.

An Appendix is included which reproduces the Freedom of Information Act.

A STUDY OF SENSATIONAL REPORTING BY
AMERICAN NEWSPAPERS AND MAGAZINES OF
BRITAIN'S GREAT TRAIN ROBBERY

Mary Ann Baker, M.A.

Murray State University, 1972

Adviser: L. J. Hortin

Much criticism has been directed toward the media in recent years charging too much emphasis on crime news. Critics blast journalists for a decline in objectivity and presenting only "bad news." Infringement upon civil liberties, endangering the individual's right to a fair trial, and over-exposure to crime news resulting in blanket de-sensitization of readers to crime are common areas of criticism.

While conducting research for a high school paper five years ago on Britain's Great Train Robbery, this writer found American newspaper and magazine reports which hinted strongly that public sentiment seemed to be in favor of the criminals. The robbery of the Glasgow-to-London mail train on August 8, 1963, involved the theft of more than seven million dollars.

What was it about this particular crime that made it sensational? Indeed it was so sensational that the common man sympathized with thieves.

It was hypothesized that reports by American newspapers and magazines of Britain's Great Train Robbery tended to glamorize the robbery and to make heroes of the criminals.

This researcher proposed to determine whether public sentiment was formed in favor of the criminals because of sensational reports by American newspapers and magazines glamorizing the crime and portraying the criminals as heroes or whether

the public tended to identify with the robbery because it was a spectacular undertaking involving millions of dollars.

Mode of research was the critical-historical method. First reports of the robbery were selected from major dailies available in the Murray State University Library (two British dailies, six American). The eight first reports were analyzed according to position and page placement; space allotted; headlining; and word choice. Various magazine accounts describing public attitude were presented as examples of glamorization.

Accounts concerning conditions in Great Britain at the time of the robbery were reported as feasible explanations for the sympathetic wave of public sentiment there following the robbery.

Research results proved the robbery was indeed glamorized, though with varying degrees in each report. It was concluded that a major factor affecting public sentiment was the incredulity of the crime itself. In this case, the media were dealing with a sensational subject that was easy to glamorize.

A THEORETICAL VIEW
OF WRITING DEVELOPMENT

Richard Verle Barnes, M.A.

University of Georgia, 1972

Adviser: Richard E. O'Brien

The development of writing skills is a valuable and essential aspect of every student's academic career, particularly students of journalism and others who will depend on writing for a significant proportion of their

livelihood. While such importance is generally accepted without question, there remain, in journalism curricula as well as other programs, far too many students who have not mastered the basic skills needed for written communication.

This thesis involves a theoretical approach to the development of writing skills by looking at four major approaches to writing development--the conceptual approach, the models approach, the self-expressive approach and the projects-diagnostic approach. The problems of writing development are classified into the following three problem aspects: (1) Personal, or individual, problems dealing with the writer himself; (2) Problems dealing with existing teaching systems, schools and individual teachers; (3) Problems which are inherent in the writing process itself.

Considering the various problems involved with each of the four approaches and the three problem aspects, a model program of writing instruction is presented which is generally aimed at beginning college students. The program includes (a) suggested exercises and projects and (b) a suggested method of diagnosis and evaluation which provides a consistent means of evaluation for the work of all students.

The thesis challenges the still prominent objection that "writing cannot be taught." While it is realized that a perfect writing program is unlikely, the program is presented, to improve when actually implemented in the classroom under a high degree of flexibility.

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PERCEPTION AS CATEGORIZATION:
THE INTERMEDIATE NOVELTY TREND AND THE
CATEGORY MASKING EFFECT

Linda Didow Baucom, M.A.

University of North Carolina

Adviser: Maxwell E. McCombs

The aim of this research was to explore the function of novelty in the process of perception by categorization. Two experiments were conducted. In the first, subjects were presented a list of fifty four-letter words for sixty seconds. They were later presented a longer list of four-letter words and were asked to circle those that they recognized from the first list. In the second experiment, subjects were given a story in which twenty key words were embedded and were later asked to answer questions requiring the recall of the twenty key words.

The effects were found: an intermediate novelty trend among common words and a category masking effect among rare words. That is, among common words, words from less frequently used Thesaurus-like categories were remembered better than words from more familiar categories. Among rare words, the words from all Thesaurus-like categories were remembered approximately equally well.

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NEWSPAPER ACTION LINES: A NATIONAL
SURVEY OF THEIR DEVELOPMENT,
CHARACTERISTICS AND EFFECTS

David Lee Beal, M.A.

Syracuse University, 1973

Adviser: Jake T. Hubbard

A three-page questionnaire was sent to 346 daily newspaper editors in 17 states.

The survey, designed to measure changes since the Associated Press Managing Editors Association's first Action Line survey in 1968, was sponsored by the association. Responses came from 68.3 per cent of Action Line dailies representing 86.2 per cent of the total daily circulation surveyed.

Results were reported by descriptive statistics for six circulation ranges and by correlation analysis.

Hypotheses were that the columns stressing problem-solving, naming names of commercial firms and spending more money would get more reader response as measured by query volume than columns that emphasized information-only items, didn't name names and spent less money. Significant relationships were confirmed for the first and third hypotheses, but not for the second.

Another significant relationship was found between the degree of problem-solving stressed by the columns and dissatisfaction about the columns among newspaper advertisers.

Action Lines were found to exist as early as 1921. Telephone recorders, rising consumer awareness, widely publicized reports of the columns' successes and editors' increasing expectations for the columns were among the factors causing the sudden spread of Action Lines in the mid-1960's, from the larger dailies to smaller papers, but 14 discontinued columns were also identified.

Larger circulation dailies were often found getting many more queries than they needed for frequent publication of Action Lines, while small dailies often faced a query shortage that appeared to lessen the scope of their columns' content.

The survey found Action Lines spending an estimated \$4 million annually, up from

about \$1 million in 1968, to draw and process nearly three million queries a year. Recorders attracted about two-fifths of the inquiries.

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DESCRIPTIVE STUDY AND ANALYSIS
OF PUBLIC RELATIONS IN SIX
METROPOLITAN SCHOOL
DISTRICTS IN CALIFORNIA

Gary Allen Beall, M.S.

University of Oregon, 1972

Advisor: Jack D. Ewan

Public relations programs in six metropolitan school districts in California are described and compared with a public relations model.

The personal interview technique was used to obtain data from the person heading the public relations function in each district.

Descriptive portion of the study provides an insight to the public relations function with respect to organization, budgeting, planning, research, evaluation, practitioner opinions regarding the major public relations challenge facing education.

Model components required that public relations be a management function, be planned, be based on research, involve communication, and provide for evaluation. Model components and criteria to serve as benchmarks for measuring degree to which each of these components was satisfied were established from writings by professional practitioners in corporate and educational public relations.

Most district public relations programs are strong with respect to being a management function and most have well-developed communications activities. They are lacking in

varying degrees with respect to planning, re-
search and evaluation.

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A CONTENT ANALYSIS OF SWEDISH ISSUES
IN SELECTED AMERICAN NEWSPAPERS
IN 1961, 1966 AND 1971

Ingrid B. Berg, M.A.

University of Georgia, 1972

Adviser: Wallace B. Eberhard

The study was an attempt to find out what amount of coverage was given different Swedish issues in four American newspapers over a ten-year period of time, and whether there was a change in the foci of interest as well as the amount of coverage over this period.

The method of content analysis was used and a three-step analysis designed, comprising themes, i.e. the major overall theme of each article; categories, i.e. other major issues in the same article; and items, i.e. references to special topics such as Prime minister, unemployment, etc. This three-step analysis enabled a detailed breakdown of the material, which was computerized for frequency counts of all the variables considered.

The findings showed that articles about miscellaneous or human interest issues were in majority in number although not in total length. This was the case especially in the two smaller papers studied. Other major issues covered were Sweden's foreign relations, Swedish government and its actions and the labor situation in the country. There was no evidence that the misconceptions about Sweden that the author had experienced during her two and a half years totally in the United

States were communicated through the media studied.

It was suggested that more coverage would be given internal Swedish issues in 1971 than in 1961. The findings showed that this was actually the case, but at the same time consideration was taken to the increased facilities for world-wide communications in 1971. It was stated, on the other hand, that more attention was given serious internal Swedish issues in 1971 than in previous years.

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AN INVESTIGATION INTO NINE
MAJOR CRITICS OF THE FAR EAST

Jeelu Ardeshtir Billimoria, M.A.

University of Pennsylvania, 1972

Adviser: Robert Lewis Shayon

The study analyzed the work and theories of nine of the most influential "critics" in India, China and Japan, in an attempt to determine the nature of criticism and judge the evidence of its existence or absence in these subjects. The nine studied were Bharata (Natyasastra), Dandin (Kavyadarsa) and the Vishnudharmottaram from India; Confucius, Lu Chi (Wen fu) and Liu Hsieh (Wen-hsin Tiao-lung) from China; and Murasaki Shikibu, Zeami Motokiyo and Matsuo Basho from Japan.

It considered these major questions while exploring the personalities: (1) What is the function of art and its place in culture? (2) What is the nature of the creative process? (3) How is one to determine excellence in art? (4) What is the role of the critic? The information gathered through library research was compartmentalized into

these issues and patterns of consistency or contradiction were observable.

The data collected suggest that the root critical values differ in each culture and there are no universal principles of criticism. The Chinese group displays strong didactic strains while discussing the function of art as compared to the religion and pleasure oriented Indian critics and the purist aestheticians of Japan. The creative process was seen by most as, an act or expression developed through careful training and traditional practise, rather than, a spontaneous inspirational exercise that sought novelty. The definitions of that art which is excellent indicate a quite commonly held stress on transcendence. A third of the critics see excellence in the fulfillment of function. There is a general lack of awareness and self-consciousness as regards the critical function and vocation.

In the final analysis only four of the nine studied can actually be said to have a coherent theory of art criticism.

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THE LOGOGRAM: CORPORATE COMMUNICATIONS
THROUGH GRAPHIC SYMBOLS

Nigel Jeremy Wyatt Birkbeck, M.A.
University of Pennsylvania, 1972
Supervisor: Robert Lewis Shayon

The study investigated the practice amongst some corporations of attempting to communicate their character and reputation as a business enterprise by the use of graphic symbols: logograms.

Two questions were considered: (1) What, if anything, does a logogram communicate of its owner's character and reputation? and, (2) If something is indeed conveyed by

these symbols, does a particular logogram communicate a message congruent with that intended by its owner?

A total of ten logograms were selected from the transportation, banking and oil industries. These industries were chosen for the following reasons: (1) Competition within each industry is intense. (2) The products and services offered by each firm in any one industry are similar. As a consequence, these firms are placing emphasis on the development of their "corporate image," of which the logogram is a part, with the purpose of establishing an identity in the minds of their public.

Based on the responses to a questionnaire and a semantic differential scale, the results indicated that the logograms tested do communicate some form of image, although the nature of this varied from corporation to corporation. However, there was a higher degree of consensus in the judgements of a specific corporation in the group of subjects who could identify the logogram with its owner than in the group who could not do so.

The data revealed that, although the responses to a particular logogram did not match exactly the intended image, as defined by the owner of that logogram, subjects did rate every logogram favorably or, at worst, neutrally. On some specific variables, subjects rated both logogram and corporation equally.

The logograms appeared to possess some inherent qualities with which they were able to communicate meaning. It was suggested that this may be due, in part, to a logogram's color, shape or texture, and that, as a result, some logograms may be working against the image they were intended to evoke.

DEVELOPMENT OF A MULTIPLE-CHOICE TEST
TO MEASURE NEWS WRITING SKILLS

Shirley Ann Bockelman, M.A.

California State University
Fullerton, 1973

Adviser: James Alexander

To develop a multiple-choice test of college-level news writing skills, test items referenced to behavioral objectives were first developed and then rated by news writing instructors.

A 50-item multiple-choice test and an essay-type news writing test were administered simultaneously to ninety-four students in a beginning news writing course. The multiple-choice test was scored against an answer key; the essay test against a criterion rating sheet by a panel of six professional judges.

Significant split-half reliability coefficients were obtained for both the multiple-choice test ($r = +.43$) and the essay test ($r = +.29$). Significant validity coefficients were obtained between the two tests ($r = +.33$) and between the multiple-choice test administered as a course post-test and course grades based upon independent observations of student performance ($r = +.61$).

One cycle of item revisions was completed based upon analyses of items and subtests. The development of a reliable and valid multiple-choice test of news writing skills was concluded to be feasible.

A CASE STUDY
OF THE PUBLIC RELATIONS INVOLVED
IN A SCHOOL TAX BASE MEASURE CAMPAIGN
PORTLAND PUBLIC SCHOOL DISTRICT

Patricia Ann Bowen, M.A.

University of Utah, 1972

Adviser: Parry Sorensen

In Oregon, as in many other states, the majority of local units of government, including school districts, operate on funds derived from local property tax. These funds are not automatically allocated, but must be approved by the voters. Approval of tax increases for school levies, tax bases, and bonds used to be a mere formality, but beginning in the late sixties, voter support for school financial measures declined steadily.

In 1971 voters in the Portland Public School District defeated three special school levies, and due to consequent shortage of funds, the district was forced to cut the school year back by twenty days.

Another election was held on May 23, 1972 for a \$12,948,000 increase in the tax base and it too was defeated, despite the fact that several hundred people campaigned actively for the measure. It is this campaign which is the heart of the study, and it is the purpose of this thesis to analyze the public relations involved in the campaign.

Information about the campaign was obtained primarily through interviews. In the case study, the following aspects of the campaign were studied: the organization of the Campaign Committee, the structure and personnel of the Campaign Committee, campaign research, campaign strategy and plans, campaign financing, campaign activities, opposition, and evaluation of the election.

It was concluded that the campaign was not conducted as effectively as possible.

An article in The New York Times stated that forty-one of the major public school districts in the country operate under crisis conditions. In a sampling of twenty-seven states, only four were revealed as having no serious financial problem. Philadelphia, Pennsylvania eliminated 800 teaching positions in 1972 and shortened its school year by five weeks. Kalamazoo, Michigan shortened its school year by twenty-three days. New York City, New York eliminated 5,000 teaching positions.

It is obvious that schools are facing a crisis. In Portland, as in other urban areas, more and more citizens are fleeing the cities to live in the suburbs. The population is composed of a large number of low income families and retired persons. These people are less likely to support the schools. Also voters in Oregon, as in other states, have been subjected to high taxes and tax increases on the federal, state, and local levels. In many instances citizens do not have the opportunity to vote for increased taxes. Therefore when they do have a chance to approve tax measures, even if the measures concern education, they vote no. As schools deteriorate, citizens move out of the city, and city and schools begin to decline.

It is quite evident that the school districts, particularly urban districts, are encountering financial opposition from the voters. In a situation in which the taxpayer is required to approve school budget increases and bonds, two solutions become obvious. If these districts are to operate effectively, either the financial elections

must be won or the system of financing schools changed.

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A STUDY OF THE USE OF SELECTED COMMUNICATIONS TECHNIQUES IN THE 1970 CONGRESSIONAL CAMPAIGN OF UNITED STATES REPRESENTATIVE GRAHAM PURCELL IN THE THIRTEENTH DISTRICT OF TEXAS

Linda Armstrong Boyer, M.A.

East Texas State University, 1972

Adviser: W. J. Bell.

Much attention has been focused on the use of mass communications media in national elections; yet little attention has been devoted to ways in which a candidate for an office with limited and regional constituency reaches voters. This study is an attempt to pinpoint how such a candidate, Congressman Graham Purcell, varied his communications techniques to reach the voters of the Thirteenth Congressional District of Texas in the 1970 election.

The principal source for this study was personal observations of the campaign throughout the district, plus interviews with key Purcell staff personnel in both Washington, D. C., and Texas.

Attorney Joe Staley's challenge to Purcell in the 1970 election offered an opportunity to study the use of varying communications techniques to reach differing constituencies within a limited regional area. This study includes the results of a constituent poll conducted by a political consulting firm, which formed the base for the Purcell campaign and its use of communications techniques. In addition to its use of newspapers, radio, and television to reach voters in selected areas of the district, the campaign also used miscellaneous techniques

which relied heavily on visual and personal contact with Congressman Purcell. Election results showed that Purcell and his staff had most effectively varied communications techniques to reach the different constituencies. Purcell won 65 per cent of the total vote.

Congressman Graham Purcell's successful re-election campaign in 1970 clearly demonstrates that a political candidate for an office with limited and regional constituency must vary his communications techniques to reach voters.

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THE APPLICATION OF LIFE-STYLE
PHOTOJOURNALISM TO THE
METROPOLITAN DAILY NEWSPAPER

Kristin A. Brandt, M.A.

The University of Wyoming, 1973

Advisor: Bob G. Rogers

Beginning with the assertion that photojournalism reached its highest development in Life Magazine, which ceased publication in December 1972, the author presents a case for adapting Life-style photojournalism in the metropolitan daily newspaper. Analyses of photojournalism as practiced in Life and in selected major daily newspapers lead to the conclusion that the use of picture stories and photoessays in newspapers often is haphazard and without purpose, unlike those in Life and the newspapers can be applied even to ordinary subjects. The subject matter was treated in half-page, full-page, and two-page layouts to demonstrate the use of Life-style techniques in newspapers. The general conclusion is that metropolitan daily newspapers are not now maximizing their use of photojournalism, that they have the capabilities to do so, and need only adhere to a set

of simple principles to achieve consistently good results.

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IN CONSTANT ATTENDANCE: MEDIA
COVERAGE OF THE 1972 NATIONAL
POLITICAL CONVENTIONS

Jack Paige Breger, M.A.J.C.

University of Florida, 1973

Advisor: Harry H. Griggs

So pervasive is the media presence at national political conventions that coverage of these events over the years reveals, perhaps more than any other occurrence, the characteristic strengths and weaknesses of the American press.

In the 1950's, politicians allied with network television to provide maximum, favorable exposure for the conventions; both partners accrued benefits from the relationship. Journalists, however, faced professional issues growing out of corporate management's insistence upon entertainment-oriented, commercially-based presentations of the events.

Reports of street violence at the 1968 Democratic conclave initiated a wave of public protests against the media, bolstered by Administration attacks which soon followed. In the midst of this criticism, the media prepared to cover the 1972 events.

Television viewers watched the Democrats exhaustively practicing the "new politics" while the Republicans demonstrated their mastery of convention pro-

duction as TV campaign propaganda. At the same time, the television audience turned off the political extravaganzas in record numbers.

Experimental evidence suggests that advanced journalism students who reproduced print studies from television convention coverage were significantly affected by the style of TV reporting.

Because citizens may be affected by both the dynamics and style of television reporting, the networks should engage in a program of public education in the uses and practices of the medium. Additionally, all the media should embark on a new program to encourage balanced media usage.

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THE FEDERAL TRADE COMMISSION,
1969-1973: YEARS OF FLUX

Janet Brigham, M.A.

Brigham Young University, 1973

Advisor: M. Dallas Burnett

This study examines the relationship between a 1969 American Bar Association report on the Federal Trade Commission and FTC action since the report was issued. The report listed specific recommendations for improvement. The ABA committee chairman, Miles W. Kirkpatrick, was named chairman of the FTC a year later, succeeding Caspar Weinberger, who took the position shortly after the ABA report was issued. FTC action from 1969 to Kirkpatrick's resignation in January of 1973 is compared to ABA report recommendations in the areas of planning and coordination, leadership and delegation of authority, enforcement, economic functions, consumer fraud, and informal consultations. A relationship between the recommendations and FTC action

exists to the extent that the FTC strengthened its actions in all six major areas of recommendation. The FTC took some positive action on fifteen of eighteen specific suggestions. Major commission developments were in policy planning and evaluation, organization, and enforcement mechanisms.

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A HISTORY OF THE AMERICAN FORK CITIZEN
1903-1973

J. Paul Broadhead, M.A.

Brigham Young University, 1973

Advisor: Oliver R. Smith

The American Fork Citizen has been published continuously for 70 years in American Fork in central Utah. It was preceded by seven weekly papers, published between 1867 and 1903.

The Citizen was founded May 2, 1903, by William D. Loveless, II. Loveless published the paper until 1913 when it was purchased by Lorenzo Willis Gaisford. Gaisford also published the Lehi Banner and Pleasant Grove Review in conjunction with the American Fork Citizen. He sold the Banner in 1917.

Upon L. W. Gaisford's retirement in 1923, the Alpine Publishing Company and its papers, the American Fork Citizen and Pleasant Grove Review were sold to Arthur F. Gaisford and A. Frank Gaisford. A. Frank Gaisford published the Citizen from December 1, 1923, to June 6, 1963, selling the Pleasant Grove Review in 1942. E. Russell Innes bought the Citizen in 1963. Having switched to offset printing, Innes jointly publishes the American Fork Citizen and Lehi Free Press at American Fork, printing at AMOR Printing Center.

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A COMPARISON OF THE EXPECTATIONS
OF JOURNALISM EDUCATORS AND
PROFESSIONALS--CITY AND
MANAGING EDITORS

Jan Robbins Brock, M.A.

Indiana University, 1973

Adviser: Kenneth M. Jackson

"A Comparison of the Expectations of Journalism Educators and Professionals--City and Managing Editors" examines the opinions and perceptions of two groups of journalism educators, professionally and academically oriented, and two groups of professional journalists, city and managing editors. For some time there has been controversy between the educators and professionals as to what is best for the young journalist. Some educators claim he needs more research and theory while professionals want more practical skills and experience. The two groups seem polarized between research and practical training. The question is: Are journalism educators and professionals really polarized or do they merely perceive the "green eye-shade"--"chi-square" researcher dichotomy.

The sample consisted of one academic and one professional educator from each of the 61 accredited journalism schools and one city editor and one managing editor from a stratified sample of 100 daily United States newspapers. Each subject received a mailed questionnaire asking for 1) demographic data, 2) his opinions, ranked on a Likert 5-point scale from very important to very unimportant, of various aspects of journalism, such as research, interviewing, knowledge of government, writing skills, editing, etc., and 3) his perceptions of how a journalism educator/editor would rank those same terms. Four measuring instruments were used--all being the same

questionnaire only with wording changes for educators and editors and differences in the order of the coorientation questions to control for cueing.

When the results were tabulated, 59.84% of the educators had returned completed questionnaires while only 18.50% of the editors responded. Generalizing, there was a great deal of agreement amongst the opinions of all four groups on each of the topics ranked. Their perceptions of the other group, however, while usually being different from their own opinions were not accurate. This pattern (occurring on the particular terms examined) led to the conclusion that the differences in expectations between educators and editors are perceived--not real.

Such a finding, if it is truly valid, could lead to better understanding between editors and educators, journalism schools and newspapers. There were, however, problems with the study. First, it was a mailed questionnaire which often leaves a lot to be desired. Second, it was the first study to examine coorientation in a method other than face to face communication, so there may have been problems that were unrealized. Finally, the students about whom all these expectations are formed were not studied. Such a study would undoubtedly add to the information gained here.

AN ANALYSIS OF BOSS-SUBORDINATE
COMMUNICATION IN A
MANAGEMENT BY OBJECTIVES SYSTEM

Don Jay Brown, M.A.

Brigham Young University, 1972

Adviser: Owen S. Rich

The problem of this thesis was to design

a formal boss-subordinate communication system to reduce communication breakdowns that occur in the objective-setting process in a Management by Objectives system.

The design of the formal boss-subordinate communication system was tailored to the Management by Objectives system used in Business Affairs, Brigham Young University. The design of the system has been accepted by administrative officials in Business Affairs for implementation in September, 1972. Since this thesis was completed in August, 1972, it was impossible to analyze the system in operation.

The validity of the system was tested by constructing a pretest and submitting the design for evaluation to a panel of eight experts. The panel indicated affirmative possibilities for the designed system and recommended implementation.

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OLD MASS MEDIUM FOR MASS AUDIENCE: A
STUDY OF ILLINOIS COUNTY AGRICULTURAL
EXTENSION ADVISERS' USE OF
RADIO IN 1971

Robert Joseph Brown, M.S.

University of Illinois, 1973

Advisers: Edward Douglass and
Hadley Read

Today, the University of Illinois Cooperative Extension Service, while maintaining its traditional educational programs for farm families, is initiating new programs and expanding present ones to reach more urban people. This thesis assesses how well Illinois county Extension advisers in agriculture are currently using radio to meet the informational needs of their new urban clientele.

The study's data was gathered from 99 (100%) advisers and 93 (53%) radio station managers in Illinois using two self-administered questionnaires. Previous research was obtained from several land-grant universities and the USDA. Additional information and insight was provided from the author's personal association with the Service and Radio Station WLBK, DeKalb.

Although it was found that the advisers are devoting a higher percentage of their programming to urban-oriented subject matter and an urban audience than suspected, six factors were identified as inhibiting their efforts to serve urban citizens via radio.

1. Nearly half of the advisers do not consider their use of radio to be a top priority in their work.
2. A significant number of the advisers lack confidence in radio's ability to disseminate educational information.
3. A majority of the advisers do not want to increase their use of radio.
4. Nearly two-thirds of the advisers do not provide enough urban-oriented subject matter to meet their stations' needs.
5. A significant number of advisers have poor communications and relationships with their stations.
6. Most of the advisers produce voiced programming that is too long to meet their stations' needs and some of it is of a poor technical quality.

This thesis establishes a benchmark concerning the extent of the advisers' present urban programming and the general public's current demand for urban-oriented information as reflected through the wishes of radio station managers. Hopefully, it will guide the advisers and their supervisors in their future use of an old mass medium to reach a new mass audience.

A PROFILE OF THE ARMY INFORMATION OFFICER, 1972

Larry Eugene Bryan, M.A.J.C.

University of Florida, 1972

Adviser: Glenn A. Butler

Relatively little is published about Army information officers. This study examines a group of them.

Findings are based on a survey of 148 respondents selected purposively from all Army information officers serving on special staffs in February, 1972. The most noteworthy demographic characteristic revealed by this survey is the extreme print media orientation of the respondents.

The findings also indicate that familiarity and personal ability are positively related to favorability toward a particular mass communication medium. Furthermore, the C.B.S. television network was perceived by respondents as having a greater threat value than the other networks. Those information officers with experience overseas suggested the foreign press, in most cases, is very dissimilar to the American press.

A COMPARISON OF THE ENGLISH AND SPANISH LANGUAGE: MASS MEDIA PREFERENCES OF MEXICAN AMERICANS IN EAST LOS ANGELES

Miriam J. Seger Bundy, M.A.

California State University Fullerton, 1973

Adviser: James Alexander

Divergent views exist about the effectiveness of the Spanish language and the English language mass media in predominantly Mexican American geographical areas. The

purpose of this study was to compare the English and Spanish language mass media preferences of Mexican Americans in East Los Angeles. Individuals from 143 housing units in Census tract 5310, East Los Angeles, California, were asked about their television, radio, newspaper and magazine preferences during personal interviews in their homes. A standardized 12-item questionnaire was used. The null hypothesis that there is no significant difference in the response of Mexican Americans as a whole to Spanish or English language mass media, was confirmed. Analysis of the above-35 age group showed a preference for the Spanish language television and radio programming and no significant difference in print media preferences. More bilingual and Spanish language communications were recommended for effective communication with the above-35 age group.

SELECTED INFORMATION SOURCES AND THE ADOPTION OF A MARKET INNOVATION

Paul Stephen Buhyard, M. S.

University of Tennessee, 1973

Advisor: Jerry R. Lynn

This study investigated the relationships between selected information sources and demographic variables and the adoption process of a market innovation. A five-stage model was used as the underlying conceptualization of the consumer adoption process of the selected market innovation. The model included unaware, aware, interest, evaluation, and adoption stages.

The major research objective was to assess the predictive value of four information source and five demographic vari-

ables as discriminators between the respective-adoption process stages. More specifically, the following variables were analyzed with respect to their relationships to each of the five adoption stages: (1) television commercial rating, (2) newspaper advertisement rating, (3) personal selling rating, (4) word-of-mouth communication rating, (5) level of education, (6) occupational status, (7) type of housing, (8) annual family income, and (9) geographic proximity to the innovation.

Subjects were classified into the respective adoption stages on the basis of a survey of 569 consumers randomly selected from the 1972 Knoxville (Tennessee) Area Telephone Directory. A second sample of 189 consumers was randomly selected from the innovation's (a new furniture store in the Knoxville market) sales receipts for its first three months of operation to ensure having a sufficient number of subjects at each of the five a priori adoption stages for the analysis purposes of this study.

A mail questionnaire was then sent to 758 subjects selected from the telephone survey and the sample of the firm's sales receipts. Consumers were asked to rate each of the four information sources on a six-item semantic differential scale and to provide the appropriate demographic information. Of the 758 subjects, 261 returned usable questionnaires.

A multiple discriminant analysis was used to assess the predictive value of the four information source ratings and the five demographic variables. The results indicated that three variables--level of education, geographic proximity to the innovation, and television commercial rating--

were statistically significant discriminators between the five adoption process stages. Level of education, with the highest F value of the three variables, was able to correctly classify 26 per cent of the subjects alone. Geographic proximity to the innovation and television commercial rating were able to correctly classify an additional 1.2 and 4.6 per cent of the subjects respectively. The four information source ratings and the five demographic variables as a whole were able to correctly classify 41.7 per cent of the subjects into their respective predetermined adoption stages. This was found to be significantly better than chance classification.

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PHOTOGRAPHIC LIBEL: AN INQUIRY
INTO THE RIGHTS OF PHOTOGRAPHERS

Ronald Edward Burda, M.S.

California State University, San Jose
1973

Advisers: LaMar MacKay
Dwight Bentel

This thesis is an attempt to collect into one source all the federal legal cases where a photograph was involved in a libel. Nineteen such cases exist spanning the years from 1850 to 1972. Each case is divided into two parts. The first part explains the legal history in non-legal terms, as the case passed through the court system and the points of law which determined its course. The second part is a detailed description of the case including the libelous publication and the arguments used by both sides in court. The concluding chapter shows that the defenses against libel available to writers are also available to photographers.

Cases tried at the federal level were

selected for compilation because such cases are usually precedent setting examples. This thesis contains descriptions of Peck v. Tribune Co. (the first recorded case involving a libelous photograph), Burton v. Crowell Pub. Co. (the first case resulting from a camera distorting an image), Estill v. Hearst Publishing Co. (involving a famous photograph of the bank robber, John Dillinger), Sharman v. E. Schmidt & Sons (involving the use of model releases), and Girl Scouts of the United States of America v. Personality Posters Mfg. Co. (involving a humorous poster).

The conclusion of this compilation is that a photojournalist has more to fear from identifying someone who is libeled by a writer in an accompanying article or caption, than he does from making someone appear foolish in his photograph.

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THE WATERLOO (ILLINOIS) REPUBLICAN
1890-1970:
AN ENGLISH REPUBLICAN NEWSPAPER

Michael C. Burry's, M. S.

Southern Illinois University/Carbondale,
1972

Adviser: George C. Brown

The Waterloo (Illinois) Republican traces its history back to 1843 and the Independent Democrat. The paper became firmly established two decades later as the Waterloo Advocate or Dollar Advocate which was sold in 1890 to Hardy C. Voris of Waterloo, a German community. Voris, a journeyman printer, had traveled the country. He became Advocate foreman when he returned in 1888; he had been its devil when he was a schoolboy.

He changed the Democratic Advocate into an unofficial Republican party paper. He was personally involved in state politics, but that fact was not reflected in his paper. He was (and the Republican still is) competing with the Democratic Waterloo Times in the county seat of Monroe County. The Republican carried the party standard and tried to convert the county from its Democratic ways, with some success. Voris rejected the scurrillity of earlier party papers and yellow journalism; he said he wanted to run his paper according to the golden rule.

Editor and publisher for over 50 years, he was succeeded in 1941 by his son, Bryant B., an outspoken man who immediately informed readers that his own principles meant more to him than any party's platform did. He said politicians should have some other toy besides government to play with. Robert H. Voris, who became editor when his father died in 1962, has continued his father's approach, though he is more moderate.

The thesis indicates the continuing evolution of the Republican from a party paper to a contemporary country weekly by examining the editorial positions taken by the paper on issues at all levels throughout its 80 years.

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GEORGE TURNBULL: A CALM ISLAND

Ted J. Bush, M.S.

University of Oregon, 1972

Adviser: Roy Paul Nelson

This is the biography of George S. Turnbull, the man the late Chilton R. Bush de-

scribed as "...the best teacher of journalistic writing I have ever known." This thesis examines Turnbull's work as a teacher, editor, author and dean in an attempt to explain why Turnbull, a man who shunned the limelight, deserved such praise and exerted a lasting influence on his students, the press and journalism education in Oregon during the past 55 years.

The study, based on Turnbull's writings, speeches and correspondence, supplements his own history of the University of Oregon school of Journalism by explaining the part he played in the school's development and growth.

To the degree that it explains his influence and supplements his history, it is a contribution to the history of journalism education in the United States.

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A COMPARATIVE STUDY OF
SPECIALTY ADVERTISING IN
THE LUBBOCK MARKET

Wendell Ray Callaway, M.A.

Texas Tech University, 1972

Adviser: Billy I. Boss

This study indicates that specialty advertising is a well known and substantially used medium by Lubbock businessmen. Compared to other advertising media, specialty advertising ranked third in perceived effectiveness; 67 percent of the respondents rated the medium as a useful means of attracting new customers and maintaining the goodwill of present customers.

The study also suggests that specialty advertising must contend with a "familiarity effect" in which the usefulness and familiar-

ity of the item exceed the effectiveness of the advertising message. The results of the Lubbock sample showed that over 16 percent of the respondents who had owned a specialty advertising item for a year or more could not recall the advertiser on the item.

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A MODEL PAMPHLET: PROVIDING MONEY
MANAGEMENT INFORMATION FOR
RURAL AND SMALL TOWN LOW-INCOME
HOMEMAKERS IN THE MIDDLE WEST

Katherine McCarty Carlson, M.S.

Iowa State University, 1972

Adviser: M. LaRue Pollard

With the inauguration of the Expanded Nutrition Program, Extension acquired a new audience--low-income families. The program uses food aides to contact the families and help them with homemaking concerns. But limited funds and personnel make it impossible for ENP to reach all low-income people personally. Therefore, Extension needs to find alternative channels for disseminating change information to low-income homemakers living in areas not served by ENP.

The specific communication problem presented here is how to get money management information to rural and small town low-income homemakers in the Middle West. A framework with which to solve the problem was developed using Berlo's Communication Model which defines the communication elements. Those elements were placed in the sequence logically followed when preparing to send a message to an audience. The framework depicts the decision-making process a communicator consciously or unconsciously goes through in developing and sending a message to his audience.

The two decision-making areas in the,

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framework are channel choice and message treatment choices, both accompanied by related factors which come from three major blocks of knowledge--(1) role of mass communication as a change agent, (2) audience characteristics and (3) message characteristics. An annotated bibliography of the available information in these three areas was compiled and used to explore the choices and/or alternatives open. Choices made included channel, message complexity, style, reading level and format factors.

A pamphlet distributed by mail and accompanied by a cover letter was chosen as the channel for conveying information on money management. Message treatment decisions--message complexity, style, reading level and format factors--were made. Since research indicates that a one-concept approach should be used, the money management topic was narrowed to comparing unit prices when buying dried staples. Other techniques implemented in designing a sample publication were personal style; an easy reading level; many, large, detailed, black and white line drawings; light green paper and black print; 24 point type; titles and subheads in bold print; much white space; little copy; a cover with a large illustration and a title in 42 point type under the picture; and size 8 1/2 x 11 sheets.

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MISANTHROPY, TRUST, AND HUMAN
VARIABILITY: DETERMINANTS OF
ADVERTISING EFFECTIVENESS ON
PRINTED ADVERTISEMENTS

Howard Lloyd Carr, M.A.J.C.

University of Florida, 1972

Adviser: Leonard J. Hooper

Print advertising constitutes a multi-

million dollar portion of advertising and includes magazines, newspapers, billboards, and mass transit ads. It is important that advertisers know the effectiveness of their messages.

The purpose of this study was to analyze the relationship between measured personality traits and the use of endorsement, in terms of advertising effectiveness. Three hypotheses were tested: Effectiveness of endorsement is (1) positively related to trust, (2) negatively related to perceived variability of people, and (3) negatively related to misanthropy.

The results indicated that endorsement produces differential effects, varying with the personality characteristics of the audience.

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A STUDY OF PERSONS WHO WRITE LETTERS TO
THE EDITOR OF THE ATLANTA CONSTITUTION

Peggy Cook Carter, M.A.

University of Georgia, 1973

Adviser: Ernest C. Hynds

The thesis topic originated from a research paper done by this writer on letters to the editor columns and letter writers which showed that no formal study had been conducted in recent years. This researcher believed that the recent social revolution in which racial, ethnic and youth interests were emphasized might have altered the basic profile of newspaper media respondents. To investigate this possibility, a study was made of the persons who wrote letters to the Atlanta Constitution for a six-week period in spring, 1972.

The study begins with a survey of what

has been written both academically and non-academically on letter writers. It then briefly reviews the history and present status of the Atlanta Constitution to provide background for the study. The methodology chapter explains how the questionnaire was drawn up to achieve the best possible results. It also explains the use of psychographics in this type of study for the first time.

In the results chapter, one finds that those persons who wrote the Constitution were not significantly different from those presented in earlier profiles and that the few differences might be attributed to other reasons as well as to social change. Basically, letter writers were found to be well-educated, married, homeowners and parents. Many had corresponded to other media and to public officials. The psychographics showed that the respondents regularly sought information from all media. The respondents were also active in their communities and had good voting habits. They differed basically from previous profiles in that they tended to be more mobile and that they tended to be Democrats rather than Republicans. The thesis concludes with suggestions for future researchers of media respondents.

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EQUITABLE DISTRIBUTION OF RADIO SERVICES: AN ANALYSIS OF CONGRESSIONAL INTENT

Richard Allen Carvell, M.S.
University of Illinois, 1972
Adviser: Edward Douglas

Prior to the passage of the Radio Act of 1927, federal regulatory efforts were aimed at reducing and preventing interference among broadcasters and others using the radio

spectrum. Given a Republican administration and the economic condition of the United States, distribution of radio service, at first, was based upon little more than economic demand. While there were Commerce Department attempts to spread radio frequency assignments for broadcasters across the nation, the primary purpose of the plan was to prevent interference rather than insure, on an equitable basis, service to every community. It was not until 1926 that the intent for equitable distribution of radio service was introduced into the radio legislation that had considered in the form of another act in 1922. The equal distribution clause of the Radio Act of 1927 was aimed at providing primary radio service to every community in the nation.

The concepts of Congressional leaders during committee hearings, in committee reports, and on the floor of Congress leave no doubt as to the intent of the national legislature. In enacting the distribution clause, Congress intended to insure that the entire nation received radio service, not just those areas capable of providing economic support for broadcasting stations.

A year after passage of the 1927 Act, Congress approved amending legislation which emphasized its intent. The new legislation spelled out in no uncertain terms to the Federal Radio Commission just how it was to distribute radio service, requiring equality of transmission facilities as well as of reception.

FLORIDA DEFENDERS OF THE ENVIRONMENT:
A CASE STUDY OF A VOLUNTEER
ORGANIZATION'S MEDIA UTILIZATION

Melissa Shepard Carver, M.A.J.C.

University of Florida, 1973.

Adviser: Kenneth A. Christiansen

What this thesis probes is a procedural model designed for non-profit volunteer citizens groups using an alliance with the mass media for informational and educational purposes. It is based on a case study of the Florida Defenders of the Environment (FDE), an organization which successfully fought the Cross Florida-Barge Canal and subsequently saved the Oklawaha River from destruction.

Over a period of ten years the FDE required, sought and obtained the massive media coverage crucial to its success. This fruitful alliance was based on the unique structure of the conservation group, its carefully drawn purpose and maintenance of a totally objective and educational posture throughout.

The organization's strength centered on its stature as a research and information clearing house. Rather than utilizing a public relations campaign, the FDE elected to inform the public, through the mass media, and thereby influence and have an impact upon public policy. The FDE attracted the media because it represented an unequalled source of factual data. This approach represents a viable avenue for non-profit volunteer organizations seeking access to the mass media.

