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Advertising

A Content Analysis of Black-and-White Advertisements Used in Magazines • Euijin Ann, Michigan State • This study employed content analysis to examine the usage pattern of black-and white (B&W) advertising in magazines. Results showed that (1) B& W ads appeared to be an important type of advertising tactic, (2) of the B&W ads examined, color-highlighted type appeared most often, (3) B&W ads appeared most often in ads for health care, publication, services, and fashion and beauty, (4) most B&W ads employed emotional appeals rather than informational appeals.

A Cross-Cultural Comparison of Political Advertising in the 1996 Presidential Election Campaign in Taiwan and the United States • Chingching Chang, National Cheng-chi • This study applied Hall's (1977) culture-context theory and Hofstede's (1991) individualistic/collectivistic aspects of cultural differences to understand how content and appeals of political advertising in Taiwan and the U.S. differ from each other. The aspects examined included the presence of direct and indirect attacks, the presentation of issues in the ads, types of settings, and the use of metaphors, symbols, and songs. Analyses showed that most of the findings were consistent with cultural expectations.

A Content Analysis of Internet Banner Advertising: Focusing on Korean and U.S. Cultural Differences • Hwi-Man Chung, North Carolina at Chapel Hill and Euijin Ahn, Michigan State University • The Web is emerging as a new advertising medium vying strongly with the more traditional media. Despite the Web's capability of becoming a potentially powerful medium, there is little empirical studies about the banner advertising in the Web. Previous studies about traditional media have suggested that there are differences among different countries and cultures in terms of advertising types and degree of informativeness.

Made In Taiwan And The U.S.A.: A Study Of Gender Roles In Two Nations' Magazine Advertisements • Kim E. Karloff and Yi-ching Lee, California State • While American women can be found in the driver's seat, literally, in American magazine advertisements, the same cannot be said of Taiwanese women in Taiwan magazine advertisements. And the American image of the lone cowboy means little to Taiwanese ad-makers. Family, however, means mom and dad in both countries. Such are the findings in this study of gender roles in a cross-section of magazines found in the United States and in Taiwan.

Driving Toward Equality: Automobile Advertising and Gender Views, 1920-1940 • Erika J. Pribanic, Alabama • Automobiles have long been considered a masculine area. In Taking the Wheel, Virginia Scharff wrote, "The automobile was born in a masculine manger, and when

women sought to claim its power, they invaded a male domain.” This theme is often parodied in the modern television sit-com Home Improvement: the car is powerful, dirty, masculine, and off limits to women. The automobile’s inherent masculinity reaches back to the Victorian age, when women were considered too feeble-minded and frail-bodied to even leave their homes, let alone drive automobiles.

Communication Theory and Methodology

News Media, Racial Perceptions, And Political Cognition • David Domke, Kelley McCoy, and Marcos Torres, Washington • This study examines the linkages among news media, racial perceptions, and citizens’ political cognitions. We theorize that news coverage of political issues not only influences people’s thinking about the issue, but also activates associated racial or ethnic stereotypes held by individuals and then influences whether these perceptions are applied in politically meaningful ways, such as in the formation of issue positions or evaluations about whether certain political, economic, or legal outcomes are positive for U.S. society.

History

The Shameful Delay: Newspapers’ Recruitment of Minorities Employees, 1968-1978 • Lori Demo, North Carolina • Ten years after the Kerner Commission admonished the nation’s media for being “shockingly backward in seeking out, hiring, training, and promoting Negroes,” the American Society of Newspaper Editors adopt its Year 2000 goal, which called for minority employment in newspapers newsrooms to mirror the US. population by the year 2000. This paper explores why it took editors ten years to make a definite and public commitment to racial parity.

The Naked Truth: Gender, Race, and Nudity in Life, 1937 • Dolores Flamiano, North Carolina • The establishment of Life magazine in 1936 marked a turning point in the history of photojournalism. Henry R. Luce’s weekly picture magazine was an important source of visual communication before television, providing news and entertainment for millions of Americans. Life is best known for its contributions to the news-oriented photographic essay, but it also provided plenty of frivolous fare. For example, a cheesecake feature called “How to Undress” created controversy in 1937 and continues to raise questions about photojournalism’s affinity for sex and sensation.

