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18p.; Pages may be marginally legible.

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Academic Achievement; *Advertising; Annotated Bibliographies; *Audience Analysis; Behavior Patterns; Content Analysis; *Doctoral Dissertations; Films; Foreign Countries; Imagery; Mass Media; Mass Media Effects; *Media Research; *News Media; Programing (Broadcast); Radio; *Television; Television Research

Media Use; Uses and Gratifications Research

This collection of abstracts is part of a continuing series providing information on recent doctoral dissertations. The 35 titles deal with a variety of topics, including the following: (1) television and scholastic achievement; (2) press freedom and the new world information order; (3) content analysis of Saturday morning children's television for food and nutrition information; (4) the "700 Club" as religion and as television; (5) alienation, communication, and mass media behavior; (6) sound perspective in motion picture dialogue sequences as a function of interpersonal diegetic space; (7) news media choice and audience gratifications--an application of the expectancy-value and lexicographic models; (8) visual complexity in television news; (9) foreign television program viewing and dependency; (10) imagery of family and workplace in television entertainment in the 1970s; (11) children's uses of television related to the acculturation process; (12) political television advertising objectives; (13) the definition of the audience in the history of television audience research; and (14) a legal and policy analysis of the deregulation of commercial radio. (HOD)
Mass Communication:

Abstracts of Doctoral Dissertations Published in Dissertation Abstracts International, July through December 1985 (Vol. 46 Nos. 1 through 6).

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DENTRINENTS OF INFORMATION SOURCE SELECTION BY
FARM FAMILIES IN TWO NORTH FLORIDA COUNTIES

Major Professor: John K. Mayo

This study investigates existing agricultural communication channels used by an increasingly diversified farm population. The purpose was (1) to examine which sources and channels of farm production information are utilized by the farm household and/or farm wives in the two county district, (2) to determine if small and large-scale operators use the same sources of farm production information, and (3) to determine if farmers use different sources for livestock production than for crop production.

Issues regarding the development of diffusion research in the U.S. are addressed. Shortcomings of the diffusion research tradition in the U.S. and LDCs are also discussed. A qualitative approach was used in conjunction with a quantitative data analysis to describe the existing communication sources and channels used by the 60 farmers comprising the study sample.

The review of literature indicates that farm husbands and wives may be considered joint decision makers, but may co-exist different farm sub-groups. It was found that a greater proportion of farm wives use interpersonal information sources, such as family, friends, and neighbors, whereas a greater proportion of farm husbands use interpersonal extension, research-based personnel information sources.

A QUANTITATIVE AND QUALITATIVE ANALYSIS OF
MOBIL'S ADVOCACY ADVERTISING IN THE NEW YORK TIMES


This study described the argumentative methods in Mobil's fourteen-year advertising campaign on the op-ed page of The New York Times. Both quantitative and qualitative message analysis techniques were employed to analyze 642 ads spanning the time period from 1970 through 1983. Mobil's rhetorical tactics were examined from two perspectives by answering the following questions: (1) What rhetorical tactics did Mobil use throughout its campaign in attempting to accomplish long-term objectives such as influencing the attitudes of opinion leaders toward the company, critics? (2) What rhetorical tactics did Mobil use in each year of its advertising in attempting to accomplish short-term objectives such as influencing legislation pending before Congress?

The first stage of analysis employed qualitative techniques to analyze the campaign as a whole. A content analysis was performed in order to determine what issues were addressed with what frequency. This information provided the basis for inferring the long-range objectives of the campaign. The second stage of analysis employed qualitative analysis techniques to analyze each year of the campaign. A rhetorical analysis of each year of ads was performed in order to consider the ads in relation to the political context they were designed to influence.

The first stage of analysis indicated that the long-range objectives of the campaign were not unusual. Mobil attempted to demonstrate its social responsibility, to establish its energy priorities, and to reinforce the values of free enterprise. The second stage of analysis illustrated how the campaign moved from a concentration on long-term objectives to a focus on short-term concerns such as undermining the political opposition. Mobil's campaign was unique because of its tendency to rely on negative stereotypes. The campaign's reputation for aggressive and negative portrayals lingered long after the ads had moved to less strident tactics. The study concluded by considering the inherent problems in employing a rhetorical analysis methodology. It also illustrated the advantages of employing a methodology that combined qualitative and quantitative message analysis techniques.

POLITICAL TELEVISION ADVERTISING OBJECTIVES: THE
VIEWPOINT OF POLITICAL MEDIA CONSULTANTS

BERKOWITZ, TOBE LOUIS, Ph.D. Wayne State University, 1985. 203pp. Adviser: John Spalding

Despite large expenditure for political television advertising, relatively little is known about how voters are influenced by paid media. This study identifies the advertising objectives for political television advertising according to political media consultants.

Defined objectives for campaign advertising aid in the isolation of communication variables which influence voter decision making, 'helping to separate the effects of advertising from other campaign factors which have an impact on the voter.

Media consultants are responsible for the development and execution of advertising in election campaigns and are the primary source of information on the objectives of television advertising for political candidates. Five prominent television media consultants; Tony Schwartz, Robe Goodman, David Sawyer, Jill Buckley, and William Connell were interviewed to determine their viewpoints on the goals of political advertising. The interviews were based on the DAGMAR model which was modified for application in political advertising. Aaker and Myres definition of operational objectives provided the criteria for determining the political advertising objectives according to media consultants.