50 YEARS IN PRINT:
A BIOGRAPHY OF WILLIAM B. RUGGLES

Rene Castilla, M.A.

East Texas State University, 1973

Adviser: W. J. Bell

This is the story of a Texas newspaper reporter and editor. During his active years he was a soldier, poet, sports historian, statistician, editorial writer, and editor. He was a sportswriter for the first fifteen years of his newspaper career. He regards his most important contribution to be the authorship in 1941 of the right-to-work principle as a guaranteed legal right of the worker.

Interviewing William Ruggles and persons who know him and reviewing what he has written and what has been written about him provided enough material to present a chronicle of his journalistic career.

Ruggles emerges as a competent editor and a man peculiarly qualified to exercise his authority as editor by his diversified background. He has been an editor and editorial writer on The Dallas Morning News since 1919. He is also a student of military operations and edited various military publications. Ruggles wrote the history of the Sixth Army, which became a permanent record of the War Department. He also compiled the Texas League Record Book and wrote the History of the Texas League, 1880-1932.

Ruggles tended to be politically conservative. He was temperate and cautious in his editorial positions; however, he never lacked the courage to take definite stands on controversial issues of public importance. On some international issues his thinking was



influenced by his military experience. He was interested in good government and encouraged people to take greater interest in all levels of government.

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A STYLISTIC COMPARISON OF WRITTEN
LANGUAGE BY AMERICAN AND JAPANESE
THEOLOGICAL STUDENTS

Opal Markell Cessna, M.A.
University of Kentucky, 1972
Adviser: Robert N. Bostrom

This thesis was concerned with the specific problem of determining the differences and likenesses in written material of American and Japanese theological students. Twenty-three American and twenty-three Japanese were given twenty minutes to write four stories (five minutes each) based on four different slides from the Thematic Apperception Test set of pictures.

The material was analyzed with the (1) sentence length, (2) adjective-verb quotient, and (3) type-token ratio psycholinguistic indicators of style. They were analyzed by the four stories and across cultures to see what differences there were and whether or not there were consistencies within cultures or across cultures.

Because of the relative infancy of the psycholinguistic field, and because of the scarcity of research of the language style of theological students, particularly cross-culturally, this study was more of a descriptive one, looking at the phenomena with an attempt at finding order from what was seen.

The results indicated that the measures used for analysis might profitably be used across cultures. They also showed areas where there were significant differences in

the cultures, and where there were consistencies within and across cultures.

Further research was recommended in areas similar to those of the study, particularly of a cross-cultural nature.

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CHALLENGE OF PRESS FREEDOM/COMMERCIAL
TELEVISION IN TAIWAN

Shu-Hua Samuel Chang, M.A.
University of Missouri, 1972
Adviser: Edward C. Lambert

Taiwan has long been charged with lack of press freedom by the western journalists. The Study presents plain facts of "why" and "how" Taiwan's current press freedom is contradictory to the government proclamation of democracy and how public opinion has been ignored by martial law and broadcast regulations. Besides, Taiwan's national goal of struggling for a non-communist Taiwan, the change of U. S. policy to Taiwan has great effect on the control of press freedom, television programming and commercial television survival on the island.

The study also points out that Taiwan's economy has affected Taiwan's television management in commercials during the growth of Taiwan's television.

The second part of the study deals with the challenge of commercial television by rationalized television proposed or broadcast law. A survey of the most television viewer's attitudes on the program in Taiwan and its analysis are presented. The survey has shown that the criticism of current television programs and commercial were mostly from the higher-educated people--intellectuals, educators and legislators with some

reputation as "authority"--who form a minority group and spend little on the products of the sponsors, television's only financial supporters. The nationalization proposed was based on the increasing violence-oriented programs eventually created by competition among the networks, since the birth of the third commercial television station.

Taiwan's people should not have to lose their freedom of entertainment after their constitutional right of national democracy and freedom of press has been eliminated because of the communist threat.

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PRESS ATTITUDE TOWARD U.S. RECOGNITION OF RED CHINA; A COMPARATIVE STUDY OF NEWSPAPERS IN THE UNITED STATES AND THE REPUBLIC OF CHINA DURING THE U.N. DEBATE OF OCTOBER-NOVEMBER, 1971

Helen Su-in Chiu, M.S.

University of Utah, 1973

Adviser: Milton C. Hollstein

This study deals with press attitude in the United States and the Republic of China toward U.S. recognition of Red China during the U.N. 1971 session (October-November). It started with four hypotheses: (1) the press in the United States and the Republic of China both objected to U.S. recognition of Red China on moral grounds, (2) the U.S. press considered that U.S. recognition of Red China would further the best interests of the United States while the press of the Republic of China held the opposite opinion, (3) according to international law and the U.N. Charter, both the United States and Free China press supported nonrecognition of Communist China, (4) the U.S. press emphasized political issues and the Republic of China emphasized moral and legal considerations.

The study was divided into four parts.

Part One is a review of Sino-American relations. U.S. China policy was examined President by President. U.S. China policy shifted gradually but significantly from 1949 to 1972. The Truman Administration held an unalignment policy at the very beginning, then turned to the support of the Chinese Nationalists on Taiwan. This policy continued through the Eisenhower, Kennedy, and Johnson administrations with some reconsiderations. Now the Nixon administration is trying to treat Red China on a level with the Soviet Union. Normalization of relations with Red China will come in time, when the problem of Taiwan is reasonably resolved.

Part Two of the study discusses the general situation of the press in the United States and the Republic of China. Freedom of speech, total number of newspapers and circulations, newspaper categories, and press economic backgrounds in both countries were explored. Five American papers (New York Times, Washington Post, Christian Science Monitor, Los Angeles Times, and Chicago Tribune) and three Chinese papers (Central Daily News, United Daily News, and China Times) were examined extensively for their traits, editorial policies and circulations. These eight newspapers were selected as the sample for content analysis in the study.

Part Three, the heart of the study, was a content analysis of "China news" in the eight newspapers. It was conducted by measuring quality, quantity and direction of "China news." Twelve subject-matter categories and three directional categories were set up to serve the purpose of this study.

The findings of the investigation revealed that Chinese press devoted more space

and published more news items of "China news", than the American press. The five U.S. publications carried a higher percentage of "China news" favorable to U.S. recognition of Red China and a smaller percentage of unfavorable news than the Chinese publications.

"China news" in the Chinese publications was more strongly displayed than in the U.S. publications. In the 12 subject-matter categories, both the U.S. press and the Chinese press emphasized the U.N. China issue, the internal strength of Red China, and U.S. communication with the Chinese Communists. In addition to these three subjects, the Chinese press also stressed three other subjects: the merit of the Chinese Communist government, overseas Chinese attitudes and the status of Taiwan.

In conclusion, inferences drawn from the findings were that: 1) Hypotheses 1 and 2 are supported by the findings. 2) The Chinese press opposed recognition of Red China on legal grounds and the U.S. press attitude on this issue is unclear. 3) Both the U.S. press and the Chinese press emphasized the political issue; the Chinese press also stressed moral issues.

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THE UNIVERSITY OF TEXAS' PUBLIC
RELATIONS CURRICULUM--AN EVALUATION
BY 1960-1971 GRADUATES

Roger Dean Christensen, M.A.

University of Texas, 1973

Adviser: Alan Scott

The thesis is a report on a survey conducted to obtain an evaluation of The University of Texas' course sequence in public relations. Public relations graduates from 1960 through 1971 were surveyed. The

thesis describes survey respondents' ratings on individual courses and their suggestions for change in the public relations sequence. In addition, the thesis contains statistical information on graduates' job progress and job satisfaction and relates that information to the survey respondents' course evaluations. The thesis concludes with recommendations for improvement of the public relations sequence.

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NASHVILLE'S NEWS MEDIA AS VIEWED
BY THE BLACK COMMUNITY

Earl S. Clanton, III, M.A.

Kent State University, 1972

Adviser: Milton E. Wilson

Abstract of thesis: The implosion of technical and sophisticated advancements in public media dissemination has had a multi-faceted effect on the total population, and it has generated some exciting spin-offs for specific population strata. It is then logical to endeavor to find how this same technical media sophistication has affected a disadvantaged community in communicating issues about its community and the amount of credibility assigned to information from outside the community as it is channeled through various message media.

Several conclusions were drawn from the presented data of this thesis:

(1) Black people hold a unitary view of the media that it is a controlling force that projects a violent, anti-social image of the disadvantaged people of this country.

The media contributed to the image of violence in the ghetto and did little or nothing to stabilize the black community, which, in turn, caused the black community to generally tune out the media as a viable message channel.

(2) The attitudes of black Americans toward mass media are diverse and have several dimensions of hostility, which

the author has defined as depiction, improving, utility, and manipulative.

(3) Q-sort and Factor Analytic methods, used by the author in this thesis, are useful techniques for defining attitudes of persons toward the mass media.

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HIGH SCHOOL NEWSPAPER PRODUCTION
IN THE FOUR CORNER STATES

John H. Corlett, M.A.

University of Arizona, 1973

Adviser: Philip Mangelsdorf

This study presents high school newspaper advisers with a summary of production methods, finance base, and newspaper formats at high schools in Utah, Colorado, New Mexico and Arizona. Of 553 high schools queried, 253, or 46 per cent, returned a questionnaire.

The survey found that 145 of the respondent schools used offset printing, 61 schools used a mimeograph method, 16 schools used letter press, and the others used a combination of the three or produced more than one newspaper by different methods. The larger the school the more the offset method tended to be used, while the smaller schools turned more to the mimeograph.

More than 80 per cent of the schools published papers at least once a month. The annual per-pupil cost of publishing a student newspaper ranged from \$1.35 per student in schools with enrollments of less than 250, to \$1.08 per student in schools whose enrollments exceeded 1,350.

About 43 per cent of the school newspapers received complete or part funding from the school district. The other newspapers depended on advertising or student fees or a combination of the two.

Although censorship was not a question

considered by the survey, at least 45 schools commented on the subject and agreed that censorship tended to increase proportionately with the amount of funds contributed by the school district administration.

The thesis includes a copy of the questionnaire submitted to the schools, and tables for each category of investigation with responses listed in each of five population areas.

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AN EDITORIAL VIEW OF THE SOVIET UNION
BY THE ST. LOUIS POST-DISPATCH:
FROM THE HITLER-STALIN PACT TO
WINSTON CHURCHILL'S IRON CURTAIN SPEECH

Michell Costello, M.A.

University of Missouri, 1972

Advisor: William Howard Taft

This thesis deals with a single newspaper's editorials about the Soviet Union from 1939 to 1946. Each editorial has been judged subjectively by the writer. It should be noted, however, that every attempt has been made to present an objective picture.

The purpose of the paper is to determine if there were any changes in the St. Louis Post-Dispatch editorial views during the years studied, and if so, why the changes occurred.

The writer found that there were several drastic changes. When Nazi Germany and the Soviet Union signed the Non-Aggression Pact in 1939, the Post-Dispatch has little good to say about the U. S. S. R. There was, in fact, a great deal of criticism of Soviet communism in general and of Joseph Stalin, the man, in particular. Nevertheless, after Hitler had launched his surprise attack on Russia in June of 1941, the paper's criticism softened. And when the United States joined the fight

against Germany, the Post-Dispatch editorial page suggested that past problems really were minor and that Soviet communism and American capitalism would have no trouble overlooking ideological differences to form an alliance to defeat Hitler. Following the key victories on Soviet soil, Stalingrad and Leningrad, the St. Louis paper had the highest praise for the Soviet Union and its fighting men.

As the war progressed and an Allied victory became apparent, Post-Dispatch editorials began to side with the Soviet Union on political and military disputes between the U. S. and the U. S. S. R.--particularly concerning the post-war settlements in Europe. It seemed as if the paper made excuses for Soviet actions, perhaps to convince readers that a friendship between the United States and Russia was of paramount importance for post-war world security.

A turning point in the paper's editorial policy took place following the discovery of a Soviet spy ring in Canada in February of 1946. From that point on the Post-Dispatch editorials suggested that Americans should not accept Soviet statements in good faith. The paper added that Churchill's recommendations for "a strong front against an expanding and aggressive Soviet Union" were valid.

This writer found that newspaper editorials (particularly before the great rise in popularity of television) are a particularly valuable tool for the historian. They proved to be a fairly accurate means to find out the climate of public opinion in past years. Because they are not governed by the journalistic rules of objectivity and because they can and do contain opinion, editorials present the writers of history with a fairly sensitive barometer of public feeling. Though there is no scientific proof that every read-

er of an editorial at the time of its publication is influenced by what he reads, the historian, at least, has access to an opinion of the times.

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SOCIALIZATION EFFECTS ON THE
BEGINNING REPORTER

Henry O. Counts, M.A.

University of South Carolina, 1972

Adviser: Kenneth Starck

This study set out to answer two primary questions: What are the effects on the attitudes of the beginning reporter toward the South Carolina legislature in specific and government in general when he takes over the assignment of covering the state legislature, and, if there are any noticeable effects, what brought them about?

The underlying rationale for the study was based on the socialization effects suggested as probable by "role theory" with emphasis given to the premise that exposure to specific events might change attitudes about an entity.

In answering the questions posed, four hypotheses were tested:

(1) The assignment of the beginning reporter to the specialized beat of statehouse reporter will result in a significant change in his attitude toward one of skepticism concerning the South Carolina legislature.

(2) This skepticism will carry over into his attitudes concerning all levels and divisions of government.

(3) His attitudes about the statehouse press corps will become more favorable.

(4) His attitudes toward government

will become more closely aligned with those of the statehouse press corps.

The investigation sought out three groups of individuals. The experimental group was composed of eight students enrolled in an advanced reporting class taught at the University of South Carolina in which students actually cover the legislature for weekly newspapers. The control group was composed of eight demographically matched individuals. The press corps group was composed of reporters covering the state legislature.

In conducting the study, questionnaires dealing with attitudes toward government and the press were administered three times during the spring 1972 semester to the experimental and control groups. Questionnaires dealing with attitudes toward government were administered twice to the press corps group.

Results of the study were that none of the hypotheses were confirmed. There were no significant changes in attitudes. However, several tendencies of attitude change in the hypothesized direction were evident.

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THE CULTURAL POLICY OF THE
CANADIAN RADIO-TELEVISION COMMISSION

Jacques Cousineau, M.A.

Annenberg School of Communications
University of Pennsylvania, 1972

Adviser: Robert L. Shayon

The Parliament of Canada passed the Broadcasting Act of March 1968 and enunciated a cultural policy for broadcasting in Canada. The Act created the Canadian Radio-Television Commission (CRTC), a regulatory body which was to implement this Canadian cultural policy.

How this cultural policy was developed under the pressures of men and events is the historical question examined briefly in the Introductory Chapter I.

What is this cultural policy, with its stated and implied objectives? How has it been interpreted by legislators and regulators? This is the ontological question dealt with in Chapter II.

How has this cultural policy been implemented up to now (December 31st 1971), through regulations and decisions of the CRTC? What are the constraints and urges of its implementation in the short and long term view? It could be called the political question. This over-all survey and assessment is the main object of the dissertation and is taken up from Chapter III to Chapter VI.

The dissertation describes and analyses the CRTC decisions in their subject matter as well as in their process and trends. In particular, it focuses its attention on ownership control, extension of service and programming.

Considering CATV as a crucial problem for Canadian broadcasting, a Chapter (IV) is devoted to CRTC policy in this area. Preliminary decisions of the CRTC in 1969 and 1970 and its comprehensive policy statement of July 1971, are examined as the basis for the developing policies on broadcasting, trends, procedure and regulations. It is shown that CATV has been the effective catalyst of deep changes both in the legislative and regulatory phases of the whole cultural policy in broadcasting.

The conclusions (Chapter VII) contain assessment on the past accomplishments of the CRTC, projections regarding its future and recommendations for improved future performance.

CHANGING THE VACATION IMAGE OF TEXAS:
A CASE STUDY OF THE TEXAS
TOURIST DEVELOPMENT AGENCY

Julianne Grandin Crane, M.A.

University of Texas, 1972

Adviser: Alan Scott

The thesis illustrates how the Texas Tourist Development Agency, created in 1963 by the Texas Legislature and charged with administering the state's first travel advertising and promotional program, relates to the multimillion dollar travel industry. Material is presented on how Texas was falling drastically behind other states in the tourist attracting business prior to the creation of a state-paid advertising program, and how since then the national image of Texas has changed, resulting in rapid growth of tourism in Texas. Emphasis also is focused on the importance of the cooperative approach of both state and private sector groups in a successful tourist program.

PEER VS. READER INFLUENCES
UPON STUDENT EDITOR
JUDGMENTS AND PUBLICATION OF
TRAGIC NEWS PHOTOGRAPHS

Wendell C. Crow, M.A.

Southern Illinois University, 1972

Adviser: L. Erwin Atwood

News photography first appeared in newspapers in 1880, beginning a continuing debate over whether or not persons victimized by tragic events should be spared the photographic publicity given other news events. This study was initiated to examine some of the variables involved in communicator encoding decisions concerning photographs.

This study required selected student 'editors' to make specific decisions with regard to a set of tragic news pictures. Students were asked to (1) evaluate the set of pictures on seven semantic differential scales; (2) estimate on a Likert-type scale the extent to which they felt the set of pictures violated personal privacy; and (3) estimate on another Likert-type scale the extent to which they might publish such pictures.

Eighty subjects, forty from each of two schools, took part in the experiment. Students were assigned randomly to one of four treatment groups. Lindquist's 2 X 2 factorial design was utilized to establish the four treatment, which varied in relation to either positive or negative statements attributed to either "editors" or "audience" on the subject of tragic news photographs. Group 1 received positive editor and negative audience statements; group 2 received positive editor and negative audience statements; group 3 received negative editor and positive audience statements; and group 4 received positive statement from both editors and audience.

Interaction hypotheses predicted that, when subjects were confronted by an incongruent situation where editor and audience statements conflicted, they would tend to reflect favor for the editor position on (1) the semantic differential evaluations; (2) the invasion of privacy estimates; and (3) the estimates of publication.

No significant interaction effects were observed in the analysis of variance, and the hypotheses were rejected.

A significant main effect was observed in the estimates of invasion of privacy with

regard to the audience. This main effect seemed to be consistent with previous studies, which found that student communicators had tended to accept a role consistent to "professional" references persons.

Multiple linear regression technique was utilized in a post hoc analysis, using publication scores for the criterion. A full model including semantic differential evaluations, privacy and experience scores as predictors of publication accounted for 53.47 per cent of criterion variance. Elimination of privacy scores reduced this figure only slightly, to 50.03 per cent. But when semantic differential scores were eliminated, only 28.46 per cent of criterion variance was accounted for in the model.

Semantic differential evaluative scales proved to be powerful predictors of subjects' intent to publish tragic photographs. Privacy scores, while not as powerful as the semantic differential scores, accounted for a large amount of criterion variance. Experience scores, used as dichotomous covariate scores in the models, accounted for no significant amounts of variance and were almost useless as predictors.

Further study along projective, case study lines was recommended to discover why encoding behavior of the subjects differed greatly from previous studies which seemed to predict encoding by student communicators. The large amount of variance accounted for in post hoc analysis seemed to indicate that two of the three variables utilized in the regression models were important predictors of publication regarding tragic news pictures.

INFLUENCES OF MASS MEDIA AND COLLEGE SPORTS INFORMATION DIRECTORS UPON SELECTED SPORTSWRITERS' CHOICES FOR ALL-AMERICAN FOOTBALL PLAYERS

Robert Edmunson Dart, M.A.

University of Georgia, 1973

Adviser: Wallace B. Eberhard

All-American football teams, creations of the mass media, purport to include the best college players of a given season. Critics have long charged that All-American teams are chosen by distant "experts" who never see their picks play. Instead, the "experts," many of whom are media sports-writers, must base their All-American selections on information supplied, either directly or through sports news media, by college sports information directors (SID's).

This study traced the history of All-American football teams, their selectors, their critics and the media that publicize them. Then the study examined the role and influence that SID's have in the selection of All-Americans by questioning some of the sportswriters who select the teams and a number of sports information directors.

Nearly all the responding SID's indicated that producing All-American football players was part of their job. Almost all indicated several definite benefits to the college in producing All-Americans. Most indicated that they thought they, as SID's, had supplied information that led to the selection of a player as an All-American.

Most of the responding sportswriters didn't see half or more of their 1972 All-American picks play "live." However, they were split almost evenly in answering the question of whether or not their All-American picks were influenced by SID's.

THE BAHAMAS PRESS: A STUDY OF THE EDITORIAL COVERAGE OF THE 1967-1968 GENERAL ELECTIONS BY THE TWO NASSAU DAILIES, THE NASSAU GUARDIAN AND THE NASSAU TRIBUNE

Vernon Monsell Darville, M.A., J.C.

University of Florida, 1972

Adviser: John V. Webb

This study attempted to document the viability of the Bahamian press. The specific aims were: (1) to establish that, despite massive negative editorial coverage of the Progressive Liberal Party (PLP) in the 1967-1968 general elections, the PLP won, making it the first Negro government in the Bahamas' 300-year history, and (2) to establish that the press' opinion fluctuated rather than remained in steady opposition to the PLP.

By utilizing a daily analysis of editorial references to the campaign, the study attempted to document the images presented in the editorial content during the election period for two reasons: To provide some tangible clues in understanding the nature and performance of both major parties, and to help encourage further research on the Bahamas, using newspapers as a primary research tool. A historical approach was used in determining newspaper opinion.

EXPOSURE TO AND ATTITUDES TOWARD THE MASS MEDIA OF STUDENTS AT SAM HOUSTON HIGH SCHOOL

Lina J. Davis, M.A.

North Texas State University, 1973

Adviser: Reginald C. Westmoreland

This study was concerned with determining the amount of exposure high school students have to mass media and their

attitudes toward news. A general information questionnaire and a seven-point attitude scale were used to gather data for this investigation.

Two-hundred seventeen students from Sam Houston High School in Arlington, Texas, participated in the study, which included randomly selected English classes containing sophomores, juniors, and seniors.

The study found that high school students are regular newspaper and magazine readers, and that the majority spend three hours per day listening to radio and three hours daily watching television.

Data also showed that teenagers have favorable opinions of mass media news, and that television was consistently considered the most objective, trustworthy, expert, and accurate medium. Radio was the students' primary news source because of its convenience. Many of the students regularly read a newspaper and watch a television news broadcast. They choose a paper for its general coverage and that is more interesting to read.

Findings indicated that the students use newspapers, radio, television, and magazines primarily for entertainment rather than for news. Feature portions of newspapers were preferred to news: feature, fashion, and sports magazines were favored over news-magazines; musical radio programs were chosen over news broadcasts; and television movies, comedy, and variety shows were watched more often than news.

READABILITY OF SOME ENGLISH-LANGUAGE TRANSLATIONS OF THE BIBLE

Dee Darren Decker, M.S.

University of Tennessee, 1972

Advisor: Frank Thornburg

This study compares the readability of some of the English-language translations of the Bible. Ten translations of the Old Testament and 15 translations of the New Testament were analyzed. Twenty randomly selected and equally distributed selections of 100 words were drawn from the Old Testament. Ten random sample passages of 100 words were similarly selected from the New Testament. Analysis included (1) applying the Flesch Reading Ease formula to these 30 samples, (2) counting the number of Gunning-defined and total polysyllabic words, and (3) counting the number of archaic words in the 30 samples. Five popular and longer passages were chosen from each testament in order to compare the number of words each translation used in relating a popular incident or parable.

The translations were ranked from the most to the least readable for each of the elements measured: Flesch Reading Ease score, words per choice passage, words per sentence in the random sample passages, words per sentence in the choice passages, Gunning-defined polysyllabic words, total polysyllabic words, and archaic words. The rank numbers (1, 2, 3, ...) for each analysis, except the Gunning-defined polysyllabic word count, were added to obtain a composite score for each translation.

The Living Bible Paraphrased ranked as the most readable for the versions containing both the Old and New Testaments. The King James translation ranked first among

the Old Testament translations; it was followed closely by The Living Bible Paraphrased, The Jerusalem Bible, and The Modern Reader's Bible. The James Moffatt and Jehovah Witnesses versions were the least readable Old Testament translations. The Living Bible Paraphrased ranked first among the New Testament translations; it was followed by The New American Bible, Good News, and The Jerusalem Bible. The translations by Phillips and the Jehovah Witnesses version ranked as difficult to read, while The Amplified New Testament was by far the least readable New Testament translation.

The rationale and value of new translations were discussed, and it was noted that most translations are published in order to include the latest archaeological, linguistic, and historical scholarship and to keep the Bible living in the vernacular, or current language of the people. A brief history of English-language translations of the Bible was also given.

COLOR AS RELATED TO THE COMMUNICATIVE PROCESS

David Allen Dees, M.S.

East Texas State University, 1972

Advisor: Otha C. Spencer

With the development of color photography, motion pictures, and television in color, systematized study should be made of the communicative factors involved with the use of color.

A detailed search of the literature of communications, philosophy, and photography was made to isolate ideas and thoughts on color as applied to communications. Inter-

views with workers in the area of color were conducted to update research findings. Also, selected student groups were given a color analysis test to determine if color stereotypes hold true.

Little has been written on color as it relates to communications. Color does affect the psychological aspects of human behavior. Color is able to communicate such abstract qualities as taste, odor, height, weight, dimension, mood, and emotion.

Color is used daily as a tool of the motion picture, television, advertising, and producing industries. In motion pictures and television, the process is centered around uses of color to achieve the best quality. The advertising industry uses color from a psychological standpoint to more effectively market products. Producing industries employ color to gain more production from employees. They also use color to communicate safety.

More detailed research in the area of color as it relates to communications is needed because it is such an important part of human behavior. A set of color standards needs to be developed as a base for better communications. Color as related to communications is a process that is closely related to perception by the human mind.

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AN ANALYSIS AND EVALUATION OF THE EDITORIAL CONTENT OF SELECTED INSURANCE COMPANY PUBLICATIONS

Gaynell Doehne, M.A.

University of Texas, 1972

Adviser: DeWitt C. Reddick

To delve into the area of industrial journalism, and, in particular, employee publications, the author chose to study the

publications of insurance companies located in Texas and the other forty-nine states. Issues of forty-nine publications were analyzed to ascertain how the apparent objectives of the publications corresponded to objectives generally accepted for internal publications, how efficiently the company publications appeared to be succeeding in these pursuits, whether the publications' purposes were appropriate, and what unique communication problems were faced by the insurance industry.

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THE TREATMENT OF FOREIGN NATIONS IN AMERICAN EDITORIAL CARTOONS: A STUDY OF ATTENTION, SYMBOLOGY AND ATTITUDES

Thomas Obinkaram Echéwa, M.A.

The Annenberg School of Communications
University of Pennsylvania, 1972

Adviser: George Gerbner

A study was a content analysis of a sample of editorial cartoons published on or about foreign countries by ten American newspapers during the years 1960, 1962, and 1964.

The analysis focused on four areas:

- 1) The distribution of attention to international as opposed to national and domestic issues. Also a comparison of the foreign countries in the amount and type of attention they received.
- 2) The allocation of responsibility--blame or approbation--to countries for various international crises and tensions.
- 3) The symbology of modern editorial cartoons, the codes and graphic mechanism used to identify, characterize and "caricature" various countries.
- 4) A comparison of the newspapers with one another according to their performance in each of the categories above.

The analysis revealed that one-fourth of

the cartoons in the sample dealt with international issues, as opposed to domestic issues, and comparison with other studies showed that the proportion of foreign cartoons to domestic cartoons was two to three times the proportion of foreign news to domestic news. Most of the attention was focused on a few countries led by the Soviet Union and there was a steady decline in the number of foreign cartoons between 1960 and 1964.

Most, but not all, cartoons tended to be critical of their subjects. The communist countries were the most frequently and most harshly criticized, led by China, Cuba and the Soviet Union in that order. Significant variations in type and extent of criticism were observed from year to year.

Recognizable leaders, and to a smaller extent citizens, were the chief sources of identification for most countries. Anatomic distortion of human characters was minimal (about 23 per cent); the caricature effect was achieved by "casting" a country in a revealing role.

A comparison of the newspapers showed significant differences in the number of "foreign" cartoons they published, the countries about which these cartoons were drawn and the allocation of responsibility for various international crises.

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AN EXPERIMENTAL COMPARISON OF
RADIO ADVERTISING
AND
NEWSPAPER ADVERTISING
IN STATE AREA MARKETS

Herbert P. Emmerman, M.S.

University of Illinois, 1973.

Advisor: Arnold M. Barban

The objective of this thesis was to gain

better insight into advertising media effectiveness in small community markets. The specific media tested were daily newspapers and local (as opposed to network) radio. The study on which the thesis is based was commissioned by Illinois Bell Telephone Company and all advertising and other testing materials carried their signature.

Methodology: Five communities, varying in size, location and demography, were chosen as a representative sample of non-major markets in Illinois.

Five different media treatments were established. They were: 100% newspaper advertising, 75% newspaper - 25% radio advertising, 50% - 50%, 25% - 75%, and 100% radio advertising.

Using a 5 X 5 Latin Square design, the two variables (town and media treatment) were assigned to cells in the Latin Square so that each town received each treatment in a unique sequence.

The advertising offered a free premium and instructed customers to call a local telephone number. Two different numbers were used in each community: one featured in the radio advertisements and the other in the newspaper.

The results of the advertising were measured by the number of people who called each number to request the premium.

Additional informational input was obtained via questionnaires sent to each respondent.

Conclusions: When appealing to a general audience, it requires a great deal more radio, both in terms of frequency and cost to produce the same response as a newspaper ad.

The greater the percentage of newspaper advertising in the media mix, the greater the

effectiveness of the advertising flight.

Newspaper effectiveness, unlike that of radio, remains constant from community to community.

Newspaper advertising tends to lose its effectiveness after long exposure whereas radio advertising tends to become increasingly effective as exposure continues.

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THE CREDIBILITY ON ANONYMOUS
NEWS SOURCES

Robert J. Epstein, M.A.

The Annenberg School of Communications
1972

The University of Pennsylvania

Adviser: Klaus Krippendorff

This study examines the credibility of sources cited in newspapers who are not named, but are referred to under some general term, e.g., "officials," "usually reliable sources," "veteran observers." The extent such vague, anonymous sources differ in credibility and the dimensions which explain their credibility are the focus of this research.

A perusal of news reports led to the following hypotheses:

- (1) Powerful sources will be more believed than those with less authority.
- (2) Sources who sympathize with administration policies will be perceived as less credible than those who do not.
- (3) Informants with first-hand information will be believed more than those whose knowledge of an event is indirect.
- (4) Sources who request anonymity will be believed more than those who make no such request.
- (5) Sources quoted directly will be more believed than those quoted indirectly.

(6) Reports of a source's heteronomous action (an action easily observable) will be believed more than those of an autonomous action (describing an internal state).

Statements were generated and on the basis of eight coders in a content analysis, 48 source references were selected. These fragments of sentences represented all combinations of the two conditions (high-low) of the six variables taken six at a time which exist in the language. These fragments served as stimuli for 148 respondents who rated the credibility of sources.

Regression analysis confirmed the first three hypotheses, which together account for 86.5% of the variance of credibility. The null hypothesis, however, could not be rejected for the other hypotheses.

Theoretical distinctions between types and levels of sources having been drawn, this thesis argues that most of our everyday knowledge originates in sources who are anonymous or unidentified.

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PUBLIC RELATIONS JOB OPPORTUNITIES
IN GOVERNMENTAL AGENCIES

Richard W. Fell, M.A.J.C.

University of Florida, 1972

Adviser: Glenn A. Butler

This study examines the extent of public relations job opportunities in governmental agencies and provides information about the means of entry into and the career structure of the two principal systems, the Civil Service and the Foreign Service. A historical background of governmental public relations is also included.

THE FEDERAL INFORMATION CENTER PROGRAM:
BRINGING GOVERNMENT
AND CITIZENS CLOSER TOGETHER

Charles A. Fleming, M. A.

University of Wisconsin; 1972

Adviser: Scott M. Cutlip

Establishing effective two-way communication between government and citizens is a difficult task, especially in the contemporary environment of growing government size, complexity and involvement in society's activities, coupled with increasing difficulty in communication.

In 1966 the federal government established the Federal Information Center program to improve service to and communication with the public. The program was designed to bring citizens and government closer together, and to aid citizens in finding their way through the maze of government agencies and in locating the information and assistance needed. Operating in 73 metropolitan areas, the program serves nearly 50 per cent of the U. S. population and responds to over 4.6 million inquiries from citizens annually. The program receives inquiries from citizens through telephone, face-to-face and letter contact, and responds with information, referrals to state, local and federal agencies, and with publications.

This thesis examines related concepts and historical antecedents of the program, the origins and growth of the program, its operation and services, and effectiveness. The thesis identifies federal agencies receiving citizen inquiries and the subjects of these inquiries, and examines how well citizen inquiries are answered by the federal agencies served by the program.

A major point in the thesis is that the

The thesis was written with the intent that it might serve as a source document for the structuring of a college course of instruction in governmental public relations and as a useful job-counseling tool.

Questionnaires were submitted to 39 executive departments and agencies as a means of gathering information; interviews were conducted at 25 offices. Findings indicate job opportunities are extremely limited at the present time. With the exception of the United States Information Agency, which relies upon recent college graduates for input into the Foreign Service Information Officer Corps, the tendency is to hire personnel with proven experience in journalism or public relations.

AN ANALYSIS OF THE INFORMATION
ABOUT WRITING AND PUBLISHING
IN THREE LEADING WRITER'S TRADE
MAGAZINES AND THREE WRITER'S
MARKET DIRECTORIES

Marilyn J. Fleer, M.A.

The University of Oklahoma, 1971

Adviser: C. Joe Holland

This thesis is an analysis of issues of three writer's trade magazines from 1957 to 1970 and of recent editions of three popular writer's market directories. This study showed that although writers could succeed without using writer's magazines and writer's market directories, these save them time, trouble, and money.

The magazines studied were: WRITER'S DIGEST, THE WRITER, and WRITER'S YEARBOOK, an annual published by WRITER'S DIGEST. The directories studied were: WRITER'S HANDBOOK, published by THE WRITER; WRITER'S MARKET, published by WRITER'S DIGEST; and LITERARY MARKET PLACE, published by R. R. Bowker.



program enhances government-citizen communication and facilitates the public information objectives of government's myriad agencies, but--at the same time--it represents an untapped source of feedback information to government on citizen concerns, problems and information needs.

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A STUDY OF HOW PRESS RELEASES WERE USED
FOR DAILY NEWSPAPERS IN INDIANA
IN THE 1968 U. S. SENATORIAL CAMPAIGN

John Frederick Foltz, M.A.

Indiana University, 1972

Advisor: Ralph Holsinger

This study is descriptive and employs standard reportorial and historiographic techniques in the exploration of a single research question: How were press releases used in a statewide political campaign?

Although press releases have been commonly and widely used in political campaigns and even accepted to varying degrees as sources of content by American newspapers since 1896, the ubiquitous press release has apparently escaped any in-depth examination in a scholarly sense. Rather, the uses, supposed functions, advantages and disadvantages of the political press release appear to have been taken for granted as they may be found randomly and often casually mentioned in previous literature. The major purpose of this study, then, is to put the political press release into the perspective of how it was used in one statewide and major political campaign, thereby illustrating its general usages in any statewide political campaign. This study may be regarded, therefore, as a

basepoint for numerous other, future studies.

Specifically, the press releases studied as the substantive materials for this study are the ones issued over four months during the campaign for the U. S. Senate seat from Indiana in 1968 in which incumbent U. S. Senator Birch E. Bayh, Democrat, was opposed by Republican William D. Ruckelshaus. The study involved 27 daily newspapers in Indiana and focused on two interactions between the press and the contestants: It examined how two of the major issues were developed, handled through press releases and were related to the press, and it checked through the use of composite weeks how the press "exposed" the two men.

Tentative findings and conclusions in this study may be regarded for replicative studies or for beginning points for other studies. The last chapter suggests numerous other questions to be asked and studied in terms of the political press release vis-a-vis the American press.

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THE COMIC STRIPS OF THE SALT LAKE
TRIBUNE: HISTORY AND ANALYSIS

Ernest James Ford, Jr., M.S.

University of Utah, 1973

Adviser: M. Neff Smart

The importance of the daily comic strip, both to the newspaper and as a topic of study to ascertain trends in American culture, has long been argued. The Salt Lake Tribune, a major metropolitan daily newspaper, has a 100-year history which is rich in the development of a daily comic as an integral part of its editorial format.

The thesis explores the comic strip

history in The Tribune and addresses itself to the general question of whether the comic strip does reflect cultural trends. Through content analysis, these questions were considered:

1. Did the number of comic strip titles grow from 1913, the date the study began, until 1971, when it ended?
2. Is the comic strip a man's world, and did the Negro and characters of minority cultural extraction appear with any frequency in the daily comic strip?
3. Did the comic strip, which in the early years had emphasized themes dealing with domestic situations, broaden its attention to other themes?
4. Did the daily comic strip react to major events in American history?

The study found that comic strip titles did increase. The comic strip, however, did not remain exclusively a man's world. Other character types, such as children, adolescents and speaking animals eventually found a permanent place on the daily comic page. Appearances of minorities, however, were few and far between--almost to their outright exclusion. Comic strips did treat situations other than domestic more extensively in the latter years of the study.

The comic strip did show an ability to react to major cultural events, principally through change in theme, but the event must have been a major one before a change was manifest. The larger question, whether the comic strip does indeed serve as an index to American cultural and historical patterns remained unanswered, but the study suggests that considerable doubt must be cast upon those claims. Intensive research into the complete content of comic strips is necessary before that claim can be substantiated.

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A STUDY OF THE CHRONOLOGICAL
DEVELOPMENT OF THE RADIO
BROADCASTING STATIONS
IN ATHENS, GEORGIA

Zachary S. Fowler, M.A.

University of Georgia, 1972

Adviser: John T. Russell

Athens, Georgia, has three AM and two FM broadcasting stations. They include WGAU and WNGC-FM, properties of the Clarke Broadcasting Corporation; WRFC, owned and operated by Radio Athens, Incorporated; and WDOL and WDOL-FM, outlets owned by University City, Incorporated.

This thesis provides a detailed chronological development of each of the stations. Emphasis is placed on dates, personalities, and policies associated with each broadcast outlet.

WGAU is the city's oldest station and its origin dates back to the earlier days of broadcasting in Georgia. It was the state's fourteenth station. Its development is representative of many stations in the state which date back to the 1930's.

WREC was founded in 1948 and represented one of the most professionally staffed stations to begin operations in Georgia during that decade. It soon became one of northeast Georgia's most powerful voices with 5,000 watts.

WDOL was the first rock and roll station to broadcast in Athens. It signed on in 1957 and started a tradition of "Top 40" radio that it continues to provide today.

All three broadcast operations in the city have enjoyed varying degrees of success. This thesis examines their development and provides an insight into the philosophies that have guided each one.

A STUDY OF PROFESSIONAL
FOOTBALL ON TELEVISION

David Allen French, M.S.

University of Illinois, 1973

Adviser: Patrick Welch

The ultimate conclusions of the thesis were drawn from more than three years of intensive study. In 1971, the author monitored nearly 65 hours of professional football on television; in 1972, a questionnaire was sent to every coach and the highest administrative personnel of each National Football Conference team; in 1973, this information was assimilated for the final discourse.

The thesis contends that television has transformed the sport of professional football into a production peculiar to the medium itself. The research material, when viewed from the classic formula of message (football)-medium (television)-receiver (the viewing public), supported this thesis.

The monitoring portion of the thesis in particular represented the medium's method of altering the video signal with specific production techniques almost to the point of making professional football a specific genre of television broadcasting. The author paid close attention to the difference between what the spectator in attendance at the stadium saw and, in contrast, what the "armchair quarterback" viewed on the tube at home. Production techniques such as super-imposition or key, split screen, freeze frame, mat, wipe and, most importantly, the four types of instant replay (instant replay, isolated camera, dual isolation, slo-mo) were recorded for each of 24 monitoring sessions.

The questionnaire was a vital source of information on how those people involved with

the sport of professional football felt about television. Their answers to eleven questions and statements revealed the underlying theme that the marriage of television and professional football was a basic reason for the latter's continuing success. Secondary aspects about possible negative results from television's interference were relegated, for the most part, to a much lower status when compared with the mass appeal that the medium had created for the sport.

