This collection of abstracts is part of a continuing series providing information on recent doctoral dissertations. The 15 titles deal with the following topics: (1) Robert Kennedy and the American press; (2) objective reporting, muckraking, and the "New Journalism" from 1950 to 1975; (3) the coverage of welfare by the New York press; (4) the socialization of scientists in China as revealed in "People's Daily" editorials and in research papers published from 1949 to 1981; (5) the reporting of the Iran hostage crisis to Americans; (6) a model of journalism ethics instruction; (7) the success and failure of new consumer magazines in the United States from 1979 to 1983; (8) the elements that most determine newspaper subscribership; (9) journalism and the race question during the Progressive Era, 1900 to 1914; (10) science issues, journalism, and Q methodology; (11) contributions of German photojournalism from Black Star Picture Agency to "Life" magazine from 1933 to 1938; (12) the effect of newspaper endorsements and party identification on voting behavior; (13) freedom of the student press at Southern Baptist colleges and universities; (14) the federal government's investigation of the black press during World War II; and (15) perceptions by administrators, educators, and media professionals of factors determining mass communication curriculum development.
Journalism and Journalism Education:

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Whitfield, James Daniel
PERCEPTIONS BY ADMINISTRATORS, EDUCATORS, AND MEDIA PROFESSIONALS OF FACTORS DETERMINING MASS COMMUNICATIONS CURRICULUM DEVELOPMENT
This dissertation is a study of Robert F. Kennedy’s images in the American news media. By using a geographically representative sample of widely-circulated daily newspapers as well as periodical magazines, Kennedy’s career was examined from 1953, when he was Senator Joseph McCarthy’s assistant counsel, to 1968 when he was a Presidential candidate. The examination was key on a number of sensitive issues in which Kennedy was involved: McCarthyism, civil rights, and the war in Vietnam, to name three. Sometimes Kennedy himself was the issue, such as when he was appointed Attorney General in 1960 and when he ran for the offices of United States Senator and President.

Robert Kennedy’s career was a controversial one. As Chief Counsel for the Rackets Committee and as Attorney General he was widely perceived as a tough and tenacious enforcer of the law. Some members of the press approvingly saw Kennedy as a scrupulous defender of what was right and decent in American society. Others condemned him as self-righteous and a true disciple of Joseph McCarthy.

With President Kennedy’s assassination, Robert Kennedy’s career was radically altered. He was elected to the Senate in 1964, where he became increasingly outspoken on a broad range of Johnson administration policies. Most controversial, however, were the positions he took on the war in Vietnam. Increasingly critical of the United States role in the war, Kennedy was, by a few editors, a man trying to come to grips with a national emergency. Many more thought Kennedy was using the war to attack President Johnson for his own political purposes.

As early as 1962, editorialists speculated about Robert Kennedy’s political future and the Presidency. The speculation was heightened by the murder of John Kennedy. Furthermore, the more critical Senator Robert Kennedy became of President Johnson, the more imminent a final break between the two politicians seemed. When the final break came, in March 1968, few in the press were surprised. Some were outraged, however, particularly supporters of Eugene McCarthy who was already running for President on a platform similar to Kennedy’s. The Presidential race was the most controversial period in Robert Kennedy’s career and it was also the period which was most intensely covered by the press. Between 1963 and 1968, two separate and in some ways antithetical images of Robert Kennedy emerged. One Kennedy was ruthless and obsessed with power. The other was a bold spokesman for the underrepresented and outcast.

A CHRONICLE OF PRINT MEDIA INFLUENCE: OBJECTIVE REPORTING, MUCKRACING, AND THE "NEW JOURNALISM"—1950 TO 1975

Boyer, Gerald C., Ph.D. Saint Louis University, 1984. 308 pp.

As a nation, our citizens rely on print media for an explanation of ideas and events and for motivation to participate in the democratic process. But the complexity of a democratic process demands media diversity and consistent performance that will responsibly accept and fulfill this interpretive responsibility. Judge Learned Hand, in a classic and still relevant passage, wrote, "The First Amendment presupposes that right conclusions are more likely to be gathered out of a multitude of tongues than through any kind of authoritative selection." Others, including John Milton and John Stuart Mill, have presupposed this learned opinion.