This study found that media consultants consider creating name identification for the candidate the first advertising objective in most campaigns. Polling provides a method for measuring the attainment of this goal. Developing voter comprehension of campaign issues was rarely an advertising objective according to the consultants. Projecting image qualities of the candidate was perceived to be a major goal for television ads, with the use of negative and attack commercials. Schwartz and Goodman believe attitudes can be influenced by advertising. Every consultant interviewed considered affecting the behavior of the voter to be the ultimate advertising objective for election campaigns, but in most instances the results of accomplishing this goal were difficult to isolate and measure through polling. Election results are seen as the primary form of measurement when attempting to ascertain the impact of political advertising on voting behavior. This study found that political media consultants are relatively unconcerned about the need to operationalize advertising objectives for use in political campaigns.

CHILDREN'S TELEVISION EXPERIENCES VS ACADEMIC, CULTURAL AND SOCIAL ACTIVITIES: REPORTS FROM MULTICULTURED STUDENTS IN AMERICA


Empirical test results from young multiethnic (Asian, Black, Hispanic and White) students in America, provided descriptive data reports, about their TV viewing experiences and learning from program content, compared to their academic, cultural and social activities.

The national and international research included 3 studies (reports from literature, professional authorities and pupil assessment).
DEVELOPMENT SUPPORT COMMUNICATION ROLES IN UNITED NATIONS PROGRAMMING: A CRITICAL REVIEW AND RECONCEPTUALIZATION  

Supervisor: Joseph Acrort

For over 15 years, communication specialists in the United Nations system have criticized Third World development programming efforts which ignore the central role of communication in innovation. But the U.N. agencies themselves have been slow to adopt proposed remedies of a "development support communication" (DSC) specialization. This study critically reviews proposals for DSC roles in the U.N. system. These roles are examined in the context of 1970's critique of modernization theories and "top-down" development programming, and in the light of subsequent problems in implementing new development approaches.

The study finds that while DSC professionals have in principle adopted participatory, "client-centered" approaches to development, proposals for DSC continue to be justified in terms of linear models of communication that focus on source purposes. Such models provide inadequate guidance, an insufficient rationale for putting the new development approaches into practice. An alternative, receive-centered perspective on communication is found to complement these models, providing insights for understanding processes of innovation, supporting new criteria for assessing the appropriateness of innovations promoted by development agencies, and offering a pragmatic rationale for more client-centered approaches to development.

Both source- and receiver-centered perspectives, useful for understanding communication processes at the individual level of analysis, are found inadequate for understanding proposed DSC roles and their interrelationships at higher system levels. Concepts of "feedback" in systems theory are applied to categorize this diversity of DSC roles. One such group of support communication roles, utilizing social-marketing techniques, aims at enhancing the efficiency of development projects to process goal-seeking feedback. A second group of proposed support communication roles, attempting to strengthen client participation and representation in development, aims at enhancing the longer-term goal-seeking capacities of development programming by agencies, by facilitating flows of goal-changing feedback among development programmers and their clients. A third category of support communication role is also identified, directed to creation of new networks for development cooperation, through raising consciousness among potential cooperators concerning shared goals, problems, and avenues of mutual action.

THE DEFINITION OF THE AUDIENCE IN THE HISTORY OF TELEVISION AUDIENCE RESEARCH  


This dissertation is a historical analysis of the television rating system. In particular, it examines the major forces which underpin the development and major shifts in television audience measurement. In addition, major rating services, their methods and conceptual tools are examined in light of advertising, marketing, and competitive concerns. In general, the research posits a major shift in audience measurement from an advertising focus on national markets and mass or undifferentiated audiences toward segmented audiences and markets. This dissertation examines and traces the major forces behind this shift.

Chapter One states the above hypothesis about the nature of television rating emphasis, reviews major historians in the area of audience research, and provides an explanation of the methodology employed. Chapter Two examines the development of the Co-operative Analysis of Broadcasting, Hooperstings, and A. C. Nielsen, Inc. during the years 1929-1950. During this period, these services competed to develop better methods to measure the mass audiences and national markets characteristic of radio networks and to provide basic measures of household circu...
DEREGULATION OF COMMERCIAL RADIO: A LEGAL AND POLICY ANALYSIS
Order No. DA8518635

Drewsall, Paul D., Ph.D. Indiana University, 1985. 158pp. Chairman: Herbert A. Terry

Since the mid-1970’s there has been a strong shift in national policy away from government regulation of American business. A central effort of this regulatory reform is focused on the elimination or modernization of existing government regulations thought to be unnecessarily burdensome. This dissertation is an analysis of the changes in the Federal Communication Commission’s decision in 1981 to partially deregulate the commercial radio industry.

A number of contradictory predictions about the possible impact of radio deregulation forms the basis of testable hypotheses about broadcasters’ performance under deregulation. The FCC posited a marketplace model, claiming that news and public affairs programming would continue under deregulation, and that the marketplace would limit the amount of commercial advertising. Opponents of radio deregulation predicted decreases in non-entertainment programming and contended that advertising would become excessive. The impact of deregulation on small-market radio stations was of special concern.

Using audio tapes, a content analysis of daytime radio programming was conducted on a sample of Illinois small-market radio stations and on a sample of morning drive time programming on Chicago-market radio stations. Telephone interviews were conducted with the surveyed stations’ general managers to assess the impact of deregulation on station operations and to obtain their perspective on deregulation.