A Louis Harris survey conducted in January of 1972 (A Survey of the Reactions and Opinions of Professional Football Fans) was used as a basic source for gauging the viewing public. The survey concluded that most fans were pleased with television broadcasts of professional football games and, in fact, would like to see an expansion of the present status of the sport to an even broader scope.

The final pages of the thesis are devoted to professional football's future on media other than commercial broadcasts, i.e., cable television, closed-circuit television and pay television. It concludes the following: "Regardless of professional football's future status with the various methods of transmitting its message, the medium, in whatever form, will continue in its efforts to alter the video signal to fit a programming function peculiar to itself."

ADVERTISING TAXATION IN THE UNITED STATES, 1755-1971: AN ANALYSIS OF ITS HISTORY AND LEGALITY; A SURVEY OF ITS ECONOMIC IMPLICATIONS

Jo Sheila Wexler Fuller, M.A.J.C.

University of Florida, 1972

Adviser: Leonard J. Hooper

This thesis, based on a literature search and personal interviews, surveys

litigation of advertising tax cases, early twentieth century attempts to institute advertising taxes, current situations in specific states, and the possible effects of an advertising tax on local and state economies. One chapter details the history of the taxation of advertisements.

It may be concluded that in attempting to legislate advertising taxes legislators must consider the purpose(s) the tax will fulfill, study the successes and failures of previous such taxes, and consider thoroughly the effects passage of an advertising tax will have on their economic communities. A major effect to be considered is the possibility advertising taxes cause restraint of interstate commerce, a charge leveled by opponents of advertising taxation.

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A STUDY OF THE PROBLEMS
IN MEDICAL REPORTING

Rebecca Kay Gardner, M.A.

University of Texas, 1972

Adviser: Olin E. Hinkle

Medical writing is a specialized area of journalism that has come into its own in the United States since public awareness of science began increasing in the mid-1930's. Because it is a relatively young field and because it touches an area that the average reader is ill-equipped to understand, medical reporting has met with a number of unique problems. This writing attempts to study five problem areas within the field:

- (1) necessity of "instant" reporting;
- (2) validity of restriction;
- (3) ethical conflicts;
- (4) obligations to accuracy; and
- (5) qualifications of current medical reporters.

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A DESCRIPTIVE ANALYSIS OF THE
METHODS BEING USED TO TRAIN
AND GIVE EXPERIENCE TO PUBLIC
RELATIONS STUDENTS

Larry Kim Garvey, M.A.

Brigham Young University, 1972

Adviser: Gordon E. Mills

This study was designed to (1) analyze the methods being used to give public relations students practical experience, and (2) develop a model-plan to provide students the best opportunity to gain practical experience.

A questionnaire was sent to Public Relations Student Society of America Chapter Presidents, and Educational Advisers and Professional Advisers of the same organization. Twenty-one educators, twelve students, and twenty-one professionals responded.

The following conclusions were evident:

- (1) Over one-fourth of public relations students and educators have not participated in internship programs.
- (2) Internships with pay, no pay, and class credit are most popular.
- (3) Educators, outstanding students, and professional members of PRSA should participate in internships.
- (4) Activities stressing real-life problems should be covered.
- (5) Internships should cover ten weeks in the summer or a complete semester or quarter.
- (6) An employee-employer relationship should exist.

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THE DEVELOPMENT OF LIBYAN NEWSPAPERS
1866-1972: A HISTORY AND
INTERPRETATION

Shaban Fituri Gashut, M.S.

University of Kansas, 1972

Adviser: J. Laurence Day

The first newspaper to appear in Libya,

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now the Libyan Arab Republic, was Tarabulus Al-Gharb (Tripoli). It was issued in Tripoli first in Turkish, because the country was ruled by the Ottomans, and later in both Turkish and Arabic, the language of the people. It began as a weekly one-sheet newspaper. It was the only paper in the country until 1908, when several Arabic and foreign language newspapers appeared in Tripoli. Their appearance was a result of the declaration of the Ottoman constitution in 1908 and the subsequent freedoms, including freedom of the press, granted to countries ruled by Turkey.

In October, 1911, Libya was attacked by Italy. Tripoli, the capital and center of the press, was occupied. Newspaper publication ceased until 1918, when a peace agreement was reached between Italy and Libya. But when this agreement was ended by Italy in 1922, most of the papers either ceased publication or were confiscated. Only three newspapers continued to exist until 1941. Two of these papers were in Tripoli, the other in Benghazi. There were, however, several Italian newspapers in the country during the Italian occupation.

Libya was liberated by Allied forces in 1943, and the country was administered by Great Britain and France until 1951, when independence was declared. The 1950s and 1960s witnessed the appearance of many newspapers in Arabic and foreign languages.

This thesis describes the development of the Libyan press from 1866 to the present. The effects of political, social, and economic situations in the century, in addition to historical background, are discussed in detail. The thesis contains an English translation of the "Libyan Press Law of 1972."

A STUDY OF THE BELIEVABILITY OF ADVERTISING IN FOUR MEDIA

Ronald D. Geskey, M.S.

Southern Illinois University, 1973

Adviser: Norman Van Tubergen

The primary purpose of this study was to explore the attitudes and opinions which may affect the perceived believability of advertising in the four major media: newspapers, magazines, television, and radio.

The principles of source credibility and status conferral provided the theoretical basis for the study.

Q technique was used to identify patterns of attitudes toward advertising in each of the major media. Forty persons, 11 advertising professionals and 29 members of the general population (screened for demography and overall media belief for news and advertising) (1) responded to a structured sort of 48 statements. Each item attributed the credibility of a medium to one of three source or message credibility components. These components were (1) general source-image of the medium; (2) message presenter sources (advertisers and media personalities); and (3) the unique physical message characteristics of the medium. Half the statements were positive; half were negative.

Q factor analysis identified four relatively independent attitude types. Type I preferred newspapers largely due to their perceived local community relationship. Type II most strongly endorsed television, although all media were perceived as ethical entities. Type III was highly cynical -- no media were felt to be trust-

worthy. Type IV found magazines most credible for advertising -- due to favor to favorable magazine source and message evaluations. Importantly, respondents evaluated media by both source and message criteria, suggesting that credibility is a result of both variables.

Cross tabulations of Roper-type and semantic differential media belief classifications against Q typal membership found no relationship between the former and latter for news. However, as expected, a relationship appeared to exist between the Roper/semantic differential classifications and Q typal membership for advertising.

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THE ATTITUDES OF
INDIANA UNIVERSITY JOURNALISM MAJORS
ABOUT MEDIA EXPERIENCE
AS PART OF THEIR ACADEMIC PROGRAM

Barbara Douglas Gill, M.A.

Indiana University, 1973

Adviser: Ralph L. Holsinger

This study attempted to assess attitudes of Indiana University journalism majors about practical media experience as a supplement to their academic program. A questionnaire mail survey was administered to a population sample of 100, one-third of the majors enrolled in the department spring semester, 1971. The 82 usable returns were evaluated both in terms of the data produced and the effectiveness of the methodology used.

The questionnaire provided a profile of student attitudes about the importance of media experience before graduation, career interests, and perceptions of faculty and employer expectations. It focused on the most obvious source of student media employment--

the university newspaper, the Indiana Daily Student--although other media experience was considered also.

Nearly half the respondents had not worked for the student newspaper; at least half of these definitely did not plan to do so. Most of them reported lack of time or interest. A high percentage of students who expressed interest in future newspaper work had worked on the IDS and other publications. More than half the respondents did not think any media experience should be required for majors, and as many believed that their coursework provided sufficient preparation for media work.

Among other things, the researcher concluded that surveys of this type have limited utility as evaluative measures because they can only gather opinion and compare differences in perceived attitudes. They fail to provide sufficient information to determine the source of the attitudes or the reasons for the disparities of perception among the groups studied.

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AN EXPERIMENTAL STUDY OF
TV NEWSCAST DELIVERY OBJECTIVITY

Mr. Steven Glasser, M.A.

University of South Carolina, 1972

Adviser: Richard Uray

Both radio and television have recently received sharp criticism for biased news reporting and newscast delivery. This experimental study deals with one portion of this problem, television newscast delivery.

In no way does this study attempt to provide any all-encompassing answer. Rather, it seeks to investigate audience reaction to newscast delivery and to contribute to the

ongoing process of understanding and dealing with the problems of news dissemination.

Biased newscast delivery could have a positive or a negative effect upon the viewer's attitude and/or opinion. Though this study may seem like it is restating the obvious, it is experimentally examining previous supposition and theory.

Although much material written concerning television relates to this area, to my knowledge nothing has been written specifically concerning the question of newscast dissemination.

The experiment in question consisted of two videotaped television newscasts, both staged exactly the same, with the only difference being delivery objectivity. Theoretically, these newscasts comprised two differing presentations.

Each newscast was shown, respectively, to an audience of 26 University of South Carolina students. Each subject completed a questionnaire recording data concerning objectivity/subjectivity ratings.

The results of this study show that broadcasters should be more aware of the undefined area of "relative objectivity." Of the three newscast delivery elements rated, voice inflection had the most perception influence. While not as influential, facial expression also influenced newscast perception. Eye contact did not rate as an influential element. This study also indicated that males are more critical of newscast objectivity than females.

AN HISTORICAL ESSAY ON ANATOMICAL ILLUSTRATION: A VISUAL COUNTER-PART OF BIO-MEDICAL COMMUNICATIONS

Ralph M. Glazier, M.S.

Iowa State University, 1972

Adviser: Rodney Fox

This essay attempted to examine historically the development of anatomical illustration, which is the visual counter-part of bio-medical communication. In order to pursue this concept both anatomy and art had to be researched.

Early history showed that from the very beginning, ancient man limited his artistic ability to the portrayal of surface anatomy only. In time these static and stationary interpretations gave rise to one of action and movement in the form of carvings and statuettes. This new expression was due to direct observation and man's need to duplicate nature.

With Galen's investigational method, which encouraged animal dissection, plus the medical educational system of the Alexandrian schools, a need for anatomical didactic aids emerged.

During the Renaissance, when art and science was brought together, bio-medical illustration grew rapidly and became a vital part of medical education. However, all the art work rendered was produced for creative work within the fine arts rather than in anatomy.

The Age of Discovery offered a specialization study into the various aspects of human medicine. Anatomical art with its communicative powers became the universal language in disseminating these advancing medical concepts. When this anatomical didactic need ended, the artists again returned to the



fine arts.

With the coming of print, the power of duplication arrived. Illustrations for medical books and visual aids for medical teaching offered a new approach in teaching and learning and mass education in early American medical schools was now possible.

Of all the many artists before Max Brodel, who were great in their own right, no one individual could see the benefits that would be derived from establishing a medical art school. Brodel realized that medical illustration was a specialized form of communication and established the first school of art as applied to medicine.

Brodel's success with his school indicates that he was correct in his assumption that art and medicine in America could solidify into a new art form.

In his way, he gave to the medical profession as well as the artist what could not be found elsewhere. This achievement only ranks him higher in the annals of bio-medical communication than any of his contemporaries or predecessors.

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THE QUESTION OF NEWSMAN'S
PRIVILEGE IN OKLAHOMA

Jerry Wayne Glover, M.A.

The University of Oklahoma, 1972

Adviser: Tom McCoy

The first chapter of this thesis surveys the judicial history of the newsman's privilege issue--whether or not journalists should be allowed to keep their sources of information secret. The arguments, pro and con, concerning this question are also presented. Included is a discussion of the three cases

(U.S. vs Caldwell, In Re Paul Pappas, Branzburg vs Hayes) pending before the United States Supreme Court that deal directly with newsman's privilege.

The rest of the thesis discusses the research conducted in three Oklahoma's cities, Oklahoma City, Norman, and Tulsa. Summated rating scales and the Rokeach Dogmatism (D) Scale were utilized to determine the attitude of journalists, attorneys and state legislators on the question of privilege. Ten reporters, four managing editors, five attorneys and five legislators were surveyed. Although the results of the survey cannot be generalized because of lack of random research techniques, the study does provide a basis for further, more refined studies on privilege in the state.

The survey findings showed that degree of dogmatism did not play an important role in determination of attitudes toward the question of newsman's privilege. The summated rating scale survey indicated that none of the participants believe shield legislation (the common name given to state laws extending a testimonial privilege to journalists) could pass either the state legislature or the state courts at the present time. But if such legislation was enacted, participants agreed that the law should be a qualified one, it should cover both establishment and underground media and should be extended to only full-time reportorial employees.

The final chapter is a discussion of the recent Supreme Court decision, rendered after completion of the thesis, which denied any type of testimonial privilege to journalists who have been subpoenaed by grand juries.

A STATUS STUDY OF JOURNALISM EDUCATION
AND MASS MEDIA COMMUNICATION
EDUCATION IN MICHIGAN SECONDARY SCHOOLS

Gregory L. Gordon, M.A.

Central Michigan University, 1973

Adviser: Thomas R. Rood

This study was designed to develop data concerning the state of journalism education and mass media communication education in Michigan secondary schools. Further, the author hypothesized that there was a trend toward students studying the press as consumers of the mass media rather than as potential journalists.

Results were based upon 467 returns from a total of 600 questionnaires which were mailed in November 1972.

The traditional approach to journalism education, the production of a school newspaper, still flourished in the public education system, although a 5.67 per cent decline in newspaper production was noted. Most schools offered one or two journalism classes, and those were usually newspaper and yearbook technique and production courses. Most student newspapers were published monthly.

Additionally, the survey disclosed:

1. School newspapers received financial support from a variety of sources: advertising, subscriptions and sales, and the school general fund.

2. The majority of student newspaper editors, 55.69 per cent, and many staffs, 32.72 per cent, were appointed by advisers.

3. Approximately one in six schools which had a student newspaper also published both a yearbook and magazine.

4. Fewer schools offered mass media communication courses than offered journalism

courses, with 42.84 per cent offering no mass media communication course and 25.60 per cent offering no class in journalism.

5. Most schools considered, "to teach students to acquire a critical attitude toward news and the ability to evaluate the mass media," an important objective of mass media communication courses.

6. English departments housed 83.88 per cent of the mass media communication courses.

7. Most teachers who taught journalism or mass media communication courses majored in English while in college.

8. More students were enrolled in mass media communication courses than were enrolled in journalism courses. Also, more faculty were involved in teaching mass media communication courses than in teaching journalism courses.

A COMPARISON OF FICTIONAL WOMEN IN
CONTEMPORARY AND TRADITIONAL
WOMEN'S MAGAZINES

Gael P. Gouveia, M.S.

California State University
San Jose, 1973

Adviser: Dennis E. Brown

American women's magazines are a giant business. A host of new women's magazines have appeared on the newsstands since 1970. The new women's magazines profess to be aimed at the independent, thinking woman which suggests the older, traditional women's magazines are aimed at non-thinking, dependent housewives.

This thesis examined, through content analysis, the short and short short fiction in six selected publications over a two year period. The magazines included a traditional

category: Redbook, Good Housekeeping, and Ladies' Home Journal; and a contemporary category: Essence, Ms., and Cosmopolitan.

The fictional women were investigated in terms of race, age, education, occupation, and marital status. Goals of the women, and themes of the stories were scrutinized. An attempt was made to discover whether fictional women in the early seventies were allowed to violate societal taboos.

Analysis showed no vast differences between fictional women in the two magazine categories. Goals and themes were similar. In only a few cases are fictional women, even in the contemporary category, allowed to violate societal mores. A major point in the thesis was under-representation of minorities and of professional, thinking, independent women in either magazine category.

The universality of women, a reliance on formula stories, and the generally conservative tone of national magazines seeking mass audiences appear to account for a common homogeneity of stories in both magazine categories, in spite of the contemporary magazines' professed philosophies.

nist Party and who were nevertheless and are still working and shaping policy in the State Department," he began one of the darkest eras in modern American history. Having been some miles away from the capitol building at the time, he refrained from naming any of the 205 (a quantity which diminished several times in later repetitions of the charge), since his mantle of congressional immunity had to be left behind.

Probably the most famous of the persons whose name was ostensibly on the list was Professor Owen Lattimore of the faculty of Johns Hopkins University, who at the time was in Afghanistan on a United Nations mission. A quiet, mild-mannered, unobtrusive scholar, the professor, who was probably the most knowledgeable expert on the Far East, was stunned the next month to receive a cable from the Associated Press, stating that McCarthy had branded him as . . . the top Russian espionage agent in the United States."

The charge was incredibly far from the truth, but this fact did not spare Lattimore some of the most anguished days of his life. Truth eventually prevailed, and McCarthy's charges were proved to be outrageously groundless.

All media were on the scene, including television. But this thesis is concerned with the quantity, quality, and direction of bias in direct news reports, to the exclusion of editorials and opinion columns, among three influential newspapers, The New York Times, the Chicago Tribune, and because of its effect on our region, the San Francisco Chronicle.

While the study used as its principal source material the editions of papers covering Lattimore news in a period between May 14, 1950, and August 29 of the same year, it

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A COMPARISON OF BIAS
IN NEWS STORIES
OF THREE METROPOLITAN NEWSPAPERS
RELATING TO THE OWEN LATTIMORE CASE

Sherman Grant, M.S.

California State University,
San Jose, 1973.

Adviser: Dennis Brown

When Senator Joseph McCarthy surfaced in February, 1950, brandishing a sheaf of papers containing the names of 205 persons he charged ". . . were made known to the Secretary of State as being members of the Commu-

also examined the backgrounds of the families who have run the newspapers for many decades in an effort to find some correlation between family socio-political philosophies and the direction of the slant of the news stories.

Direct interviews and correspondence with many figures connected with the case or involved in similar cases, including Dr. Latimore; his attorney, Abe Fortas; three of the "Hollywood Ten" screenwriters who were victimized by the well-fed dragon of Communism; and others, lent their input to the thesis data. A rich bibliography which this writer was fortunate to have read over many years of interest in the phenomenon of McCarthyism and its permanent aftermaths, was of immeasurable help.

It is the researcher's belief that, while an easy measure of bias--particularly in a journalistic era when interpretative reporting can masquerade in a subjective cloak--has not been found, this thesis may well have advanced the search another meaningful step.

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THE STRUCTURE, WINNERS, AND CRITICISMS
OF THE PULITZER PRIZE IN PHOTOGRAPHY
FROM 1942 TO 1972

Gary D. Green, M.S.

East Texas State University, 1972

Adviser: Otha C. Spencer

Prime objective of this study was to bring into one document the thirty-year history of the Pulitzer Prize in photography, including the structure, winners, and criticisms.

Research involved searching through newspapers, magazines, and books to obtain

pieces of information pertaining to the winners and their prize pictures, as well as contacting individuals and publications.

The Pulitzer Prize in photography over its thirty-year history has become one of the top awards in the field of photojournalism.

Since 1942, it has traced the steps of man from Mount Suribachi on Iwo Jima to the campus of Kent State University covering major news events of the world.

The structure of the Pulitzer Prize in photography as stated in Joseph Pulitzer's will has remained in effect and has achieved its goal of maintaining a high quality of photojournalism.

Almost every phase has been criticized including the selection procedure, advisory board, and winners. Perhaps the most frequent criticism is that the winning pictures always deal with death or tragedy. The bulk of the pictures submitted for judging in the Pulitzer Prize contest comes from newspaper and magazine photojournalists. These are assigned to cover the major news events of the world which are usually wars or other catastrophes.

In 1968 the advisory board added a feature category. Since the advisory board does not explain the decisions it makes, it can only be surmised that the numerous attacks on the category of photography convinced the board of the need for a new category.

A STUDY OF POLITICAL BROADCASTING UNDER SECTION 315 OF THE COMMUNICATIONS ACT

Rachel Hope Greenberg, M.A.

The Annenberg School of Communications
The University of Pennsylvania
1972

Adviser: William Melody

The study analyzes the consequences of Section 315 of the Communications Act upon the Presidential campaign process. The rising costs of political campaigning on the broadcast media and the near blackout of minority candidates' views are attributed to the "equal opportunities" provision of Section 315.

The study reviews the history of Presidential campaigning on broadcast media from the inception of radio broadcasting in 1920 through the 1968 election, focusing on the institutional arrangements which contributed to changes in the regulatory policy-- campaign strategies, broadcast economics, advertising and news programming.

By examining the policy-making process in political broadcasting it was concluded that the institutional factors prevent reform in the direction of opening access to the broadcast media for Presidential candidates are: the incumbents' advantageous media position as an incumbent officeholder, the broadcasters' relationship with Congress, the latter's trust in the status quo and the FCC's failure to reinterpret the policy.

Proposals to amend Section 315 are analyzed in terms of their objectives and their political and economic consequences. The following types of proposals are reviewed: repeal of Section 315, lowering advertising rates for political candidates, free time allocations and a redefinition of who is a

"legally qualified candidate." It was found that those plans which guarantee free time during the general election, which differentiate among the majority and minority candidates and which provide some economic incentive to the broadcaster, would improve upon the present system's failures.

The study goes on to explore the economic feasibility of free time by correlating composite broadcast revenues of network affiliated stations with their political broadcasting revenues and time allocations in the 1968 election. It was found that candidates received free time on those stations on which they bought time. Station profitability had little effect on time devoted to the Presidential election. Hence a policy designed to include some measure of free time is feasible in terms of the market arrangements existing in the broadcast industry.

THE UTILIZATION OF CLOSED-CIRCUIT TELEVISION AS A REHABILITATIVE FACTOR IN ILLINOIS STATE PRISONS: A RESEARCH PROPOSAL

Jerold Morris Gruebel, M.S.

University of Illinois, 1972

Adviser: Donald P. Mullally

The purpose of this study was to explore the possibilities of using closed-circuit television as a rehabilitative factor in Illinois state prisons. The writer wanted to learn some basic facts about how both open and closed-circuit television is now being used and misused in Illinois state prisons, and with these facts, he wanted to plan a more effective use for this medium in correctional surroundings. To obtain these facts, the writer conducted a survey of the seven

state penal institutions in Illinois. The writer also corresponded with, and interviewed, sociologists, psychologists, criminologists, and educators across the state of Illinois who have dealt with the problems of rehabilitating prison inmates. This study was begun in the Fall of 1971 and completed in the Spring of 1972.

Television has the potential to be a significant factor in rehabilitating offenders, although at this point there is no reason to be overly optimistic. The writer is convinced of such potential, particularly in view of the general population's effective use of the medium for education, information transfer, attitude change, and entertainment. Yet, in analyzing the results of this study, the writer concluded that, by and large, television is being misused in correctional surroundings. While television appears to be an important part of the daily life of prison inmates, the primary role it serves is that of entertainer.

Since additional planning and research is necessary, the writer was unable to develop a specific methodology for implementing a CCTV system as a rehabilitative factor in Illinois state prisons. However, he recognizes at least five categorical uses of the medium to be considered: (1) academic education; (2) vocational training; (3) prison news programming; (4) creative expression; (5) communications skills training. These uses of CCTV have the potential to indirectly effect change in inmates' attitudes. Future research may find a sixth categorical use of CCTV in which messages conveyed via the medium are directly responsible for changing inmates' attitudes.

A CONTROVERSIAL PERSONALITY
IN THE PRESS:
A DESCRIPTIVE STUDY OF THE MILWAUKEE
PRESS' TREATMENT OF FATHER JAMES
E. GROPPi AT THE HEIGHT OF THE OPEN
HOUSING DEMONSTRATIONS, AUGUST 28-
SEPTEMBER 8, 1967

William E. Gulas, M.A.

Marquette University, 1972

Adviser: James Arnold

This thesis is a case study of how the Milwaukee Journal and Milwaukee Sentinel covered Father James E. Groppi's role in Milwaukee's open housing demonstrations in late summer, 1967, in comparison to the coverage given other white and black protest and community leaders. The purpose was to shed light on the status conferral process.

The study used descriptive analysis methods, identifying and enumerating the display and coverage given to Groppi in comparison to that given to other individuals and groups. A detailed description of how, when and where Groppi and other newsmakers figured in the news reports of the Milwaukee dailies is presented for the first two weeks of the demonstrations. News articles, headlines, news pictures and editorials were analyzed. The study is preceded by a chapter outlining Groppi's involvement in the Milwaukee black protest movement.

Statistically, there was little significant difference in the attention the Journal and the Sentinel gave the protest story and Father Groppi's participation in it. Both devoted an equal amount of space and stories. Evidence indicated that, contrary to general impression, Groppi's role was played down by the Milwaukee press. Mayor Maier's reaction to the protest marches and the Milwaukee police's actions during the marches received more attention than Groppi and other individ-

uals and groups.

Evidence indicated that the Kerner report on riots was right in criticizing the press for not adequately keeping communications lines open to the black community. Milwaukee black leaders received a significantly small amount of coverage. National black leaders fared better, but their coverage was minimal in comparison to that given white public officials. Groppi received more news attention than any other protest leader.

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PERCEPTION OF BIAS IN INTERNATIONAL SOURCES AND ITS RELATION WITH THE INTERPRETATION OF MESSAGES

Nawin Gupta, M.A.J.C.

University of Florida, 1972

Adviser: Robert N. Pierce

The meaning people attach to a message is influenced by the image of the source the people have in their minds. It is contended in this thesis that the policies of international actors toward a nation leave an image in the minds of nationals of the nation. The thesis seeks to study the relation of such images to perceived biases in the international sources and the relationship's effects on the interpretation of messages.

Findings are based on interviews with sixty adult male Indians affiliated with the University of Florida. Images of the United States of America, The New York Times, the Union of Soviet Socialist Republics, and Pravda in relation to the December, 1971, India-Pakistan war were ascertained.

The findings indicate there is a definite relationship between the images of these sources and interpretation of messages.

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USE OF FEDERAL FREEDOM OF INFORMATION LEGISLATION BY TENNESSEE NEWSPAPERS TO OBTAIN GOVERNMENT INFORMATION: A HISTORICAL AND SURVEY STUDY

Louis M. Gwin, Jr., M.S.

University of Tennessee, 1972

Advisor: B. Kelly Leiter

The purposes of this study were (1) to determine the knowledge Tennessee newspaper publishers and editors have of the Freedom of Information Act, (2) to detail specific court cases where individual Tennessee newspaper publishers and editors have demonstrated their knowledge of the legislation and have implemented it successfully, and (3) to provide a set of guidelines for Tennessee newspaper publishers and editors to assist them in using the Freedom of Information Act for the purpose of obtaining non-classified public information from the various agencies of the federal government.

Data were obtained through a mail survey of 140 principal decision makers at Tennessee daily and weekly newspapers. Replies were received from 65 principal decision makers, or 46.4 per cent of those contacted. A methodological experiment was also conducted on a mailing technique. Results of the experiment indicated that the placement of fingerprints on questionnaire-containing envelopes has no appreciable effect on mail response rate.

Results of the survey indicated that principal decision makers at daily newspapers were better informed about the Freedom of Information Act than their counterparts at weekly newspapers. However, no conclusion could be reached concerning the adequacy of each decision maker's knowledge

of the legislation.

Only two of the principal decision makers responding to the questionnaire stated that their newspapers had threatened to take an agency of the federal government to court under the legislation. One of these two newspapers followed through on the threat and filed suit under the act, eventually winning disclosure of information.

The study concluded by providing a set of guidelines for Tennessee newspaper publishers and editors which hopefully will assist them in using the Freedom of Information Act effectively.

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A "CONSTRUCT" ANALYSIS OF TELEVISION
NEWSCASTS: A METHOD AND ITS APPLICATION

Geoffrey Haines-Stiles, M.A.

University of Pennsylvania, 1972

Adviser: Sol Worth

This study analyzed some aspects of "news" as presented on television through the development and application of a method which it called "construct" analysis. This method was based on what was argued to be a theoretical and practical difference between the "content" of printed statements and "content" as "expressed" in images accompanied by sound-track. It was felt that many past studies failed to allow for such differences.

In order to describe these images, a news item was considered on three levels: (1) in terms of Content variables, that is, length, position, and other such traditional indices; (2) as a particular Presentation employing a specific audio-visual format, such as man-on-camera, sound or silent film, slide, and so on; (3) as a shot of video or

film possessing certain Construct characteristics, such as length of shot, camera height, and other "cinematic" variables.

A coding instrument based on this framework was applied to a 5-day, 3 station sample of the 11 o'clock newscasts of the Philadelphia network affiliates, (KYW, WPVI and WCAU). The chief aims of the study were to discover:

- (a) whether there were differences between the stations on any of the 3 levels, or on some and not on others?
- (b) whether there were differences within stations in the treatment of different Content categories by the use of contrasting Presentation or Construct variables?
- (c) whether such results as might be obtained would add any significant contributions to previous techniques employed in similar or related studies?

The results indicated that while variations did exist at the level of Content, there were also clear individualities of handling both Presentation and Construct variables which would not have been demonstrated without the use of such a method. In dealing with "Other" and "Bad" news, for example, stations not only positioned such items differently within the newscasts but also employed contrasting audio-visual formats and film shots which varied in ways previous studies in film and instructional television had shown might be of significance for attitude, recall and information gain. Stations also varied from each other within such differences. Content-related categories of item, such as Person- or Issue-oriented, Hard news or Features, were also subject to differences in treatment.

Such results showed the method to be applicable not only to a description of "style"

A STUDY OF SUBJECT-MATTER CONTENT
AND SOURCE OF PHOTOGRAPHS AT THREE
SMALL-CITY AND THREE METROPOLITAN
DAILY NEWSPAPERS

Roy D. Hamric, M.A.

North Texas State University, 1973

Adviser: Reginald C. Westmoreland

This study was concerned with the subject-matter content and source of photographs at three small-city and three metropolitan Texas newspapers. An analysis was conducted over a fourteen-day period at six daily newspapers: The Dallas Morning News, The Fort Worth Star-Telegram, The Houston Chronicle, The Sherman Democrat, The Paris News, and The Midland Reporter-Telegram. The analysis was conducted to determine what types of subject-matter content, either hard news or soft news, appeared most frequently in newspaper photographs, and to determine whether or not there was any relationship between subject-matter content and the source of photographs.

The study found practices at all six newspapers supported the hypothesis that the majority of locally produced pictures depict soft-news events, rather than hard-news events. Practices at all three newspapers also supported the hypothesis that picture-page and multi-picture layouts primarily depict soft-news events. Practices at all three metropolitan newspapers and one of the small-city dailies supported the hypothesis that news-service pictures provide the greatest number of hard-news pictures in the newspapers.

During the study, it was found that few examples of picture coverage occurred which showed hard-news events in normal, calm settings, such as city council or school board meetings, and that the majority of pictures published depicted soft news events. It ap-

in a visual medium such as television, but also as an indication of the latitude with which stations might present "news" in the same market and same period of time. The study thus contributes not only to research on television news but also to the techniques available to analyze the visual elements of other genres of film or television.

THEDA BARA AND THE VAMP PHENOMENON
1915-1920

Gayla Jamison Hamilton, M.A.

University of Georgia, 1972

Adviser: Barbara McKenzie

When Fox Film Company released Theda Bara's first film, A Fool There Was, in 1915, the career of the most famous screen vampire was launched. In the space of three and one-half years with Fox, Miss Bara made forty films, and played the role of vampire in most of the films. The publicity department at Fox created a myth, a personality for Miss Bara that she retained, in the public eye, until her death in 1955 although her last film was made in 1926.

This thesis examines the vampire myth as a popular legend that can be traced from ancient Greece to the vampire films of Theda Bara, the creation of the Theda Bara vampire myth, and the use of the myth in Miss Bara's films. There is also an examination of the fading in popularity of the vampire, or "vamp," film. Miss Bara's importance as the first sex goddess and first "star" to have a completely synthetic personality created for publicity purposes has been largely ignored by film historians. This study attempts to realize again the importance of this popular actress whose meteoric popularity was as brief as it was brilliant.

pears that by not assigning more photographic coverage to such non-dramatic hard-news events editors are missing significant opportunities to present more hard news pictures to readers.

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NEW CHINA NEWS AGENCY AND
INTERNATIONAL COMMUNICATIONS 1968-1971

Marcus Whitney Hansen, M.A.

University of North Carolina

Adviser: John B. Adams

This thesis examines the relationship between China's foreign policy objectives and international communications. A single government communications channel, the New China Agency, is the medium studied. A content analysis examination focuses on detection of the order of importance to Communist China of world regions. An analysis is made to determine the relative weight the Chinese Communists give different world regions and the results obtained compared to the rank order of foreign policies attributed to Peking. The study indicates that the New China News Agency's international operation does support China's foreign policy objectives, but not in the rank order attributed to Peking; China's foreign policy objectives were supported by NCNA message flow in the order: Asia, Europe, the Middle East and North-Africa, Sub-Sahara Africa, the United States and Latin America. Analysis of the relationship between China's foreign policy objectives and its international news service indicated that possibly China's international communication operation was more concerned with national security than with proclaimed foreign policy objectives outside Asia.

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AN EVALUATION OF PUBLIC RELATIONS
IN UTAH PUBLIC SCHOOL
DISTRICTS AND THE UTAH
STATE BOARD OF EDUCATION

Rodger LeRoy Hardy, M.A.

Brigham Young University, 1972

Adviser: Rulon L. Bradley

The purpose of this study was to determine the state of public relations in Utah school districts and the Utah State Board of Education. A model, constructed from library research and consultation with professors at Brigham Young University's Department of Communications and practitioners in the field, served as a measuring devise.

Two questionnaires were employed to gain data. All school districts were considered in the first questionnaire, but only those responding with directors or programs were considered in the second questionnaire.

Overall, the public relations practices in the districts that responded are poor. Analysis indicated that public relations is largely undeveloped in most districts. The State Board of Education is making the most strides in developing public relations.

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VIEWING BEHAVIOR AND INTERPRETIVE
STRATEGIES OF A PHOTOGRAPHIC
NARRATIVE AS A FUNCTION OF VARIATION
IN STORY TITLE AND SUBJECT AGE

Thomas A. Harlan, M.A.

The University of Pennsylvania, 1972

Adviser: Larry P. Gross

A study was designed to examine the way children of different ages interpret the behavior of people seen on film. Children of two different ages, 7-8 and 10-11, were shown a 35 mm. color slide narrative depicting the

behavior of a doctor who violates a social norm by not stopping at an accident.

A second variation involved the introduction of a title for the story. In two conditions title cards read, "The Doctor," and "The Doctor Who Didn't Help" respectively. A third version contained no title. Respondents viewed the pictures individually at their own pace and then were given a standard interview which elicited their versions of the story and probed for the evidence they would use in justifying their interpretations.

Analysis of the interview transcriptions indicated evidence for a gradual development of interpretive competence. The younger children were able to recognize the person depicted in terms of conventional role attributes (doctor, nurse, etc.) and could put these events together in a sequence. However, when asked about the doctor's behavior, the younger children gave answers that were completely consistent with the general social knowledge they had about him in terms of role attributes, even when this stereotyped image had been directly contradicted by the information in the pictures. Older children were able to utilize situational aspects of the sequence to account for the counter-normative behavior.

Additional analysis suggested that the presence of the titles may have affected the interpretations of all age groups. Younger children in the "The Doctor Who Didn't Help" condition who did not even report the accident were still negative toward the doctor. These children seemed to reflect an awareness of the messagefulness of the narrative (that they shouldn't like the doctor) even though they did not report seeing him ignore the accident victim. Other evidence was cited

from both age groups to suggest that such an awareness was probably due to the presence of the titles.

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FUNCTIONAL ANALYSIS AS AN EVALUATION
TECHNIQUE FOR PUBLIC RELATIONS
PROGRAMS: A CASE STUDY ON
NIPPON KOKAN KABUSHIKI KAISHA

Judy Harris, M.A.

University of Texas, 1972

Adviser: Alan Scott

This thesis provides a qualitative research procedure as a means of evaluation of media material as related to industrial and international public relations program.

Functional analysis, as related to mass communications studies, supplies a technique for reviewing public relations programs according to target audiences, company objectives and goals, and public relations goals.

The six-year file of material on the Japanese steel and shipbuilding firm, Nippon Kokan Kabushiki Kaisha, exemplifies the sample study for the functional analysis technique.

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AN EMPIRICAL STUDY OF DALLAS-FORT WORTH
COMMERCIAL TELEVISION
NEWSFILM TECHNIQUES

Fred A. Haskett, M.S.

East Texas State University, 1973

Adviser: Otha C. Spencer

The purposes of this study were (1) to expand knowledge of techniques and requirements of television newsfilm for students interested in broadcast journalism; (2) to explore new methods and techniques used by Dallas-Fort Worth area stations; and (3) to

identify problems and establish standards of television newsfilm.

Since no previous studies have been conducted, no formal or published materials dealing with the subject, on the local level, are available. Research consisted of personal interviews with television news personnel in the Dallas-Fort Worth area. Related information at the network level was secured from magazine articles and books on the subject, plus interviews.

The study revealed that television newsfilm in the Dallas-Fort Worth area is not equal to major-market quality. Management complains of a lack of quality newsfilm but will not remedy the situation by supplementary training of personnel. Furthermore, the study revealed an ignorance of film technique by news writers and reporters.

Television newsfilm reporting has made rapid mechanical progress in the five years since 1968. Although newsfilm is not completely understood by the people who use it, improvement is evident.

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JEWS, ARABS, THE PRESS,
AND THE 1967 CRISIS

Nishan Havandijian, M.A.

University of Georgia, 1972

Adviser: Frazier Moore

The purpose of this thesis was to determine how the Arab and Israeli press presented the Middle Eastern crisis in 1967. The press as a powerful information medium had a definite role to play. The writer tried to detect some underlying concepts which prompted the press in Egypt and Israel to view the events through different perspectives. The survey encompassed the period ranging from May 25 to June 11. Thus the survey was divided into

the pre war days when the blockade of the Gulf of Akaba was the most pressing issue, the ensuing war which broke out on the morning of June 6, the defeat of the Arab armies and the fall and rise of Egypt's Nasser. In surveying the Egyptian newspaper Al-Ahram and the Israeli Jerusalem Post the writer detected that both newspapers followed a certain systematic plan. The press worked on two different fronts: the home front and the international front.

Because the superpowers, America and the Soviet Union, stood as the respective villains the comments on the situation by an American and Soviet newspaper was added. The Egyptian press covered intensively the alleged active American intervention in the conflict, while the Israeli press accused the Soviet Union of instigating its Arab clients.

Emotionalism and strident editorials were pervasive in the Arab press. It fenced up psychologically the home front by boasting a premature victory which at the end turned out to be a blatant defeat. On the international front it reported the sympathy of the Third World for the Arab cause. Reports of casualties and damages were absent. Until the end the Arab press never mentioned any territories lost to the enemy.

The Israeli press was more reliable because the Jewish State was winning the war with minimal losses. It was less polemical than the Arab press and there was a great concentration on the united front at home and to a lesser extent on the sympathy of the West and in Jews in the diaspora.

The New York Times and the Moscow News viewed harshly each other in their editorial comments. The former saw Egyptian President as a capricious dictator and expressed its sympathy for beleaguered Israel. Moscow News

unequivocally condemned the Israelis as the main source of trouble in the Middle East with their expansions and designs. Overall the press was not up to the recognized standards of professional journalism. In wartime there are some attenuating circumstances where national security and public morale are taken into consideration. The hope is that there will be more objective evaluation especially from the Arab press so that the credibility gap can be narrowed.

Index Words: 1967 Middle Eastern Crisis, Akaba Blockade, Objective evaluation, Six Day War, Arab Defeat, American View, Soviet View.

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"OLD SCHOOL JOURNALIST":
A BIOGRAPHY OF CLAUD EASTERLY

Robert E. Hays II, M.S.

East Texas State University, 1972

Adviser: W. J. Bell

Easterly has been a part of The Denison Herald for almost 50 years. This is one of the better small dailies, and it has exerted a strong influence on its circulation area.

The interviews with Easterly and his associates were recorded on tape. All pertinent material was examined in The Herald reference room as well as pertinent copies of the newspaper. Some former associates were contacted by letter.