The Pre-Brown Black Press in the 20th Century: A Historiographical Exploration • Wim Roefs, South Carolina • From the 1920s to the 1940s, the black press came of age in terms of circulation, exposure and professionalism. Still, the amount of research about the black press in these decades is remarkably limited, both in terms of volume and the degree to which it systematically explores issues such as the press's general development, role, content, and influence. This historiographical paper discusses the treatment of these issues in the literature while identifying unexplored questions.

International Communication

A Cross Cultural Analysis of the Perceived Credibility of Television Reporters • Sarah Kay Happel and Charles A. Lubbers, Kansas State University • This study compares the perceived credibility of television reporters between the United States and Finland. The source credibility theory was tested by comparing female reporters to male reporters when covering a war story, and also when covering a fashion story. There were no sexist attitudes discovered in either country when a female reporter covered a non-traditional topic. However, American men and Finnish women perceived the male fashion reporter as less credible than the female fashion reporter.

Split Images: Arab and Asian Political Leaders' Portraits in Major U.S. News Magazines • Hye-Kyeong Pae, Georgia State University • This study reports how Arab and Asian political leaders are portrayed in news magazines. The content analysis was based not on the space allotted in the magazines but on the feature of language used. The language was primarily categorized by five biases and then was classified by another four biases in terms of degree of favorableness. The results support the contention that news magazines in the U.S. pay more attention to the nations affecting U.S. interests and that there are split images between the allies and non-allies.

Manifestations of Ethnocentrism in U.S.-Japan Press Coverage • Catherine A. Luther, Tennessee • The purpose of this study was to explore if manifestations of ethnocentrism could be found in U.S.-Japan press coverage. A sample of news items concerning U.S.-Japan relations was selected from the United States' New York Times and Japan's Yomuri newspaper. Using attributional biases as indicators of ethnocentrism, each news item was examined to see the types of attributions mentioned in the item. Results showed the presence of ethnocentrism, but mainly in the U.S. news items.

The Presidential Candidates In Political Cartoons: A Reflection Of Cultural Differences Between The United States And Korea • Jongmin Park and Sungwook Shim, Missouri-Columbia • This study examines the content of political newspaper comics in presidential elections to compare the culture of the United States and Korea from three perspectives: (1) the context of communication, (2) individualism vs. collectivism, and (3) confrontation. It finds a clear difference between candidate images in the cartoons of America and Korea. These three dimensions were good indicators of cultural differences between Western and Asian society.

Magazine:

Out of Their Hands: Framing and its Impact on Newsmagazine Coverage of Indians and Indian Activism, 1968-79 • Jennifer Bowie, Ohio University • This content analysis identified and described a media frame used by Time, Newsweek and US News & World Report to marginalize Indians and Indian activists from 1968-79. All seventy-eight stories that appeared during this period were analyzed. Activist events set a large portion of the magazines' agenda. Indians were framed as a violent, militant, and divided out-group. Based on this deviant and illegitimate frame-and on limited survey data.

Black in a Blonde World: Race and Girls' Interpretations of the Feminine Ideal in Teen Magazines • Lisa Duke, Florida • Middle-class African American and European American female readers of teen magazines were interviewed for their interpretations of the feminine ideal presented by the texts. Black girls were uninterested in models because their culture values a heavier physique. Grooming advice was similarly seen as specific to White girls, who consequently invest more authority in the magazines' counsel and images. The magazines are a one-way mirror through which Black girls observe White beauty culture.

The Women's Liberation Movement, 1969-1972: Did the Graphics and illustrations in Ms. Magazine During the First Year of Publication Reflect or Contradict the Themes of the Movement? • Deborah M. Gross, Florida • During the late 1960s and early 1970s, feminist periodicals were founded to reflect and impact the women's liberation movement. Ms. magazine, founded by Gloria Steinem, officially began publication in July 1972 and was one of the few feminist magazines that continued to flourish after its debut. This paper explores how the second wave of feminism influenced the portrayals of women in Ms. magazine editorial illustrations and graphics during the first year of publication.