And yet, mass media continues to use technology to collect turgid volumes of information. From this, the presumed world view, information is selected to be ingested by an increasingly literate, albeit skeptical, society that then spread this "news" to an even larger cross-section of the society—and so on, ad infinitum. In the process, those having immediate access to this osmotic system increase their powers of "authoritative selection." And what of the print media—are they an asset or a liability in such commerce?

Print media effectively influences society with its journalistic offerings, and it is through the various styles of journalism that both the degree of influence and the breadth and diversity of print media may best be examined and analyzed. Thus, a twenty-five year chronicle of the relationship between the influence of journalism on society and the breadth and diversity of print media that accompanies this end will provide the structure for much of this study.

Inevitably, this study hopes to lend credence to Judge Learned Hand’s thoughtful observation. The tenets that connect print realism and laissez-faire premises of the First Amendment are tinct, but significant. It seems incongruous that print media could contribute to the paralysis of the free flow of ideas, or that they would be labeled by many as self-indicters. But such incriminating evidence against journalists and their profession may also provide documentation for scholarly research and furnish a better understanding of the nature of print media influence. It is my intent to scrutinize and analyze such evidence.

WELFARE AS A MEDIA TOPIC: THE CASE OF THE NEW YORK PRESS

Cogswell, Peter Kung-Wo, Ph.D. Temple University, 1984. 651 pp. Major Adviser: Dr. John Lent

This dissertation examines the socialization of scientists in China with respect to their research ideologies and provides a theoretical interpretation of cross-paradigm communication. The basic questions asked concerning the conceptualization of scientists are: (1) What was the research ideology of scientists in communist China? (2) What was the nature of the socialization forces directed toward the oppressed? (3) What was the socialization effects during 1949 to 1981?

The questions are answered by means of literature research, content analysis of People’s Daily editorials, Chinese Medical Journal, and Scientific Sinica. The principal categories of content analysis are: Marxist cosmology, race, gender on one hand, and moral versus material incentives, folk science, and leadership of Mao. The following answers are obtained. First, scientists in 1949 adhered to a positivist research ideology. Second, when Maoists were in power, socialization forces, brought to bear by a combination of mass, folk, and personal media, worked for a shift in the research ideology of scientists. Third, there was a significant shift away from the positivist research ideology during the Cultural Revolution. Researchers in the biological sciences and clinical sciences were socialized to a significantly greater extent than those of the physical sciences in two categories: moral incentives and leadership of Mao. However, a scientific revolution in China was aborted, due largely to a lack of exemplary scientific achievements belonging to the Maoist paradigm. Only three percent of research papers in the Chinese
This study utilized Bormann's method of fantasy-themed analysis to examine the content of the news reports, editorials, letters to the editor, and editorial cartoons regarding the Iranian hostage crisis found in the New York Times, Denver Post, and Washington Post between October 23, 1979, and January 25, 1981. The purpose was to discover the rhetorical vision shared by journalists and readers that constituted Americans' social reality regarding the events in Iran.

In this vision, the heroes were President Carter, head U.S. negotiator Warren Christopher, the military rescue team, and the hostages. The villains were the Ayatollah Khomeini, other Iranian leaders, the militants, all other Iranians, and the Soviet Union. The drama took place in the Omnipotent God setting, which subsumed the sacred ground of America and the profane ground of Iran, including the violated U.S. Embassy in Tehran. The Iranians' actions were wrong and evil, while Americans' actions were right and good and sanctioned by God, principle, rightness, and the unity of the People.

The major vision contained two competing sub-visions that contradicted on some themes—these were a liberal and a conservative vision. The vision was a melodrama that drew upon differences in the setting, events, and the criteria for newsworthiness, which motivated journalists to report the drama. Americans were motivated by their desire to secure America and Americans as a land of law, a Christian nation and people, and a special breed of people free of fear and humiliation. Fear and humiliation were motives, too. Slight variations on these motives appeared in the liberal and conservative visions. The motives were strongly felt, and independent evidence of these motives was reported.

The complex rhetorical vision found in the American news reports suggests the utility of rhetorical analyses of "objective" communication content and of studying the social reality of incidents experienced vicariously through the media. The study also supports the validity of fantasy-theme analysis in general and as a method of analyzing both "objective" and "subjective" materials.