Easterly, managing editor of The Herald and vice-president of the Denison Herald Inc., will upon his retirement, have completed forty-seven years of journalistic service at one newspaper. Because Denison was a leading railroad center, Easterly had an unusual opportunity to interview five Presidents, several Vice Presidents, a Speaker of the U.S. House of Representatives,

generals, railroad presidents, Bandmasters, several Texas Governors, and more Congressmen and Senators than he can remember. He led the campaign to get Denison recognized as the birthplace of President Eisenhower. He was on the scene at several important happenings in Denison as well as Grayson County. He also directed a 120-page special edition marking Denison's one-hundredth birthday.

Easterly won't be recorded in journalism history among the outstanding journalists, but the impact of the Easterlys on small-town journalism has been great in their communities. His philosophy of journalism is not unique but is one shared by many so-called "old school" journalists, a breed of newspapermen which many feel are dying out.

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A SURVEY OF COLLEGE AND UNIVERSITY
PHOTOGRAPHY PROGRAMS IN TEXAS

A. Alan Heath, M.A.

East Texas State University, 1973

Adviser: W. J. Bell

Purpose of this study was to provide information on the various photography programs in the state of Texas. Many colleges and universities in recent years have begun photography programs because of a growing student interest. Because of this intense student interest, many programs were initiated with insufficient budget and with instructors with insufficient background.

As interest in photography grows throughout the 70's even more programs will be initiated. This study was undertaken in the opinion that the more a photography instructor knows about other photography programs, the easier it will be to get his own going.

Since hardly any material was published on Texas college and university photography programs, much of the research was primary. Most of the information was obtained through a mail survey sent out to eighty-one Texas colleges and universities.

Other information was obtained from personal interviews with photography instructors and from photography texts, magazines, and unpublished reports and theses.

Forty-eight of the eighty-one schools responded to the questionnaire. Of the responding schools, twenty-two (45.83 per cent) had no formal curriculum while twenty-six (54.17 per cent) did.

Other findings included information on the curriculum, facilities, equipment, and instructors at the surveyed schools. More space and equipment was an important need of Texas colleges and universities as well as development of better photography programs.

The most important finding was the expressed need for some type of photography program at all responding Texas colleges and universities.

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A PANEL OF GAINESVILLE SUN READERS' ATTITUDES AND KNOWLEDGE ABOUT THE JUVENILE COURT BEFORE AND AFTER UNSOLICITED EXPOSURE TO A SERIES OF PUBLISHED ARTICLES

Frances Shider Hesser, M.A.J.C.

University of Florida, 1973

Advisor: Harry H. Griggs

Florida's juvenile courts have been effectively closed to journalists by judges protecting the identities of juveniles. Although most judges are well qualified, some abuse the rights of juveniles.

Because of a conviction the public

needs to know about such courts, a research project was undertaken with the cooperation of the Alachua County Juvenile Court and The Gainesville Sun to see if the mass media can interest the public in the court. A panel of representative Sun subscribers were questioned before and after a series of eight articles about the court were published.

The results showed that few panel members noticed or read the articles. This led to the conclusion that a good public relations campaign might be a better means of informing the public about the court system.

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LAND USE AT INTERCHANGE AREAS

James R. Hicks, Jr., M.S.

University of Wisconsin, 1972

Advisor: John Fett

The purpose of this project was to produce a 16mm informational motion picture about the problems associated with development around freeway interchanges. The finished film is 20 minutes long, is in color and contains narrated as well as lip sync sections.

The film looks at various problems which can crop up at uncontrolled interchange areas -- especially rural areas. These problems include dangerous traffic patterns, incompatible land uses, destruction of natural areas and proliferation of signs and power poles.

The film suggests that local governments take close looks at these areas before the interchanges are constructed and decide what uses would be best suited to each area. Advanced planning and strict regulation of or-

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dinances are stressed.

Wisconsin locations are used exclusively and the film is strewn with on-camera statements by local Wisconsin officials and residents.

The Masters' project included subject matter research, consultation with highway and planning experts, organization of shooting schedules, scripting, work print editing and overseeing of laboratory work including sound layout and narration recording.

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A CRITICAL EVALUATION OF SELECTED
PUBLIC RELATIONS FUNCTIONS OF THE
DALLAS POLICE DEPARTMENT'S PUBLIC
INFORMATION OFFICE

John E. Hilbig, M.A.

North Texas State University, 1973

Adviser: Reginald C. Westmoreland

The problem of this study was to determine how well the public information office of the Dallas Police Department performed in three public relations areas: staff consultation, employee communication, and press relations. Interviews were conducted with the command staff of the Dallas Police Department and with nine mass media representatives who had regular contact with both the police department and the public information office.

Interviews with the command staff showed that, although the command staff did not have a clear idea of a true public relations function, the public information office still performed a wide variety of duties relating to staff consultation and employee communication. The degree and intensity of these duties varied with the individual chiefs. The command staff's responses also indicated that

they were free with the release of information about their bureau.

Answers from the mass media representatives indicated that the public information office's relations with the press were good, but that mass media representatives used the office to get information only when other sources were closed to them. Despite this fact, mass media representatives said they found the public information office useful. The mass media representatives also indicated they thought the public information office managed the news about the department because it was the office's job to do so. And while most of the reporters found the chief of police's press conferences worthwhile, the majority did not feel a weekly briefing from the police chief was valuable.

This study concluded that the public information office was functioning successfully in the three public relations areas indicated above.

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THE MEDIA LAB: ONE APPLICATION OF
THE STUDENT RESPONSE SYSTEM AS A
COMMUNICATION TOOL

Ted C. Hindmarsh, M.A.

Brigham Young University, 1973

Adviser: J. Morris Richards

The intent of this project was to test the value of the student response system as a tool of communication. To facilitate the study an instructional package called a media lab was produced that incorporated principles of instructional design and utilized the Singer Link-3000 student response system.

The media lab was composed of a 16mm film with 35mm slides for support and sound-slide sets to introduce and pre and post

test. It was compared with the traditional showing of a film. The following hypothesis formed the basis of the study: Gain scores of students who view a given film in a media lab will not be significantly different from the gain scores of students who view the film in a traditional setting.

Five groups of communications students, each divided equally for treatment were pre and post tested. Scores were analyzed with an analysis of covariance and the resulting F ratio for the combined study showed no significant statistical difference in the two treatments.

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A SURVEY OF SCIENCE NEWS CONSUMERS
IN A SMALL INDIANA CITY

Barbara F. Hoeltke, M.A.

Indiana University, 1973

Adviser: G. Cleveland Wilhoit

This sample survey analyzed science news recall for 125 residents of Greenwood, Indiana. The questionnaire replicated part of the 1957 national survey, The Public Impact of Science in the Mass Media. A person who recalled at least one science item for newspapers, magazines, radio or television was a science news consumer.

A systematic random sample for a telephone survey was drawn from a city household directory. Two checks for possible bias suggested reliability. The median number of years of schooling completed was 12.5 years; the population median was 12.2. Newspaper readership for the sample was 98.4 percent, in line with other studies of suburban communities such as Greenwood.

The percentage of science news consumers,

92.8, was greater than the 1957 percentage, 75.6. The newspaper was the main source of science news, as in 1957. Television, not the newspaper, was named most often as the best supplementary source. The education and audience data suggest that local media could increase audiences among science-minded laymen with locally written, in-depth science items.

Science news recall was tested for possible relationship to education, sex, and family type. General recall totals were tested and separated into medical and non-medical categories for further inspection. None of the three original variables was positively related to general science or medical recall. Significant differences in science recall emerged for non-medical items. Men recalled significantly more than women; persons with college education more than others; and parents of school-age families more than a group of non-parents and parents of families over 21 years of age.

Persons with elective science training, regardless of educational level, recalled significantly more in all three categories than persons with minimum-science educations. An index to science-proneness, depending on science electives rather than general educational level, may be developed to locate science news consumers and identify their prime interests.

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MARKETING DECISION BEHAVIOR
OF WISCONSIN LIVESTOCK FARMERS

Michael L. Holmberg, M.S.

University of Wisconsin, 1973

Adviser: Eugene A. Kroupa

Carter's orientation paradigm was used

PERSONAL VALUE ORIENTATION
AND
PERCEIVED MANAGEMENT SYSTEMS
AMONG NEWSPAPER ADVERTISING MANAGERS
AND THEIR SALESMEN

Murray M. Howard, M.A.

University of South Carolina, 1973

Advisor: Kenneth Starck

as a model for analyzing 1286 marketing decisions made by 172 Wisconsin livestock farmers. The purpose of the project was to examine livestock farmers' decision making patterns and the factors that were important in making these decisions. The major findings of the project follow.

Finish was the most important prompting livestock marketing decisions. Price was the second most important factor. Habit was slightly more important than price for selecting a buyer. There did not seem to be seasonal variations in the decision making patterns. Marketing decisions were influenced by the size of the sale, the type of livestock sold and, to a certain extent, by other characteristics of the farm production unit. Farmers marketed more carefully for larger sales and for sales of beef. About one-fourth of the sales were delayed somewhat. Most of the delays were caused by sale dates or transportation arrangements. Farmers made nearly half of the marketing decisions without consulting anyone. When someone else shared in the decision, it was usually a family member. Farmers were fairly certain that they received the best price available at the time of sale. They also consider their marketing decisions fairly easy.

Carter's paradigm proved to be a useful model for describing farmers' buyer selections. The data presented also support Grunig's description of the role of information in economic decision making.

The study utilizes an organizational profile and a personal value survey to identify and test the significance of differences found in the value orientation of respondents who tend to differ in their perceptions of present or ideal management systems.

Managers and salesmen from three independent advertising departments defined their present and ideal management systems, utilizing the Likert Profile of Organizational Characteristics. These respondents also ranked Rokeach values in order of importance either on-the-job or in life overall.

Findings generally support the hypothesis that managers tend to perceive their own managerial behavior as significantly more participative than do their salesmen. Results also support the hypothesis that managers and salesmen tend not to differ significantly in their perceptions of an ideal management system.

Certain Rokeach values related to organizational effectiveness were hypothesized to be ranked significantly more important by those respondents who tended to perceive their present or ideal management system as Participative. The findings lend partial support to that hypothesis.

Managers and salesmen alike tended to desire Participative management as an ideal system, which supported the assumption that Participative management would be more effective.

tive in varied work situations, such as advertising sales. Perhaps this similarity in perceptions of an ideal management system offers an explanation of the found similarities in value orientation among groups of respondents. That certain personal values were ranked consistently among the most important by all respondents may indicate a common value orientation on which perceptions of managerial behavior are based.

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NEWSPAPERS, INC.: THE IMPACT OF
CORPORATE OWNERSHIP ON ITS COMMUNITY
NEWSPAPERS

Cathy Shook Huck, M.S.

Murray State University, 1972

Adviser: L. J. Hortin

Newspapers, Inc., which is headquartered in Shelbyville, Kentucky, owns and operates twenty-three community newspapers in Kentucky and southern Indiana. The writer sought to ascertain whether or not corporate ownership by Newspapers, Inc. is productive and beneficial to its individual newspapers.

A questionnaire was sent to all editors of the company-owned newspapers regarding the corporate effects in the following areas: circulation, advertising, printing, bookkeeping, special promotions, and profit. William E. Matthews, president of Newspapers, Inc., was interviewed and articles which had been written about the company were reviewed. Representative company-owned newspapers were analyzed in an effort to determine their relative worth to the community and readers.

With the majority of the editors indicating that they enjoyed increases in the percentage of advertising in their newspapers, increases in the volume of advertis-

ing handled, and increases in the advertising rates since affiliation with Newspapers, Inc., it was concluded that the revenue derived from advertising has increased.

Regarding the printing quality of the centralized plants operated by Newspapers, Inc., over half of the editors felt that it was superior in quality to that of the previous printers and generally less expensive.

The computerized bookkeeping system utilized by the company was generally termed advantageous by the majority of the editors, although some felt it was a nuisance and that it destroyed personal contacts with the advertisers.

All the responding editors published more special promotions and/or supplements which were quite profitable. The majority of the editors also reported increases in their circulation since affiliation and indicated that their profits had increased.

Overall, it was concluded, the content and makeup of the newspapers had improved such that the paper was more beneficial to the community. However, improvement could be made in the following areas: pictorial coverage, editorial, layout, and promotion of community interests.

It was resolved that Newspapers, Inc. has had a positive effect on their company-owned community newspapers.

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AN EXAMINATION OF THE INTRODUCTION
OF THE UNITED STATES STEEL
CORPORATION'S NEW HEADQUARTERS BUILDING

Curris L. Hudson, M.S.

Ohio University, 1972

Adviser: Hugh M. Culbertson

An intensive study was made of press

coverage for the 1970 dedication of The United States Steel Corporation Headquarters Building in Pittsburgh. As a first step, materials sent by U.S. Steel to the press, both national and local, were compared with usage. In this comparison, clipping books provided the basic usage data nationally, newspaper scanning at the local level.

In an attempt to explain newspaper decisions on usage, intensive interviews were conducted with four members of the U.S. Steel Public Relations staff, one editorial staffer from each of two Pittsburgh daily newspapers, the Associated Press bureau chief in Pittsburgh and newspaper editors at Homestead and McKeesport, Pa.

Editors rated the U.S. Steel public relations staff on credibility scales derived from previous factor analytic research. In general, the ratings ran high on competency but low on dynamism. A holistic analysis of the public relations organization provided some tentative explanations for these ratings.

Lack of usage in some areas was attributed in part to a widespread belief by editors that U.S. Steel's PR operation provided mainly "canned" material not suited to individual editors' needs. Also noted by some editors was a belief that the public relations office showed an unreasonable tendency to accentuate good news (from the company's standpoint) and cover up bad.

In conclusion, the study suggested the utility of combining an input-output analysis (press releases being input to a newspaper, clippings output from it) with intensive study of gatekeepers in their social, political and economic contexts.

UNDERSTANDING PERSONAL ORIENTATIONS:
AN EMPIRICAL RETEST OF THE
SOCIO-PSYCHOLOGICAL DIMENSIONS
OF TRANSITIONAL PEOPLE

Judith P. Hulka, M.A.

University of North Carolina

Adviser: Michael E. Bishop

This study was an empirical retest of the typology of transitionalism conceptualized by Michael E. Bishop and Pamela A. McMartin, and introduced in the McMartin thesis, "Toward a Socio-Psychological Definition of Change." With data gathered in a survey of residents living in the cosmopolitan community of Chapel Hill, North Carolina, an effort was made to locate people along two theoretical dimensions: one of psychic orientation and another of social orientation. Based on personal orientations, a typology of transitionalism was formulated identifying four types of transitional people: traditionals, localites, parochials, moderns. This retest of the typology is an effort to corroborate research conducted by Bishop and McMartin which indicated that each type of transitional person was distinct in regard to life style and media behavior.

The typology of transitionalism based on socio-psychic orientations is a reconceptualization of Daniel Lerner's Passing of Traditional Society. Its purpose is to provide a theoretical basis for analyzing the process of transition--to promote an understanding of individual change as it relates to modernization.



A PLANNED MUNICIPAL PUBLIC RELATIONS PROGRAM FOR THE CITY OF GAINESVILLE

William Dwight Hunter, M.A.J.C.

University of Florida, 1972

Adviser: Glenn A. Butler

An increased number of municipalities in the United States have turned to professional administrators or city managers to manage their city governments. In the process of growing they have created offices of public information or public relations to communicate effectively with their citizens.

This thesis seeks to identify and create a planned municipal public relations program for the city of Gainesville, Florida. The program designed is based on a case study of two other Florida cities, St. Petersburg and Clearwater. Recommendations also are based on a survey of 335 respondents selected at random from the Gainesville population.

Findings indicate there is need for a public information program in Gainesville. Also the survey indicates citizens of Gainesville would support such a planned municipal public relations program.

THE DEVELOPMENT AND ASPIRATIONS OF FIVE BLACK-OWNED NEWSPAPERS IN NORTH CAROLINA

Frankie Pauling Hutton, M.A.

University of South Carolina, 1972

Adviser: Perry J. Ashley

The research was undertaken to provide information concerning the contemporary black press in North Carolina.

More specifically, the study was a compilation of the ideas and aspirations through

which the newspapers were established and prospered in their communities. A literature search and investigation revealed no creditable information had been compiled on the newspapers involved in this study.

The newspapers involved were The Carolina Times, Durham; The Wilmington Journal, Wilmington; The Carolinian, Raleigh; Carolina Peacemaker, Greensboro; and the Metrolinian, Charlotte.

These five weekly newspapers were selected because they were thought to be the only black-owned newspapers in North Carolina which have the philosophies, objectives and qualifications which a publication must meet in order to be considered a unit of the black press. For the purposes of the study, the summary of qualifications as set down in Roland E. Wolseley's The Black Press, U.S.A., 1971, were used.

The newspapers were scattered throughout North Carolina; therefore, an interview guide was devised and mailed to each editor following the initial telephone contact but before the actual taped interview was scheduled. The interview guide served two purposes: (1) it afforded the editors an idea of the information sought for the study and allowed them time in advance of the personal interview to organize their thoughts, collect data and summarize objectives and (2) it served as a guide to ensure that the same pertinent information was covered when dealing with all five newspapers.

Overall findings were related to the general idea of the black press filling the void left by the traditional white press. Findings may also be connected to the peak interest in black cultural awareness and identity. The black-owned newspapers in North Carolina as elsewhere naturally plays

a significant role in the exposure of black culture, and moreover it is an important part of this identity.

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A THEORETICAL ANALYSIS
OF VISUAL FILM EDITING

John Preston Isenhour, M.S.

University of Tennessee, 1973

Adviser: Irving G. Simpson

Film is a plastic medium. A single piece of film can be divided into many parts of various lengths. Any two of these parts may be rejoined--literally glued together--with a film splicer. These two simple processes of dividing and rejoining have far-reaching effects in film communication. Through them alone, the film-maker is able to control the length and arrangement, and therefore the meaning, of a series of shots. The job of determining which shots are to be used, how long each should be, and where each is to be placed is called film editing.

In Chapter I a comparison of the film image and reality leads to a description of the unique characteristics of the medium. In Chapter II film editing is shown to be the primary means whereby the film-maker exploits these unique aspects of film. The basic editing process is defined and discussed.

Chapters III and IV provide an inventory of the known effects of editing, an explanation of how editing communicates, and a means of predicting and designing editing effects. Chapter V outlines an editing spectrum and suggests a new approach to film editing. In Chapter VI this new approach is further developed in a description of kinetic cuts. The operation of some traditional

semantic editing conventions is explained and described in Chapter VII.

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COMMUNICATION CONSEQUENCES
OF SIGNIFICATION

Marc-Daniel Jean Jacoubovitch, M.A.

University of Washington, 1972

Adviser: Richard F. Carter

Investigators of the "meaning of meaning" have frequently made the useful distinction between that to which a language sign refers (denotatum - concerning the relationship between sign and referent-object) and that which a sign expresses significantum - concerning the relationship between sign and a thought or picture). The behavioral consequences of this three way relationship among thoughts, words and things has been explored by such writers as C. K. Ogden, I. A. Richards and Chas. Morris. Little, however, has been written on the communication consequences of the different possible relationships between signification and denotation in frequently encountered sign situations.

Carter's Signalled Stopping Technique was used to observe respondents as they coped with experimental units conveying different relationships between sign and signification and between denotation and signification. Three experiments, all in the form of paper and pencil exercises, were administered. Respondents read the protocols, indicating "stops" and citing reasons for stopping as they went along. Stopping behaviors were used as operational indicators of respondents (cognitive) work at the experimental units.

Data from the experiments showed that word pictures (signs) conveying more than one

significatum created more work for respondents than word pictures conveying singular significatum. Different juxtapositions of identical picture elements (denotata) were also shown to affect respondents' work at some experimental units. When denotata were combined additively (i.e., significatum as the sum of denotatum1 + denotatum2), less work was elicited from respondents than when the same picture elements were combined interstitially (i.e., significatum between denotatum1 and denotatum2).

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GUIDELINES FOR PUBLIC RELATIONS
PROGRAMS FOR THE URBAN CRISIS CENTER

Belton Emulous Jennings III, M.A.J.C.

University of Florida, 1972

Adviser: Leonard J. Hooper

Since their inception in 1968, the nation's 400 plus suicide and crisis intervention centers have provided help to thousands of persons in emotional crisis. Most of these centers cannot afford the services of professional public relations counselors and do not have in-house expertise in public relations.

This thesis seeks to present to these centers guidelines for planning continuing public relations programs. Included is a model survey for ascertaining public attitudes and knowledge about local centers. The instrument was tested on 311 respondents in a random telephone survey in Gainesville, Florida.

Findings indicate the need for a continuing crisis center public information program in Gainesville, suggest the areas where improved communication is needed and suggest basic themes that could be used in a public relations program.

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A STUDY OF THE CRITICAL
COMMUNICATIONS PROBLEMS INVOLVED
IN THE MASTERPLAN OF THE
PROPOSED GOLDEN CIRCLE INSTITUTE:
AN OUTDOOR EDUCATION PROGRAM

Rex Buckley Jensen, M.A.

Brigham Young University, 1972

Adviser: Rulon L. Bradley

This study was conducted to identify, analyze and make specific recommendations for the solution of the communications problems so critical to the success of outdoor summer education programs in the Western United States. A mail survey of all private independent American Camping Association accredited camps in the West revealed that the single area of most concern for seventy percent of the respondents was a problem of a communications nature. The most critical areas were interpersonal communication, advertising and promotion. After identifying and analyzing the problems as revealed by the survey, the author traveled through Colorado and personally interviewed owners and directors of various kinds of outdoor summer youth programs. With this added information the author identified major problems in the area of communications and then made specific recommendations for corrective measures in each situation.

Included in this study is a masterplan for a proposed outdoor education program which the author plans to build over the next ten years. The knowledge gleaned from this study will be invaluable in implementing the proposed program, and it is also hoped that this information will be of assistance to others in the outdoor education profession.

V. M. NEWTON, JR. AND THE GENESIS OF
INVESTIGATIVE REPORTING OF
FLORIDA GOVERNMENT

Edward L. Johnson, M.A.J.C.

University of Florida, 1972

Adviser: Harry H. Griggs

Prior to the January, 1949, inaugural of Florida Governor Fuller Warren, the focus of investigative reporting by Florida newspapers was locally-oriented, if undertaken at all. During a series of journalistic crusades by the Tampa Tribune news staff, directed by V. M. Newton, Jr., the scope was broadened to include a fulltime investigative news bureau in Tallahassee. Newton sought performance as a journalistic watchdog on state government, "crusading" in the newspaper's style.

An evaluation of the journalistic impact of that decision was undertaken through tape-recorded interviews and correspondence with principals, examination of published manuscripts and private papers, and a review of microfilmed newspapers.

The findings of this study indicate Florida journalism's sustained investigative reporting of state government activities began with Newton's establishment of the Tribune's Tallahassee "watchdog" bureau in 1949.

SOCIAL CHARACTER AS A CORRELATE
OF INACCURATE RESPONSE TENDENCIES.

Harvey R. Johnson, M.A.J.C.

University of Florida, 1972

Adviser: L. J. Hooper

The relationship of David Riesman's social character typologies of inner- and other-directedness to inaccurate responses

in an advertisement recognition test was examined. Riesman's description of these typologies led to the assertion that other-directed subjects would say they had read parts of an ad to which they actually had not been exposed.

One hundred forty-five students were exposed to ads which had certain elements missing. They then were asked if they remembered parts of an ad which was identical except that it included the missing elements. Recognition of these elements was counted as inaccurate response. The students also were given the Kassarian-Social Preference Scale to measure their inner- or other-directedness.

A statistical analysis of the data showed that other-directedness is significantly related to inaccurate response. The analysis showed that inaccurate response tendencies are not peculiar to any class of college students other than education majors whose tendency to respond inaccurately was notable.

A CONTENT ANALYSIS OF
EDITORIAL CARTOONS

Joe Bob Johnson, M.A.

University of Texas, 1973

Adviser: Wayne A. Danielson

The writer examined 2,424 editorial cartoons from four U.S. newspapers to compare their political content during three different war periods: World War II, Korea and Indochina. Cartoons were drawn from randomly sampled weeks during each period.

About 80 percent of the cartoons during World War II treated the war; about 20 per-

cent did during Korea and Indochina. Coding of war subjects indicated:

Cartoonists boosted the war effort less, criticized the Administration and mentioned dissent more in each successive war.

Cartoons attributable to the Cold War halved from Korea to Indochina.

Fewer cartoons used analogy; more used inference during Indochina.

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ASCERTAINMENT OF COMMUNITY NEEDS
FOR KCRG-TV, KRCG-TV

Terry V. Johnson, M.A.

University of Missouri, 1972

Adviser: Keith P. Sanders

Beginning with the Communications Act of 1934, broadcast licensees have been required to survey their communities' "needs, interests and problems" upon application for an original license and for renewal of license. In too many instances, this survey, which was supposed to help the licensees serve the "public interest, convenience and necessity," was conducted in a slipshod, informal and unscientific manner. The FCC tacitly approved these methods, since licensees were unconcerned with, or ignorant of, the needs, interests and problems in their communities.

In the late 1960's, however, an increase in the number of "strike" applications caused both the FCC and broadcasters to become more concerned with the "ascertainment" portion of their license applications and renewals. In desperation, broadcasters turned to the FCC, which published a "Primer" to assist broadcasters in their ascertainment. Although this Primer answered many basic questions, it raised many others. For example, it specified that the ascertainment

was to be conducted by a scientifically valid method, but did not specify what that entailed.

This study accomplished two objectives. First, it ascertained in a scientific manner the community needs, interests and problems for two commercial television stations. Second, it developed a model procedure that could be used by any broadcasters, regardless of his lack of knowledge about research, in determining his community's needs. General cost estimates and procedural guidelines are included.

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APPLICATION OF COMPUTERIZED RISK
ANALYSIS TO UHF TELEVISION STATION
INVESTMENT DECISIONS.

Thomas L. Jones, M.A.J.C.

University of Florida, 1973

Adviser: Kenneth A. Christiansen

This study sought to determine the feasibility of adapting computerized risk analysis methodology to UHF television investment decisions.

Because of the large amount of money required to capitalize and operate a UHF television station, a prospective investor needs accurate methods of determining the likelihood of making a suitable return on his money so he can compare the UHF television station investment with other investment opportunities. Risk analysis is a method for systematically converting estimates of costs and revenues in order to calculate the amount of risk involved and the potential profit or loss on the investment.

The methodology consisted of modeling a potential market opportunity and comparing the model with other UHF investment analysis procedures. The results showed computerized

risk analysis offers some unique advantages and some disadvantages. It does not replace human judgment, but it does permit an investor to deal with uncertainty in a systematic manner.

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A SURVEY OF BASIC NEWS WRITING COURSES
AT SEVEN MIDWESTERN DEPARTMENTS
OF JOURNALISM

David D. Jordan, M.S.

Kansas State University, 1972

Adviser: Ramona R. Rush

The purpose of this study was to focus attention on the basic news writing course, the first university course in which future journalists receive detailed writing instruction. The thesis is based on a mail questionnaire survey of 23 instructors who teach basic news writing at Kansas State University, the University of Kansas, the University of Missouri, the University of Nebraska, the University of Colorado, Oklahoma State University and the University of Oklahoma.

Major sections of the thesis deal with administration of the course; structure and staffing; teaching methods used by instructors; academic and professional media backgrounds of instructors; methods and amount of time and effort involved in grading student work; and prospects for change in the course.

The major findings of the study included: (1) The seven courses included in the survey fell into three structural patterns--mass lectures and multiple laboratories; mini-mass lectures and multiple laboratories; and multiple sections of combined lecture and laboratory. (2)

Generally, instructors are trying to teach both writing skills and reporting techniques. (3) The teaching methods being used are the same ones used 30 to 40 years ago, and instructional innovation is needed. (4) A composite "typical" instructor is 42 years old, has almost 14 years of professional media experience and holds a master's degree and the academic rank of assistant professor or lower. (5) Course instructors spend the equivalent of approximately one working day a week grading student work.

The study concludes with a set of 17 recommendations on steps to be taken to insure a high quality of instruction in basic news writing courses.

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A STUDY OF THE CONFEDERATE PRESS
ASSOCIATION AS AN EARLY CO-OPERATIVE
NEWS-GATHERING ORGANIZATION

James C. Jordan, M.S.

Murray State University, 1972

Adviser: J. Neil Woodruff

This study is divided into five chapters; four appendices and a bibliography. Chapter I, the Introduction, is a brief study of the Confederate press from 1861-1865, including the various centers of journalism, individual newspapers and press associations. Chapter I is also a study of the many problems Confederate journalism faced in collecting, transmitting and printing the news. The different types of Confederate reporters, their equipment, salaries and methods are included in this discussion. A brief section on the two press associations which preceded the Press Association of the Confederate States of America, the Southern Associated

Press and the Association of the Richmond Press, is included in the beginning of the chapter.

Chapter II, the Review of Literature describes the contributions of approximately 20 books, magazine articles and documents of the Confederate Press Association to this study. Each book and article is reviewed separately for the purpose of informing the reader of the value of each publication to this study.

Chapter III, the Methodology, details the research methods and techniques used to complete this study. The Methodology also contains the limitations placed on this study by history and by the writer.

Chapter IV, the Results of the Study, begins with a discussion of the history of co-operative news-gathering in the Confederacy. It details the formation of the Press Association of the Confederate States of America and the series of press conventions which preceded the association. A short biography of John S. Thrasher, the association's first superintendent, is included with material on the founding and organization of the press association. The Confederate Press Association had several major difficulties to overcome before it could fully fulfill the purpose for which it was organized. These included military censorship of war news, the selling of news to private clubs by telegraph companies, and the myriad obstacles to the transmission of news caused by the Union army, the weather and the lack of repair parts and personnel with which to repair the telegraph system. The answers the Confederate Press Association found to these difficulties are fully reported in this chapter. Several examples are given of actual stories sent by the association to member newspapers are also reported.

Chapter V, the Summary and Conclusion, summarizes the preceding four chapters and gives some suggestions for future research in the field of Confederate journalism.

The Appendix is divided into four parts. Each contains an instrument of the Confederate Press Association such as the Constitution, Rules of the Press Association, Rules for Press Reports and Rules for Reporters. Each section has been carefully quoted from Confederate Press Association documents.

The Bibliography contains a listing of approximately 50 books, magazine articles, bibliographical aids and Confederate documents that were used in the study or might be useful in other research in this field.

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THE IMAGE AND SELF-IMAGE
OF THE UNITED STATES ARMY

Larry Emmett Joyce, M.A.

Texas Tech University, 1972

Adviser: Alexis S. Tan

A survey of the U.S. Army's different publics showed the following:

1. Young persons, those under twenty-five years old, tend to be more critical of the Army than those over twenty-five. Older age groups have progressively more favorable attitudes toward the Army.
2. The Army has greater support from white persons than from non-whites.
3. A close relationship exists between a person's degree of pacifism and his attitude toward the Army. "Pacifists" tend to hold negative attitudes about the Army.
4. The Army has less prestige in American society than the other branches of the Armed Forces.
5. In general, the Army has a favorable

self-image. Internal problems identified by army respondents included "permissiveness", "deterioration of discipline", the drug problem, and a tarnished public image.

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A HISTORY OF TOBACCO ADVERTISING
WITH EMPHASIS ON COUNTERING SOCIAL TABOOS
AND HEALTH OBJECTIONS

Robert A. Junas, M.A.

Pennsylvania State University, 1972

Adviser: Charles H. Brown

The purpose of this study was to trace tobacco advertising and antitobacco attacks since early times in order to provide a better understanding of why certain tobacco advertising themes were used and to show how advertising has helped the tobacco industry to grow despite legislative restraints and strong criticism. The study covers the period from 432 A.D.--the first record of smoking--to 1972.

Emphasis was placed on how advertising was used (1) to counter early unfounded attacks on the use of tobacco, (2) to break down the social taboo of women smoking, (3) to encourage youths to smoke, and (4) to help the tobacco industry overcome such barriers as the broadcast ban and health scares such as the Surgeon General's Report on Smoking and Health in order to keep sales rising.

Use of tobacco as a panacea, the importance of tobacco in the economy of colonial America, the development of tobacco brand names, the use of premiums and cigar store figures are all woven into this advertising history. So is the promotion of single brands, the breaking down of the effeminate label for cigarettes, the failure of early reformers to maintain bans on cigarette

sales, and the use of both health claims and psychological appeals in cigarette advertising.

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RURAL BILLBOARD ADVERTISING:
AN IMAGE STUDY

George M. Kay, M.A.

University of Missouri, 1972.

Adviser: Donald J. Brenner

This study deals with rural billboard advertising. It uses a Q-methodological approach to derive public attitudes about the subject. Respondents are purposively selected to represent the public, including the following demographic characteristics: sex, age, occupation, marital status, education, and average yearly exposure to billboards in miles. Statements for the Q-sample were selected from depth interviews, literature about billboards, and statements added by the researcher.

The data were correlated and factor analysis was completed by use of a 360/65 IBM digital computer. The resultant computer print out provided statement arrays by respondents on particular factors, consensus items (similar statement scores across factors), and discriminating items (statements peculiar to each factor). These results were interpreted and related to particular respondent demographic characteristics.

Factor I (a grouping of individuals with similar attitudes) was comprised of a less educated, older category of respondents. It favored the small businessman and his "fight" against the loss of income from loss of billboards. It was pro-advertising, pro-billboards in its feelings. Factor II had a

more educated group of persons. It was a "regulationist" in approach to billboards.

The factor was in favor of advertising, but wanted a substitute form of advertising for many of the billboards along our roadways.

Factor III was not clearly defined in demographic terms. It was basically pro-billboards, especially their economic impact on our economy. Persons on this factor were somewhere between the pro-billboard, pro-advertising Factor I and the pro-advertising, anti-billboard Factor II.

All respondents agreed in the functional service billboards provide the travelers. There is an informational message to impart, i.e., gas, food, lodging locations. Factors I and III would continue to use billboards while Factor II would use alternate means of advertising, substituting other advertising material for billboards.

The factors do not see billboards as a cause of accidents either by their placement or their distracting nature. Factor II would be willing to determine if such a condition exists through accident reports.

All respondents are basically for uncluttering the landscape. Factor II is most outspoken in this area feeling that its "air space" is violated by billboards alongside highways.

Billboards will be used in the future, according to the respondents. Legislative actions removing billboards may hurt the small businessman, but there will be a place for the billboard in the future.

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CORPORATE IDENTIFICATION: A COMPARISON
OF CANADIAN NATIONAL, AIR CANADA
AND CANADIAN PACIFIC

Edward Frank Kelton, M.A.

Syracuse University, 1973

Adviser: Edmund C. Arnold

Canada has three major companies that provide almost all transportation services. The oldest, Canadian Pacific, was the first transcontinental rail link. Privately owned, it operates a railroad, airline, trucking lines, ship lines, telecommunications, hotels, and subsidiaries in several businesses. The other two transportation companies are Air Canada and Canadian National (CN). Both government owned, they are completely separate in operation. CN also operates hotels, express services, ferries, and telecommunications.

Since the late fifties, the three have gone through dramatic changes in physical facilities, emphasis of their businesses, and communication with the public. All three adopted new symbols between 1959 and 1968. This study outlines the problems each faced and how and why they redesigned company symbols (two even changed their names). New Canadian National and Canadian Pacific symbols brought corporate identification programs coordinating all design work to present a single unified image. Air Canada simply had a new symbol designed.

This study defines corporate identification which came into existence during the fifties but corporate identity programs have only become popular during the last decade. Procedures used by corporate identification firms are evaluated by five standards: Research, strategy, design,

implementation, and review.

Conclusions show the corporate identification program of Canadian National is generally strong, having already moved through all five steps; Air Canada skipped the first two; and Canadian Pacific is in the fourth step with definite problems beginning to surface. The study found that all three programs project strong, dramatic images and discusses prospects for corporate identification in the future.

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AN EXAMINATION OF CURRENT POLICIES,
PROGRAMS, AND TRENDS IN TEXAS JUNIOR
COLLEGE PUBLIC INFORMATION

Tommy D. Kennedy, M.A.

East Texas State University, 1972

Adviser: W. J. Bell

This study was conducted to ascertain the degree to which Texas junior colleges are trying to derive worthwhile publicity from available media, primarily the electronic media and to determine the methods used by the schools in arranging for coverage of newsworthy campus events.

Separate questionnaires were circulated to Texas junior colleges and to radio and television outlets located in close proximity to the schools. Queries mailed to the schools were oriented toward discovering the favored methods of relating the institution's message to the reading, viewing, and listening public.

The second set of questions going to radio and television news directors sought to determine their reactions to present-day junior college public relations departments or news services.

Junior college information officers are

at least aware that opportunities for effectively communicating their message or image to the public await them in a well-defined program of public relations. They are apparently beginning to realize the importance of extending the function past print media only. Many are eager to achieve expanded coverage and recognition, especially through the electronic media, but haven't yet mastered the idea.

Conversely, several news directors and news editors surveyed seemed to consider the public information officer an unnecessary middleman, standing in the way of covering the really worthwhile news events on campus.

Generally, the television or radio news department prefers to gather and edit its own campus news. Such a desire usually comes from past experiences with handouts from schools.

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U.S.I.A. IN SOUTHEAST ASIA:
A CAST STUDY OF U.S. OVERSEAS
INFORMATION 1965-1970

Boonlert Khampitoo, M.A.

University of Wisconsin, 1972

Adviser: William A. Hachten

In the late sixties, Southeast Asia had become a critical area in world politics. All countries of the region had been confronted with a continuing threat by the Communists. This situation posed problems for the U.S. Information Agency or, as it was known overseas, the U.S. Information Service. In addition to its normal function, USIA was given a special mission to provide informational and psychological assistance to the governments of the insurgency countries in Southeast Asia in their fight against Com-

munist subversion and propaganda. To meet these responsibilities, USIS-Southeast Asia was required to reorganize its programs and to expand its activities.

This thesis examines the management and communication techniques used by USIA to accomplish its missions in Southeast Asia as well as to analyze its information and psychological programs in that region during 1965-70. The study is based on both primary data such as public documents, books, and personal interviews with the agency officers, and secondary data such as articles and periodicals.

During the years 1965-1970, USIA reorganization in Southeast Asia involved the establishment and closing of USIS mission and branch posts, information centers, binational centers, libraries and reading rooms. The build-up centered primarily in the insurgency countries of South Vietnam and Thailand, while reduction occurred in Burma, Cambodia and Indonesia. USIS activities in other countries of the region remained unchanged.

During the same period, USIA operated two different kinds of information programs in different Southeast Asian settings. The first was the most familiar information and cultural program which had been operated in every country. The second was a unique psychological program in South Vietnam and Thailand.

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SPORTS JOURNALISM IN THE 1920's:
A STUDY OF THE INTERDEPENDENCE OF THE
DAILY NEWSPAPER AND THE SPORTS HERO

Robert B. Kilborn, Jr., M.A.

Michigan State University, 1972.

Adviser: W. Cameron Meyers

Generally, there are two schools of thought on the subject of the hero in sports. One holds that athletes of the 1970's are the greatest in history because they are mechanically superior to any who have preceded them. The second school maintains that modern athletes hopelessly lack the color and personality of their predecessors.

On the premise that a skilled athlete will seem heroic in inverse proportion to the amount of exposure he receives in the communications media of his day, this study confined itself to the decade of the 1920's when daily newspapers enjoyed a virtual monopoly in the area of sports coverage. The study compared coverage of three famous sports figures--Babe Ruth of baseball, Red Grange of football, and Jack Dempsey of boxing--in an effort to determine why they were made to seem heroic. These men were selected because not only were they the leading figures in their respective sports but also because they tried the faith of sportswriters to the degree that irreparable harm to their images might have resulted; yet it did not.

In order that the extremes of flamboyance and conservatism might be represented in the study, the Detroit Times was selected as an example of the former and the New York Times as an example of the latter. Stories and columns on the sports pages of the two newspapers were studied for frequency, style, content, and approach, and with an eye toward the subjective judgments of the

writers. The months August through December of the years 1923, 1925, and 1927 were decided upon both to account for fluctuations in the manner in which the activities of each man were reported and because they include the peaks as well as the low points of each athlete's career.