Charles Moore's Life Magazine Coverage of the Civil Rights Movement, 1958-1965 • John Kaplan, Florida • On September 3, 1958, photographer Charles Moore witnessed an

argument between the Reverend Martin Luther King Jr. and two policemen on the steps of the Montgomery, Alabama courthouse. His picture of the local minister's subsequent arrest was the first of Moore's celebrated civil rights pictures to be published in Life Magazine. By 1965, Life had published Moore's coverage of many of the significant events of the era including the fighting surrounding James Meredith's admission to the University of Mississippi, the dogs attacking protesters in Birmingham and the savagery of the Selma March.

Have Female Stereotypes Changed over Time?: A Longitudinal Analysis of Women in Magazine Photos • Shelly Rodgers, Missouri-Columbia • This study uses a longitudinal approach to measure changes in female stereotypes in newsmagazine photographs. The results indicate a slow but steady increase in the number of females represented in news photos between the 1970s and the 1990s. Likewise, the male-to-female ratio shows a decreasing trend. Improvements in stereotypes were also noted. More females appeared in nonstereotyped than stereotyped roles. And, although more females were stereotyped in terms of the photo topic, females did appear in a wider variety of topics overall.

Mass Communication and Society

Gender Stereotyping and Intended Audience Age: An Analysis of Children's Educational Informational TV Programming • Mark R. Barner, Niagara University • This study examined sex-role stereotyping within FCC-mandated children's educational programming. A content analysis compared stereotyping across program age ranges and revealed that programs intended for young children present a more traditional view of sex roles than programs intended for teens. Male characters in old programs were stereotyped to a lesser extent than their young program counterparts. These results suggest that children are being exposed to consistently gender stereotyped television role models at precisely the age when they are forming their own sex role identities.

The Portrayal of Race and Crime on Network News: An exploratory Study • Travis L. Dixon, Michigan • A content analysis of a random sample of network news programming was conducted in order to assess the portrayal of race and criminal behavior. It revealed that Whites are accorded prominent roles as perpetrators, victims and reporters on network news. Latinos are largely portrayed as victims while Blacks are more likely to appear in the role of perpetrator than victim or reporter. The implications of these findings are discussed in terms of the structural limitations of network news and an ethnic blame discourse. We argue for further investigation of race and crime on network television news.

Evidence of Gender Disparity in Children's Computer Use and Activities • M.J. Land, Georgia College & State University • This multi-method study examines the differences in male and female computer use in the home of children ages 9-14. Long interviews, observations, and surveys with children show males spend more time on the computer, but not on-line than females. Males and females engage in different computer activities. They play computer games about the same amount of time, but females spend more time on the computer to do word processing and desk-top publishing activities.

Changes in Female Roles in Taiwanese Women's Magazines, 1971-1992 • Ping Shaw, National Sun Yat-sen University • A thematic content analysis performed on a sample of articles published in *Woman* and *New Woman* magazines over the period of 1971 to 1992 revealed a decline in the number having themes of women as wives, mothers, and homemakers and an increase in articles with political, social and economic themes. Traditional sex role models, however, still dominate the pages of most women's magazines.

Media Consumption and Social Capital Patterns in Urban African Americans and Whites • Esther Thorson and Ken Fleming, Missouri and Michael Antecol, Stanford • The survey research reported here was examined for links between exposure and attention to newspapers, local television news, and entertainment television and patterns of social capital exhibited by African Americans and Whites in a large Midwest city. The news media of the city included a daily newspaper that has been committed to public journalistic approaches for approximately three years. Part of the public journalism effort has involved increased efforts to communicate meaningfully with the large African American population in the city.

Newspapers

The Great Home Run Race Of 1998 In Black And White • Mike Bush, North Carolina • In covering the race, most newspapers focused on Mark McGwire, ignoring Sammy Sosa, a black Dominican. But the contest may have been for second place; Negro Leaguer Josh Gibson once walloped 84 homers. Another issue was McGwire's use of a steroid, legal in baseball but banned by other sports. Once the biased coverage was noted, many writers gave Sosa due credit. Black papers ignored the unequal coverage story.