I propose that adequate journalism ethics instruction will include attention to all three foundations from which one may determine journalistic responsibilities. In addition, I argue that educators of professional students have obligations to their students and to the profession. Educators necessarily teach journalistic values as part of the curriculum. A separate and comprehensive course in professional ethics is needed to introduce students to the various foundations and justificatory processes associated with each and to assist students in

SUCCESS AND FAILURE OF NEW CONSUMER MAGAZINES IN THE UNITED STATES: 1979 - 1983

Husni, Samir Aff, Ph.D. University of Missouri - Columbia, 1983. 284 pp. Supervisor: Dr. Keith P. Sanders

Magazines are the largest mass medium in the United States in terms of total number and role. Although it is almost impossible to have an exact count of the total number of magazines that exist at any one time, it is estimated that approximately 62,000 periodicals exist in the United States. The reasons behind the success of some and the failure of others were at the heart of this study.

This study is divided into three parts: the function of magazines in America; the commonalities among the first issues of new magazines; and the success and failure of new consumer magazines. The study used content analysis and survey research as its methodology. 234 new magazines were studied and 588 questionnaires were sent to all the editors and publishers, plus 100 art directors of the magazines.

The major visions among the first issues of new magazines were divided into two major ones: social and commercial. An integral relationship exists between the two functions such that it is extremely hard for a magazine to serve only one of them.

As for the commonalities among the first issues, a typical new magazine was constructed as a result of the study. There were two significant differences among the magazines that are still published and those that ceased publication: the cover price and the frequency of publication. Higher the cover price, the lesser the frequency of publication, the better the chances of staying in business are.

Editors, publishers, and art directors picked the audience that is willing to pay for the magazine as the major determinant for success or failure of a magazine. They said that the major role of the first issue of the new magazine was to crystallize the ideas, in letters and illustrations, and present it to the readers or the advertisers alone, thus marking the new direction the magazine are taking in which they depend on an equal revenue from both the consumers and the advertisers.

LIFE SITUATION, EXPOSURE TO NEWS MEDIA IN CHILDHOOD, AND GRATIFICATIONS: AN EXPLORATION OF THREE ROUTES TO NEWSPAPER SUBSCRIBERSHIP

Lain, Laurence B., Ph.D. The Ohio State University, 1984. 195 pp. Co-Advisors: Dr. John W. Dimmick, Dr. Donald Cegaia

In attempt to determine the elements which most influence newspaper subscription, four hundred adult residents of Montgomery County, Ohio, were polled in a stratified proportional sample to assess their levels of news media use, extent of exposure to news media during childhood, and strength of certain sociopsychological needs, and to record lifestyle and demographic characteristics which are here called life situation.

Results of the needs questions were factor analyzed and suggested the presence of needs of three types: Surveillance of events of local, state, and national character, the desire for companionship, and the need for stimulation. Multiple regression analysis of the factors demonstrated that being white, male, and younger were the better predictors of the Surveillance need. Lower levels of news media exposure in childhood was the strongest predictor of the Companionhip need; being white and female were also significant. The sole predictor of the Stimulation need was a lower level of exposure to news media in childhood. Variance accounted for ranged from 3.4 to 14.0 per cent.

All needs, exposure, and life situation variables were entered in stepwise fashion into a multiple discriminant analysis which used newspaper subscription as the dependent variable. Four discriminating variables were obtained: higher levels of community attachment, older, more education, and greater surveillance need. These variables enable the program to correctly classify 73.25 per cent of the cases in the study.
Results suggest that to attract and hold subscribers most effectively, newspapers should focus more on what they do best, understanding of the dynamics of newspaper readership. The starting point was Kuhn's concept of the two paradigms of science, with two corresponding world-views: the mechanical and the uncertain (or probabilistic or quantum mechanical). Each of these world-views is characterized by a particular outlook and vision of life, and each is ultimately translated into a different type of behavior and action, and even a journalist's reporting of same.

The mechanics concept of the world, as. essential to progress and to the public interest. In the service of the creed of caste, which advocated national unity and archival researching is used. Letters and office memoranda from the photographers with the support system and contacts they needed to become successful in the American magazine market.

The creed of caste is used to describe a pattern of race beliefs found in thirty-seven popular and scholarly journals. The chief characteristic of this creed was the pre-occupation with the protection of white supremacy through the creation and maintenance of segregated institutions. Both the content and functions of the creed of caste relied on popular interpretations of mythology, history, science and social science. These interpretations formed a matrix of beliefs which supported caste policies.