The results show that commercial radio broadcasters continue to provide significant amounts of non-entertainment programming. On average, 21.7 percent of small-market stations’ daytime programming, and 14.7 percent of Chicago morning drive time programming was devoted to non-entertainment fare, primarily news. The average amount of commercial advertising is relatively small and well within the FCC’s previous guidelines. Radio broadcasters continue to keep program logs for business purposes, and while little formal community acertainment was found at small-markets stations, Chicago market stations continue to conduct formal acertainment, especially of community leaders. The evidence also suggests that radio broadcasters are unsure of the legal implications of deregulation and are reluctant to change station policies in order to take advantage of deregulation. It is concluded that Compressional measures are needed to clarify broadcast deregulation policy.

A STUDY OF MASS COMMUNICATION RESEARCH AND SCHOLARSHIP
Order No. DA8508267

Fish, Marjorie Jane, Ph.D. The University of Texas at Austin, 1984. 274pp. Supervisor: Rita A. Atwood

Main characteristics, challenges, current practices and future directions of mass communication research are examined from a sociology of science perspective to determine the influence of theory, method and utility to government and industry decision makers on the development of future directions of research activity in this field.

Intellectual underpinnings for theory, method and utility for mass communication research activity are traced through the more established social sciences which from the 1930’s through the 1950’s were based on fairly stable pragmatist and behavioral assumptions. This orientation had not gone unchallenged alternate philosophies and research approaches with new perspectives on the purposes of social science research began to receive greater attention from North American scholars.

Mass communication, distinctly American social science which developed during the era of stability, had by the 1970’s also experienced the repercussions of a more permissive and disaffected with a positivist, behavioral research orientation. The degree to which challenges have affected mainstream research activity by the 1980’s is examined from the perspective of the influence of funding, sponsorship arrangements and university setting.

Nine hypotheses concerning the impact of institutional structures on research activity and on the lives of researchers in the field are tested through survey techniques. Nominal data was gathered relative to the recent past, present, and planned future research activity of mass communication researchers affiliated with major and minor American universities. Statistical analysis using Chi-Square provided partial confirmation for the research hypotheses which post a disassociation between the primary research activity of scholars and what they perceive as the most relevant approaches and areas for research innovation in the field.
A RETROSPECTIVE SUMMARY AND ANALYSIS OF THE INTRODUCTION OF A MEDIA ECOLOGY CURRICULUM TO DISADVANTAGED NINTH GRADE STUDENTS

Order No. DA8505420


This dissertation provides a historical review of the development, implementation and evaluation of a media ecology curriculum for ninth grade students during the years 1977-81. The study explains why there was a need for a media ecology curriculum for disadvantaged high school students. The major assumption of the study is that this type of student needs to understand the message system of the society, and that media ecology as an extension of the language arts curriculum can be the tool used to explain the psychology, as well as the sociology of the culture.

The study provides a historical account of the development of the media ecology curriculum, as well as the basis of its conceptual design. In the account of the implementation of the curriculum, the strategies and methods are described. This chapter culminates with the media ecology curriculum guide for ninth grade disadvantaged students.

Included in this dissertation is the evaluation of the media ecology curriculum against a course for similar students. A statistical comparison of selected language arts and social indices is analyzed. The approaches, strategies and reasons for a media ecology curriculum are compared to other curriculum projects in language arts for disadvantaged high school students over the past twenty years.

TELEVISION AND SCHOLASTIC ACHIEVEMENT: A STUDY OF AMERICAN HIGH SCHOOL STUDENTS

Order No. DAB/08584


This study of the reciprocal relationship between media use and academic achievement among American high school students focuses on the processes by which television influences achievement and achievement influences media use. Premised on negative displacement, it was hypothesized that TV influences achievement negatively because it displaces other-more beneficial activities, and thus the negative effects of TV should be greater on those from richer educational environments since negative displacement would be greater for them. It was proposed that print use has a positive impact, and for both TV and print their impact would be greater on reading than on math achievement.

It was theorized that media are used to maintain cognitive equilibrium, and selected on the basis of achievement according to Zipf's principle of least effort. Thus, it was hypothesized that achievement, particularly reading achievement, negatively influences TV use and positively influences print use.

These hypotheses were examined with data from the first two waves (1980 and 1982) of the High School and Beyond project, using large samples from the sophomore cohort. Using both multiple regression in a cross-lagged model and two-stage least squares in a reciprocal causal model, the relationships between media and academic achievement were examined across samples of all students, blacks, females, and samples divided according to educational resources.

The evidence does not clearly support the hypothesis of negative effects of TV on achievement, or the processes of displacement or of selection of TV according to achievement. Specifically, for all students TV's effects on achievement, and achievement's effects on TV, are relatively consistently, but not significantly, estimated as being negative. And the estimated effects are not more negative for those in high resource environments. For print use the evidence is stronger, suggesting print has positive effects, at least on reading achievement, and that print is selected by those with higher reading achievement.

Additionally, the evidence suggests that other hypotheses on the process of TV's effects are generally not well supported either.
TELEVISION IMAGES OF THE FOREIGN POLICY PROCESS: AN ANALYSIS OF HOW POLITICAL EVENTS ARE SELECTED FOR COVERAGE BY TELEVISION BASED ON ABC’S COVERAGE OF FOREIGN POLICY, 1972-1975

Order No. DA8511819


Despite general consensus that television plays an important role in American politics, scholarly research on this question is still in its initial stages. Perhaps the least researched aspect of television’s role concerns the question of how political events are selected for television news coverage. This study attempts to answer this question by examining how ABC covered foreign policy from 1972 through 1975. Four competing explanations—the “mirror” metaphor, gatekeeping approach, organizational model, and political/ideological interpretation—are contrasted regarding the selection of events for coverage, allocation of broadcast time, effects of the governmental/electoral cycle, and portrayal of the foreign policy process. The research method involves replication of the broadcast decision by comparing a systematic sample of events broadcast—coded for actor, issue, and action—with a set of events likely to have been available for broadcast.