Measuring the Marketplace: Diversity and Editorial Page Content • Michael Drager, Illinois State University • In this study of editorial page content, 105 newspapers were content analyzed to determine their diversity. An economic measure, the Herfindahl-Hirschman Index, was used to develop a composite index of diversity for each newspaper. Results

found that while some aspects of editorial content were somewhat diverse in nature, overall diversity of content for the sample was lacking.

Hispanics & the Media: A Case Study of Coverage in The Dallas Morning News • Camille R. Kraeplin, Southern Methodist University and Federico Subervi, Texas-Austin • This study examined coverage of Latinos by a large Southwestern daily, as well as their attitudes toward that coverage. Using focus groups, a survey and a content analysis, researchers found that although the quantity of coverage was low, the quality was generally positive. However, it was not as broad-based as it should be. Most Hispanic readers would like to see some Spanish-language content in the newspaper. And most expressed a high level of interest in "Hispanic" content.

Journalists and Gender: An Analysis of The New York Times Coverage of the 1996 U.S. Presidential Election • Kimmerly S. Piper-Aiken, Indiana University • Content analysis of 339 election stories from The New York Times found striking similarities between stories written by women and men. This study examined whether or not women reporters were more likely to use gender-relevant frames, refer to the "women's vote," report on typical women's themes, and include female sources more often than men. Regardless of gender, journalists avoided using simple sex stereotypes and women continued to be underrepresented as news sources and reporters.

Media Management and Economics

Black Newspapers: In Search Of An Advertising Strategy • George Sylvie and Lucy Brown-Hutton, Texas-Austin • This study explores African-American newspaper advertising in a major state-the total advertising and respective ad categories by content analysis and by a survey examining internal staffing and overall strategy views of publishers. Results indicate much of the problem still may be staffing-related. Advertising space in African-American newspapers still lags behind mainstream weekly averages, suggesting publishers focus on specific types of ads or evaluate targeting strategies for soundness of a plan heavily weighted on public-sector advertising.

Public Relations

An Innovative Look at Gender in Public Relations: Examining Relationships between Gender and Source Credibility in Employee Communication Messages and Media -- Donald K. Wright and Jill R. Haynes, South Alabama -- Gender differences between women and men have served as the focal point for much public relations research within the past two decades. However, the public relations body of knowledge lacks any studies that examine gender in terms of how women and men react differently to public relations communication messages and the communication media delivering them. This study examines the impact of gender differences on the receivers of an organization's internal public relations communication messages.

Qualitative Studies:

Source Diversity After the Telecommunications Act of 1996: Media Oligarchs begin to Colonize Cyberspace • Jeffrey Layne Blevins, Ohio • Through integration of different types of media, corporate conglomerations can produce a preponderance of the information and entertainment that circulates through the media. While the Internet is often seen as being able to counteract this locus of control, this study shows that Cyberspace is the next destination for corporate colonies. By tracking corporate expansion into Cyberspace it seems that the Internet will mainly function as yet another outlet for mainstream media.

Evaluating the New Marketplace of Ideas: An Examination of Cyberspace, the CDA & the Postmodern Condition • Justin Brown, Pennsylvania State University • The reasoning behind overturning the Communications Decency Act (CDA) recasts marketplace of ideas theory with an euphoric rhetoric of endless possibilities. While a new free trade of ideas may be upon us, the CDA also illustrates the difficulties applying current law to the Internet, a medium which creates its own virtual borders and standards. Despite the potential liberating features of cyberspace, questions remain as to how it will contribute and shape the public sphere.

Framing U.S. Cigarette Exports to Asia: How U.S. Daily Newspapers Covered Cigarette Deal • Kwangmi Ko Kim, Towson University • This study focuses on the U.S. media coverage of U.S. cigarette exports to Taiwan and Korea, and examines whether there was congruence between U.S. foreign policy objectives and the direction of the news coverage. This study revealed that most U.S. daily newspapers followed a U.S. "official" line in reporting the issue of exporting cigarettes to Asia. The issue of exporting U.S. cigarettes to Asia was packaged into a trade issue, not a health issue, by the U.S. press as well as by U.S. policy makers.