Results of the study indicate that journalists of the 1920's took the concept of heroism in sports seriously and generally manifested an unwillingness to tamper with heroic images once they were established. It also would seem that by preserving a certain distance between themselves and these athletes the writers declined to risk any disillusionment that might have resulted from closer personal contact. This technique would seem to have preserved for a time the mystique of highly organized forms of sport that is largely absent today because of ever-widening exposure through the media of mass communications.

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CONFLICT AROUSAL AND RESOLUTION
IN THE NEW YORK TIMES AND THE
ASAHI SHIMBUN: A CONTENT ANALYSIS

Hyun K. Kim, M.A.

Southern Illinois University, 1973

Adviser: Godwin C. Chu

Conflict arousal and conflict resolution in the New York Times and the Asahi Shimbun, Japan's leading newspaper, were content-analyzed according to three major categories: (1) U.S.-Communist China relations; (2) relations between Communist China and other countries; and (3) relations between the United States and other countries.

This study was designed to analyze the news coverage of the two international news-

papers regarding President Nixon's visit to Peking which took place in February, 1972. The study covered a three-week period--one week each before, during and after the Nixon visit.

Mass media, print as well as electronic, is one of the major sources through which international conflict is represented and perceived. It is through the media coverage of the conflict, not the conflict itself, that the public becomes aware of it and responds in a manner that may eventually affect the outcome of the conflict.

Research hypotheses tested were:

1. Japanese media tend to report more conflicts between the United States and Communist China whereas the U.S. media tend to alleviate the conflicts between the two countries.

2. News coverage by the media in the U.S. and Japan on President Nixon's visit to Peking decreases in the intensity of their attitude toward conflict situation one week before, during, and after his visit.

The results of this investigation are as follows:

1. The American newspaper tends to report less conflict arousal and more conflict resolution between the United States and Communist China than does the Japanese paper.

2. The Japanese newspaper has a tendency of leveling more criticism against Communist China than against the United States for the conflict arousal and for failing to respond to the U.S. efforts for conflict resolution.

3. The New York Times tends to put less blame on Communist China for the conflict arousal and give more credit to the Communist country for conflict resolution. On Japan-Communist China relations, the tendency of

the American paper is reversed.

4. There was no consistent decrease in the intensity of the two papers' perception of the U.S.-Communist China conflicts although the American paper recorded a progressive decrease in blaming Communist China for the conflict arousal.

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EVALUATIVE ASSERTION ANALYSIS OF
EDITORIAL-NEWS RELATIONSHIP

Hiroko Kimura, M.S.

Southern Illinois University, 1972

Advisor: G. Norman Van Tubergen

This is a quantitative study of how closely the widely-endorsed ideal of the clear separation of editorial opinions from "straight news" columns is being followed through in the newspaper profession today.

Our research hypothesis stated that there is a positive relationship between newspaper editorial expositions and news-report messages, that an investigation of two newspapers with difference in editorial views would show corresponding differences in news columns with respect to a given issue. On the assumption that the editorial-news relationship would show most clearly in the papers' staff-filed news stories on a highly controversial issue, the study investigated the news coverage of the court-martial of Lt. William Calley in the My Lay massacre incident, by the Chicago Tribune and the St. Louis Post-Dispatch which showed a degree of difference in editorial views.

Evaluative assertion analysis, developed by Charles Osgood and his associates, was used for the direct measurement of message contents of a sample of editorials and news stories that appeared in the two

newspapers during March and April, 1971.

Data yielded from the content analysis was interpreted in terms of Spearman's rank-order correlation coefficients, Wilcoxon two-sample rank test, examination of means, and analysis of evaluative direction and intensity.

Several bits of evidence indicated that, in this particular study, the editorial differences of two newspapers tended to correspond in some degree to the differences in manner of news presentation; or, the ideal of the functional separation of editorial and news was not satisfactorily followed through in practice.

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NEWS PHOTOGRAPHS
AND ATTITUDE CHANGE

David Nobuyuki Kishiyama, M.A.

University of California
Los Angeles, 1973

Advisor: Walter W. Wilcox

This study investigated one aspect of the Free Press-Fair Trial controversy. Of particular interest was what effect a photograph of a suspect accused in a serious crime would have on readers of newspapers. Research has indicated that different facial expressions shown by a person have communicative effects. Two hypotheses were tested. Hypothesis I stated that reader/viewers rating a news story alone would differ significantly from a story/photograph combination where the accused was shown with various facial expressions. Hypothesis II maintained that for a given crime story the story/photograph combinations would be rated differently from each other due to the different facial expressions shown by photographs of the accused. It was also thought that the direction of rating change could be predicted

for each hypothesis by submitting the photographs to an independent pre-test in which a neutral, negative or positive photograph was selected. It was thought the neutral photograph would not affect the story rating, while the negative photograph would influence the rating toward innocent.

These hypotheses were investigated by presenting three similar crime stories to respondents who were asked to rate the suspect on a modified semantic differential scale. Each of the stories was presented alone, then followed by the same stories displayed in combination with either the neutral, negative or positive photograph. Three male models posed as an accused, and their photographs showing different expressions became the pictorial stimuli for the field test.

By comparing the respondents' ratings of the story alone to that of the story/photograph combination, it was possible to test Hypothesis I. By comparing the respondents' ratings of a particular news story/photograph combination to the other combination to the other combinations of the same story in each of three conditions--neutral, negative and positive--it was possible to test Hypothesis II.

Neither hypothesis was supported. Of the sixty-three differences in Hypothesis I testing, only three were found significant. Two of these were in a neutral condition where little change was expected. Of the fifty-four differences possible in Hypothesis II, only eleven significant differences were found. However, these eleven differences all were in the predicted directions.

The data were characterized throughout by small differences. Only twenty-eight scales showed a change in score of 0.5 or

greater out of a possible one-hundred-and-twenty-six total number of scales tested for Hypothesis I.

A study of existing research, supplemented by this field test, indicates that there is no conclusive evidence which warrants a change of present newspaper editorial policy. Within the limitations of this study, it was found that in a serious crime photographs of a suspect do not significantly change perceived attitudes of an accused.

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AMERICAN INFLUENCE IN
THE FINNISH MASS MEDIA

Ullamaija Kivikuru, M. A.

University of Wisconsin, 1972

Adviser: John McNelly

Because of her delicate geographical location, Finland has been exposed to many types of foreign influence for centuries. In the recent years, special attention has been given to the fact that the Finnish mass media rely heavily on Western sources. In terms of television, the American influence has been considerable: television broadcasting with entirely American programs with subtitles, and the proportion of American entertainment is still by far larger than any other foreign material.

This thesis looks at the amount and quality of American influence in the Finnish media. It is a case study, concentrating to a time period of March-April 1971. The media discussed in this thesis are nine national newspapers, radio, television, film literature, and advertising.

Special attention has been given to the fact that there is both a state-owned and a commercial television company in Finland. Essential differences have been found in

their attitudes toward American programming.

A major point in the thesis is that originally American communication does not show the total American influence in the Finnish media; American-origin patterns of communication represent the second stage of that influence. Though produced in Finland, a news following American-based news criteria or a television series imitating American television shows contains indirect American influence.

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MAJOR AMERICAN NEWS MAGAZINES
AND THE CUBAN REVOLUTION:
1957-1971 (252 pp.)

Joel P. Kleinman, M.A.

University of Montana, 1972

Adviser: Warren J. Brier

Fidel Castro's Cuban revolution has provoked a torrent of news articles and commentary, generally negative, in the United States since 1959. Some critics of the mass media have accused opinion leaders of deliberately stressing negative aspects of life in revolutionary Cuba while ignoring positive social achievements.

To test the validity of these allegations, articles concerning Cuba in the three major U.S. weekly news magazines--Time, Newsweek, and U.S. News & World Report--were read and analyzed for five random periods between 1957 and 1971.

Time never has pretended to be objective, but Newsweek and U.S. News maintain that their news and opinion articles are clearly isolated. However, when the interests of Cuba and the United States diverged during the early years of the revolution, each magazine injected highly subjective and

often emotional rhetoric into its news articles.

Using techniques of bias such as value-laden adjectives, adverbs, and verbs of attribution, Time conveyed the impression that Cuba was economically, politically and militarily shattered and that Castro was doomed to be overthrown.

U.S. News apparently chose its articles and its sources to reinforce a preconceived doctrinaire viewpoint.

Newsweek, by consistently reporting positive achievements of the revolution and providing an alternative to the often arrogant and emotional anti-Castro biases of its competitors, succeeded in approaching "fairness."

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THE OLD AND THE NEW: LADIES'
HOME JOURNAL AND NEW WOMAN,
JUNE, 1971 THROUGH MAY, 1972

Helen G. Kline, M.A.

Murray State University, 1972

Adviser: L. J. Hortin

In this study the researcher compared Ladies' Home Journal and New Woman magazines; it was hypothesized that these two magazines were very different in the type of articles written. Because New Woman was first published in June, 1971, the study was limited to the issues of both magazines from June, 1971, through May, 1972.

From the tables of content, the sections from the Ladies' Home Journal called "Regular Features" and "Articles" were compared with the "Regular Departments" and "Articles" in New Woman. Frequency of appearance of columns published in the "Regular Features" and the

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"Regular Departments" were charted.

The types of articles from both magazines were classified according to Bird's Modern Article Writing. It was found that the Journal published more first person narratives and essays and critical writings; New Woman published predominantly essays and critical writings. During the period studied, the Journal printed 68 articles; New Woman printed 84 articles.

The results of the study proved that the hypothesis was true.

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THE COMPUTERIZATION OF GEORGIA'S WEEKLY
NEWSPAPERS AND MANAGEMENT EVALUATION OF
SPECIFIC EQUIPMENT

Odalie Karen Kromp, M.A.

University of Georgia, 1973

Adviser: Emery L. Sasser

Computerization has been recognized as modernizing all aspects of the business world--from front office jobs to shipping problems. Computers are now revolutionizing the news media; in the area of newspapers specifically computers are available to aid in everything from typesetting and composition to press room problems and truck loading.

This thesis surveyed Georgia's weekly newspapers to determine the extent of computerization among typesetting and photocomposition equipment. By attempting contact with each of the state's weekly newspapers, a representative sample was obtained. Once the extent of computerization was determined, the thesis sought the evaluation of management on their specific equipment installed. The results of the survey were then tabulated and cross tabulated, and selected questions

were also tabulated with information gained from secondary research.

As this was an introductory study, much information obtained would be of little use in future studies, but much could be of interest to future researchers, and the thesis attempts to record everything learned from the study in a manner beneficial to other studies. By beginning investigation into the impact of computerization upon weekly newspapers in Georgia, it was hoped the thesis would provide a basis for future studies of the advancement of computerization in the typesetting and photocomposition fields, one small aspect of the chronology of computer-aided printing and news dissemination.

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A COMPARISON OF PUBLIC RELATIONS
PRACTITIONERS IN HOSPITALS
AND MANUFACTURING INDUSTRIES
WITHIN THE GEOGRAPHIC BOUNDARIES
DEFINED BY THE NORTH SUBURBAN
ASSOCIATION FOR HEALTH RESOURCES

Dean Kruckeberg, M.A.

Northern Illinois University, 1973

Adviser: Albert Walker

A questionnaire was sent to hospital and sample manufacturing public relations directors in the geographic area defined by the North Suburban Association for Health Resources (NSAHR). The questionnaire was designed to determine significant differences between hospital and manufacturing public relations directors with regard to age, title, educational background and experience, types of duties and responsibilities as well as other data which indicate the types of programs these public relations directors deliver.

The 13 NSAHR hospitals are in a geographic area in Illinois which includes north Cook County and over half of Lake County. The 13 matching sample manufacturing public relations directors are from a total population of 1,772 manufacturing firms in 77 cities and villages (including a portion of Chicago) within the boundaries of the NSAHR. Manufacturing samples were matched and stratified to the hospitals according to number of employees. Stratification was in five divisions of 400 from 100-499 employees to 1,700-2,099 employees.

Tests of characteristics of hospital and manufacturing public relations directors were hypothesized to show differences between the two groups and the programs they deliver. The Chi Square Test together with the Yates Correction Formula was used to determine any significant differences between hospital and manufacturing public relations directors.

In 40 tested areas of possible differences, manufacturing public relations directors were not found to be significantly different from hospital public relations directors. In the other 13 tested areas of possible differences, significant differences indicated hospital public relations directors are better prepared for their profession than are manufacturing public relations directors.

In the literature portion of this study, hospital public relations directors are generally considered to be less prepared for public relations than are manufacturing public relations directors. However, this study demonstrates that in the test population, hospital public relations directors are at least equal to their counterparts in manufacturing in all 53 tested areas and are better prepared in 13 of the tested areas.

Further study can proceed in two direc-

tions. The same population can be tested further in other areas of possible differences. Of greater importance, however, would be similar studies of other hospital and manufacturing populations. This would determine whether the findings of this study are unique to the population studied or whether they represent overall data throughout the country.

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NEWS MEDIA PREFERENCES IN NORWAY

Arne Magnus Kvalheim, M.A.

University of Oregon, 1973

Adviser: James B. Lemert

This study examined the use and believability Norwegians assign the news media. While radio, television and newspapers are available in Norway, they are not organized as in the United States. Most Norwegian newspapers identify with partisan political viewpoints. The electronic media are operated by government and considered neutral and nonpolitical.

Data were collected through a cross-national survey. The questionnaire was incorporated into one of the Norwegian Gallup Institute's monthly surveys.

In addition to Roper's media use and believability questions a question asked believability choices for political news events.

Many fewer people believed newspapers in Norway than in the United States. In addition, fewer people believed newspapers for the coverage of political news than for general news. Unlike the United States, political reasons overshadowed content-related advantages as reasons given for media believability choices. All of these findings sug-

gest that the partisan political identification of the Norwegian newspapers damaged the their believability.

The overall findings suggested that people with higher education, high and low socio-economic status, residency in Oslo, high political participation and a Conservative Party voting preference tended to be more newspaper oriented than other people.

When controls were made for each of these inter-related variables, only socio-economic status and place of residence showed predictive power, independent of the other, correlated variables.

It seemed that the demographic and political characteristics that were associated with a newspaper preference all indexed the same variable. It was suggested that this common denominator was a measure of the respondents income.

Even though low socio-economic status respondents were more likely than other people to be without television sets, analysis showed that the low SES group's tendency toward newspapers could not be accounted for by this.

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COGNITIVE COMPLEXITY AND INFORMATION UTILITY

Robert Laing, M.A.

University of Washington, 1972

Adviser: Alex Edelstein

This study investigated the relation between perceived utility of information and the way individuals organize information about an object. Cognitive complexity, the

independent variable, was conceptualized as the extent to which a subject evaluated an object by considering its attributes from different perspectives. Subjects were asked to consider a hypothetical public issue and to create arguments representing conflicting stands on the issue. Cognitive complexity was operationally defined as the extent to which a subject used the same attributes to construct arguments both for and against a particular course of action. A subject exhibiting high cognitive complexity was one who used at least one attribute to construct arguments for and against the action. A subject exhibiting low complexity was one who did not use at least one attribute in both ways.

The dependent variable was information utility, or the extent to which a subject would be interested in obtaining more information. A distinction was made between two kinds of information utility: interest in more information about the hypothetical public issue, and interest in information about other similar, but real public issues which had been in the news. It was hypothesized that high-complex subjects would be more interested than low-complex subjects in both kinds of information.

The subjects for the study were 59 undergraduate students at the University of Washington. Data were collected during regular classroom sessions.

The results showed a significant positive relation between level of cognitive complexity and interest in information about the real public issues. The data did not show a significant relation between level of cognitive complexity and interest in more information about the hypothetical issue.

A Q-STUDY OF OPINIONS TOWARD
OUTDOOR ADVERTISING DESIGNS

Douglas Floyd Lambert, M.S.

California State University, San Jose
1973

Adviser: Franklin Karmatz

Research in the outdoor advertising medium has been restricted to mechanical measurement of information flow. Conducted by independent agencies, the usual outdoor advertising survey seeks only to compile reach (the percent of households in a given area exposed to a poster showing one or more times during a given period of time) and frequency (the number of times the average individual or family in a given market is exposed to a poster message on one or more panels during the posting period) data. Conclusions are rarely drawn from these shallow results.

This thesis recognizes that advertising has different effects on different types of people and attempts to learn individuals' interests and how they affect the reception of advertising messages. Using William Stephenson's Q-methodology, a sample of 40 persons gave opinions on 31 individual outdoor advertising designs. The sample of 20 men and 20 women consisted of college students and working men and working women. The data from the completed Q-sorts was subjected to factor analysis (IBM 300/65 computer centroid factor solution with a varimax rotation). Four factors representing different outdoor advertising reader types were interpreted. The Happy Individualist saw himself surrounded by motion, going, doing, being, helping, playing, and enjoying. He noticed messages connected with his active youthfulness. The Egocentric Enthusiast,

self-centered and shallow, noticed ads that offered great returns for small commitments. The Curt Communicant noticed short, concise, to-the-point messages. The Haughty Connoisseur noticed ads that had the finest things in life to offer; their's is a world of quality and elegance.

Although not projectable as being all of the general public, these four types of readers do exist and can help advertisers lock into the interest templates of their readers.

EMOTIONAL, RATIONAL, PRIMARY
AND SECONDARY APPEALS IN
SELECTED PRODUCT CATEGORIES

Robert Glenn Largen, M.S.

University of Illinois, 1972

Adviser: Arnold M. Barban

The objective of this study was to investigate and test hypotheses concerning the usage of rational and emotional and primary and secondary appeals in advertisements from 1945 to 1969. A content analysis was performed on advertisements for twelve product categories appearing in four general interest magazines. Major findings were that perceived levels of rational and emotional appeals of product categories and levels of emotional and rational appeals used in advertisements covaried and that primary appeals were used more frequently than secondary appeals. Additional analysis concerned usage of specific primary and secondary appeals in product categories and over time.

THE THREE-WEEK ANALYSIS OF STAFF
STORIES IN THE INVERTED PYRAMID
STYLE IN THE WASHINGTON POST,
THE COURIER-JOURNAL
AND THE LEDGER & TIMES

Jimmie R. Largo, M.A.

Murray State University, 1972

Adviser: L. J. Hortin

The methodology used in this study dealt with content analysis. The researcher studied the news stories of three sample newspapers, The Washington Post, The Courier-Journal, and The Ledger & Times, over a three-week period. These newspapers were representative of their own classes--national, regional, and local newspapers. All news stories were coded as either non-staff, wire, contributed, or staff. Then the staff stories were divided into those using the inverted pyramid forms and those using the other formats of writing. The staff stories were then classified into 12 categories by subject matter. All stories were measured in length and to the nearest half inch.

The results showed that three out of four staff stories were in the inverted pyramid format. They also showed the category of government and politics contained the longest stories in the study, and therefore, occupied the largest portion of the study. One possible reason for the category being dominant was that there were election campaigns both on the state and national levels during the three-week period of the study.

The literature on inverted pyramid form of news writing revealed that the form was an invention mainly of the Associated Press, which was merely trying to accommodate all newspapers by having stories readily adjustable by being trimmed at the bottom. The form was defined with a formu-

la, which put the most important parts in a descending order. The form was good for quick story telling but was bad for chronological order in the stories.

In conclusion, the study showed little difference in the three sample newspapers in the kinds of stories used. All three newspapers used nonstaff and wire stories by more than 50 percent and staff stories by less than 50 percent. The actual percentage figure was 57.8 percent for all nonstaff and wire stories and 40.2 percent for all staff stories, a difference of 17.6 percent. The Washington Post and The Ledger & Times were very similar in their uses of nonstaff, wire, and staff stories. The Courier-Journal showed a wide margin between nonstaff and wire and staff stories, but still it had more nonstaff and wire stories than staff stories. The similarity among all three newspapers was that each used more nonstaff and wire stories, despite individual differences in policy.

The difference in the newspapers was shown by each newspaper's emphasis in the area of reporting. Both The Washington Post and The Courier-Journal were shown as emphasizing government, business, and crime, while The Ledger & Times was shown as emphasizing education, society, religion, obituary, and community news.

THE LAW OF LIBEL AND PUBLIC OFFICIALS
IN SOUTH CAROLINA

Ernestine Law, M.A.

University of South Carolina, 1973

Adviser: Reid Montgomery

South Carolina's tempestuous brand of politics has evoked through the years both

words and deeds of violence. For two centuries the issues were often settled by gun or by sword.

The duel, however, was not the only remedy employed when tempers grew hot over political differences. The courts of South Carolina have heard many such disputes, and in 1815 the state Supreme Court was wrestling with a question that is still current today--the right of the public to be informed of the "characters of public men."

"The Law of Libel and Public Officials in South Carolina" reviews many of the precedent-setting cases that have been heard in the state--principally those dealing with political libel.

Part I of this paper begins with a history of libel dating from ancient times, including Biblical admonitions against bearing false witness. The second chapter of this section is concerned with the free press and the laws of libel as they evolved in the American colonies and up to modern times with the far-reaching Sullivan v. New York Times decision.

Part II of the paper is devoted to political libel in South Carolina, from early days up to the present.

The writer concentrated her research in the Law Library of the Law School of the University of South Carolina, where reports of the state Supreme Court are available. Since only a small number of libel complaints reach the state's highest court, the writer supplemented her work with the results of questionnaires sent to daily and weekly newspaper publishers throughout the state. Included also are reports of lengthy interviews with several of the state's leading libel lawyers.

The thesis concludes with comments and

projections by the state's leading libel lawyer, who has handled such cases for more than half a century, concerning the impact of the landmark Sullivan decision!

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SURVEILLANCE FUNCTION IN TWO
NEWSPAPERS: A CONTENT ANALYSIS OF THE
FORT BRAGG PARAGLIDE AND THE
FAYETTEVILLE OBSERVER

James E. Lawson, Jr., M.A.

University of North Carolina

Adviser: John B. Adams

This thesis is an examination of the significant subject matter found in one type of service publication: the weekly civilian enterprise newspaper which serves the Army post of Fort Bragg, North Carolina. A general circulation daily paper which serves nearby Fayetteville (the Fayetteville Observer) is employed as the criterion newspaper against which the service publication is measured for completeness of coverage. A content analysis of both papers over the period of a year examines the subject matter of both. A structured representative sample of the Observer afforded an exact copy-for-copy analysis with the Paraglide to determine the amount of coverage given various general interest topics: ecology, education, economy, drugs and alcohol, civil rights and racial relations, crime, and civil relief. A rank ordering of the significant topics indicates that the service newspaper compares favorably over all of these topical areas except for crime coverage. Analysis of the two newspapers using Spearman's rho correlation coefficient indicates the two newspapers, despite their obvious differences, can be compared for purposes of this analysis (rho = .964, "p" less than .05 but greater

than .01) if the "crime" category is discarded. Factors are presented which support this rationale. The major conclusion of the study is that the relative coverage given broad interest subjects (excepting crime) is not significantly different between these two types of community newspapers.

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A COMPARISON OF PUBLIC RELATIONS PROGRAMS AT THREE FLORIDA COMMUNITY COLLEGES IN URBAN, SUBURBAN, AND RURAL AREAS

Thomas M. Leahy, Jr., M.A.J.C.

University of Florida, 1972

Adviser: Harry H. Griggs

This study examined public relations programs at three Florida community colleges in urban, suburban, and rural areas to determine to what extent the public relations effort is influenced by (1) the size of the student body, and (2) the size and environmental character of the community.

A community college in each category was selected for study, and the president, director of relations or information, and members of the staff and faculty were interviewed.

Results showed that despite the diversity of the colleges in size and location, their public relations programs are essentially similar in scope and operation, with the major difference being one of magnitude.

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THE POLITICS OF ARROGANCE:
A CASE STUDY OF THE CONTROVERSY
OVER THE PROPOSED EVERGLADES JETPORT,
1967-1970

John Edwin Leaird, M.A.J.C.

University of Florida, 1972

Adviser: Harry H. Griggs

The Dade County Port Authority made a decision in late 1967 to construct what was intended to become the world's largest commercial airport at the Dade-Collier County border directly west of Miami in the Big Cypress Swamp.

At the outset of 1969, conservationists and various state government leaders began to question the Authority's environmental planning effort since it appeared that the project would seriously threaten the existence of nearby Everglades National Park. Meeting with evasiveness and arrogance on the part of the Authority, most of the national conservation organizations banded together in a coalition to fight the project and save Everglades National Park.

The ensuing battle was waged in the national media and through pervasive lobbying efforts at all levels of government. By the end of 1969 a decision had been forged at the national level to order the project relocated from the objectionable Big Cypress site.

This study uses original source materials obtained from governmental and conservation organization files, together with numerous personal interviews to reconstruct and analyze the issues, events, and underlying dynamics of the controversy as it originated, grew, and was finally resolved.

CASE STUDIES OF RICHARD M. NIXON AND THE PRESS: NEWSPAPERS IN THE EARLY NIXON CAMPAIGNS--LIBERAL JOURNALS AND THE VICE-PRESIDENT, 1952-1960

John Philip Lee, M.S.

University of Kansas, 1972

Adviser: Calder M. Pickett

Rhetoric and events since 1962 have helped establish the widespread notion that Richard M. Nixon has been treated unkindly by the press throughout his career. An examination of a number of newspapers indicates that what appeared in print during Nixon's early campaigns (1946, 1950, 1952) was decidedly favorable and that the current strains between Nixon and the press are of more recent origin. That is an important fact, for Nixon's early record is a dubious one; he frequently implied that his opponents leaned toward Communist ideology and aided Communist conspiratorial designs. Supporting evidence for such rhetoric was nonexistent, but the themes were shared by some newspapers in Nixon's behalf.

A critique of the press' insularity, as expressed by Vice President Spiro Agnew in 1969, is evaluated as a new element in Nixon's thoughts about the press: to the belief that reporters are unsympathetically partisan is added the idea that the press reaffirms anti-Nixon prejudices by paying attention only to itself. That seems to be part of an older, pro-Nixon orthodoxy, which holds that in the 1950's anti-Nixonism spread from liberal journals of opinion to the press at large.

The anti-Nixonism expressed by three liberal journals of opinion, the News Republic, The Reporter, and The Nation, is examined. The consensus was that Nixon had no identifiable political philosophy beyond

his own ambition.

An important point raised is that Nixon's "problem" with the press is, partially, a self-inflicted one, that his personality and ingrained cynicism about reporters' motives made a stormy relationship a matter of simple inevitability.

IMAGE OF MEXICAN AMERICANS IN SAN ANTONIO (TEXAS) NEWSPAPERS: A CONTENT ANALYSIS

Sylvia Anne Lee, M.A.

The University of Texas at Austin, 1973

Adviser: Ernest A. Sharpe

This content analysis of the three largest San Antonio, Texas, daily newspapers, compared occupational and social roles shown for Anglos and Mexican Americans with 1970 U.S. Census data for those groups in San Antonio. Mexican Americans are 44 percent, and Anglos 48 percent, of San Antonio's population. Local news items were coded by dominant ethnic groups and by dominant occupational or social role shown. Ethnic identification was made on the basis of surname--persons of Spanish surname were counted as Mexican American. Twelve occupational roles, based on occupational categories of the U.S. Census, were compared with 1970 census data on ethnic percentages of occupations in San Antonio. Fourteen social roles, ranging from "contest winner" to "criminal" were compared with an earlier study of status and income groups mentioned in California daily newspapers, and with 1970 census data on income for San Antonio ethnic groups. It was found that Mexican Americans were highly under-represented in the total number of local news references. Of the total 2,549 articles

coded, the percentage of references to Mexican Americans in each newspaper was low, averaging 12.7 percent. The percentage of references to Anglos in all newspaper was high, averaging 77.6 percent. In specific occupational categories, Mexican Americans were shown less often than they actually occurred in these occupations in San Antonio. In social roles associated with both high and low income groups, Mexican Americans were shown less frequently than would have been expected from their population percentage of both high and low income groups.

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HOW THREE CREATIVE DIRECTORS IN
ADVERTISING AGENCIES LOOK UPON
THEORETICAL CONCEPTS OF CREATIVITY

Jerald Dunn Levin, M.A.

University of Texas, 1972

Advisor: Frank N. Pierce

In-depth personal interviews were conducted among three creative directors of large, local advertising agencies in Houston, Texas. It was discovered that: a definite stereotype of a highly creative person in advertising could not be distinguished even though past research indicates the opposite conclusion; each man had evolved a distinct personal pattern of creating advertising campaigns unconsciously based upon the creative philosophies of nationally known advertising practitioners; discrete stages of previous investigations into creative thought had no practical application to everyday work because they do not pin-point individual differences among creators; and often-researched techniques of group interaction, such as brainstorming and synectics, were rejected because they lack practical application to advertising situations.

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THE COMMUNICATION ROLE OF
SPECIALISTS IN
DEVELOPMENT AGENCIES

Tereza Lucia Halliday Levy, Ph.D.

University of Wisconsin, 1972

Advisor: John Fett

This study is mainly concerned with the information function of experts in developing countries.

By looking at the expert in his ability to acquire, process and transmit specialized information, the viewpoint is taken that this expert has a communication role to perform. Such role is especially discussed in this thesis, in relation to the organizational setting of development agencies.

A research outline is elaborated for investigating the communication activities of experts as staff-members of development organizations. A Brazilian government development agency is suggested to be the place for field work.

The study design is aimed to examine relationships between the communication activities of experts in this agency (as the dependent variable), their organizational status and role conceptions (as independent variables).

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SOME EFFECTS OF TELEVISION
SCREEN SIZE AND VIEWER
DISTANCE ON RECOGNITION
OF SHORT SENTENCES

Earl P. Lewin, M.S.

Temple University, 1972

Advisor: Dean Kenneth Harwood

Eleven studies were identified since 1963 which noted that distance from visual stimuli and size of stimuli could affect recognition time. The potential impact of this

effect on TV viewers and its relationship to TV graphics design had not been studied. The intent of this study was to identify a Distance and Size Perception-time Effect and roughly predict its occurrence.

A post test-only control group design experiment was conducted. Four TV monitors, 23", 8", 12", and 15" measured horizontally, were in the testing room. A grid on the testing room floor positioned subjects equidistant from each screen or at a distance subtending the same visual angle as 6' from the 8" screen. Screen brightness was adjusted to 24 foot-candles.

Groups of 9 stimulus sentences each were presented under varied conditions of screen size and viewer distance to 43 General Electric engineers randomly selected from a personnel list. Subjects were scored on total exposure time of stimulus sentences at time of correct verbal identification using a flash exposure technique. Scores were recorded by two persons with maximum discrepancy between recorded scores pre-established to hold maximum error in the data to plus or minus 500 msec. Four groups of subjects were exposed to 13 different test conditions and data were subjected to a one-way analysis of variance.

A Distance and Size Perception-time Effect was observed. Plotting recognition time against distance and screen size produced a set of curves which agreed in slope. Recognition time increased with viewer distance from the screen. Recognition time decreased as screen size increased. Ten of the 13 tests conducted produced F ratios significant at the 0.01 level.

A method of numerical prediction was devised based on percentage of recognition time change for Group 1 subjects. This technique

was used to predict the outcome of tests administered to other groups. Numerical prediction was devised based on percentage of recognition time change for Group 1 subjects. This technique was used to predict the outcome of tests administered to other groups. Numerical predictions were plotted against observed scores. Predictions for screen size were within 201 msec. of observed scores. Predictions for viewer distance were within 388 msec. of observed scores.

In a questionnaire filled out after testing, 8 of 10 subjects reported they normally watch TV on screens ranging from 14" to 21". Eight of 10 reported normal viewing distance 8' to 15' from the screen. The most frequently watched screen was reported to be 19".

Using the numerical prediction technique developed from Group 1 data, the probable change in recognition time for the test sentences over the most frequently watched range of screen sizes was well over 1 second. For a 19" screen viewed at 8' or at 15', the recognition time change was over 1 second.

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THE SCIENTIFIC STUDY OF FILM
COMMUNICATION: DEVELOPMENTS
PAST, PRESENT--AND FUTURE

James M. Linton, M.A.

University of Pennsylvania, 1972

Advisor: Sol Worth

In tracing the development of the scientific study of film, the major premise advanced is that such scientific study could not take place until film had been acknowledged as a means of communication. With that in mind, the changes in orientation that have taken place within the "communication" tradition were outlined: such shifts having been from film as behavior-evoking stimulus

to film as communicative code, and most recently, to film as social activity or code in context.

The various methods of studying film scientifically were then classified according to the method which they employ to generate data--such classification being based on the distinctions which Krippendorff draws among behavioral measurement, behavioral records, participant observation, and recording. The emphasis in film research was found to be toward behavioral measurement and participant observation, with scant attention being paid to recording, and behavioral records being found inapplicable. In addition, the difficulties presented by the characteristics of data generated by various methodologies, for the utilization of the notion of "communication process" in film study, were presented and discussed, but not resolved.

Finally, as an example, a group of students editing exercises were analyzed using recording as the method of generating data. It was hypothesized that "cut" frequencies (determined by comparing the completed versions to the original footage) which were found to differ significantly from chance could be accounted for by reference to the following concepts (in decreasing order of importance): cadence boundaries, significant actions, and camera movements. While the results were not particularly clearcut or convincing, they seemed to indicate the primacy of cadence boundaries, a limited influence on the part of significant actions, and no influence on the part of camera movements.

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THE DECLINE OF HARDCOVER FICTION:
SOME ECONOMIC FACTORS

John S. Littell, M.A.

University of Missouri, 1972

Adviser: Ralph L. Lowenstein

The title production of the United States book industry has increased from 11,022 new books in 1950 to 25,526 new books in 1971. During this period, however, the amount of fiction produced has increased by only 159 books, from 1,907 to 2,066. This thesis examines some economic factors which have contributed to the general decline in importance of hardcover fiction books.

If fiction is to survive as a major force in the book industry, it must obviate the traditional problems of overproduction and inefficient distribution. These inherited difficulties have been recently compounded by excessive reliance on subsidiary rights income, the lack of market definition, the reluctance to use modern research techniques and the wave of mergers among book companies.

This thesis suggests that publishers, because of declining support from the subsidiary rights media, must (1) treat fiction as a specialized literary genre, which means (2) they must research markets thoroughly. The role the conglomerate parent companies play in the future of hardcover fiction is pivotal. If these large companies, newly merged with the small publishing houses, seek only immediate profits, fiction may soon disappear in its present hardcover form. It is argued that a change in the medium will inevitably change the literary genre itself.

DOMINANT AMERICAN VALUE CHANGES: A
CONTENT ANALYSIS OF ANN LANDER'S
ADVICE COLUMN

Malcolm E. Lumby, M.S.

Southern Illinois University
Carbondale, 1972

Adviser: Godwin Chu

Cultural anthropologists indicate that the mass media are reliable indices of change within the dominant value system of a society. A modified version of Ralph K. White's "Value Analysis" was applied to the Ann Landers advice column so as to measure American value changes evident in the letters printed in the columns.

A random sample of sixteen weeks from the Chicago Sun-Times for the years 1958 and 1971 revealed that the letters printed in the column were primarily written by females (70 per cent). Most letter writers sought information and advice (more than 67 per cent) with primary emphasis on the value of affiliation (more than 60 per cent).

A content analysis confirmed the predicted significant decline in the frequency of letters primarily devoted to the values of materialism and religion as well as decreased emphasis on strict adherence to sexual norms. No significant increases in the values of psychology or affiliation were recorded.

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A DELPHI STUDY OF PUBLIC RELATIONS
TRAINING NEEDS FOR FUTURE PRACTITIONERS

James Henry Mackin, Jr., M.A.

California State University
Fullerton, 1973

Adviser: Marvin J. Rosen

Training needs in public relations were studied using Delphi panel technique to as-

certain expected technological and social changes likely to affect professional practices through 1999. Two panels were studied, one consisting of college and university public relations faculties, the other of experts drawn from eight related disciplines. Delphi procedures produced relative within-panel consensus on the probable occurrence of 122 expected events and their dates of occurrence. Predictions of both panels were compared.

Events predicted by both panels included: (1) home reception of 50-500 television channels; (2) legislation requiring public service use of new communications technologies; (3) consumer protection legislation; (4) application of communications research to influence specialized audiences.

Comparisons revealed that educators emphasized training to prepare graduates to adopt new technologies and to adapt to expected changes. The multi-discipline panel emphasized training graduates for entry positions in the field. The Delphi technique effectively achieved group consensus on questions pertaining to uncertain futures.

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THE HISTORY OF BROADCASTING
EDUCATION AT BRIGHAM
YOUNG UNIVERSITY TO 1962

W. Eugene Manning, M.A.

Brigham Young University, 1973

Adviser: J. Morris Richards

The problem basically is: What is the profile of the broadcasting education program at Brigham Young University from its inception to 1962. This study, designed as a reference source rather than a narrative, is an historical account of the program during the

period specified in the problem.

The study includes a brief history of radio and television, biographical sketches of several men who were instrumental in the development of broadcasting at BYU, and a description of the program during the Lower-campus era, the Butler Hun era, and the Splinter City era. Included for each of these periods is data relative to facilities, academic curriculum, operation and programming of stations KBYU and KBYU-FM, television, and other related student activities. Also included is information about the BYU Radio Club and the Intercollegiate Broadcasting System.

The study reveals that the program proved to be adequate in helping the University discharge its responsibility for training students interested in broadcasting as a profession.

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IMAGE CREATING POTENTIAL
OF PHOTO JOURNALISM

Toranj A. Marphettia, M.A.

Marquette University, 1972

Adviser: James Arnold

The aim of this thesis was to study a small area of non-verbal communication: i.e., facial communication. Newspaper and news magazine pictures were studied for message content using Randall Harrison's code of pictic analysis (Ph.D. dissertation, Michigan State Univ., 1964) as an objective content analysis tool.

Ten political personalities were studied in five newspapers and two news magazines over a six month period in order to identify image messages. In testing Harrison's preliminary code, this study found that it was

possible to match still photographs to Harrison's pictomorphs.

Images of different personalities showed great variations. Dominant image characteristics were traditionally favorable ones. The characteristics 'intelligent' and 'unhurried' were almost universal.

Statistical analysis of the data yielded on 'Nixon' was used to test three hypotheses. The evidence supported the first hypothesis--the image of a political personality will vary significantly across publications, indicating publications do not present a consistent image of the same reality. The second hypothesis--the image of a personality will vary significantly across two media--was not supported. The third hypothesis--the image projected of the personality will correlate with the favor/disfavor with which the publication editorially views the personality--could not be supported beyond doubt.

Research disclosed that the publications used anywhere from 30% to 80% wire photos, thereby greatly influencing image creation through pictures.

While the tool of pictic analysis needs refining, it offers an objective scale against which to measure facial communication and is a definite improvement over present subjective analysis.

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SOLVING EMPLOYEE PROBLEMS IN
RELOCATING A CORPORATE HEADQUARTERS:
A CASE HISTORY OF BORDEN'S MOVE
FROM NEW YORK TO COLUMBUS

Fred Gordon Marshall, M.A.

The Ohio State University, 1973

Adviser: Walter W. Seifert

Relocating a corporate headquarters can

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be a very complicated procedure if the company has not experienced it before. Many new and different public relations problems will be encountered when such a program is undertaken for the first time.

This thesis, focusing on Borden, Inc.'s move from New York to Columbus, Ohio reviews the problems Borden encountered, how they were handled, and the general relocation program. This case history attempted to provide some public relations guidelines for those companies which are involved in a similar move.

This study found four major programs were used by Borden's Public Affairs and Personnel Departments during the 1970-71 relocation period. These programs included:

1. Orientation meetings held by the employees' immediate supervisors and a representative of the Personnel Department. They entailed a slide film presentation on the characteristics of Columbus and a description of the general relocation policy.

2. Orientation trips, which were a two-day, all-expenses-paid week-end visit to Columbus, were made. Included in these visits were a guided bus tour of the area, a housing seminar, an opportunity to meet with realtors and contractors, and an informal dinner with Borden employees already based in Columbus.

3. Relocation offices were set up in New York and Columbus to serve as an information source for employees experiencing problems in the transition or who desired more information on a specific aspect of the Columbus area.

4. A relocation newsletter was published to keep employees informed of the diverse aspects of the relocation and to dispel employee rumors.

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AN IMAGE PROFILE OF THE AUTO
INSURANCE INDUSTRY AS SEEN BY
THE TEXAS INSURING PUBLIC

Charles Henry Martin, M.A.
University of Texas, 1972
Adviser: Ernest A. Sharpe.