The research findings suggest that television portrays foreign policy primarily as a series of outputs on strategic-regulatory issues, produced by several executive branch actors. While there was no trend in the frequency with which foreign policy events appeared on television, they tended to appear disproportionately often. Power appeared to be the major determinant of which actors, issues, and actions received coverage. The allocation of news time appeared to be related to the number of events selected for coverage, but there was no consistent pattern for actors, issues or actions. In terms of the governmental/electoral cycle, the election year appeared to have an additive impact increasing coverage of inputs and strategic-regulatory issues, but there was no general impact on the pattern of coverage. The portrayal of relationships between actors, issues and actions within the process was distorted, but not in the manner predicted by the organizational model. The major conclusion drawn was that the gatekeeping metaphor was the best explanatory approach, but it required modification to be fully satisfactory. An additional conclusion was that the normal operation of “objective” journalists leads to distorted reporting of the foreign policy process because of the medium’s technological constraints.
A profile of characters in this study would disclose a white, male, cartoon human whose character relationship in the program was one of friends.

This study revealed main characters on commercial network television to be associated with and eating foods that are more nutritious than those foods found on public television.

**THE 700 CLUB AS RELIGION AND AS TELEVISION: A STUDY OF REASONS AND EFFECTS**

Order No. DA8515389

Hoover, Stewart Mark, Ph.D. University of Pennsylvania, 1985. 408pp. Supervisor: Larry Gross

In an age when electronic mass media dominate the public environment, the activities and socio-cultural functions of a smaller, more specialized area of expression provide a valuable contrast to presumed activities on the societal level. The recent emergence of syndicated religious television programs, which have come to be called the "Electronic Church," present the field of inquiry for this study.

A merging of various research methods was possible, due to a concurrent major content analysis and national series of audience surveys intended to address this phenomenon in general terms. Starting with the basic findings of that research, the present project used intensive personal interviews with a sample of viewers of one of the most prominent "Electronic Church" programs, the 700 Club, to elaborate what is already known from large-sample approaches.

Major findings of this study led both to a reconceptualization of the problem and to some general conclusions about it.

Respondents fell into two major classes: those who were "substantively" evangelical, and for whom the 700 Club seems to elaborate a worldview and theology comfortable to that type of religiosity; and those who have suffered some sort of striking "personal experience" of loss or crisis. For this latter group, the program and other activities seem to provide a context for weathering this experience.

Also found to be salient was the fact that for most respondents of both types, their religious viewing takes place in a much larger non-church or "para-church" context, thus making previous research concentration on "formal" religiosity seem less predictive.

Other salient dimension were the class-oriented consequences of program viewing and co-constituent "para-church" involvements; "evangelical" versus "modernist" dynamics within the program and respondents' local churches; and, to an extent, political and social issues in the program.

The fact that the 700 Club came from "outside" their local frames of reference made a great deal of difference to respondents, as well. This dimension, "localism and translocalism," was considered in the context of the work of Victor Turner and Clifford Geertz in religious pilgrimage. Specifically, some attention was given to the question of whether this dimension reveals "pilgrimage-like" associations for respondents.

**VIEWERS' PERCEPTIONS OF A UNIVERSITY PUBLIC RELATIONS TELEVISION SERIES**

Order No. DA8509296


The purpose of this study was to generate data concerning the effects of a university public relations television series.

The University is Norfolk State University and the series is "Norfolk State Highlights." The investigation tested the long term effects of the following hypotheses: (1) "there will be no significant difference between the attitudes and opinions of viewers and non-viewers.

(2) There will be no significant difference between the attitudes and opinions of white viewers and black viewers toward NSU. (3) There will be no significant difference between the attitudes and opinions of alumni viewers and alumni non-viewers toward NSU. (4) There will be no significant difference between the supportive action of viewers and non-viewers of "Norfolk State Highlights." (5) There will be no significant difference between the supportive actions of NSU alumni viewers and NSU alumni non-viewers. (6) There will be no significant difference in the attitudes and opinions toward NSU today of: (A) White viewers and white non-viewers; (B) Black viewers and black non-viewers; (C) NSU alumni viewers and NSU alumni non-viewers. (7) There will be no significant difference in the opinions and attitudes of viewers when analyzed according to education, age, and income. (8) There will be no significant relationship greater than chance between the attitudes toward NSU of viewers of "Norfolk State Highlights" and the following variables: education, race, sex, age, income, occupation and alumni status.

A questionnaire was mailed to a random sample of 1,000 Norfolk, Virginia residents. 927 usable questionnaires were returned. Chi-square, ANOVA and multiple regression analysis were used to analyze the data.

**FINDINGS.** (1) Viewers, whether considered by race or alumni status had higher opinions and attitudes toward NSU. (2) In the perceptions of the viewers their opinions and attitudes toward NSU are more favorable today than they were ten years ago. (3) Viewers were more apt to take supportive actions for NSU. (4) Alumni viewers and alumni non-viewers were more apt to take supportive actions for the University than the general public. (5) No predictive power about viewer and non-viewer opinions and attitudes toward NSU was found among age and education variables. Occupation, sex, and alumni status did not enter the equation.