A TWO-PARADIGM SCIENCE EXPLORATION OF SCIENCE ISSUES, JOURNALISM, AND Q METHODOLOGY | Order No. DA84412799
PHAM, REX THIEN-HUNG, PH.D. University of Missouri - Columbia, 1983. 839pp. Supervisor: Dr. Keith P. Sanders

This study endeavored to explore journalism, science issues, and Q methodology in the context of the two-paradigm science. Thus, the attempt was to find a conceptual framework for understanding and explaining controversies and contradictions in science issues (cancer, deterioration of the environment, nuclear fission/fusion energy, and genetic engineering) and in science news writing and in general press reporting (objective reporting, "oscillizing"/"ambiguous" journalism, and the New Journalism), and in the study of psychology (reductionistic-objectivist approach vs. the holistic concept of man).

The starting point was Kuhn's concept of the two paradigms of science, with two corresponding world-views: the mechanical and the uncertain (or probabilistic or quantum mechanical). Each of these world-views is characterized by a particular outlook and vision of life, and the world-and each is ultimately translated into a different type of behavior and action, and even a journalist's reporting of same. The mechanical world-view envisions that: (a) reality is simple; (b) reality and the course of events can be observed from afar in a detached manner, and scientific research is limited strictly to the observable. The uncertainty world-view emphasizes that (a) reality is complex, thus requiring a shift of focus from deterministic or causal effects to one of relationships between aspects of reality, systems, or events; (b) man is both observer and actor in the game of life and events: he cannot be isolated or detached from his environment, cultural kground, or social milieu.

Q methodology, developed by physicist-philosopher William Stephenson to study human subjectivity, fits in the context of the uncertainty paradigm. In the realm of scientific discoveries, Q is similar to Einstein's theories of relativity. In its mathematical-statistical formulations, Q is analogous to Heisenberg's quantum theory.

The mechanical portion of this study used Q methodology. Its focus revealed that individuals on the sample in general adhere to the uncertainty world-view and its related principles. These results contradict the "experts" view that the public clings to the mechanical world-view. Yet, it should come as no surprise: the uncertainty world-view is in keeping with common sense as well as the pre-mechanical period of human thought. The mechanistic concept of the world, though it created a climate for the development of machines, appears to be an anomaly in the intellectual history of mankind.
All three groups received the identical first treatment, a type-set newspaper article describing the two candidates. The control group received additional superficial information about the two candidates during the second and third sessions. But, during the second session, the second group was given an endorsement of one of the candidates and third group was told the party affiliation of the two candidates. During the third session, treatments for these two groups were reversed.

Results showed that while members of the control group tended to remain with their original choice throughout all three sessions, respondents in the other two groups switched votes in considerable numbers based on endorsement and party identification. Despite a strong tendency among respondents to switch to the candidate representing their own party, the endorsement produced more statistically significant results, whether given to the subjects before or after party identification was known.

Despite the limitations on external validity found in any laboratory experiment, the study showed that when the endorsement is tested directly against party identification as a determinant of voting behavior among college students, the endorsement effect was strong enough to deny the non-endorsed candidate a majority of the vote among members of his own party.

FREEDOM OF THE STUDENT PRESS AT SOUTHERN BAPTIST COLLEGES AND UNIVERSITIES

Order No. DAB414801


Purpose of the Study. The purpose of this study was to determine the current state of student press freedom in four-year colleges and universities affiliated with the Southern Baptist Convention and the attitudes of advisers of college newspapers on these campuses toward student press freedom at Southern Baptist institutions. Other concerns were the identification of situations in which censorship of student newspapers has occurred and the description of current practices which may be conducive to future limitations on student press freedom.

Procedure. The advisers of student newspapers in the thirty-nine Southern Baptist colleges and universities nationwide which had newspapers edited and produced by students were surveyed. Thirty-six advisers responded, for a return rate of 92 percent.

Findings. The study found that censorship of the student press in Southern Baptist institutions is common, though not frequent or oppressive in most cases. The potential for censorship, however, is ever-present. Only 36 percent of the advisers read copy only when asked by student editors, with 61 percent reading either all copy, selected copy, or any potentially controversial copy. Even though Southern Baptist institutions are not bound by the same press freedom guidelines laid down by the courts for state universities, they have not tended to adopt their own internal guidelines. Sixty-four percent of the SBC institutions have no written guidelines for student newspapers, and 86 percent have no written guidelines for advisors. When asked for their reasons for opposing student press freedom issues, the advisers gave contradictory answers.