This thesis compares the image of the auto insurance industry held by Texas insuring public with that held by marketing communication's executives of leading auto insurance firms (Texas premiums). Data was obtained by mail from a random sample (115) of insureds and 32 executives from the top 59 companies. Semantic differential techniques were used to measure the general image and major characteristics such as cost, policy coverages, claim services, government control, communications, and persuasive leadership. Significant differences were found between the general public's image profile and that of different subpopulations, also between the public's image and the executives' image.

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POLITICAL SOCIALIZATION OF YOUNG
ADULTS: MASS MEDIA USE,
POLITICAL ATTITUDES
AND POLITICAL EFFICACY

Raymond Lawrence Mascola, M.A.
Texas Technical University, 1972
Adviser: Alexis S. Tan

A survey of 522 students at Texas Tech University indicated positive and significant correlations between the following sets of variables: mass media usage and political knowledge; perceptions of political efficacy and political knowledge; socio-economic status and political efficacy.

The mass media were preferred by 71 percent of the respondents as a first choice

for sources of political information; 55 percent indicated that the mass media were the most influential source in the development of political attitudes.

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COVERAGE OF ENVIRONMENTAL ISSUES IN
MAJOR PERIODICALS FROM 1965 TO 1971

Brian Gillis Mason, M.A.

University of Utah, 1973

Adviser: Milton C. Hollstein

A random sample of a purposively selected comprehensive list of magazines was taken in order to discover how much attention had been paid by magazines to environmental issues over the six-year period from 1965 to 1971. The purpose was to test the hypothesis that interest in the environmental issue had peaked in 1970 and had declined somewhat the following year.

Trends were measured by counting the environmental articles in 100 magazines which were published around the end of April in 1965, 1967, 1969, 1970 and 1971. These articles were further classified into one of twenty-seven individual environmental topics, the space they occupied was measured in square inches, the number of illustrations accompanying the article was counted, and the topic, author, author's affiliation, and the purpose of the article were listed.

A general picture of the amount of interest shown over the six-year period was thus obtained. It was found that the total number of all articles in the magazines was rising slowly, but that the number of articles on environmental subjects took a sudden and dramatic jump in 1970. The proportion of environmental articles to all other types of ar-

ticles rose dramatically in 1970 and continued to rise in 1971. The average length of the articles as measured by the area occupied by the articles seemed to move in inverse relation to the number of articles found. As the number of articles increased, the average length of the articles decreased. This was true except in 1971, when the average length of the articles on the environment rose over what they had been in 1970. Overall, however, the total length of all the environmental articles appeared to increase or decrease as the total number of all the environmental articles increased or decreased, only not with the same magnitude.

The number of illustrations was not related to the number of articles any better than the length of articles was. These showed a steady rise before 1970, then a dramatic jump in 1970 which continued at about the same rate into 1971.

When the articles on the environment were divided into the twenty-seven different topics and they were compared with each other to determine the relative interest shown in each, air pollution and water pollution ranked one and two as the problems in which most interest was shown. Generally, the interest in the other topics rose and fell erratically, with a general rising trend in 1970 and 1971. No significant trends could be found in each of the individual topics because of the few number of articles found on each.

The survey thus presented a picture through the articles appearing in magazines of a marked increase in interest in environmental issues in 1970 with a continuing rise in 1971. The hypothesis that interest had peaked in 1970 was thus disproven.

THE JOURNALISM OF ALBERT CAMUS

Carol Sorgen Mazer, M.A.

Penn State University, 1973

Adviser: Donald L. Smith

Although much has been written on Camus' fiction and his philosophy, little has been published dealing with his career as a journalist. This thesis draws comparisons between Camus' journalism and his fiction, showing how his early life influenced everything that he wrote.

Camus believed, as he wrote in Le Mythe de Sisyphe, that life is absurd and has no meaning beyond itself. He did not take this as an excuse for pessimism; rather, he viewed it as a reason to be joyful and happy. For Camus, happiness was essential and he believed it should be so for all men. He used his life to fight for this happiness. He fought against colonialism, against repression, against capital punishment. He fought against all things which would rob men of their liberty and, therefore, their happiness.

Because of a tubercular condition, Camus was unable to serve in the military forces. He turned to journalism as his means of fighting injustices. His articles were definitely emotional, but in a restrained manner, never violent or bitter. They were clearly written and reasonable and, in many cases, they suggested practical reforms. All of them expounded the ideals of liberty and justice.

In sum, what was found was that all of Camus' journalism had a tone of consistency. His fight for justice was not a one-day stand. It was a fight spanning more than 20 years and one from which he never wavered. In each

of his articles there was an obvious feeling of understanding and compassion. He genuinely cared about each case of suffering that was brought to his attention.

TELEVISION POLITICAL ADVERTISING
AND ITS IMPACT ON THE VOTER:
A COMPARISON OF THE IMAGES
OF YOUNG AND OLD CANDIDATES

Patricia Parks McArver, M.A.

University of North Carolina

Adviser: Maxwell McCombs

The thesis of this work is that television image campaigns do not have a measurable effect on voting behavior. The impact of images on voters' reactions to candidates was tested using age as the primary variable. The assumption was that younger candidates would project more "televisable" images. Analysis of the data, however, revealed that the younger "televisable" candidates were not as favorably received by the voters as were the older men. A supplementary survey of races for the United States House of Representatives found no positive relationship between campaign expenditures, ages of candidates and election to office.

CHARACTERIZING FORMAL PUBLIC
COMMUNICATION OF INVENTION: ANALYSIS
OF CLAIMS IN A DECADE OF
UNITED STATES PATENTS, WITH
PARTICULAR REGARD TO CERTAIN
NON-SEMANTIC FEATURES

Charles Augustus McClure, M.A.

University of Pennsylvania, 1972

Adviser: Klaus Krippendorff

U.S. patents from no. 3,000,000 onward were investigated to determine (1) institutionalization of invention, as reflected by differences in patent claims and in other

BIOGRAPHY OF A JOURNALIST:
DAVID BRINKLEY

Amy Sarah McCombs, M.A.

University of Missouri, 1972

Adviser: Edward C. Lambert

items of information set forth in patents; (2) susceptibility of the patent system to influence upon claim form, especially the extent of and reasons for compliance with existing Patent Office suggestions concerning patent claims; and (3) development of different species of patent practice, especially by way of non-semantic distinctions in claims of different statutory types or for different classes of subject matter.

Content analysis was performed on six hundred patents selected by random sampling stratified by groups of a hundred thousand patents. A subsample was selected by simple random sampling for determination of inter-coder reliability. The data coded included number of inventors and whether an inventor's rights were assigned on the face of the patent, number of claims and whether independent or dependent in form, and also statutory type of claim and number of independent and dependent claims of each such type. As to the first claim of each statutory type per patent, the data included class of subject matter, number of lines, combined conjunction-punctuation counts for both the preamble and body of the claim, whether in Jepson form, whether in block or subindented form and in the latter event the number of subindented parts.

The results indicated high and slightly increasing institutionalization of invention, negligible Patent Office influence upon claim form except where backed by economic sanctions, and insubstantial speculation of patent practice evident in claim infrastructure. Partitioning of claims, especially of subindented claims, suggested limitation in number of features for search, whether machine-assisted or not, as with the aid of economic sanctions against extremes of non-division excessive subdivision.

To a majority of Americans the television journalist has become an important source of news. In June, 1971, Burns W. Roper reported television as the primary source of news for sixty per cent of the public. A 1969 Time-Harris study discovered that nine out of ten Americans regularly watched television news.

While critics argued the validity of these findings and evaluated the confidence and impact of television news, the television networks found the burgeoning of television news a reality. With a rivalry reminiscent of the days of Hearst and Pulitzer, the three major networks poured astonishing sums of money into electronic journalism. The total reached \$140 million in 1969, with NBC alone budgeting more than one-million dollars a week for news that comprised twenty-five percent of its program schedule.

The networks competed for prestige, public attention, and most importantly for public acceptance of television journalism. The battle weapons were elaborate reporting equipment and the skills of expert staffs. Most important in this competition were the men who formed the visible link between the organization and the public. Brinkley was such a man.

It is the purpose of this thesis to present a documented survey of the life and career of NBC newsman David Brinkley and to evaluate his contribution to television journalism.

In this study the writer followed the procedure of historical research. The writer collected the data through the critical investigation of events, developments, and experiences of the past; then evaluated this data, carefully weighing the evidence of the validity of the sources; and finally interpreted the weighted evidence.

The writer used both primary and secondary sources of data. The core of the study was the writer's personal interviews with NBC newsmen, David Brinkley, Chet Huntley, and Frank McGee; with Elmer Lower, president ABC News; and with Wallace Westfeldt, executive producer, NBC News.

Huntley and Brinkley were united as a news team to cover the 1956 political conventions. This accident of casting was an innovative step in television journalism; it contributed to the development of the nightly news program as a journalistic form and to a style of reporting. Prior to Brinkley's appearance on national television in 1956, newscasters portrayed the grave news style made famous by Edward R. Murrow's World War II reports from Europe.

Brinkley brought to the broadcast news industry what has been over and over called a wry wit; an irreverence based on a coherent point of view rather than on prose, and most importantly the ability to write a simple declarative sentence.

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DUBUQUE--EDITORIAL BATTLEGROUND
1860-1862

Martin E. McGrane, M.S.

Iowa State University, 1972

Adviser: J. K. Hvistendahl

Between 1860 and 1862, an intense editorial rivalry developed between two Iowa

newspapers, the Dubuque Herald and the Dubuque Times. The Herald, edited by Dennis A. Mahony, espoused the principles of the "Peace Democrats," and was strongly critical of the Lincoln Administration's prosecution of the Civil War. The Times, edited by Jesse Clement, supported the war effort and labeled the editorial policy of the Herald as traitorous.

The purpose of this paper is: 1) To explore the history of Dubuque, the origins of its residents and the backgrounds and activities of the two editors in an effort to understand why such a situation was able to arise. 2) To demonstrate, through editorials and news articles written during the period, that such a situation did exist. 3) To chronicle events leading to the eventual arrest and imprisonment of Dennis A. Mahony. 4) To show, through the Mahony case, the type of treatment given at least one political prisoner detained by officials of the Lincoln Administration during a portion of the Civil War. 5) To attempt a judgment, through editorial evidence, as to whether Mahony was imprisoned because of his writings, or because of his political candidacy and outspoken opposition to the Republican Party on state and national levels.

This paper concludes that Dennis Mahony was the victim of his political activities, and that his arrest was unjustified on the basis of his allegedly traitorous writings. It attempts to show the reader how First Amendment protections can be violated during times of "national emergency" and to remind the reader that those events of more than a century ago could be duplicated today unless First Amendment freedoms are zealously guarded.

HOW TEN TEXAS DAILIES COVERED THE
1972 TEXAS DEMOCRATIC PARTY
PRIMARY ELECTION: NEW OBJECTIVITY
AND EDITORIAL ENDORSEMENTS

Joseph Paul McGuffey, M.A.

Texas Technical University, 1972

Adviser: Alexis S. Tan

This study tested the hypothesis that a newspaper will give preferential news coverage to a candidate its editors have endorsed.

To test this hypothesis, frequencies and direction of relevant news stories and headlines from ten Texas daily newspapers were compared to two hypothetical models of news coverage, one of identical coverage and the other of partial or biased coverage.

The hypothesis was supported in three of the newspapers, and not accepted in seven.

The author concludes that there are several other variables which might be of more importance in newspaper staff decisions regarding coverage of candidates than editorial stand. Intensity of the campaign, visibility of the candidate and hometown support (not necessarily by the hometown paper) are factors suggested by this study.

A SEQUENTIAL GUIDE TO THE
CONCEPTUALIZATION,
WRITING, AND MARKETING OF
MAGAZINE ARTICLES

Herbert E. McLean, M.A.

Brigham Young University, 1973

Advisor: Rulon L. Bradley

Investigations conducted by the writer over a three-year period have revealed that there are four principal reasons why would-be writers have difficulty in conceptualizing, writing, and marketing magazine articles. The

reasons are these: lack of self confidence, lack of writing knowledge, lack of business knowledge as it pertains to the marketing of an article, and lack of knowledge of the principal markets available to beginning freelance writers.

To help writers to overcome these difficulties, a sequential guide has been produced--a guide that takes the beginning writer, step by step, through fifteen essential phases leading to the sale of a magazine article. The guide covers each step in detail, providing a psychological impetus to overcome the lack of self confidence, a clear picture of each important detail, and a task assignment for the reader to complete as each step is covered.

The guide is essentially a creative effort, and is believed to be unique in its visualized, sequential treatment of the problem.

TOWARD A SOCIO-PSYCHOLOGICAL
DEFINITION OF CHANGE: AN ANALYSIS
OF COMMUNICATION AND TRANSITION
IN APPALACHIA

Pamela A. McMartin, M.A.

University of North Carolina

Advisor: Michael E. Bishop

This study was a critical review, empirical replication, and theoretical reconceptualization of Daniel Lerner's The Passing of Traditional Society. Using data gathered in a mass media survey of residents living in a western North Carolina mountain community, this study proposes and tests an alternative approach to the study of socio-psychological change and mass media use in a modernizing context.

Two revisions of Lerner's theoretical

model are suggested by an attempted replication of Lerner's work: (1) mass media use should not be treated unidimensionally in a summary index when analyzing communication behavior in a developmental context; and (2) purely quantitative analysis of psychological change in terms of opinion/no opinion is too crude a measure to differentiate among types of transitionals.

The theoretical revision of the model proposes a step beyond purely quantitative analysis of communication and change. By analyzing the quality of opinions expressed in response to role-playing questions, two theoretical dimensions of modernization are identified: one of psychic orientation and another of social orientation. Using these two dimensions, a reconceptualized typology of modernization is formulated, identifying four types of transitionals, each of which is distinct with regard to life style and media behavior.

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GAG LAW 1919: CONGRESSIONAL REACTION
TO EXECUTIVE EXPEDIENCY

Jack D. McNamara, M.A.

University of Wisconsin, 1972

Adviser: Douglas C. Jones

A proposed amendment to a deficiency appropriation bill in 1919 has become 18 U.S.C. 1913 today. There have been no prosecutions under the law and yet it has been retained through several revisions of the U. S. Code. The law has become popularly known as the "gag law" and it proscribes the use of congressionally appropriated funds by executive officers and employees in connection with pending legislation or appropriations.

This thesis examines the perspective of the House of Representatives in early 1919. The period covers the end of the Third Session, 65th Congress and the beginning of the First Session, 66th Congress. Examination of the legislative procedure develops the public issues.

The Republican leadership of the House of Representatives developed political issues identifying the incumbent administration with the wastage of funds, the proliferation of bureaucracy and domestic propaganda. The most notorious agencies alleged were the Committee on Public Information, the United States Employment Service, and the War Department. A congressional consensus was formed against one or more examples of constitutional abuses by these agencies.

The consensus formed and the procedure employed enabled the passage of the "gag law." The amendment finally adopted made explicit a principle which has always been present in democratic and republican theory. The fact that legislative action occurred in 1919 was due to a conjunction of political issues.

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REPORTER IMMUNITY IN STATE
AND FEDERAL LAW

Marilyn Louise Morris, M.J.

University of California,
Berkeley, 1973

Adviser: Albert G. Pickerell

The question of newsmen's privilege is not new. But the need for immunity from subpoenas has been demonstrated with unprecedented clarity in the past five years. Whereas the half century from 1911 to 1968 saw but six recorded cases in which reporters

sought immunity from governmental subpoena, the half decade since 1968 has seen the volume of subpoenas increased by scores. (In the 30-month period mid-1969 through 1971, CBS and NBC by themselves received a combined total of 121 subpoenas.)

Many reasons have been offered to explain the swelling volume of subpoenas to the press. These include:

--The print media's turn toward investigative reporting due to the broadcast media's capture of the "hot news" market.

--The relatively new and copious documentation (e.g., of strikes, demonstrations, riots) afforded by television film.

--The high news priority given by all media to the many aspects of the period of social upheaval beginning in the 60's.

--The tendency to greater reliance on confidential sources as reporters specialize.

--Dissolution of media cooperation with governmental requests in the face of overt

Administration attacks on press critics.

Whatever the reason, the question remains:

Do subpoenas requiring reporters to disclose the source and content of confidential information (including background notes, tapes, and filmed "out-takes") place an impermissible burden on First Amendment press freedom? The overwhelming weight of recent cases and available statistics indicate that they do.

Notwithstanding an attempt by the U.S. Justice Department to mollify the situation and demonstrate good faith in its issuance of Guidelines for Subpoenas to the Press, the problem has continued on the federal level and risen in the states.

The Supreme Court finally quashed journalists' hopes for a constitutional immunity on June 29, 1973, when a majority, led by Justice White, ruled that Branzburg, Caldwell and Pappas had no rights under the First Amendment to refuse to answer a Grand Jury inquiry.

The last resort for a newsmen's privilege seems to lie in statutory formulation of which nearly 30 have been proposed. Currently, newsmen and legislators are joined in hearings in both houses of Congress to determine what shape such a statute should take. While expedience argues for a qualified privilege, the historical concept of free press points to unconditional immunity. Ultimately, reporters' experiences as well as idealism seem to suggest that the only substantial protection will be found in a privilege without loopholes, an absolute immunity.

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AN EXAMINATION OF AND PROPOSALS
FOR IMPLEMENTATION OF A HIGH SCHOOL
JOURNALISM PROGRAM

Patricia Ann Moseley, M.A.

University of Texas, 1972

Adviser: DeWitt C. Reddick

After briefly tracing the history of the modern American secondary school curriculum and how it evolved, the traditional secondary school journalism program is examined with representative examples from Des Moines, Iowa, Denver, Colorado, and Houston, Victoria, and Ft. Worth, Texas. The criteria for examination are those of J. G. Umstattd, renown educator. The proposed curriculum devised by the Texas Education Agency Journalism Curriculum Committee is presented in its entirety, and examined in light of these same criteria. Suggestions for implementation of this curriculum and unit plans for three new units in mass communications, photojournalism and audio visual communications comprise the final chapter. The appendix and bibliography are selective for ease of utilization.

INNER-OTHER DIRECTEDNESS, INNOVATION
PRONENESS, AND ADOPTION LEADERSHIP
AMONG FARMERS

Alan L. Moser, M.S.

University of Kansas, 1973

Adviser: Donald W. Jugenheimer

In June, 1970, Arnold Barban, C. H. Sandage, Harold H. Kassarian, and Waltraud M. Kassarian conducted an empirical study among farmers to ascertain what correlations, if any, existed between inner-other directedness, innovation proneness and adoption leadership. It was noted by the authors of the pilot study that the sociometric instruments used to determine innovation proneness and adoption leadership had never been empirically tested. All these psychological characteristics play a vital role in the decision-making process among consumers and are, therefore, of major concern to advertisers.

This thesis investigates the validity of these sociometric measures. A survey duplicating the pilot study was conducted among a sample population of 200 farmers in Kansas. At the same time, a time study on the adoption of the relatively new practice of winter fertilizing was conducted. If the sociometric instruments were valid, the characteristics indicated by score distributions should have been reflected in the results of the time study. The results of the time study were correlated with the scores obtained from the sociometric scales to determine their validity.

The results of this thesis also were compared with the results of the pilot study. Had the sociometric instruments been valid, the reliability of the pilot study results also could have been tested.

The major conclusion was that it was reasonable to assume that the Hrabovsky and Moulik instruments for determination of innovation proneness and adoption leadership were not valid. Also considered of major importance was the normal distribution of inner-other directedness scores among the survey population, a result that paralleled the findings of the pilot study.

A COMPARATIVE STUDY OF MUCKRAKING AND
INVESTIGATIVE REPORTING

Farell Armsted Moughon, M.A.

East Texas State University, 1973

Adviser: W. J. Bell

Purpose of this study was to illustrate the basic differences between two types of reform journalism, muckraking and investigative reporting.

Definitions of both muckraking and investigative reporting are obtained by exploring the techniques and attitudes of a leading "muckraker" of the early 1900's and those of many prominent investigative reporters of today in relation to the social atmosphere which generates both muckraking and investigative reporting.

Muckraking in general is regarded as the exposing of facts which illustrate corruption in society. This definition is generally applied to investigative reporting. Investigative reporting also involves investigations that do not necessarily expose crime, injustices, and other forms of corruption. The difference between the traditional sensational-type muckraking and the modern "muckraking," or investigative reporting, is basically that the modern form is free of the sensationalism based on theory, innuendo,

guesswork, and gossip that characterized the muckraking of the early 1900's.

Investigative reporting emphasizes the facts and allows them to clearly speak for themselves with little or no interpretation or editorializing. It holds more to the ethics of journalism than does traditional muckraking, and it definitely shows more journalistic responsibility. Investigative reporting seems less emotional in content and approach than did traditional muckraking.

Investigative reporting also appears to be taking the form of a movement. Investigative reporters should strive to maintain the highest ethical standards to avoid deliberate sensationalism which helped render ineffective the work of the investigative journalists of the early 1900's.

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TYPEFACE WEIGHT AS A DETERMINANT IN
FORMING READER OPINIONS OF
ADVERTISED PRODUCTS

Patrick J. Mountain, M.S.

California State University
San Jose, 1973

Adviser: F. N. Karmatz

The mass communicator's first step in translating a message into print involves the selection of a style of printing type. Countless thousands of typefaces are available and the question of whether one style is better than another has been a subject of debate for many years.

Surprisingly little scientific research has been done in the area of typeface aesthetics, however. Most choices, particularly in the advertising field, are based merely on tradition or fashion. Judgments are subjective. The aim of this thesis was to make more information available based on an order-

ly means of measuring and testing.

The investigation considered the history of the alphabet and noted the forces which influenced its present shape. Past studies were examined and a research design was assembled from this information which used the semantic differential to test the effect of characteristics of type in advertising headlines.

The thesis hypothesized that there would be a significant difference in the responses of subjects toward a product if they viewed an advertisement for the product with a headline set in a bold typeface as opposed to a light version of the same typeface.

Four subject groups were presented with four simulated advertisements identical except for headline boldness. Their descriptions were recorded on a sheet of thirty bipolar adjective pairs and analyzed by tests of variance. The results were not significant at the .05 level. The study did note several unanticipated effects of typeface character and established a workable design for further study.

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THE CONTROVERSY IN EARLY ENGLISH
PHOTOGRAPHIC LITERATURE CONCERNING
THE SEPARATION OF CAMERA STATIONS
FOR TAKING STEREOSCOPIC PICTURES

John Frank Neal, M.A.

University of Texas, 1972

Adviser: Robert S. Kahan

This thesis deals with a particular aspect of stereoscopic photography in the mid-1800's. Stereoscopic photographs became very popular during the 1850's. The matter of stereoscopic separation, the distance between the two camera stations when making

stereoscopic pictures, became a controversial issue in England at that time. Many persons, including eminent scientists and experts in photography, expressed opinions about or performed experiments with stereoscopic separation.

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"ACCORDING TO RELIABLE SOURCES..."
A STUDY OF UNATTRIBUTED INFORMATION
IN THE PRESS

Johanna Cathy Neuman, M.A.

University of Southern California, 1973

Advisor: Roy Copperud

The study analyzed the use of unattributed information in the press, with particular emphasis on a recent trend away from the use of backgrounders. It reviewed a case that occurred in December, 1971, in which Henry Kissinger, President Richard Nixon's advisor on national security affairs, gave a backgrounder which was subsequently violated by the Washington Post.

The study also includes a history of backgrounders from 1787 to the present, an analysis of the ground rules used in backgrounding, a description of the major uses and abuses of the backgrounder, and a comparison of suggested reforms.

The study is based on interviews conducted with editors and reporters, primarily in the field of print journalism, and on books and periodical and newspaper articles.

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NEWSPAPER LABOR RELATIONS BREAKDOWN:
CLOSING OF THE PHILADELPHIA RECORD
(1947).

Jerrie Newman, M.S.

Temple University, 1973

Advisor: Bruce Underwood

The Philadelphia Record, after an 87 day strike by the American Newspaper Guild, was closed on February 1, 1947 and sold to the Philadelphia Evening Bulletin. The Record's owner-publisher, J. David Stern, had gained national attention in 1934 as the first publisher to sign a contract with the fledgling Guild. He was known for his pro-labor, Roosevelt-supporting, liberal editorial policies. The Guild was blamed for the closing of the paper by the press of that time and by subsequent histories. Although Stern, in his autobiography of 1962, admitted that he had made a business decision, he continued to place all blame on the union, thus perpetuating the original conclusions.

This thesis reveals new information which shows that Stern made his business decision in the second week of the strike and at no time thereafter changed his mind; that the decision was the result of years of deteriorating relationships between Stern and the Guild; that the newsprint crisis and subsequent loss of revenues threatened heavy financial loss to Stern; that Stern obfuscated certain issues and introduced others to disguise the self-protectiveness of his business decisions.

Primary sources include material from 37 interviews; preliminary and final contracts from the sale; Government documents and records of the Congressional Hearing after the closing of the paper; union letters, memos

and documents; correspondence. 170 pages,
plus 30 pages of bibliography and appendices.

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A DESCRIPTIVE ANALYSIS OF KNOWN
KBYU-FM LISTENERS

William H. Nichols, M.A.

Brigham Young University, 1972

Adviser: Rulon L. Bradley

Although KBYU-FM had been operating for over eleven years there had been no research conducted to identify and describe the station's audience. The problem was to describe the station's audience. The problem was to describe the demographic characteristics, listening habits, and listening preferences of the known KBYU-FM audience.

A pre-tested questionnaire was sent to five hundred persons selected at random from the station's list of those persons receiving the station's program guide on a regular basis. The responses were coded, computer-analyzed, and discussed.

It is apparent that KBYU-FM has an audience that is loyal, has an above average income, is well educated, is between 35-45 years old, and is predominately LDS. It could well be described as an elitest audience.

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EFFECTS OF PROXIMITY AND ADVERTISING
ON COVERAGE OF THE COLUMBIA
POWER PLANT ISSUE

Walter E. Niebauer, M.S.

University of Wisconsin, 1972

Advisor: Clayton Burnett

This study was an offshoot of an earlier rural development survey in Columbia County,

Wisconsin. The earlier survey had shown that (1) the recently announced Columbia power plant was the major rural development issue in the county, and (2) in one case a newspaper editor was afraid to oppose the plant issue for fear of losing electrical utility advertising. This latter finding indicated the need to know if utility advertising was affecting objectivity of issue coverage. If so, it could also be affecting people's opinions of the plant, and further studies on the issue would have to be considered in this context.

All newspapers in Sauk and Columbia Counties were included for the period from November 1969 to November 1971. The papers were surveyed for the number of articles on the power plant issue, slant of the article and number of electrical utility advertisements. In addition, each newspaper's distance from the plant site was calculated.

The datum was subjected to statistical tests of correlation coefficients and partial correlations with three variables in order to determine how coverage was affected by proximity and advertising each acting separately.

The results indicate proximity had a major effect on coverage but that electrical utility advertising had a minor effect. The results further indicate that the county border was a strong barrier to the passage of coverage from the originating county to an adjacent county.

A STUDY OF EMPLOYEE TRAINING PRACTICES
IN THE CLASSIFIED ADVERTISING
DEPARTMENTS OF CERTAIN LEADING NATIONAL
NEWSPAPERS AND FLORIDA NEWSPAPERS

Laura Catherine O'Donnell, M.A.J.C.

University of Florida, 1973

Adviser: Leonard J. Hooper

The researcher studied twelve leading national newspaper classified advertising departments, the top eight Florida classified departments, and the two leading specialists in the field of classified advertising, by way of mail inquiry.

Based on the responses, the researcher drew conclusions on increased growth and importance of profits brought to newspapers by classified advertising departments.

The study showed there is a need for a comprehensive training program for new employees, in terms of the huge growth this form of advertising has shown over the past years.

The researcher presented a history of the beginning and growth of classified advertising and listed reasons for the need to increase research concerning not only new employee training practices, but also the entire field of classified newspaper advertising.

A DESCRIPTIVE STUDY OF OPINIONS ON
ADVERTISING EDUCATION OFFERED BY
ADVERTISING MAJORS GRADUATED FROM
BRIGHAM YOUNG UNIVERSITY DURING
1968 TO 1971

Robert G. Olson, M.A.

Brigham Young University, 1973

Adviser: George S. Barrus

This study was designed to (1) gather opinions from Brigham Young University advertising graduates on the quality or usefulness

of their B.Y.U. education and elicit specific suggestions for its improvement, (2) indicate the best general preparation for an advertising career, and (3) develop a model-plan which would guide the B.Y.U. Department of Communications in evaluating its advertising curriculum.

A mail questionnaire was sent to B.Y.U. advertising majors who graduated during the years 1968 to 1971. There were 151 respondents, making a 63 per cent return.

The following conclusions applicable to advertising education at B.Y.U. are evident:

- (1) an advertising curriculum should include practical experience (i.e., internships or on-the-job training) before graduation;
- (2) technique should take precedence over theory in an advertising program and courses which emphasize technique or a practical approach are the most beneficial;
- (3) advertising students should learn how to communicate effectively, particularly in writing.

THE EFFECTS OF COMPANY
PUBLICATIONS AND ATTITUDE CHANGE

James T. Osborn, M.A.

University of Oklahoma, 1972

Adviser: Paul Dannelley

The goal of this thesis was to measure the effects of a company publication on selected attitudes of employees in a small insurance company. An experimental company's employees were tested on selected attitudes and then a company publication was started by the researcher. After eight months a re-test was administered on the experimental group. During this re-test a control group was used to help reduce extraneous variables. The con-

trol group was matched on occupation, sex, and company type.

The semantic differential was used as a measurement device to test and re-test attitudes of employees tested. Ten specific hypotheses were tested stating that a company publication would change the employees' attitude in a positive manner. The data collected was programmed on a computer to run a one-way analysis of variance, an F-test and a D-test and on some selected concepts a T-test was hand calculated.

The semantic differential consisted of ten concepts and 24 bi-polar adjectives scales.

These ten concepts became the ten specific hypotheses tested and the bi-polar scales consisted of "evaluative" adjectives.

The evidence collected showed that attitudes had not changed in a positive manner at the .05 level of significance. The data clearly rejected the ten hypotheses and accepted the ten null hypotheses. The author believes that the reasons for rejection of the hypotheses is due partly to employee's fixed attitudes about the concepts tested.

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A SURVEY OF EXECUTIVE OPINIONS
ON SIX OF THE ISSUES RELATING TO
ADVERTISING AGENCIES: JUNE 1972

Samuel O. Otitigbe, M.S.

Ohio University, 1972

Adviser: A. T. Turnbull

This thesis is about six of the major issues relating to advertising agency management, particularly in the United States. The six issues are the 15% agency commission, the question of advertising agencies' selling stocks to the public termed as "going

public," media buying services, advertising agency mergers, slow payment of media bills, and personnel turnover in agency business.

After reviewing the literature on advertising agency business and periodicals for articles on the six issues, the author discussed the issues and surveyed to find out how selected executives in advertising agencies think about them. The issues were selected for discussion and survey because of the attention given to them in agency association meetings, seminars, and frequent discussions in the trade press including the Advertising Age, Broadcasting, and other publications.

For the survey, Advertising Age's listings of agencies billing above \$25,000,000; \$10,000,000 to \$25,000,000 and \$5,000,000 to \$10,000,000 were used to select 60 agencies from the first group an equal number from the second group, and 30 agencies from the third group to make 150 agencies to which questionnaires were mailed for their vice presidents to offer their thinking on the six issues. Completed questionnaires were received from 132 vice presidents.

On the 15% agency commission, 83% of the vice presidents said it should not be abolished; 90% favored the commission being used along with other means of agency compensation; only 13% said the commission system of agency compensation should be abolished, and 69% felt that those who advocate the abolition of the 15% commission have no better alternatives.

More agencies will go public, 75% said; yet 49% of the vice presidents indicated that going public has not increased agency power to operate.

Advertisers, agencies, and media buying services should be blamed for slowing down

of payment of media bills. Further break-downs of responses indicated that advertisers should be blamed most, agencies next, and the media buying services least.

On the issue of media buying services, 72% of the vice presidents said the services will not evolve into full-service agencies, only 12% felt they would, and 16% offered no opinion. The buying services' eventual survival will depend on their continued use by advertisers and agencies, 70% said.

Forty-eight per cent of the vice presidents said mergers do not benefit small agencies more than large ones; 80% agreed that more agencies will merge for stronger working units, but 12% did not take sides on this issue.

Forty-three per cent of the vice presidents said personnel turnover in agencies is not higher than turnover in other business organizations. Thirty-eight per cent believe it is. Asked to state what single factor will most decrease turnover in agencies, they mention, in decreasing order: account stability, good hiring and training procedures, sound agency management, job satisfaction, high salary, agency growth, and recognition of personnel.

Over-all, the discussions of the issues and the survey showed that the issues are matters of serious concern to agency executives and that agencies, media, and clients try many means to resolve them.

More intensive studies concentrating on one or two of the six issues should reveal, in greater detail, how much the issues are affecting the agencies, media, and the advertisers.

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UNITED STATES INFORMATION AGENCY:
A STUDY OF FOREIGN STUDENTS' ATTITUDES

Ernest B. Parboo, M.A.

University of Iowa, 1972

Adviser: Daniel E. Costello

Assuming 1., that the United States Information Agency (USIA), called United States Information Service (USIS) abroad, is dedicated to winning the trust of local people abroad by telling the story of America and of democracy, and 2., that USIA has the necessary tools and facilities to do a good job (Voice of America, film and television productions, newspapers and magazines, libraries) this study attempts to find out how USIA impresses the people whom it seeks to inform.

The sample used in this study consisted of 40 foreign students of the University of Iowa. Ten subjects each were randomly selected from India, Korea, China and Thailand. A seven-point rating scale was used as measuring instrument to elicit the responses of the subjects to the following concepts:

- a) USIS: Portrayal of United States In Your Home Country
- b) USIS: Film and Television Productions
- c) USIS: Voice of America Programs
- d) USIS: Publications and News Articles
- e) Your Opinion of USA Now
- f) Your Home Country

The findings showed, among other things, that after the subjects were exposed to local U.S. media (newspapers, radio and television) their opinions of the United States now were quite different from their opinions of the United States as seen through USIS portrayal. For example, through USIS portrayal the subjects indicated that the United States was

slightly aggressive. After media consumption in this country they indicated that the United States was quite aggressive.

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THE BLACK IMAGE IN ADVERTISING AS
REFLECTED IN MAIL-ORDER CATALOG MODELS

Kenneth Kirkham Parkinson, M.S.

University of Utah, 1973

Adviser: Lorry E. Rytting

Advertising has acknowledged the black man. After years of limited exposure, minorities have received added attention in advertisements during the last decade of race consciousness.

Induced by the expanded economic potential of minority consumers and a feeling of social obligation on the part of advertisers, the minority movement in advertising has developed rapidly since the mid-1960's. A review of related literature and investigation shows that minorities have gained ad prominence through both increased participation and improved treatment in all the mass media. Television exhibits the most favorable minority trend, but others are also taking part.

Inclusion of minorities is a significant development. As minority images improve, the movement becomes self-perpetuating. There are several ways, however, that advertisers could accelerate this movement. Among others, they include expanded objective research, goal-oriented strategies and attention to black ideology in both verbal and visual depictions.

The major section of this paper describes the minority movement in mail-order catalogs. A content analysis of 1967-1972

catalogs distributed by Sears, Roebuck and Montgomery Ward revealed:

1. no clear-cut minority depictions before 1967.

2. increased participation from 1967 through 1972. Primary minority portrayals doubled about every two years, totaling 150 in Sears and 172 in Ward catalogs during 1972--an overall level of seven per cent of total models for both catalogs. The number of pages using minorities also increased. One model page out of 50 used minorities in 1967, compared to one of five in 1972.

3. more conspicuous treatment in layouts. There was little measurable difference between black and white models beyond 1968 (based on size, location, graphic emphasis and merchandise quality rankings), especially in Ward catalogs. Data from Sears catalogs show some exception.

4. that racially-mixed pages averaged a larger number of models than all-white pages--suggesting randomness, but existing in a non-random distribution.

5. a greater variety of ethnic model appearance and an increased range of merchandise modeled.

6. that whites, in proportion to their total group size, were used alone on pages more frequently than were blacks. One out of thirty unaccompanied models was black compared to one out of fourteen total models.

7. that two minority depictions were the maximum on any one page, and that they were usually employed with white models.

In addition to the major content analysis, a more limited study of Aldens, Spiegel and Penney catalogs was performed. The data collected from these catalogs resemble those from Sears and Ward. All five companies increased minority participation

through the six-year period.

Response to a survey of the five major catalog companies indicated:

1. little experimentation or research effort toward formulating specific ad policies for ethnic groups.
2. that Penney was the forerunner in minority introduction, initiating a program in 1965.
3. that integrated catalogs were motivated by both social and economic considerations.

As a whole, the author discovered much divergent opinion, and some conflicting research data relating to minority-in-advertising programs. The limited reliable information has caused advertisers to be conservative in utilizing minority models.

A similar attitude of caution exists among catalog companies. If their present rate of increase continues, it will be about five years before minorities are proportionate in catalog participation to the size of their population segment in society. A further look would be interesting at that time.

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AN INVESTIGATION INTO ETHICAL
EVALUATION OF SELECTED PHOTOJOURNALISM
SITUATIONS BY TWO PROFESSIONAL
GROUPS--COLLEGE PHOTOJOURNALISM
TEACHERS AND NEWSPAPER
PHOTOJOURNALISM MANAGERS

Fred Stanford Parrish, M.A., J.C.

University of Florida, 1972

Adviser: Harry H. Griggs

This study examined the ethical evaluation of selected photojournalism situations by two selected professional groups--college photojournalism teachers and large newspaper photojournalism managers. The purpose was

to compare reactions by each group to 30 selected case-model situations involving ethical judgments.

Results indicated the two groups are essentially alike in their evaluation of the situations with a slight tendency for the professional group to judge on a higher ethical standard than the teacher group.

The results are deemed important not only because they form a basis for future photojournalism evaluation, but also because they indicate an essential agreement in ethical attitudes of the two groups.

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THE ROLE OF THE COUNTRY WEEKLY
NEWSPAPER AND ITS EDITOR WITH SPECIAL
EMPHASIS ON NEAL ESTES, COUNTRY WEEKLY
EDITOR, AND HIS ABILITY TO UTILIZE
FIGURES OF SPEECH IN
EDITORIAL COMMENTARY

Janet Estes Peek, M.A.

East Texas State University, 1972

Adviser: Otha C. Spencer

This study explored the field of the country weekly newspaper's function and influence in the community and the role of a country weekly editor. Neal Estes, a controversial weekly editor, was analyzed according to his philosophy, influence, style, approach to the weekly news scene, determination to incorporate state, national, and international news and personalities in editorial commentary, and his ability to use figures of speech such as alliteration, simile, personification, pun, analogy-symbolism and satire.

Procedures utilized included personal interviews and correspondence plus a survey of writers in the weekly newspaper field through books and periodicals.

To learn the feelings of weekly editors, a questionnaire was mailed to fifty-four

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weekly editors in Texas.

The basic material included a study of The Panola (Carthage, Texas) Watchman from 1931-1951, and The Stanton (Texas) Reporter from 1960-1970.

Personal files of Neal Estes were also available.

Personalized weekly journalism is not an obsolete concept in country weekly newspapers; but state, national, and international coverage in news or editorial comment is well received by readers.

Neal Estes received acclaim by bringing state, national, and international news and comments to his readers through his columns.

Editor Estes used figures of speech to strengthen his writing and to add sparkle to his opinions.

Conclusions are that the editorial strength of the country weekly newspaper is found in a two-fold explanation:

(1) offering news of a range and variety suitable to its audience

(2) giving leadership and service through well-balanced opinion, interpretation, and concern.

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A PUBLIC RELATIONS PROBLEM
OF THE MODERN CHURCH

Tom Perkins, M.S.

Murray State University, 1972

Adviser: L. J. Horton

Entitled, A Public Relations Problem of the Modern Church, the study discusses what has been happening to the church over the past ten years. This study also involves a section that has as its purpose a look at what the next five years may hold for the church.