**SOUND PERSPECTIVE IN MOTION PICTURE DIALOGUE**

**SEQUENCES AS A FUNCTION OF INTERPERSONAL DICEGETIC SPACE: HEIGHTENED PATHWAYS OF AWARENESS**

Order No. DA8504893

Kaminsky, Ivan F., Ph.D. Wayne State University, 1984. 195pp. Adviser: John Spalding

The media practice of recording speech disembodies the voice form its original space. What we hear is a highly intelligible close-up sound that lacks the perspective of its environment. Since distance is an important aspect in interpersonal communication; and since sound transmitted over that distance reflects perspective, an examination into the absence of perspective in mediated speech and the experimental inclusion of it was pursued.

In order to quantify the effects of speech perspective, a nine minute drama was produced. The script was designed as to stage three interpersonal communication proxemic zones (Interpersonal, Close Social, Far Social). During this production three audio tracks simultaneously recorded three different mixing patterns (Omni, Direction, Cardiod). From this production three distinct treatments visually constant, but acoustically varied were produced (Intimate, Interpersonal, Intermedia). The audio treatments and instrument were validated in a pilot study.
Test subjects (153) were randomly assigned a specific treatment and responded to Semantic Differential Scales measuring perceived credibility and realism. A One-Way ANOVA did not support a main effect, but a Simple Effects Test indicated a preference for the Intimate Sound Treatment—the convention. A 1 x 3 x 2 ANOVA determined a gender response rate difference, but significance between respective gender treatments using t-tests was not achieved.

It would appear that the test subjects did not have the discriminatory audio skills to differentiate speech sound perspective application, or for that matter be affected by it. Female scores were significantly higher than male scores suggesting that they were more affected by the treatments. Specific within gender treatment differences did not materialize. What was demonstrated in this study was a dependence on Intimate Sound: the learned, conditioned, and reinforced perspective.

**ALIENATION, COMMUNICATION AND MASS MEDIA BEHAVIOR**

**Order No. DA8512226**

Kim, Jaotaci-Tax, Ph.D., University of Missouri - Columbia, 1984.

294pp. Supervisor: Won H. Chang

This dissertation deals with the communication and mass media behavior of the alienated people. To this end, I propose three hypotheses: (1) alienation has a close relationship with communication such as conformity-oriented interaction; (2) alienated people show a different mass media behavior; and (3) communication problem influence mass media behavior.

The analysis for test of hypotheses is divided into two sections. For the first section I divided respondents into three groups according to type of alienation—socially alienate group, self-alienated group and non-alienated group—by using Q-factor analysis. Then, by controlling the pattern of alienation I compare mass media behavior and various socio-demographic variables. The results show that the relationship between use of the media for escape and socio-demographic variables is significant for the self-alienated group and socially alienated group, while the relationship between use of media for cognition and socio-demographic variables is not different among the groups. This analysis gives an interpretation that the alienated people heavily depend upon mass media for their cognition and escape purposes, while the non-alienated people respond selectively to the message of mass media for their cognition purposes.

Multiple regression and path analysis are used for the second section. To conduct path analysis mass media behavior is assumed as the independent variable and communication and alienation as the dependent variables. Mass media behavior is measured by three types of audience's media use—surveillance, diversification and personal identity; alienation is measured by Seeman's five scales—powerlessness, meaninglessness, normlessness, isolation and self-estrangement, and communication is by conformity-oriented interaction and non-interaction. This analysis accepts all three hypotheses. For the first hypothesis, the results show that conformity-oriented communication may be functional alternative behavior to get compensation from an alienated situation. For the second hypothesis, the results also show that diversification and personal identity-oriented use provide compensation for the alienated people to escape from alienated feelings. For the third hypothesis, the noninteraction oriented people use mass media for surveillance, while the conformity-oriented people use mass media for cognition.
A USE OF SOME AREAS OF COMMUNICATION THEORY IN
THE TEACHING OF FILM AS ART
Order No. DA8510.50

In the face of the great number of potential approaches to the study of film and a lack of theories that create orderly structures out of these approaches, some film teachers are likely to make choices that will deny them and their students the richness and coherence that their study should have. To counter this danger the thesis is proposed that within some areas of communication study there are already developed theoretical structures which can be applied to the study of film as art to create approaches for the film educator that offer both the richness provided by different points of view and the coherence provided by an orderly body of theory.

The procedure used to demonstrate this thesis is illustrative. The example of information theory is used to develop a process that, it is assumed, can then be used to relate other areas of communication theory to film. First, the concepts of novelty and redundancy and the value of information are explained. Then, following some psychological aesthetician, these concepts are applied to aesthetic emotion, aesthetic meaning, and the control of aesthetic richness.

Beginning with the fundamental formal characteristic of sequence that is shared by information theory and film, the general aesthetic applications of information theory are then applied specifically to film. The interplay of novelty and redundancy are used to show how film assesses and resolves aesthetic emotions. How learning refined that process of arousal and resolution, how that process leads to concepts of aesthetic meaning, and how it helps to order and control the aesthetic richness that flows from film.

It turns out that this procedure did not yield the simple and easily applied tool for the film teacher that the thesis had presumed as an outcome. However, it did produce a model of a process that, with considerable time and effort, when applied to other areas of communication theory, can yield rich and coherent insights into the art of film.