Conclusions. Based on the findings, the following conclusions were drawn: (1) Censorship and the potential for censorship are widely prevalent in SBC colleges and universities. (2) Southern Baptist College institutions have no uniform policy toward student press freedom. (3) Student newspaper advisers in SBC institutions operate under inconsistent personal philosophies toward student press freedom. (4) Potential areas of conflict exist between advisers and administrators on press freedom issues. (5) Most advisers lack an academic or professional background in newspaper journalism, which might account for some of the philosophic inconsistencies.

THE FEDERAL GOVERNMENT'S INVESTIGATION OF THE BLACK PRESS DURING WORLD WAR II

Order No. DAB417224


The federal government quickly became concerned about the black press in World War II. Government officials were worried that the black press' numerous complaints about injustices and discrimination would result in blacks refusing to fight or even becoming disloyal. Therefore, black publications were investigated extensively by seven government agencies—the Justice Department, the Federal Bureau of Investigation, the Post Office Department, the Office of Facts and Figures, the Office of War Information, the Office of Censorship, and the Army. As a result of the investigations, both the Office of Censorship and the Army suppressed a small number of black publications, and the Justice Department was pressured to indict some black publishers for sedition. Prominent government officials involved in the investigations included: President Franklin D. Roosevelt, Attorney General Francis Biddle, FBI Director J. Edgar Hoover, Postmaster General Frank Walker, Office of Facts and Figures Director Archibald MacLeish, Office of Censorship Director Byron Price, and Assistant Secretary of War John J. McCloy.

This study examines the historical roots of the investigation as well as the actions of each agency during the war. Material for the study was obtained through the Freedom of Information Act, visits to nine archival collections and libraries, and interviews. This study argues that a strong undercurrent of anti-libertarianism existed in the government during the war, and this resulted in the black press coming closer to massive suppressions than it realized. However, Attorney General Biddle, who disliked sedition laws and valued wartime dissent, was willing to brave strong censorship pressures from the White House, the FBI, and the Post Office as well as his own Justice Department staff. Thus, Biddle played the major role in sparing the black press (and numerous other publications) from censorship in World War II. This represents a revision of the historical thesis that there was little censorship in World War II because there was little dissent.

PERCEPTIONS BY ADMINISTRATORS, EDUCATORS, AND MEDIA PROFESSIONALS OF FACTORS DETERMINING MASS COMMUNICATIONS CURRICULUM DEVELOPMENT

Order No. DAB419877

WHITFIELD, JAMES DANIEL, Ed.D. Texas Tech University, 1984. 172pp. Chairman: Dr. C. Len Ainsworth

This study measured perceptions of journalism educators and professionals toward curriculum philosophy, accrediting standards, a core curriculum, the question of who are proper participants in curricular change, and the impact of technological change upon mass communications education. It attempted to identify factors that may be used to design a curriculum planning model for use within four-year mass communications programs.

Three groups were surveyed during the late summer and fall of 1983. They were heads of the 78 accredited journalism and mass communications programs in the United States, a ten percent sample of the Association for Education in Journalism and Mass Communications 1983 membership roster, and presidents of the 122 active professional chapters of the Society of Professional Journalists, Sigma Delta Chi. Of 375 questionnaires mailed, 233 were returned, a rate of 63 percent.

Major findings are as follows: (1) All three groups support the Accrediting Council on Education in Journalism and Mass Communications' recommended ratio of 75 percent of coursework to be taken outside the mass communications program and 25 percent within the program. The only possible change would be a slight increase in professional area coursework. (2) Respondents favored a professional core curriculum of newswriting, mass communications law, reporting, ethics, editing, mass media and society, an internship, and possibly journalism history. Professionals ranked an internship and ethics significantly higher than did educators; (3) Mass communications faculty and administrators were overwhelmingly choices as primary participants in curriculum building, with professionals in an academic core curriculum; (4) Respondents favored a competency-based philosophy to guide curriculum planning. Strong support was given to heritage, experience, career, and future-based models as secondary philosophies; (5) All groups agreed that a common writing core should be taught all mass communications students; (6) All groups agreed that the ability to work with computers will become increasingly important and that journalism programs should invest in state-of-the-art equipment; (7) Professionals preferred more of a "nuts-and-bolts" approach to curriculum, whereas educators preferred a traditional academic approach.
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