This study is concerned with such areas as church attendance, church finances, the pastoral exodus, and church influence.

Three major denominations are included in the study. They are the Methodists, the Presbyterians of the U.S.A. and the Southern Baptists.

First, the study examines the records of these three denominations for a period covering the past ten years.

Secondly, a questionnaire was prepared and sent to the various headquarters along with a random sample of the average pastors. It was hoped that this questionnaire would show the thinking of the two groups, the leaders and the average pastors.

This study is a statistical record of what has been. A portion of the study allows a look at what might be.

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A STUDY OF ROCK MUSIC CRITICISM IN
SELECTED U.S. PRINT MEDIA FROM
1970 THROUGH 1971

James F. Pettigrew, Jr., M.A.

University of Georgia, 1973

Adviser: Jeff Clark

From December, 1969 to July, 1971, there were four events in the rock music world--excluding the demise of the Beatles--which had a considerable impact on the entire genre of rock. They were: The disaster at the Rolling Stones' free concert at Altamont, California in December, 1969; the drug-related deaths of rock stars Jimi Hendrix and Janis Joplin in the fall of 1970; the troubled "Celebration of Life" rock festival near McCreas, Louisiana in June, 1971; the closing of the rock music showcases Fillmore East and West by promoter Bill Graham in June and

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July, 1971. These events received considerable attention in American print media.

This thesis is a study of critical articles pertaining to these events in selected U.S. print media: the New York Times, Time, Life and Rolling Stone. The study presents the articles in quoted and summarized form and examines the pieces for critical and reporting depth, which involves the writers' or compilers' knowledge of the rock music field.

One of the major facets of the thesis is the examination of the implications, if any, in the pieces as to the future of rock music as a continuing form. All of the articles, except those in Rolling Stone, were found to imply, to varying degrees, the deterioration of rock music. Rebuttals to these implications are examined in the Rolling Stone coverages and elsewhere.

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RIGHT OF ACCESS TO THE MEDIA:
TRENDS AND IMPLICATION

Mary Elizabeth Pierce, M.A.

University of Texas, 1972

Adviser: Joseph A. Taylor

This thesis is a study of the concept of a right of access to the mass media. It reviews legal and agency decisions involving broadcast and print media, popular commentary, and the results of interviews with journalism and law professors and journalists and lawyers.

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SEX OF CAREER MODELS AFFECT GIRLS'
OCCUPATIONAL CHOICES

Myrna Plost, M.A.

California State University
Fullerton, 1973

Adviser: Marvin Rosen

A need exists for educating girls for a variety of careers. Yet instructional and vocational materials used in California tend to depict women only in traditionally female roles, e.g., nurses, teachers, and housewives. Does the predominance of male career models depicting most other roles adversely affect girls' vocational aspirations?

This experimental study with eighth grade students hypothesized 1) that students exposed to media depicting previously unsex-typed careers would tend to prefer those depicted by like-sex career models, 2) that girls would express preferences for careers depicted by like-sex models significantly more often than boys, and 3) that boys and girls alike would tend to rank male-depicted occupations higher than female-depicted ones on several prestige related characteristics.

All three hypotheses were verified at significant confidence levels. These relationships suggest that the predominance of male career models in California instructional and vocational materials may act to limit profoundly girls' career goals and aspirations.

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SEPIA

Janace Pope Ponder, M.A.

North Texas State University, 1973

Adviser: Reginald C. Westmoreland

This study of Sepia magazine was re-

searched as a historical project in order to trace the progress of a twenty-five-year-old Negro publication begun as a sensational news sheet and expanded to a pictorial, entertaining magazine aimed at the middle-class Black.

The study shows how Sepia has survived in spite of its strongest competitor Ebony, and how it rose from a mediocre publication to a higher quality publication.

The thesis is organized chronologically. Chapters I and II describe the early years, including details of the original publication, Negro Achievements.

Chapter III contains a biographical sketch of publisher George Levitan. Chapter IV analyzes Sepia content for 1950-59. Chapter V covers the 1960s and John Howard Griffin's series about his travels through the Deep South disguised as a Negro, articles which earned Sepia acclaim. Chapter VI makes suggestions about Sepia's future, including what effects might result from the possible sale of the magazine by publisher Levitan.

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MEDIA USE HABITS FOR THE COMMUNITY
OF MORGAN HILL

Dale G. Potts, M.S.

California State University, San Jose
1973

Adviser: LaMar Mackey

Several prominent surveys, including the Roper Organization, Inc. Poll and the Time-Louis Harris Poll, in recent years have been interpreted to show that television has moved ahead of newspapers in certain respects as this country's most important news medium. This study delves into the news source controversy between the competing mediums by examining, through personal interviews taken

at every tenth household, the media use habits of the residents of the suburban community of Morgan Hill, California. This community was chosen for this study because of the "representativeness" of its demographic characteristics.

The primary consideration here was not with the figures obtained by Roper and Harris but their polling emphasis on "news about the world" which did not provide adequate attention to sources for "local news."

The significant finding of this study of the media habits of the small community of Morgan Hill is that residents of a suburban municipality depend "most" on television as their primary news source for national and world news but on newspapers as their primary source for local news. These people, at the same time, however, tended to use more than one source to satisfy their news needs, and this pattern of multimedia usage serves to negate each of the competing media claims for being the "most" important single source for "all" news.

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A STUDY OF SELECTED EAST TEXAS
NEWSPAPERS, 1813-1900

James S. Powell, M.A.

East Texas State University, 1972

Adviser: W. J. Bell

This study was an attempt to seek out and record information concerning selected East Texas newspapers, 1813-1900. Information concerning early editors and how they, as well as their newspapers, played an important role in the growth and progress of East Texas was also of prime importance.

Information offered in this study is an initial account of recorded history of news-

papers in East Texas. Old newspapers, current commemorative newspaper editions, books, and magazine articles concerning the history of East Texas editors and newspapers were examined, and interviews with current newspaper publishers were also employed.

This study, beginning with Texas's first newspaper, the Gaceta de Texas, in Nacogdoches in 1813, revealed a definite correlation between the progress of East Texas and the increase in numbers of newspapers. After 1813 at least seventy newspapers appeared in the East Texas towns of Nacogdoches, San Augustine, Clarksville, Marshall, Tyler, Mt. Pleasant, Longview, and Grand Saline before 1900.

Newspapers contain a valuable source of data on the history of East Texas. As newspapers appeared, grew and merged, a sense of obligation, dedication, and leadership became of prime importance to their editors. These qualities became evident in the newspapers they produced. Therefore, the newspapers contributed immensely to the growth of the towns and the expansion of East Texas as well as resulting in the evolving of current modern, well-edited, progressive, and informative publications.

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TRADE LIBEL'S
SPECIAL DAMAGES RULE

Louise A. Purrett, M.A.
University of Wisconsin, 1972
Adviser: William Blankenburg

Just as a person may sue for defamation of his personal or professional character, so may he sue for disparaging remarks about the property he owns or the product he sells. Such disparagements are trade libels, and as

in other types of libel the medium transmitting an alleged trade libel may be held accountable in a civil suit.

Trade libel differs from other libels in that the plaintiff must name specific customers lost as a result of the libel. This special damages rule has long been a difficult barrier to recovery. Some authorities have suggested that the rule is being mitigated by courts and that plaintiffs can recover on a more general showing of damage.

This thesis examines trade libel cases in state and Federal courts for the period from 1940 to 1972 to see if the rule is in fact being mitigated. The conclusion is that the rule is not being systematically changed. Some courts have required naming of lost customers, others have not, but there is no discernible pattern--chronological, geographic or in fact situation--to the mitigations, and they occur no more frequently now than they ever did.

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THE CORRESPONDENCE BETWEEN
MANAGEMENT DEPLOYMENT OF
TELEVISION NEWSCASTERS AND
THEIR APPEAL TO TEACHERS
OF COMMUNICATION ARTS

Charles Quiris, M.S.

Temple University, 1972

Advisor: Laurence C. Blenheim

The problem investigated was to analyze the extent of correspondence between the mass audience appeal of television newscasters as judged by two groups of communication arts teachers and by television station management.

Procedures

Each of three newscasters employed at a Philadelphia VHF television station delivered essentially the same newscast under controlled conditions simulating a live broad-

COMMUNICATIONS BEHAVIOR OF ENVIRONMENTAL INFORMATION SEEKERS: THEIR SOURCES OF INFORMATION AND ROLE IN INFORMATION DIFFUSION

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The Annenberg School of Communications
The University of Pennsylvania, 1972

Adviser: Charles R. Wright

casting situation. The performances were rated on the basis of newscaster "appeal" criteria developed by three university communication arts teachers. Rank ordering of the newscasters was done by two groups of other communication arts instructors--one from within the station's listening area and the other from outside the listening area. These rankings were compared with those of the station management. Using Chi Square analysis, the hypothesis tested was that there is no significant difference between the management's ranking of newscasters within a Philadelphia television station, as evidenced by its newscaster deployment, and the ranking of the same newscasters by broadcasting professors who based their ranking on criteria developed by an independent panel of communication arts teachers with newscasting experience.

Findings and Conclusions

The null hypothesis was accepted since there was no significant difference between the ranking of newscasters by management and by all raters combined. Thus, it is believed that the "appeal" criteria developed for this study might be used by management periodically to evaluate and possibly to improve the audience appeal of its television newscasters. The criteria also might be employed to determine the correspondence between assessments by management and communication arts faculty in the training of potential newscasters.

A significant difference was found, however, between the ranking by management and by raters from outside the station's viewing area in regard to one newscaster. Lack of rater familiarity with the performer was considered a possible explanation for the disparity.

The study analyzed the personal characteristics and communications behavior of those who seek information on a specific topic from a formal organization. A questionnaire provided information from 193 respondents, who had sought information leaflets about the environment from a government agency. Thus, environmental information offered the framework for studying information seekers and the communications processes by which they can obtain and relay information to link together the public and the organization that originated the information.

The study sought to determine the communications role and relevant personal characteristics: (1) of environmental information seekers; and (2) of seekers who actively participate in community projects that concern the topic of information seeking. The study also attempted to establish whether there would be a difference between Early and Late information seekers regarding interest in the information topic and involvement in the communications network.

Information seekers were apt to be opinion leaders and to use personal influence to transmit relevant information to others. Because they possessed both personal interest and professional expertise on the information topic and indicated both the desire to serve and the actuality of having served as opinion leaders for formal business contacts, information seekers were termed "professional in-

termediaries." Further evidence of community group affiliations--as members, officers, and participants in group-sponsored environmental projects--indicated potential to assert influence formally. Influence appeared to be mostly self-initiated.

Active Environmentalists--respondents most involved in community environmental projects--were found to be a major communications link between the organization and other persons. They were more often environmental professionals and community organization members than those who participated less. They were more likely than others to be opinion leaders on the information topic.

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A STUDY OF THE USE OF THE COMMAND INFORMATION PROGRAM MEDIA IN INFLUENCING THE SOLDIER IN THE MODERN VOLUNTEER ARMY

Claudia G. Ramsay, M.A.

University of Georgia, 1972

Advisor: John T. Russell

Presents an exploratory and descriptive study of the use of Army media by command information officers through a comparison with the use of training media in the Army schools by educational advisors. Although working toward similar goals, there is little dialogue between command information officers and educational advisors. Command information officers have no consistent plan using a systematic approach to attitudes or measurable objectives pertaining to attitudes they wish to strengthen in the soldier with whom they are communicating. Command information officers have not developed instructional methods which are consistent and standardized.

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THE STATUS OF ADMINISTRATIVE CENSORSHIP OF, AND ATTITUDES TOWARD, THE SCHOLASTIC PRESS IN PUBLIC SECONDARY SCHOOLS IN KANSAS: A SURVEY AND CASE STUDIES OF HOW CONTROVERSIAL ISSUES ARE COVERED

Jacquelynn O. Raymond, M.S.

University of Kansas, 1972

Advisor: Del Brinkman

To discover the status of administrative attitudes and censorship of the scholastic press in Kansas public secondary schools, four research methods were used: personal interviews, questionnaires, case studies, telephone conversations. To furnish a broader basis to evaluate the results, ten selected studies from other geographic areas were used for comparative purposes.

Either by personal interview or questionnaire, publications advisers and principals were surveyed in every Kansas public secondary school offering a newspaper journalism program. The response was 96 per cent. Results indicated that 40 per cent of the advisers were operating under varying degrees of administrative dictum and 38 per cent of the principals viewed the school newspaper as solely a public relations tool.

Results further indicated a positive correlation between journalism programs and publications of high quality and the qualifications of the journalism teachers involved. Seventy-one per cent of the schools offered journalism in one class period or less a day; 47 per cent published on a monthly basis or less; and 53 per cent of the journalism teachers had had only six credit hours, or fewer, of journalism.

Case studies and telephone conversations with those directly involved in con-

troversial situations arising from administrative censorship examined both irresponsible and responsible handling of specific topics.

These interviews, surveys, and case studies indicated that administrators in Kansas public high schools do wield a tremendous power over scholastic journalism and do stringently administer and curtail both editorial and news scope in school newspapers.

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CONSUMER CYCLES TO CONTROL FALSE
ADVERTISING, 1865-1972

Marion Boyle Redfield, M.A.

California State University,
Northridge, 1973

Advisor: Kenneth S. Devol

This study investigated the possibility of a cycle of consumer protection activity operating in the United States during the past century, spaced at approximately thirty-year intervals and followed by legislation to control false advertising.

Economic, social, and political conditions were described in the four periods delineated, i.e., post-Civil War, the early 1900's, the Great Depression years, and the contemporary era dating from 1960.

The investigation traced the history of advertising and attempts of the advertising profession at self-regulation, the rise of the consumer movement to its present strength, and significant legislation passed and pending affecting false advertising and consumer protection.

Creation of the Federal Trade Commission was described, as well as the ways in which its authority has been expanded through test-

ing in the courts and recent structural reorganization and policy changes. Corrective advertising claims, and counter-advertising proposals of the Commission from 1970 to mid-1972 were discussed and the reaction of the advertising profession to them.

The conclusion showed that there appeared to be evidence to support an hypothesis of cyclical activity relating to consumer uprisings and legislation, with the possibility of the cycle continuing in the future. Reasons for the unlikelihood of cycles occurring either less, or more, frequently were presented, and similarities and dissimilarities of the four periods were traced. Recommendations for further study concerning advertising, business, government regulation, and the consumer movement were given.

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THE RAIFFORD MUTINY: THE INTERACTION OF
INSTITUTIONAL ADVOCATE AND COMMUNICATOR
IN THE NEWS COMMUNICATION PROCESS

Joseph Preston Reid, M.A.J.C.

University of Florida, 1972

Advisor: John L. Griffith

A traditional source of extra-channel influence upon news communicators has been the institutional spokesman, or advocate. This study examined the role of such an advocate in the course of a specific, continuing news story--the 1971 Raiford (Florida) prison incident.

Detailed reconstruction of the actual events of that disturbance were presented and compared to press coverage in a group of Florida daily newspapers. Personal interviews with communicators were used to examine the role performances of the newsmen involved and the advocate for the Florida Division of

Corrections, in order to describe the influence of the advocate role upon news coverage of the event.

It was found that the advocate role performance was both purposive and active, and was the basic cause of the inaccurate press coverage of the event. Communicator role performance was seen as passive during the event, and later active. It was concluded that in event-bound news channels the advocate may easily make the significant decisions concerning news flow and quality.

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AN INVESTIGATION OF THE RELATIONSHIP
BETWEEN ETHICS AND ILLOGICAL
INTERPRETATION OF ADVERTISING MESSAGES

Robert John Richardson, M.S.

Ohio University, 1972

Adviser: A. T. Turnbull

This study is an extension of the landmark investigations of Professor Ivan Preston into illogical reasoning in advertising.

Preston suggested in 1967 that copywriters might consciously create messages that lead to illogical reasoning. However, he offered evidence that some of the illogical response might occur since people approach ads with a psychological set to perceive them as saying what the advertiser would have liked to say. In other words, readers often "read into" ads illogical arguments that are not literally there.

Who, then, is responsible for fallacious reasoning involved in processing advertising information? Preston suggests it may often be the reader.

In this (Richardson) study attention is focused on the creators, rather than the

readers, of advertising. It was hypothesized (1) that high-ethic subjects (advertising majors) will make fewer fallacious interpretations of ads than will low-ethic subjects and (2) that high-creativity subjects will also make fewer similar interpretations than low-creativity future practitioners.

A Likert-type attitude scale of 30 items was developed among students in introductory ad courses. This scale became the measure of ethical stance (high-low) of senior students in copywriting courses. The embryo copywriters were classified as "high or low-creativity" by advertising faculty members, admittedly a subjective evaluation.

The copywriting students were then asked to interpret the same ads used by Preston, whose student-subjects at Penn State were more broadly representative; none had had advertising instruction.

It was concluded that (1) High-ethic subjects rejected invalid interpretations, significantly (.05 level) more times, (2) high-creative subjects were inclined to avoid "buying" fallacious statements but not significantly so, and (3) there was no statistical revelation of a relationship between ethical stance and creative ability. This may be due, at least in part, to the method of determining creativity level.

Are there "fallacy makers" who operate by design in the real world of advertising? Using an acceptable basis for classifying high-low creativity and establishing ethical stance in a way similar to that used in this study, one might obtain interesting data in an

investigation among practicing copy-writers. Does Preston's "illogical reader" get an assist from the low-ethic, high-creative ad man?

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THE MAGAZINE AND THE MOTOR CAR:
THE FORMATIVE YEARS

Donald Carl Richie, M.A.J.C.

University of Florida, 1972

Adviser: L. J. Hooper, Jr.

This thesis provides a descriptive narrative representing the manner in which the motor car was introduced and presented to the average American reader of popular, mass-circulated magazines. The era under study approximates the first generation of the motor car, spanning the two dozen years between 1896 and 1920.

Major consideration is given to the progression of magazine articles relating such early aspects as the relatively more advanced initial developments in Europe, early experiments and successes in the United States, and early races and endurance runs which presented the machine as a viable reality. Extended treatment is given to the virtually exhaustive coverage, by the periodical press, of the "growing pains" of the motor car, of the metamorphic, inexorable influence it wrought upon the city and countryside alike and upon the individual and his society, in peacetime and wartime.

To give a more complete picture of the manner in which the motor car was presented in this premiere period, concise treatment is also given to influential motor car advertising. Appended is a brief overview of the individual peculiarities of the major magazines utilized.

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FACTORS RELATED TO ACCURATE PERCEPTION
OF PUBLIC OPINION

Jane Marie Rodenkirchen, M.A.

University of Minnesota, 1973

Adviser: Phillip J. Tichenor

Individuals running for public office are ordinarily assessed in terms of general intelligence and social sensitivity. Will the candidate accurately perceive the feelings of his constituency?

This study investigates conditions related to the accurate assessment of community opinion in 12 rural Minnesota communities.

It was predicted that social interaction, group participation and SES would all relate positively to accuracy in estimating community opinion as well as to individual knowledge of a specific public issue.

Community opinion was predicted to have a dual effect. A consensus situation was considered a positive factor affecting individual knowledge of the issue; a conflict situation, on the other hand, was considered conducive to accurate perceptions of community opinion.

Large towns (pop. 20,000+) were expected to provide a better environment for the transmission of information related to a public issue--technical facts as well as general community opinion--than the small town (pop. 10,000 or less) environment.

Data are based on survey research in 12 Minnesota communities.

Results of personal interviews with a total sample of 1,200 showed the following: 1) Issue-related social interaction related positively to both knowledge of the issue and accuracy of community opinion perception. 2) The data did not support the prediction that

SES (defined according to education and occupation) is linearly related to either issue or social knowledge. 3) Participation in formal organizations (measured by the number of memberships reported), though suggesting a somewhat complex relationship with knowledge of the issues and ability to assess community opinion, generally appeared to relate negatively to both variables. 4) Conflict situations, determined by percentages opposing and favoring a particular view of an issue, provided the best environment for accurate perception of community opinion as well as high knowledge levels. 5) As predicted, the larger, more diverse communities provided a better environment for the flow of social and issue information. The number and range of contact in the more urban areas may account for this.

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HOW TO FREELANCE TO THE FAN MAGAZINES*

Darrell Rowlett, M.S.

Murray State University, 1972

Adviser: L. J. Hortin

How To Freelance To The Fan Magazines is a writer's manual for marketing manuscripts in a specialized field. The purpose of the work is to enlighten and instruct the reader on writing and selling celebrity oriented articles to the fan magazines.

The author, who has freelanced over 100 features to nationally circulated publications, relied on personal experience as well as the more traditional forms of research to complete the study. All important aspects of freelancing, as they apply to the fan magazines, are covered. Chapters study the history of the fan magazines, the favorite

topics of fan editors, research techniques, interviewing, slanting, writing titles, locating photographs, and marketing the manuscript.

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THE GROWTH AND DEVELOPMENT
OF
THE MAYFIELD MESSENGER

Vicki L. Russell, M.S.

Murray State University, 1972

Adviser: L. J. Hortin

This historical-descriptive study concerns the growth of THE MAYFIELD MESSENGER from its beginnings in 1865 as the SOUTHERN YEOMAN to its present status. To illustrate the paper's growth and development an analysis of its historical background, layout and design, advertising, and general contents was made.

Because of the shortage of necessary materials during and immediately after the Civil War, the SOUTHERN YEOMAN soon met its demise. A. C. Coperton attempted to revive the paper in 1869, renaming it the JACKSON PURCHASE. After the unsuccessful attempt, it was sold the next year and renamed the MAYFIELD DEMOCRAT. Two years later, the paper again changed owners and later capitalized, when the J. J. Beaman family published the paper as the semi-weekly DEMOCRAT. Four years later, in 1876 the Beamans renamed it the MAYFIELD HERALD. (In 1875, it had been merged into the MAYFIELD MONITOR.) From that year until 1920, ownership of the newspaper was passed among the MAYFIELD CENTRAL first and later THE MAYFIELD HERALD.

Lee Elmore bought the publication in 1900 and gave it its present name. Four months later, J. R. Lemon purchased it, made it a daily in 1901, and ran it until his death in 1919. Remaining a family newspaper until 1925 the MESSENGER soon became the WEEKLY MESSENGER and the DAILY MESSENGER. In 1930, it was purchased by Frank Evens, its present owner.

Early advertising in the Mayfield paper was hap-hazard. Ads were buried, piled, tombstoned, or marooned on the front page. Few had illustrations and many remained unchanged from week to week. Very little white space was used. Type families were mixed like salad. Most of the initial regular advertisers were makers of patent medicines. However, the largest and most frequent advertiser was the paper itself.

Under editorship by the Lemon family, the paper began to show definite planning in advertising layout; the staff used the pyramid style and added line drawings to many of the ads. Full pages and even double trucks were sold during Evens' ownership with few big changes occurring other than increased cost.

The 1900's saw the beginnings of layout trends toward reading ease. Column rules, cutoff rules, and white space began to take their places among the tombstoned headlines. Ears became regular attention-getting devices in 1901. Alliteration was popular for headlines during the period as were labels and subheads. It was not until the 1920's that double column heads became popular. Banners came into use during World War I.

Under Evens' leadership, tombstoning heads became rare and pictures more frequent. He introduced editorial pages and local columns to his readers. Down style replaced

the old all-cap heads. During the 1950's, the old hanging indentions were finally dropped and replaced by the flush left style.

In conclusion, it seems to this writer that THE MAYFIELD MESSENGER has grown and developed over the years because those people who established it, edited it, and who continue to watch and make it grow, have what Frank Luther Mott calls "professional spirit."

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TOWARD RESPONSIVENESS: SOME
EXPOSITORY REMARKS ON HUMAN
BEHAVIOR AND SENSITIVITY TRAINING

William N. Saha, M.S.

University of Wisconsin, 1972

Adviser: Richard D. Powers

The purpose of this study was to briefly comment on some general aspects of sensitivity training from an environmental communicator's viewpoint, and to develop some notions as to how such training might be useful to the person interested in human communication theory. Certain elements of ego psychology were examined in an effort to reveal some sources of communicative dysfunctions that help to block a person's emotional responsiveness to various external stimuli. A brief review of sensitivity training concepts was offered to suggest that such defensive blockages might be lowered by such group processes.

In addition, an inconclusive experiment, employing a semantic differential, was made to measure changes in responsiveness to certain visual stimuli among the members of an encounter group. Comparison of pre-test and post-test results showed no significant changes. However, the nature of the experiment suggests that further testing might be feasible.

MARGARET BOURKE-WHITE,
THE FRUITFUL YEARS
1936-1945

Madelon Golden Schilpp, M.S.

Southern Illinois University, 1972

Advisor: Howard Rusk Long

Margaret Bourke-White was recognized as an outstanding journalist of the mid-twentieth century. Her name was synonymous with the popular rise of photojournalism in America, particularly with Life Magazine, on whose staff she starred for nearly two decades in a series of spectacular assignments.

This study examines her career, particularly during her peak years from 1936 to 1945. The primary source materials used are issues of Life and her own nine books, including three collaborations with her onetime husband, the celebrated American author, Erskine Caldwell. Although she won her original fame as an industrial photographer on the staff of Fortune in the early 1930s, her interest soon turned from machinery to humanity, largely as a result of assignments in the Dust Bowl and the new Communist Russia. On the original staff of Life, whose cover and lead story she produced for the very first issue in 1936, she soon was reputed as one of the world's leading photojournalists who presented news stories with both her own photographs and text. She was the only foreign photographer present when the Nazis attacked Moscow in 1941 and later went to the fighting front. In 1942 she was the first woman war correspondent accredited by the Army Air Forces. She survived a torpedoing in the Mediterranean enroute to North Africa, and shortly afterwards was the first woman authorized to accompany a combat

mission (over Tunis). Later she risked her life covering the ground war in Italy. She reported on the closing days of the war with Germany, including Buchenwald concentration camp, and the occupation period. This study does not include her next seven active years, mainly spent in India, South Africa and Korea, before Parkinson's disease struck in 1952, nor her painful and gallant fight until her death in 1971.

This study concludes that, because of her superb photographs, the unusual abilities of Margaret Bourke-White as a reporter and writer have frequently been underemphasized. It is also suggested that her fame rests not on the fact that she was a woman, but on the solidity of her achievements.

THE RELATIONSHIP OF HIGH ACHIEVING
AND LOW ACHIEVING REPORTERS
TO PERSONALITY TRAITS

Roland Joseph Scott, M.A.J.C.

University of Florida, 1972

Advisor: Harry H. Griggs

Responses to a mail questionnaire sent to one of every 10 daily newspapers in the United States (a systematic sample) were studied by the researcher to determine types of employment tests and methods used in hiring reporters.

The Sixteen Personality Factor Questionnaire (16 PF), a personality inventory test, was administered to high achieving and low achieving reporters at three Florida daily newspapers. The 16 PF also was administered to students in two News Reporting classes at the University of Florida.

Three high-ranking editors at Florida

newspapers and three university journalism professors who had considerable experience as editors supervising newspaper reporters were asked to select personality traits they believed descriptive of good reporters. This allowed a comparison of their choices with personality traits actually exhibited by the most capable reporters tested at the three newspapers.

Results of the survey showed a need for research to develop or locate more efficient reporter employment tests and methods.

Results of the 16 PF testing indicated that neither reporter nor student ability (or performance) is related to personality traits. Subjects' achievement could not be predicted from their personality traits. However, the study showed that the 16 PF is a capable personality-measurement instrument.

The editors and journalism professors were not accurate judges of reporter personality traits. The 16 PF scores of the high achieving reporters showed that many personality traits the editors and professors thought described those reporters were in fact not characteristic of them.

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WSAB--A CASE STUDY OF THE ESTABLISHMENT
OF A SMALL MARKET INDEPENDENT FM
RADIO STATION

Roxanna Berry Seybold, M.S.

University of Utah, 1972

Adviser: Milton C. Hollstein

Radio in the late 1950's was becoming, as one critic put it, "one enormous juke box." The financial and psychological impact of television had forced a change in radio programming. The big-star variety shows of the 1940's had been replaced by a

format of recorded music--mostly rock and roll--and news in brief headline form.

The exception was FM radio, particularly the independent station, i.e., non-network or AM-affiliated. Its programming was primarily classical or conservative instrumental versions of standards. The technical superiority of FM transmissions made it the logical medium for a serious music format.

Recognizing the need for such radio programming in their area, three Mt. Carmel, Illinois businessmen launched an independent 24-hour, fully automated, quality music FM station. WSAB formally signed on the air on November 28, 1960.

The total investment was \$50,000 for the finest equipment available at that time, including custom built automatic tape equipment. Because preprogrammed tapes were unavailable, station personnel programmed and recorded four-hour tapes from long-playing records.

Once on the air, WSAB unknowingly followed accepted public relations activities in attempting to establish an audience and attract advertisers. Its single largest and most successful promotion was a monthly Listening Guide, over 2,000 copies of which were mailed to five states.

Because statistical studies of the area's demographics were unavailable, WSAB conducted its own periodic post card and telephone surveys to evaluate the audience and its needs and preferences.

By using intelligence, common sense and minimum capital, the originators of WSAB who were amateurs in broadcasting, did establish an independent FM station in a small market. However, they overestimated the advertising they could realistically hope to acquire in

that crowded market. But they did as well, if not better than, most independent FM operators in the country. Had they made the attempt five years later, less time would have been required to establish the station's audience, and more effort could have gone into sales work. By then the national picture was more favorable, more receiving sets were in use, network affiliation was possible, and syndicated program services were becoming available.

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USE OF THE MASS COMMUNICATION MEDIA
BY
GOVERNOR JOHN B. CONNALLY, JR.

James Keith Shelton, M.A.

North Texas State University, 1972

Adviser: Reginald C. Westmoreland

Governor John B. Connally, Jr., who served as chief executive of the State of Texas from 1963 to 1969, made extensive use of the mass communication media to further both his programs and his own political fortune. This study examined the history of Connally's use of the media and evaluated the degree of success he achieved in the use of the media, and presented evidence of how he was able to achieve success in the use of the media.

Research involved study of leading Texas dailies during the period of Connally's governorship, interviews with key members of Connally's staff and of the state capitol press corps, and sending a questionnaire to twenty-five selected Texas editors for their views on Connally's press relations.

The thesis concludes that Connally was successful in his relations with the mass media and that reasons for that success included the following: personal charm, good looks,

effectiveness as a speaker, an adequate to excellent press staff, use of devices designed to attract maximum publicity, good use of press conferences, and solid accomplishments as governor.

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AN EVALUATION OF THE ATTITUDES
OF THOSE ELEMENTARY SCHOOL
TEACHERS OF RICHLAND COUNTY DISTRICT
ONE WHO USED INSTRUCTIONAL
TELEVISION IN 1971-1972
TOWARDS TELEVISION AS A TEACHING TOOL

Shirley Florence Sherman, M.A.

University of South Carolina, 1972

Adviser: Richard Uray

This study was conducted to discover and evaluate the attitudes of the elementary school teachers in the Richland County District #1 schools towards the effectiveness of television as a teaching tool.

The information in this study was obtained from questionnaires completed by the teachers. The analyses of the data were done by the writer, using the facilities of the University of South Carolina Computer Science Center.

The major finding was that the majority of the teachers who participated in this study appeared to consider television to be a "moderately effective" teaching tool.

The teachers who seemed to feel television was a "moderately effective" teaching tool also seemed to have the following attitudes and/or characteristics:

1. taught for a period of one to five years;
2. were first grade teachers;
3. had no courses and/or workshops in A.V. education;
4. felt their principals considered ITV to be "moderately effective;"
5. always had accessibility to TV sets at school;

6. rarely had supervisors or specialists to aid them;
7. did not know whether teaching would be easier if there were more pupil in-studio visitations;
8. had no free periods per week;
9. felt the school district's A.V. department did a good job;
10. never had paid aides or volunteer parents to help them in their classrooms;
11. never participated in ITV planning committees or ITV workshops;
12. had TV sets that were always workable;
13. felt A.V. supplies in their individual schools were not usable;
14. frequently preferred to use workbooks and textbooks rather than A.V. materials;
15. had visited the S.C.-ETV Center more than twice during the past seven years;
16. considered the textbooks used in class as good ones;
17. felt TV teachers should sometimes be chosen from South Carolina;
18. participated in ITV surveys twice;
19. felt TV, in general, bad for elementary school children;
20. deemed the ITV series' guides as poor guides;
21. thought they infrequently played a part in the selection of ITV series;
22. believed the new educational technology will have no effect on TV as a teaching tool;
23. thought their regional ITV representative and the Division of ITV, S.C. Department of Education were doing poor jobs in "selling" ITV to teachers;
24. felt ITV did not help at all in teaching the educationally deprived child;
25. often used TV due to the unavailability of other teaching media;
26. felt their schools were offered enough supplementary, enrichment type ITV series;
27. would use TV somewhat more if series were updated in content and presentation;
28. thought the TV teacher's presentation never dull;
29. felt ITV series needed a little more vitalization;

30. rarely found errors in ITV series' subject matter content.

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BROADCASTING AND THE RENEWAL PROCESS:
A CASE STUDY OF A RADIO STATION'S
RESPONSE TO PUBLIC CRITICISM

Bonita Lee Shok, M.A.

The Pennsylvania State University, 1973

Adviser: William L. Dulaney

Broadcasters are required by the Federal Communications Act to serve in the public interest, convenience and necessity. This mandate is based on the theory that the airwaves belong to the people; therefore, broadcasters are obligated to program to meet the needs of the rightful owners--the public.

Critics have charged throughout the years that broadcasters are not meeting their responsibilities to the public. Recently, however, there has been more than mere criticism aimed at broadcasters--the broadcast industry has been hit by a wave of government and citizen activism. Throughout the country forces have been operating to induce--or compel--broadcasters to assume their obligation to serve the public.

This study was designed to examine the idea that the cumulation of these forces during the past three years has produced a positive change in the broadcast industry: to wit, broadcasters are becoming increasingly conscious of their obligation to serve the public interest and increasingly responsive to public criticism.

The examination was performed through a case study of WRSC-AM, State College, Pennsylvania.

A foundation for the study was laid through work done by a graduate-level jour-

nalism class: students conducted an extensive review of the station, analyzing its 1969 ascertainment study and a composite week of station programming. Concluding that WRSC was not meeting its obligation to serve the public, the class met with station management to discuss the matter and offer suggestions for improvement.

A second examination of WRSC was performed by the author to compare current data with class findings and to examine change in WRSC's license proposal and in its programming performance.

The findings indicated some positive change; they also showed lack of change and, in some instances, retrogression on the part of the broadcast station. Selected criticism from the journalism class was utilized, but, at best, only a rather limited movement toward increased public service was in evidence.

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THE CURRENT STATUS OF RESEARCH IN
ADVERTISING AGENCIES BILLING BETWEEN
ONE AND TWENTY-FIVE MILLION DOLLARS
ANNUALLY: A MAIL SURVEY

Claude Greer Simonton, M.S.

University of Tennessee, 1973

Adviser: Jerry Lynn

The purpose of this study was to determine the present extent of the research functions within advertising agencies billing between one and twenty-five million dollars annually. Data was gathered to shed light on the extent of physical research facilities within agencies, as well as on the extent of research usage. Hypotheses were created to test the relationships between annual billings and research usage. Also the relationship between the use of research and the se-

verity of agency problems was studied.

A structured, non-disguised mail questionnaire was used in gathering the desired data. The population consisted of all U.S. agencies billing between one and twenty-five million dollars annually. Bivariate and multivariate statistical analyses were implemented utilizing the Statistical Package for the Social Sciences (SPSS) programs.

Other aspects of agency research operations, such as years in operation, educational background of research management, hours per week spent by personnel in a research capacity, dollars spent on agency-conducted research; dollars spent on outside research services, frequency of use of outside research services, frequency of use of outside research services, opinion questions as to the use of research and payment for research, and demographic information concerning agencies, as well as the agencies' actual uses of specific research procedures and techniques, were investigated in this study.

Results show that many agencies, though to varying degrees, are currently utilizing or developing a research function within their own agencies. While only 21.1 percent of the agencies have a separate research department, 76.6 percent have research personnel, even if only on a part-time basis. The actual use of the three major types of research--media, copy, and market--varied among agencies, with media research being the most frequent.

A significant positive relationship was found between annual billings, some types of research usage, and dollars spent on research. A significant negative relationship was found between annual billings and problems preventing the use of research. A lack of funds to support research procedures was found to be

the most common problem which prevents agencies from conducting research. There was not a significant relationship between research usage and agency operational problems.

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RELATIONSHIP OF GUILT/INNOCENCE
AND MENTION OF RACE AND LIE DETECTOR TEST
IN NEWS STORIES

Charles Robert Skinner, M.A.

University of South Carolina, 1973

Adviser: Kenneth Starck

Prospective jurors in criminal cases may all harbor prejudices to some degree, but the courts apparently have found sufficient cause to overturn such cases as Irvin v. Dowd, Rideau v. Louisiana and others fearing that outside variables, including publicity, had contaminated the atmosphere of the courtroom.

Evidence indicates that prejudice, while not inherent or necessarily automatic, does exist in the minds of prospective jurors. Although the courts apparently have faith in jurors to consider only the information generated in the courtroom, such things as overturning of cases, "gay" orders, and the like, demonstrate that faith is not unswerving.

While many states have adopted bench/bar/press codes, little evidence exists as to what kinds of publicity are prejudicial, under what conditions, and does such publicity have a measurable effect on juror decisions?

The purpose was to examine the variables race and psychological (lie detector) tests and the effect of mention of these variables on prospective jurors when mentioned in news stories concerning a particular criminal case.

The general hypothesis was: Pre-disposition toward race and psychological testing makes a difference in judging guilt/innocence of the accused, and mention of these two variables in news stories makes a difference in judging guilt/innocence of the accused.

Pre-disposition was operationalized as: a statistical indication of an attitude toward a variable prior to exposure to that variable in a test situation. A measure of pre-disposition was necessary to determine whether exposure to the variable had any apparent effect on guilt/innocence ratings.

Eighty-three respondents were tested for pre-disposition by requesting responses to seven-point Likert-type scales concerning a number of variables, including "psychological tests" and "race". Respondents were asked to indicate the degree of importance they themselves would attach to each when hiring a person for a job.

Three days after the pre-disposition test, the 83 respondents were administered the news stories concerning the arrest of a murder suspect.

One group of 21 respondents read a "neutral" story mentioning neither variable; a second group of 21 read the story, but with mention of the suspect's race; the third group of 21 read the story with no mention of race, but mention that the accused had refused a lie detector test; and the fourth group of 20 respondents read the story mentioning both race and test.

All story versions were identical, except for inclusion or exclusion of variables. Following the stories, respondents were asked to indicate their feelings toward guilt/innocence of the accused on a seven-point Likert-type scale.

The data showed no significant differences when comparing pre-disposition scores to news story treatment scores, thus disconfirming the first part of the general hypothesis. Apparently, pre-disposition toward the variables made no significant difference in judging guilt/innocence of the accused.

Mention of race in the news story also had no apparent effect on scores, but mention of lie detector tests did apparently make a difference in rating guilt/innocence. Those reading the story mentioning lie detector did register a significantly higher guilt rating than those reading stories not mentioning lie detector.

Although no significant results were found concerning mention of race, the data indicate that reference to lie detector tests in news stories could be considered a possibly influential factor in the minds of prospective jurors in a criminal case.

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PUBLIC RELATIONS ACTIVITIES FOR
THE PHOENIX, ARIZONA, 4-H
EXPANDED FOOD AND NUTRITION
EDUCATION PROGRAM

Linda Loe Smith, M.S.

University of Wisconsin, 1972

Advisor: Nellie McCannon

Public relations become an increasing concern in programs for the poor as professionals concentrate on individual case work problems to the neglect of their responsibilities in keeping the public informed of advances, techniques and needs in social service programs.

The problem of public relations for the 4-H Expanded Food and Nutrition Education Program (EFNEP) existed at a most basic level-- that of general "awareness" of the program.

"Public Relations Activities for the Phoenix, Arizona, 4-H Expanded Food and Nutrition Education Program" attempted to deal with the need to accurately report the function and goals of a nutrition program for inner city youth and to advance the objectives of the organization in low income and general populations.