NEWS MEDIA CHOICE AND AUDIENCE GRATIFICATIONS: AN APPLICATION OF THE EXPECTANCY-VALUE AND LEXICOGRAPHIC MODELS
Order No. DA8519881
LW, CHARLES Tung, Ph.D. The Ohio State University, 1985. 231pp.
Adviser: John * Ummick

Two data sets labeled 1984 and 1985 studies were collected under the same research objectives and were analyzed by the same procedures. The sample sizes for each study were 351 and 254, respectively. Four news media were examined and three choice behavior models were employed to investigate the relationship between perceived gratifications and subsequent news media choice. The four daily news media were television, newspapers, cable TV, and radio. Two among the three choice models were compensatory models—the unweighted expectancy model and the weighted expectancy-value model, and one non-compensatory lexicographic model.

Two need attributes for news, informative-cognitive and cumulative-affective dimensions, were retained from SAS factor analysis for further analyses. Both the 1984 and 1985 studies showed consistent result patterns. The expectancy model performed as well as the expectancy-value model and in predicting audience members' tendencies to choose television for later use. Both compensatory models correctly predicted television choosers at the level of about 75%. The lexicographic model performed even better than compensatory models in classifying television choosers' tendencies to select television 90% of the time. For newspaper choosers, the expectancy-value model performed better than the other two models. Demographic analyses showed that newspaper choosers were more educated than television choosers.

It was interpreted to mean that newspaper choosers tended to hold more cognitive capabilities than television choosers in discriminating news attributes and in weighing salient attributes for their subsequent news media choice. The present study, therefore, provides empirically and theoretically the uses and gratifications of choice models, media selections, and demographics as

THE EFFECTS OF WIDESCREEN TELEVISION ON LOCAL AND NATIONAL NEWSCASTER CREDIBILITY: AN EXPERIMENTAL STUDY
Order No. DA851175
MOTT, DONALD RAY, Ph.D. The Louisiana State University and Agricultural and Mechanical Col., 1984. 172pp. Director: Ron Garay

The purpose of this study was to determine if there were any perceived differences in credibility between the widescreen television treatment, standard screen treatment and local and national newscaster. The data revealed no significant differences as a result of the widescreen television treatment. In addition, no significant main effects were observed between the newscaster treatments, "local" and "national," suggesting that as a group, viewers do not appear to have any dispositional attitudes dependent upon specific criteria toward the credibility of either type of newscaster.

The design of the experiment was a classic 2 x 2 factorial design. The stimulus was a simulated newscast employing a professional newscaster in a major metropolitan market unknown to the test subjects. The final simulated tape also contained two actualities from the newscast and not any of the other news persons (correspondents) seen in the tape was shown. Test groups 1 and 2 were told that the tape was sent by CBS and was a demonstration tape of a newscaster recently hired by its news department. Groups 3 and 4 were told that the newscaster was to be a local newscaster in a major metropolitan market. Test subjects were asked to rate only the anchorman seen in the newscast and not any of the other news persons (correspondents) in the broadcast. Groups 1 and 2 and 3 and 4 viewed the newscast on a 4-foot diagonal widescreen television projection system manufactured by the SONY Corporation. Groups 1 and 2 and 3 viewed the simulated newscast on a conventional, tube-type RCA color television set (30"

IN SEARCH OF MASS COMMUNICATION STRATEGIES TO FACILITATE NATIONAL UNIETY IN UGANDA
Order No. DA8507961
MATOVU, JACOB, Ph.D. The University of Iowa, 1984. 173pp. Supervisor: Joseph R. Ascroft

Various strategies have been tried to foster national unity and harmony among Uganda's numerous ethnic societies. Too little attention has been paid to the role that mass communication could play in promoting national unity. Uganda's mass media systems are biased towards the urbanized and educated elite, the systems hardly appeal to the rural and semi-iterate people who form the majority of Uganda's population.

The present study, a historical and cultural library research, is a critique of Uganda's modern mass media and analyzes the functions of some African indigenous systems of communication. The study focuses on radio broadcasting and the talking drums. Abstracted from the indigenous systems are insights which could be the basis of a mass communication system appealing to a greater proportion of the population. The system could facilitate the evolution of a common culture in Uganda with national unity as the central element.

In conclusion, the present author proposes that radio broadcasting's capacity to transmit an infinite range of messages could be tuned with the talking drums' convocative capacity to call people together for communal decision-making processes. This would require several community radio broadcasting stations. As many members of the respective communities as possible would be called, over the radio, to meet and discuss pertinent issues. The discussions could be broadcast live to enable community members who could not attend the meetings to listen to the proceedings and identify with the decisions made. The exchange of views about those decisions would continue in market places and in other places and so dynamize the efficacious African bush telegraph.

Linked into a national network, the community radio stations could regularly switch to the network for national and international news. Some of the news might require local discussions and reactions, which could be repeated back to the national broadcasting network. Then at the network level, the feedbacks from the various community stations could be synthesized and broadcast nationwide.
Because of the experimental nature of this research, a reliable testing instrument was developed in a pilot study. The same simulated news set described above was used. All pre-test subjects saw the simulated newscast on a conventional tube-type 25" (diagonal) television set. The test subjects responded to the twenty-five item semantic differential instrument developed by McCroskey and Janson in 1976. Eighteen scales passed the McCroskey and Jenson criterion for inclusion in the final testing instrument.

**TELEVISION COVERAGE OF CRIMINAL TRIALS WITH CAMERAS AND MICROPHONES: A LABORATORY EXPERIMENT OF AUDIENCE EFFECTS**

*Order No. DA85-11397*

**Pasow, Anna R., Ph.D. The University of Tennessee, 1985. 128pp. Major Professor: M. Mark Miller**

The controversy about news cameras in the courtroom has pitted reporters, print and broadcast, against judges and others in the legal profession since at least 1925. In that year Canon 35 of The American Bar Association's Canon of Professional Ethics barred photographing and broadcasting proceedings. Therefore, television, depended on courtroom artists to make sketches. During the early twenties judicial rules began to change, and states began allowing cameras and electronic equipment in their courtrooms. Building on information processing theory, this study investigated news producers' assumption that photographic video and live sound from criminal trials is more interesting and informative than the sketches with voice-over presentation by a talking head. Or, as feared by some jurists, will photographic coverage negatively affect audience members, who are potential jurors and witnesses? Subjects were randomly assigned to one of four treatment conditions: courtroom videotape actuality, sketch and voice-over, talking head, and non-courtroom (radio) news segment. Subjects watched a complete half-hour newscast with commercials and then filled out a questionnaire to determine audience information-seeking behavior, aided recall of material, appeal, attitudes toward the justice system and media coverage of it, willingness to testify in a criminal case or serve on a jury, and perceptions of defendants' guilt.

The study found: (1) The television viewers' aided recall of factual information about the criminal case was significantly higher with videotape actuality coverage than with voice-over. (2) The television viewers' information-seeking behavior and appeal of presentation were enhanced with videotape but not to a statistically significant degree. (3) The viewing of a videotaped report of criminal trial had no appreciable effect on the attitudes of the audience toward the justice system and media coverage of it. (4) The presence of cameras in the courtroom and the viewing of a videotape on criminal court cases suggest no influence on an individual's willingness to testify in a criminal case or serve on a jury or on perceptions of defendants' guilt. The results indicate that cameras in the courtroom enhance viewers' information about the trial but show no attitude changes that would imperil justice.

**VISUAL COMPLEXITY IN TELEVISION NEWS: A TIME SERIES ANALYSIS OF AUDIENCE EVALUATIONS OF AN ELECTRONICALLY ESTIMATED FORM COMPLEXITY VARIABLE**

*Order No. DA85-08336*

**Rimmer, Anthony Thomas, Ph.D. The University of Texas at Austin, 1984. 295pp. Supervisor: James W. Tankard, Jr.**

The object of this study was to develop a content-free, form complexity measure of TV news based on pixel light intensity, and to test audience reactions over time to this measure using a theoretical orientation derived from consistency theory. The form complexity variable, static complexity, constituted the independent variable. The dependent variable, dynamism, which is defined as the affective dimension in which audiences derive from TV news material, was measured from 110 subjects using bi-polar, adjectival scales.

Two hypotheses were tested using regression techniques. The first hypothesis proposed that subject ratings of TV news would show a curvilinear relationship with the static complexity of the newscast image. The hypothesis, tested in cross-sectional form only, was not supported. The second hypothesis proposed that static complexity would have a cumulative effect on subject responses, such that a lagged form would offer a better description of the relationship between the two variables than would the cross-sectional form. A lagged, autoregressive model improved the variance accounted for in the subject responses from six percent to 31 percent.

Further analysis of the data revealed support for an anticipation effect. Subjects showed significant variation in their responses to the newscast material up to 120 seconds in advance of associated changes in static complexity. The directions of change in subject responses appeared to be more in line with a consistency theory perspective than that of activation theory.

The results of this study may have implications for research in TV news which confines itself to content-based variables at the expense of form variables, and which assumes only a cross-sectional relationship between newscast material and audience responses. It is suggested that both form variables and time should be considered in the study of audience reactions to TV news.

**FOREIGN TV PROGRAM VIEWING AND DEPENDENCY: A CASE STUDY OF U.S. TELEVISION VIEWING IN TRINIDAD AND TOBAGO**

*Order No. DA85-07539*

**Skeen, Ewart Courtney, Ph.D. Michigan State University, 1984. 294pp.**

This research is a case study of the impact of U.S. television program viewing on national allegiances in Trinidad and Tobago. It focuses on social and psychological dependency. The central problem was to legitimize the dependency concept, explore its importance in international media research and document its relationship to foreign media consumption.

Consideration of this topic led to, (1) the challenge of operationalizing dependency and (2) a discussion of two controversial topics: (1) rights of smaller nations to international information equality and (2) the critical versus empirical research debate. This is, therefore, a cultural-media imperialism study.

Two research methods were employed: critical methods for the theoretical framework, and statistical methods for the empirical section of the study. An inventory of television programming in Trinidad and Tobago was taken. Constructs were then developed from both critical-dependency and traditional literature to measure U.S. values, U.S. appeal, U.S. appreciation, U.S. dependency and consumption of U.S. goods. Analysis focused on these as well as respondents' income, education and proportion of television viewing time devoted to U.S. programming. Analysis of Variance and structural equation modeling techniques were used in the analysis. An island-wide, cross-sectional random sample survey of 401 adults in TV-owning households in North, Central and South Trinidad was carried out in October 1982.

Results showed that U.S. television programs accounted for 67%, local programs 25% and British programs 7% of total programming time. However, an average of 75% of the Trinidadian's viewing time was devoted to U.S. shows. Subsequent analysis revealed that U.S. television viewing was positively correlated with U.S. values, U.S. appeal, U.S. appreciation and U.S. dependency. U.S. program viewing was negatively related to Trinidad appeal and Trinidad appreciation.