Four-H EFNEP staff in Phoenix, Arizona, coordinates approximately 75-100 weekly clubs where low income youth from the ages of 9 to 13 are taught food preparation and nutrition through games and educational materials. Indigenous leaders as well as leaders outside the community are recruited and trained by 4-H staff to teach nutrition clubs for a minimum of two and a half months. Considering the numerous and diverse publics involved in the 4-H EFNEP program it was deemed necessary that all audiences have complete and continuing knowledge of the program benefits to the community, the organization, goals and needed resources.

On this premise an extensive public relations program was undertaken to create "awareness" of 4-H EFNEP, the first stage of the adoption process. Audiences for which communications were developed included extension staff, the traditional 4-H program, total 4-H EFNEP family, community agencies, community leaders, mass media, schools, miscellaneous groups as churches and businesses and legislators. These audiences were further subdivided into more specific divisions. Public relations activities directed to these publics necessitated the development of articles for trade magazines, bulletin boards, fact sheets, newsletters, personal contacts, posters, fliers, articles for community newspapers, radio and television public service announcements and personal letters.

Thirteen of the communications developed for the 4-H EFNEP public relations program were evaluated by six professionals in various fields working either directly or indirectly with the program. Individual evaluative comments from community members regarding the communications were also included in the thesis.

Recommendations for further public relations activities would focus on coordinating person-to-person contact with mass media use for specific audiences. More radio and television use is recommended as well as the development of public relations activities where cooperation between inner city and rural 4-H is stressed. In conclusion, the execution of the public relations activities outlined and performed in this thesis have reflected the need for a permanent position in which 4-H EFNEP public relations will be continued.

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AN EXPOSITION OF COMMUNICATION
FACTORS IN THE ESTABLISHMENT AND
OPERATION OF A CITIZEN-COALITION'S
RECYCLING PROJECT: A CASE STUDY

Michael Lawler Smith, M.S.

University of Wisconsin, Madison, 1972

Advisor: Richard Powers

The case study treats the communication factors which influenced the decision-making of a citizen's coalition in Louisville, Kentucky, in its attempts to establish an environmental action project.

The paper lists the factors which influenced the group decision-making body, and which, in turn, effected the changes in expressed attitude or observable behavior in other parties, as well as within the decision-making group itself.

The citizen-coalition, Strategies for Environmental Control (S-E-C), was founded in order to: 1) unify local environmentally-oriented groups seeking to promote environmental awareness and protection; and 2) to effect attitude and behavior changes in local government, industry and the public at large.

In actuality, the coalition discovered within a brief time that it had outlined for itself nearly unachievable group goals for its complex communication circumstances. In a problem-solving situation, S-E-C realized that it must initiate positive action to gain recognition and maintain group existence. Through an on-going decision process and group communication, the idea of an action project was selected as the most dynamic way of attempting to achieve the coalition's goals.

Consideration of finances, time structures and the environmental needs of the local area led the coalition to decide upon the recycling of glass and metal containers as the group action project.

The recycling project itself was successful in that it: 1) gained media coverage for the coalition; 2) involved several member organizations; 3) maintained the existence of the coalition; and 4) elevated the board of directors to the role of decision-makers for the coalition.

Whether recycling centers can be effective tools in environmental management for the City of Louisville and Jefferson County is, at this point, questionable. But the S-E-C recycling project did succeed in making many people more aware of environmental problems and possible solutions.

Methods: The methods employed in information-gathering were those of: 1) the un-

structured interview with members of S-E-C and parties involved in environmental matters outside the coalition; and 2) general observation of the communication and decision processes within the S-E-C coalition.

Statistics: During two weekends, 190 questionnaires were randomly distributed at the S-E-C recycling center; 63% of the questionnaires were returned. Respondents indicated that they felt there is a real need for such centers. Further, the data points up that such centers should be the responsibility of private business and federal and local governments. Respondents stated that they learned of the recycling center through stories and advertisements in the local newspapers.

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COMMUNICATION MODELING:
A GENERAL SYSTEMS THEORY APPROACH

Trescott Kimmerjon Smith, M.A.

University of Texas, 1972

Adviser: Frank N. Pierce

This thesis entails an effort to apply General Systems Theory principles to communication models. In Chapter I, a survey of modeling in the communication field is presented, and suggestions are made concerning the direction of modeling development and the value of different types of models. In Chapter II, principles underlying General Systems Theory are given. In the chapters that follow, communication is analyzed as a systems science, and a sequential model of human interaction is suggested and explained. Finally, present and future applicability of GST for the communication scientist is discussed.

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AN ANALYTICAL STUDY OF
ARMY INFORMATION OFFICER
PROBLEMS AND TRAINING

Richard Allen Sones, M.A.

Texas Technical University, 1973

Adviser: Alexis S. Tan

Opinions of 156 Army information officers were compared in a survey which investigated their attitudes toward military information training and the Army officer career information program. Additionally, an historical study was conducted to investigate the development of the Defense Information School (DINFOS).

From the survey, implications were drawn of information officers' images of the information program and of the journalistic training which they received in the Officers Information Course, which is taught at DINFOS. The survey covered the areas of career problems in the information program, prerequisites for entrance into the program, program evaluation, journalism curriculum evaluation, and academic qualifications of program members.

Results indicate attendance at the Information Officer Course is not deliberate and that many students are sent there contrary to their wishes. It was also determined that there is not enough emphasis placed on information training at branch and Army senior service schools. Survey results suggest that a better management technique is badly needed to facilitate the careers of information officers. Current branch control of careers seems to be the most serious career development problem in that it emphasizes branch qualifications and little else.

Other indications were that the information program as a specialty career does not have as high a prestige rating as other spec-

ialty programs. It was also determined that there is a need for continual purges in the information field to eliminate ineffective leadership and that information training at DINFOS is meeting its stated objectives.

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AN ANALYSIS OF THE RELATIONSHIP
BETWEEN ATTITUDES TOWARD LABOR UNIONS
AND IMPACT ATTRIBUTED TO THE MASS MEDIA

Ruth Ann Southwick, M.S.

Southern Illinois University, 1973

Adviser: Godwin C. Chu

This study aimed to investigate the relationship between the attitudes which an individual has toward labor unions and the impact which the mass media have on him. The author wished to learn if demographic characteristics, union affiliation, and mass media use habits are also significant predictors of labor attitudes.

Ninety residents of Springfield, Illinois, were selected at random from three socio-economic groups and were interviewed through a structured questionnaire. The instrument included: 20-Likert-type statements to measure attitudes regarding labor unions; union/management affiliation information; 16 sources of influence to obtain a measurement of influence which the respondents attributed to the mass media and other possible sources; mass media use and mass media bias data; and demographic information.

Fifteen of the 20 Likert-type statements were categorized according to subject content as well as inter-correlations into seven sub-topics which were used as criterion variables in the analysis. Multiple regression analysis was used to de-

fine the significant predictors for each of the criterion variables.

Findings seem to indicate that sources of influence regarding labor unions and economic problems appear to divide themselves into negative and positive source groups, with the mass media being among the negative sources. Media habits, the amount of labor news consumed through the various media, or the bias perceived in the coverage by the different media were not generally significant predictors of labor attitudes.

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CABLE TELEVISION;
A STUDY OF ITS POTENTIAL AS AN AGENT OF
CHANGE IN BLACK-WHITE RELATIONS

Timothy Wise Spannaus, M.S.

University of Illinois, 1973

Adviser: Edward Douglass

Cable television is uniquely qualified to act as an agent of change in race relations. The commercial nature of over-the-air television, aggravated by limited channel space, prevents its serving the cause of racial harmony. In broadcast news, commercialism limits the air time and money available for news and public affairs, and limits the subject matter. In entertainment or non-news programs, shows are judged by their ability to draw large audiences, not on their social value.

Cable television, in the proper regulatory framework, can perform social functions better than over-the-air television. With the large number of channels, time charges would be much lower. A common carrier structure would assure access to anyone willing to pay the regulated charges and a tax-subsi-

dized "Neighborhood Television" could assist those without the means to pay the charges. Corollary benefits would include on-the-job training for professional and aspiring journalists and an Urban News Service, providing news for commercial television stations and cable channels.

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THE EFFECTS OF CULTURE ON THE VISUAL PERCEPTION OF STILL PICTURES, MOTION PICTURES, TELEVISION, AND OTHER VISUAL SYMBOLS

John M. Speigel, M.S.

East Texas State University, 1973

Adviser: Otha C. Spencer

The study was conducted to analyze and discuss previous studies concerning the effects of one's culture toward the visual perception and communication of photographs, motion pictures, television, and other visual symbols.

The study analyzes the various literatures of psychology, sociology, art, photography, films, and television in order to isolate ideas, trends, and thoughts on visual communications as related to cultural perception.

Each person lives in a different perceptual world created by his cultural environment and experiences. An individual continually exposed to culturally-oriented visual stimuli is better adapted in the perception of visual cues. Consequently, effective communication with individuals depends on a person's cultural experiences and the development of a vocabulary of visuals, which are used to aid the perception of visual media.

This study can contribute to a better awareness and understanding of cultural influences in the visual communications pro-

cess. The study also discusses probable areas of miscommunication resulting from cultural backgrounds and how these problems may be avoided in the visual media. This study may serve as the starting point for further research into the communicative effectiveness of specific cultural symbols and how their meanings are learned.

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VIETNAM RETROSPECTIVE:
AN ANALYSIS OF THE 1968 TET OFFENSIVE
COVERAGE IN THREE NEWSPAPERS

Edward Taylor Staples, M.A.

University of Missouri, 1973

Advisor: Joye Patterson

The biggest story of the decade, the Vietnam war profoundly influenced American life. Yet, the mass media have been roundly criticized for their inability to portray this struggle. To test the validity of these criticisms, a variant of content analysis was developed using a symbol list based on earlier studies. The New York Times, the Los Angeles Times and the Chicago Daily News were sampled during the period surrounding the 1968 Tet offensive, which is considered to be a pivotal point in the war. Inherent in the analysis is the concept that effective coverage would prepare the reader for the war's probable impact. A significant change in symbol usage during and after Tet would indicate insufficient depth and perception of coverage.

Appearing to substantiate the hypothesis, all three papers changed significantly (.05 level) when the before period is compared to the during period. After Tet, only the New York Times showed no significant

change (.05) and therefore supports its elite rating. Among the 38 symbols listed, the most notable change was in "Viet Cong," which increased dramatically during Tet.

This analysis concludes that before Tet the papers missed something systematically at work--the Viet Cong, who added a new dimension to the previously two-way coverage emphasizing American and North Vietnamese involvement. The papers relied on sources in the executive branch, primarily accounts of unreliable battle statistics from the military. A "guerrilla journalism" that would embrace the milieu from which the revolution arises and would be attuned to the cultural context of guerrilla war is suggested.

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THE EFFECTS OF TIME AND QUANTITY
ON AD HOMINEM SATIRE AS A PERSUADER:
AN EXPERIMENT

Lyle Vincent Staten, Jr., M. S.
University of Tennessee, 1973

Advisor: W.C. Tucker

The effects of differential amounts of ad hominem satire (satire directed against a person) presented over a fixed time period on student attitudes toward university administrators was investigated using a pre-test post-test experimental design.

Sixty-four college students served as subjects in four experimental groups. The subjects were given a pre-test to determine their opinions of a particular campus administrator on a scale using the five propositions "very favorable," "favorable," "no opinion," "unfavorable," and "very unfavorable." During the course of a week one group was exposed to three newspaper columns satirizing the administrator, a second group was exposed to one ad hominem satirical

column, and the two control groups were exposed to no ad hominem satirical columns. A post-test was administered and pre-test and post-test scores were compared to determine if there had been any attitude shift toward the satirized person.

A one-way analysis of variance revealed no significant main effect produced by the interaction of experimental groups and satirized persons. The hypothesis that increased amounts of ad hominem satire presented over a fixed time period will produce similar increases in unfavorable opinion toward the object of the satire was not supported.

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THE HUTCHINSON NEWS:
CAMPAIGN FOR REAPPORTIONMENT, 1961-1965

Martha D. Stewart, M.S.

University of Kansas, 1973

Advisor: John B. Bremner

In 1965, the Hutchinson (Kan.) News won the Pulitzer Prize for meritorious public service. The award was given in recognition of the News' editorial and legal campaign for reapportionment in the state of Kansas. The News, in its effort to cure malapportionment in the state, filed a brief of amici curiae in the landmark Baker v. Carr case, brought suit twice in Kansas courts, and waged a lengthy editorial campaign in the newspaper. The News' actions were not popular in its subscription area, and the paper incurred the hostility of many subscribers and other newspapers, especially in western Kansas.

This thesis reviews the legal and editorial campaign of the News in its successful drive for reapportionment. The

human interest aspects of the campaign are emphasized.

The thesis includes brief background histories of the men who were responsible for the campaign: John P. Harris, late chairman of the board of Publishing Enterprises, Inc.; Peter Macdonald, president and general manager of Harris (Publishing) Enterprises, Inc.; and John McCormally, editor and publisher of the Burlington Hawk-Eye (Iowa) and former editor of the Hutchinson News.

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A COMMUNICATION STRATEGY
BASED ON AUDIENCE ANALYSIS

Ruth Steyn, M.S.

Iowa State University, 1972

Adviser: J. Paul Yarbrough

The primary objective of this study was to provide data useful in the design of an experimental communication strategy aimed at increasing the use of soil conservation practices by Iowa farmers.

Data obtained in personal interviews with 89 Iowa farmers were analyzed to determine which variables were significantly related to the use of conservation practices. A relative measure of the extent of conservation practiced, adjusted for differences in farm size, was used as the criterion variable.

Correlational and multiple regression analyses indicated that the following variables have significant positive effects on the extent of conservation practiced: membership in a soil conservation district; possession of a farm plan; number of years in the Agricultural Conservation Program; use of specialized information sources such as farm meetings, farm magazines, and Extension bul-

letins, perception of erosion as a problem; percent of land owned; knowledge about soil conservation; participation in formal organizations; and "rational" attitudes toward decision-making. Personal characteristics such as age, education, and income did not directly influence the criterion variable. However, path analysis revealed that these characteristics have a determining influence on several of the variables directly related to practice of soil conservation.

Additional information was gathered concerning farmers' motivations for adopting erosion control practices, their estimation of the need for more soil conservation, their attitudes toward "environmental quality" issues, and their perceptions of factors hindering the adoption of conservation practices.

The implications of the findings for choices about potential target audiences and the content of future messages about soil conservation were discussed.

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A STUDY ON THE EFFECT OF
NON-REDUNDANT, SUPERIMPOSED MESSAGES
WITH REGARD TO AURAL INFORMATION
IN AN AUDIOVISUAL PRESENTATION

Richard Sheridan Stockton, M.A.

Brigham Young University, 1973

Adviser: Ralph D. Barney

The problem of the study was to learn how many non-redundant, superimposed messages could be flashed across a videotaped interview before significantly distracting a viewer from the interview's aural information.

Six groups of high school students watched a ninety-second videotaped interview sequence over which zero, one, two, five, nine, and fourteen supers were shown. After

the sequence was shown, each group answered a multiple-choice test regarding only the aural content of the sequence.

Group mean test results indicated that the group seeing the sequence showing fourteen supers scored significantly lower on the aural test than the group which saw no supers. However, all groups which saw supers scored lower on the aural test than the group which saw no supers. However, all groups which saw supers scored lower on the aural test than did the group which saw no supers.

Apparently, non-redundant supers distract the viewer, and if enough are shown over an audiovisual presentation, the distraction becomes significant.

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THE LABORATORY/ON-AIR EXPERIENCE
AS A FACTOR IN ATTITUDE CHANGE AMONG
STUDENTS OF TELEVISION NEWS

Stephen Robert Storti, M.A.J.C.

University of Florida, 1973

Adviser: Kenneth A. Christiansen

The study was designed to measure attitude changes among students of television news toward their abilities in four skill areas, as a result of participation in a combined laboratory and on-air experience.

The students were enrolled in the Television News Reporting course at the University of Florida. Preparation and presentation of a television news program five days a week were major requirements of the course.

A semantic differential test instrument was administered in the second week of the course and repeated in the final week. A comparison of results revealed that attitudes moved in a positive direction for television news tasks students had learned before enter-

ing the course and performed frequently during it.

These findings suggest that, in a combined laboratory and on-air situation, student-held attitudes toward their ability to perform television news tasks are dependent upon the frequency with which they are required to perform these tasks.

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ABORTION COVERAGE IN WOMEN'S MAGAZINES
1965 THROUGH 1970

Mary Ellen Strote, M.A.

University of Southern California, L.A.
1973

Adviser: Frederic C. Coonradt

This content analysis examined the coverage of abortion as it appeared in five women's magazines, Cosmopolitan, Good Housekeeping, Ladies' Home Journal, McCall's and Redbook, from 1965 through 1970.

The research provided the following basic information: (1) how often and where abortion was mentioned, (2) the type of article in which abortion was mentioned, (3) the amount of importance given abortion, (4) the types of authorities quoted, (5) a description of the stereotypes of women referred to, and (6) the types of arguments supporting positive and negative stands on abortion.

Secondary objectives included some hypothesis testing and an examination of the relationship between the goals of the editors and the actual message.

The analysis partially refuted the hypothesis that women's magazines had failed their readers in their coverage of abortion. While it found some major omissions in the coverage, it also showed that the magazines covered this subject better than they had

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other controversial issues.

The analysis showed the magazines were generally positive in their approach to abortion, with the exception of Good House-keeping. It also found that the magazines preferred to approach abortion as a medical or legal issue rather than a moral question. The study found that the magazines offered a fairly accurate stereotype of women terminating pregnancies.

A drastic increase in abortion coverage in the magazines from 1965 to 1970 corresponded to the heightened public debate on this issue in the same time period. The editors seem to be dealing with this delicate subject with more courage than ever before.

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COMMUNICATING CONCERN FOR WILDLIFE
CONSERVATION TO AN APATHETIC PUBLIC

Thomas Hale Stubbs, M.A.J.C.
University of Florida, 1973
Adviser: Harry H. Griggs

As Man's exploding population spreads to cover an increasing percentage of the earth's lands, wilderness areas and their inhabitants are being subjected to severe stresses which, unless eased, may cause the extinction of many kinds of wildlife. But how can a concern for wildlife conservation be most effectively communicated to the public?

One hundred and thirty letters were sent to scientists, professional conservationists, and anthropologists, to gather opinions from the best minds associated with wildlife conservation efforts. This thesis is an orderly synthesis of the ideas presented by the respondents.

Almost all responses emphasized the im-

portance of Man as an animal within an ecosystem. Wildlife conservation, in those terms, cannot be thought of as separate from the survival problems of Man.

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ROSCOE DUNJEE AND
THE OKLAHOMA CITY BLACK DISPATCH

William S. Sullins, M.S.

Kansas State University, 1972

Adviser: Robert D. Bontrager

Roscoe Dunjee, the son of a runaway Negro slave, established the Oklahoma City Black Dispatch in 1915, when racism was rampant among the state's white population. A civil rights activist, Dunjee operated the newspaper for 40 years, during which time he crusaded for equality for blacks not unlike the manner in which the famous Frederick Douglass had pleaded the cause for Negroes in the previous century. As a reporter and editorial writer, Dunjee was constantly on the firing line, calling attention to man's inhumanity to man. He fought for the right of blacks to serve on juries, for school and residential desegregation, and for assistance to the poor.

Dunjee entered the newspaper business after he noted while traveling Oklahoma for a Negro fraternal organization, that sharecroppers and other poor blacks were being treated as second-class citizens and that no one was pleading their cause. He began his venture with \$500, borrowing it to buy some broken down job printing equipment.

Dunjee, perhaps more than any other person, was responsible for the integration of Oklahoma's universities and colleges. As founder of the Oklahoma Conference of Branches of the National Association for the

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Advancement of Colored People, he spear-headed several legal battles that reached the U.S. Supreme Court, most of which resulted in relief for black people.

Without a formal education, Dunjee was self-taught. He studied from his father's library and developed into a prolific editorial writer. He traveled extensively, reporting on various events, involving black-white confrontations. He even went to jail for protesting "electioneering" at a precinct voting booth in Oklahoma City. His campaign against the separate coach law also attracted considerable attention.

As were many black editors before him, Dunjee was interested in politics and the courts. A Republican, Dunjee switched in 1932 when he concluded that the GOP had turned its back on Negroes. From that time until he retired, Dunjee voted mostly Democratic, although he cautioned that Negroes should not be tied to any particular political party. He was interested in law because he felt the future of blacks lay in the nation's judicial system, primarily among the higher courts. Dunjee felt lower courts were too prejudiced to render fair decisions. He had a brilliant legal mind, and often directed the course of lawsuits brought by the NAACP.

A slightly-built man, Dunjee had unbounded energy. He never held a grudge, and often said he didn't hate the white man, just his ways. Dunjee managed to keep his newspaper solvent, although on occasion he borrowed against it to support a black cause. He never compromised with white merchants, which undoubtedly cost him advertising money. As long as he could pay bills, meet the payroll, have clothes on his

back, and a car to drive, Dunjee was satisfied with a meager income. He died a pauper in 1965 at the age of 81.

As president of the Oklahoma Conference of Branches and as a national director of the NAACP, Dunjee developed many friendships with national figures, including Roy Wilkins and Thurgood Marshall. Marshall, former chief counsel for the NAACP, and now a member of the U.S. Supreme Court, attended a testimonial dinner for Dunjee in 1955 and the editor's funeral in 1965. He called Dunjee one of the great black editors and leaders in American history. Wilkins expressed similar sentiments.

One portion of this study involved a form of content analysis, in which Dunjee's editorial themes were tabulated to determine his pre-occupations as an editor. It was found that 40 percent of his editorials dealt with equality for all people, a fact which clearly illustrates that Dunjee was totally dedicated to helping free the enslaved Negro.

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A Q-ANALYSIS OF NEWSMEN
AND
PUBLIC ATTITUDES TOWARD AGNEW:
OBSERVATIONS ABOUT THE NEWS MEDIA

Fredrick E. Talbott, M.A.

University of South Carolina, 1973

Adviser: Kenneth Starck

The researcher sought attitude clusters responding to 77 statements Agnew issued concerning the news media. The statements were gathered from a collection of Agnew speeches and a news magazine interview.

Seven public social - economic and two press groups were represented by a total of

36 respondents. Each respondent was asked to sort the statements on an 11 - point Likert scale from "most agree" to "most disagree."

Qualitative analysis revealed five attitude types or factors, ranging from a admittedly conservative two - member group highly critical of the news media to a majority - liberal 13 - member group reflecting praise for the media.

The research also revealed a cleavage among media participants. Three clustered in a factor critical of the media, while the remaining five clustered in a group more positive and praiseworthy of the media.

Statements gathered from the attitude study ranged from praise to ridicule of the news media. One question arising from the research is the possibility that the Agnew press issue was not presented in perspective.

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ARKANSAS' FREEDOM OF INFORMATION ACT:
A LANDMARK IN AMERICAN
ACCESS LEGISLATION

Tommy G. Thomason, M.A.

East Texas State University, 1972

Advisor: W. J. Bell

Arkansas' 1967 Freedom of Information Act has been hailed as one of the broadest and strongest pieces of state access legislation. Purpose of this study was to document the history of the Arkansas Act and assess its present effectiveness. The study reviews earlier Arkansas access legislation, the conditions which caused Arkansas journalists to push for a new freedom of information law, and the events surrounding the passage of that law.

Information was obtained from news accounts on the Freedom of Information Act in both Little Rock dailies and from interviews

with Arkansas newsmen and state officials. Material in the files of the Arkansas Attorney General and the Arkansas Supreme Court was also examined.

Arkansas passed its first access law in 1947. It was amended in 1949. In 1953 a new, broader freedom of information law was passed; but, due to lack of use by the press and Attorneys General rulings, it was gradually rendered ineffective. A new freedom of information bill was enacted in February, 1967. The new law has been interpreted by the Arkansas Supreme Court and the Arkansas Attorneys General in such a way as to strengthen its anti-secrecy provisions. The new law has helped to open up all levels of Arkansas government both to the press and the public.

Arkansas' 1967 Freedom of Information Act does not include the loopholes which are in many other state access statutes and which have been used by agencies, boards, and commissions to defeat the spirit of those laws.

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EFFECTS OF CONSUMER FOOD INFORMATION ON
SHOPPING ATTITUDES AND PREFERENCE

James Philip Thompson, M.S.

University of Illinois, 1972

Advisor: Arnold M. Barban

Consumer food information is fragmented among the women's section of newspapers and some home service magazines, but no single magazine offers this information as its major editorial purpose. The objective of this study was to develop a consumer food bulletin, "Metro Shopper's Guide," using news releases from the U. S. Department of Agriculture, Consumer and Marketing Service, and other sources, to survey some shopping

attitudes and nutrition knowledge before mailing the publication, and survey some of the same attitudes after distributing the bulletin.

A random sample of housewives in suburbs of Atlanta, Ga., was selected from the telephone directory. Ninety-six women completed the first telephone survey, received four issues of the bulletin mailed between June and December 1970, and 80 women completed the post telephone survey.

Results suggested that the food information affected buying preferences for certain low priced substitutes such as powdered milk and store brands slightly, but had appreciable effect on the shopping attitudes and knowledge surveyed. In the post-test only 4% more women reported buying powdered milk regularly and only 9% more were buying store brands. Twenty-nine percent more women knew that hamburger has about the same nutritional value as steak, 22% more knew that hamburger contains more nutrition than hot dogs, and 15% more knew the correct annual percentage rate charged on credit cards than in the pre-test. For attitude items, 22% more believed there was little difference in national and store brands, 14% more reported reading newspaper food advertisements before shopping for groceries, and 22% more reported "shopping around" at several stores to buy clothing. It must be noted that many other variables affect consumer attitudes and preferences, such as family income, product experience, ethnic customs, and prices; no attempt was made to hold other factors constant in this study.

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SOURCE AND SUBJECT EVALUATION OF THE
DAILY REVELLE NEWS STORIES AND PICTURES

Elmer Fayette Tompkins, Jr., M.A.

Louisiana State University, 1972

Adviser: R. H. Wiggins

Intense criticism of the commercial press and the collegiate press from various quarters prompted the researcher to undertake a study of The Daily Reveille, the Louisiana State University student newspaper, in the spring of 1971.

Nineteen hypotheses were set forth for testing evaluations of news stories and pictures in 12 randomly-selected issues. Null hypotheses were subjected to chi-square analysis with .05 chosen as the level of significance. The data yielded significant chi-square findings, 16 to the .001 level and 1 to the .02 level.

Questionnaires and clippings were mailed to news story sources and subjects, who were asked to evaluate stories for general accuracy, efforts to mislead readers, inaccurate or faulty information received at the source, use of press release rewrites, subjective and non-subjective errors, headline and picture usage, story locations and story lengths.

Respondents indicated the stories are generally accurate, the stories do not comprise attempts to mislead readers and non-subjective errors exceed subjective errors in number of perceptions.

Other favorable evaluations concerned headline and picture usage, locations of stories and lengths of stories.

The researcher concluded that certain elements of vanity and pragmatism and press campus attitudes could have shaded responses.

THE DEVELOPING ROLE AND SCOPE OF PUBLIC RELATIONS IN HEALTH CARE CENTERS

Iatricia Anne Trubow, M.A.J.C.

University of Florida, 1972

Adviser: Glenn Butler

Administrators of health care centers have come to realize that those institutions which serve their home community most effectively and efficiently are those in which policy decisions are reached in coordination with public opinion. Because of this, the public relations professional is becoming an important member of the health care center management team.

This study endeavors to identify and create a basic program for a health care center. The program takes into account the areas of growing concern as identified by 20 hospital public relations directors in Florida and has as its basis a case study of the Community Relations Division at Baptist Medical Centers in Birmingham, Alabama.

Findings indicate that the role of public relations in health care centers is widening and its functions gaining in importance.

INTERNATIONAL COMMUNICATION EDUCATION IN AMERICAN SCHOOLS OF JOURNALISM AND COMMUNICATIONS

Marilyn Little Tubb, M.A.J.C.

University of Florida, 1972

Adviser: Kenneth A. Christiansen

The purpose of this study was to explore current practices in, and opinions of, international communication education in American schools of journalism and communications. Four different groups were sent a mail questionnaire: Foreign editors of selected

American media, senior news media executives, journalism and communications school administrators, and international communication scholars/professors.

The questions sought information regarding the importance of international communication education for mass communicators, the various purposes of such education, the value of international communication research, the recognition accorded scholars in the field, and the perceived problems of the field.

The findings of this exploratory survey bear out certain criticisms found throughout the literature and point to a need for greater emphasis on international communication education in schools of journalism and communications, for greater cooperation between the scholars and the media practitioners of international communication, for more substantial and useful research across national boundaries, and to a need for greater self-awareness and articulation of purpose among scholars.

LOGIC AND ILLOGIC IN THE PERCEPTION OF POLITICAL ADVERTISEMENTS

Shuya Ueda, M.A.

University of Wisconsin - Madison, 1972

Adviser: Ivan L. Preston

Eighty college students examined political advertisements and were asked whether statements on an accompanying sheet were accurate or inaccurate restatements of the content of the ads. One of the five statements for each ad was the "logically invalid" statement which was: 1) likely to enhance the desirability of the advertised candidate, and 2) not included nor validly im-

plied in the ad, but 3) likely to be mistakenly equated with something stated in the ad.

The purpose of the study was to examine the extent to which the subjects agreed that the "logically invalid" statement was an accurate restatement, then to compare the amount of such illogical behavior to commercial ads, which had been observed in a study by Ivan L. Preston (1967).

The illogical response to political ads occurred 62.3 per cent of the time, not significantly different from the Preston result concerning commercial ads--69.3 per cent. The conclusion is that political ads and commercial ads may be similar as far as their illogic-eliciting power is concerned.

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A FIRST ATTEMPT TO TEST BERNSTEIN'S
SOCIOLINGUISTIC THEORY AMONG
FRENCH CHILDREN OF THREE DIFFERENT
SOCIAL CLASSES

Marie-France Vidal, M.A.

University of Wisconsin, Madison, 1972

Advisor: Gordon C. Whiting

This study is an expanded replication of P.R. Hawkin's study (1969), adjusted to characteristics of the French language. Hawkins, at the time a member of Basil Bernstein's research team, tested and found support for the latter's theory according to which language codes are distributed according to social class. Greater or lesser explicitness is a main characteristic of elaborated versus restricted codes. Hawkins devised a new instrument to measure the level of explicitness; he chiefly measured explicit items referring either backwards or forwards, and unexplicit items referring outwards in speech samples elicited by pictures.

In the present study, linguistic data were gathered from a sample of 37 children of the Parisian area, aged 9 to 13, and analyzed according to criteria similar to those of Hawkins. The findings indicate that Bernstein's theory has at least some universal value and clearly applies to French children. The study added a concern for the possibility of an important difference between the working and the lower class. As hypothesized, the language of the lower class child was found to be much less explicit than that of the working class child, while the latter's explicitness was seldom significantly less than that of the middle class child. Other findings are less clear-cut but open new paths for future research: first, the use of some imprecise explicit items was also found to be greater in the lower than in the middle class. Further, narrative and descriptive style, level of difficulty and codability of tasks lead to a slight but consistent style differentiation only among middle class subjects; on issues more subtle than explicitness, the performance of the working class was closer to that of the lower class. Finally, lower class children were found to be most verbose, as expected, followed by middle class, followed by working class children.

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A STUDY OF MEDIA USE OF AIR FORCE
HOME TOWN NEWS RELEASES

Donald S. Wakefield, M.A.

University of Missouri, 1972

Advisor: Ernest C. Morgan

A survey was made of 500 media to get user opinions of routine military news re-

leases. Findings apply equally to the Army and Navy News Centers although the study is based on the Air Force operation. It also contains a complete description of Air Force processing of more than two million routine news releases annually. A high response rate of 56 percent assured reliability. Some of the more important findings are: (1) News media generally approve of the use of public funds by the military to provide the service --journalists on papers by 90 percent and on radio stations by 78 percent. They also see waste in the program. Smaller papers and radio stations receive many releases on individuals outside circulation or listening areas. Because of competition for news space, large newspapers see many of the releases as unnewsworthy. (2) Journalists are generally satisfied with style and content, and say the releases are exceptionally accurate and surprisingly free of military jargon. (3) The journalists agree that the releases do create good will for the service, but reached no consensus on helping enlistments/reenlistments, or on telling what a serviceman does or what military life is like. Most respondents see the releases valuable as a means of individual recognition, and think that more feature stories are needed to do the public relations job the military hopes for the home town news program.

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A STUDY OF THIRTY NEWSPAPERS
IN THE CLASSROOM PROGRAMS

Shirley (Malinda) Warrick, M.A.

North Texas State University, 1973

Adviser: Reginald C. Westmoreland

This study looked at thirty of the
largest Newspaper in the Classroom (NIC)

programs being operated in the United States. The researcher employed the questionnaire survey method to achieve quantitative and qualitative results.

The thirty newspapers were queried about their NIC programs. These thirty were reported to have the largest NIC programs by the American Newspaper Publishers Association (ANPA), which coordinates the NIC programs on the national level.

The findings can be summarized as follows:

1. The majority of the newspapers placed a strong emphasis on the educational role of their programs.
2. All recognize that through their programs they are helping to build a more informed citizenship for the future.
3. Each newspaper furnishes the participating NIC teachers with materials which can be used to inform the teacher about the workings of the daily newspaper in order to make her job more effective in using the newspaper with her students.
4. A majority of the newspapers make summer workshops and training sessions available to teachers to train them in the use of the newspaper as a supplemental teaching tool.
5. The programs are being used by schools in the newspaper's circulation area, because the programs queried are generally more than one year old.

PRESS COVERAGE OF UFOs
1947-1966

William A. Weathers, M.A.

Murray State University, 1972

Advisor: L. J. Hortin

The subject of Unidentified Flying Objects (UFOs) is a controversial one. The ranks of believers and nonbelievers are clearly divided. However, the purpose of this study was to examine the relationship between the press and the subject of UFOs to see what type and how much coverage had been devoted to the subject. Another purpose was to compare the coverage devoted to the UFO subject by three major newspapers.

A historical analysis of literature about UFOs revealed that the reading public had not received a true picture of the UFO issue during the period from 1947 to 1966. This was due in a large part to the fact that the Air Force had most of the information on the subject, and was reluctant to release it to the public, or to the press. The press was responsible for the appellation, "flying saucers," used to describe certain unidentified flying objects. The term had a humorous connotation that hindered serious scientific investigation of the phenomena.

The second part of this study compared the coverage by the New York Times, the St. Louis Post-Dispatch, and the Louisville Courier-Journal of 20 selected UFO sightings occurring during the period from 1949 to 1966.

The newspapers rated very much the same on all the criteria used to compare them. The majority (12) of the 20 sighting events selected for use in this study received no coverage from the three newspapers. In the combined total number of articles that the

newspapers published, there was never a mention of the extraterrestrial hypothesis-- the possibility that UFOs are vehicles of "little men" from outer space. No humor was present in any of the articles. The Associated Press wire service was the source for 68 per cent of the articles.

The writer feels that all three newspapers were conservative in their handling of UFO articles, and that the news policies of the three newspapers used in this study were representative of the majority of the top ranked newspapers across the nation.

ATTITUDES OF 198 ADVERTISING
AGENCY MANAGERS TOWARD
ADVERTISING EDUCATION IN 1972

Max C. Wilson, M.A.

Brigham Young University, 1973

Advisor: George S. Barrus

The objective of this thesis was to obtain current data from advertising agency managers concerning the teaching of advertising in colleges and universities, and to solicit their views of the current Brigham Young University advertising sequence.

An analysis of the mail questionnaires used to collect the data indicated that advertising agency management generally felt a college degree was helpful but that actual experience was most desirable for new people entering the industry.

A model advertising curriculum, developed from the input, displayed the advertising courses agency managers thought were fundamental to an advertising education program. Their choices varied by agency size and location but the overall selection was very similar in both content and emphasis to the Brigham Young University advertising sequence.

COMMUNICATION ON THE URBAN CAMPUS

Daniel B. Wolf, M.A.

Indiana University, 1973

Adviser: G. Cleveland Wilhoit

Urban universities face a major problem in creating effective student-institution communication. To learn something about this from the student point of view, a mail survey was conducted among undergraduate and graduate students on five urban campuses of Indiana University. A stratified random sampling was drawn on the basis of class standing. The results are based on the responses of about 1,800 students, an average return rate of 50 percent.

Students were asked where they would prefer to go if they wanted to communicate their views to the university about 24 information areas (admissions, disciplinary policies, grade change procedures, etc.). Then, students indicated where they actually would go if they wanted to be sure their ideas would have the best chance of being acted upon. In 18 of the 24 areas, students selected identical communication sources (such as faculty member, administrator, student newspaper, Dean of Students office, an Ombudsman, etc.) as preferred and actual.

In rating 13 channels of communication, respondents stated open door counseling was most important, followed by an Ombudsman's office. The potential importance of the school paper as a communication channel may be seen when students made their fourth choice a Dean of Students column in the school paper. A university-funded newspaper was considered more important (9th) than a paper independent of the university, financially and editorially (13th).

When asked to list what they would do to create better student-institution communication, students emphasized maximum personal contact with faculty, staff and administrators.

THE JOURNALISTIC WRITINGS OF
HUGH HENRY BRACKENRIDGE

Jean Woods, M.A.

University of South Carolina, 1973

Adviser: Perry J. Ashley

The paper concentrates on the journalistic efforts of Hugh Henry Brackenridge (1748-1816), a Pennsylvanian of Scottish birth who excelled in the field of law. His colorful career spanned several varied professions; however, throughout his life writing was his avocation. His journalistic writings enrich the American culture from the colonial period through the first decade of the Republic. To Brackenridge journalism was an instrument of education.

Brackenridge's first journalistic efforts were nurtured at Nassau Hall in the fugitive satires of the *Clio coterie*. His belief in the concept of the "rising glory" of America would evolve into his inspiration of the American revolutionary ideals. As editor of The United States Magazine, he was involved in the polemics of colonial debate, gave insight into the political and social atmosphere, and espoused freedom from Great Britain. A propagandist organ of the Revolution, Brackenridge's magazine was the leading periodical of the time.

At the abandonment of the publication with the December 1779 issue, Brackenridge turned to law and in 1781 moved to the frontier village of Pittsburgh where his repu-

tation grew rapidly and his talent as an attorney became unquestionable. He entered partisan politics and Pittsburgh became the launching pad for his political and legal career and his journalistic works mirror those aims.

In July, 1786, Brackenridge founded The Pittsburgh Gazette, the first newspaper west of the Allegheny Mountains which would have a profound effect on the cultural and literary flowering of the riverport town. His contributions to the paper with their ramifications into theology, politics, and economics, as well as their glimpses of frontier democracy are discussed. The correlation of his political ambitions with his journalistic writings is shown. His gazette pieces picture the nub of pioneer existence from Indian uprisings to the Whiskey Insurrection . . . from the back-country bog-trotter to the Pittsburgh merchant. As a man ahead of his time--a man at odds with his environment --the writings portray Brackenridge's diverse views.

By 1800 when Brackenridge could no longer control the media of the town, he initiated The Tree of Liberty to serve as the mouthpiece of the Jeffersonian Party. The new rival invoked a paper war with The Pittsburgh Gazette which represented the views of the downtrodden Federalists. The tete-a-tete between the two Pittsburgh newspapers was spurred by the cynical writings of Brackenridge.

The final chapter of the paper is devoted to evaluation of Brackenridge's journalistic writings as they pertain to his career, their impact on the field of journalism, and their influence on society. His achievements in the journalistic field reveal his ideas, foresight, and personality.

As the founder and editor of The United States Magazine, the guiding spirit and chief contributor to The Pittsburgh Gazette, and the instigator of The Tree of Liberty, as well as the author of many articles to the gazettes of the period, Brackenridge's journalistic memorabilia vividly show the life of the people during the founding of American democracy. His writings are some of the first original works to come from the United States and are a gestalt that encompasses all the elements of the era . . . the period of Revolutionary zeal, the frontier rusticities of a Western Pennsylvania town, and the venture into self-government.

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