In sum, the structural model was found to be adequate. But the hypothesis that U.S. television viewing is a direct cause of U.S. dependency was found not to hold. However, strong effects from U.S. TV viewing to U.S. appeal, appreciation and values were observed. The latter set was related to U.S. dependency and U.S. consumption.
This dissertation undertakes an interpretive analysis of changing imagery of family and professionalism in prime time television entertainment during the 1970s. Its wider purpose is to enrich the cultural history of a particular period by appropriating mass-mediated popular culture as a source of knowledge about social consciousness, as well as to participate in the effort to develop the concepts and methods of an interpretive sociology.

Prime time television was chosen because its accessibility and audience size make it ideal for the study of widely-disseminated popular meanings, and because its characteristic genre in the 1970's, the episodic series, is entrenched in the family and workplace settings that frame the central themes of this research.

Series were selected for analysis on the basis of ratings success, successful runs in syndication, or because they modified the genre in significant ways. At least ten episodes of each series were analysed for changing family and workplace imagery, as well as general categories of plot and character, conflict, and narrative progression. The language of the television text was grounded in an account of the organizational and cultural conditions of its production and reception.

In the imagery of the episodic series, both home and workplace take on the primary identity of family, where the domestic sphere becomes a repository of conflict and anxiety about the fracturing of family life and the corrosive effects of modernity on community, the workplace assumes the warm solidarity of an "ideal" family, replacing the domestic sphere as a source of primary identity. Taken together, the television family and workplace map out a social field, recasting the boundaries between private and public spaces. The emergence of an ethic of "people's professionalism" resonates with substantive rather than formal skills and commitment, as a critique of corporate power and an alternative vision of public authority. The recurring themes of the television narrative both resonate with cultural histories of the period, and enrich them by exploring cultural expressions of subjective responses to pressing social problems.

THE IMPACT OF OVERT RESPONSE AND FEEDBACK ON LEARNING DURING CHILDREN'S VIEWING OF "THE ELECTRIC COMPANY"  

The purpose of this study was to investigate the effect of overt response and feedback on learning of elementary school children while viewing segments of "The Electric Company." The main hypothesis of the study was that learning and retention are greater if provisions for an overt response and feedback are presented in a network educational television program. It was also hypothesized that these two factors can enhance visual attention to the program leading to greater learning.

Eighty-six first-grade children between the ages 6½ to 8 years old were randomly assigned to one of six treatment groups: overt-feedback, overt-no feedback, natural-feedback, natural-no feedback, no response-feedback and no response-no feedback. Learning and retention were measured by an immediate and delayed test. The test consisted of 20 items requiring the subject to read a set of words.

The data were analyzed using analysis of variance and covariance with response mode and feedback level as independent variables and pre-test scores as a covariate. The post- and retention-test scores were the dependent variables. Correlational analysis was used to test some of the hypotheses.
REEL FAMILIES: A SOCIAL HISTORY OF THE DISCOURSE ON AMATEUR FILM, 1897 - 1982 Order No. DA8500714

This dissertation argues that the popular definition of amateur film shifts within different historical periods. These varying social concepts of amateur film negotiated larger cultural notions about work and leisure time. Its definitions, positions, and functions as a social idea transformed as a result of changes in the structural relationships between discourses on technology, aesthetics, social uses, and political needs.

On the most simple level, amateur film can be identified as a leisure time commodity that promoted professional filmmaking practices, equipment, and ideology. However, its relationship to professional filmmaking reveals a much more complex process of historical change. Their relationship shifts significantly over these three historical periods analyzed in this dissertation. From 1897 to 1923, amateur film was characterized by technology, with standard film gauges labeled amateur by major manufacturers holding patents on 35mm formats and processes. From 1923 to 1950, this relationship was articulated in the popular discourse on proper aesthetic form, with deviations from Hollywood style considered amateur. By the 1950's the relationship between amateur and professional film revolved on socialization mechanisms: the family acquired the social attributes of professionalism—skill, expertise, control—in their private life through home moviemaking. Amateur film's relationship to professional film demonstrates a movement towards increased isolation within leisure time activities. As this relationship progressed historically, popular and photographic magazines increasingly presented the cultural functions of amateur film as a social activity for the family unit.

COMPARATIVE EXAMINATION OF CHILDREN'S USES OF TELEVISION RELATED TO THE ACCULTURATION PROCESS
Order No. DA8506146

In an attempt to link the theories of acculturation to the uses of mass media, this study: (1) compared uses of American television by native and non-native American children; (2) assessed the impact of non-native American children's acculturation on their uses of American television; and (3) ascertained the impact of interaction with American peers on non-native American children's uses of American television. Uses of American television was defined in terms of motivations for television viewing, preferences for television programs, patterns of exposure to television, identification with television characters, and perceived reality of television characters and events.

A cross-sectional survey technique was utilized. Eighty-three non-native American children and 276 American children participated in this study.

Compared with native American children, non-native American children: (a) used American television more for learning about themselves and others as well as for social interaction purposes; (b) were more interested in watching television programs, particularly educational and adventure programs; (c) identified more frequently with television characters; and (d) expressed stronger belief in the reality of television.

Extent of acculturation had limited influence on non-native American children's motivations for watching television and their interest in American television programs. Uses of American television by these children were not influenced by the extent to which they interacted with their American peers.

This study successfully linked theories of acculturation to the uses of television by children. It illustrated the functionality of television in the acculturation process. It also suggested that a new set of acculturation measures pertaining to children need to be developed.
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