Feminist Media Ethnography in the Third World: Exploring Power, Gender, and Culture in Fieldwork • Radhika E. Parameswaran, Indiana • Although feminist media scholars have

produced several ethnographies of women's consumption of popular culture, few have engaged in self-reflexivity about their fieldwork experiences. This paper which is anchored within interdisciplinary postmodern and feminist scholarship on ethnography is a self-reflexive account of one Third World feminist media ethnographer's research among young middle-class women in urban India who read Western romance fiction. Urging feminist media scholars to pay attention to the politics of representation of audiences, the paper explores power imbalances in the field that arise due to social constructions of gender, ethnic, class, and sexual identities.

A Communication-Based Perspective of the Construction of Social Reality of Women in Non-Tradition Occupations • Michele Rosen, Monmouth University • During the last decade, women have entered traditionally male dominated professions in unprecedented numbers. Indeed, today few occupations are off-limits to women capable of undergoing the training and performing the functions of carpenters, electricians, plumbers and other formerly "male-only" trades. Within the professions, more women are choosing careers in engineering, the sciences, and business than in the previous quarter century. This research asks several questions: First, how do the dynamics of work-related communication strategies affect women's constructs of reality?

Visual Communication:

The Visual Representation Of Individuals Of Different Genders, Ages And Ethnicity's In The Photographs Of The Los Angeles Times • Shelly Rodgers and Esther Thorson, Missouri-Columbia • The authors examine gender, age and ethnic stereotypes and portrayals in news photographs of the Los Angeles Times. The Times was chosen because of its status as one of the nation's great newspapers and because it serves a diverse populace where Latinos are the majority, and the presence of African Americans and Latinos is very high. Although many stereotypes were still found to exist, changes were noticeable-some positive and some negative.

"Negro Stars" and the USIA's Portrait of Democracy • - Melinda M. Schwenk, Pennsylvania • From 1952-1961, the U.S. Information Agency indirectly addressed the nation's race problems with films about "Negro stars." This paper analyzes how the USIA celebrated in films the lives of five famous African-Americans to provide evidence that American democracy fostered individual freedom.

Civic Journalism:

Civic Journalism And Gender Diversity In News-Story Sourcing • Brian L. Massey Nanyang Technological University, Singapore • The proposition that civic journalism corrects for traditional journalism's weaknesses was tested for the under-representation of women as sources in traditionally reported news. By comparison, women's appearance in news stories as information sources increased under civic journalism, but only marginally and only in stories reported by female journalists. Men sources were still numerically dominant. The results of this case study raise questions about civic journalism's long term success at reforming traditional newswork.

Religion and Media:

Not Alone In A Crowd: Religion, Media and Community Connected-ness At The Dawn Of A New Century • Michael A. Longinow, Asbury College • Religion and media in America have intertwined each other in a variety of ways from the earliest decades of this country's democratic experiment. Moreover, religious organizations and those interested in religion have adapted themselves in innovative ways to the changing formats of popular media through this century, in many cases bringing cohesion and community to American religion. The end of the Twentieth Century and the dawn of the Twenty-First bring hope that this intermingling of media and religion will not diminish and could grow and flourish.

The Press And The "Greening Of Religion": Themes, Sources, And Conflict In Newspaper Coverage Of Faith-based Environmentalism • Rick Clifton Moore, Boise State University • This paper investigates news coverage of environmental activity among American religious groups in the 1990s. The press, in reporting this phenomenon, presented a facade of religious inclusiveness while consistently reporting the story in ways that focused on traditional American religious institutions. In addition, official sources were called upon much more frequently than unofficial sources. Finally, reporters tended to downplay conflict in stories, using novelty as the key news value and attempting to extend that novelty over several years of reporting.

Watching The Religious Audience: The Complex Relationship Between The Christian Media, The Mainstream Media And The Conservative Protestant Audience • Hillary Warren, Wisconsin-Stevens Point • This paper considers the problematic relationship between the conservative Protestant audience and the Christian media. Using a combination of interviews and market data, the author finds that the Christian media is limited as an indicator of rank and file opinion. The paper concludes with several suggestions for research into this relationship, primarily focusing on the importance of small groups and interpersonal connections in the formation of media-related opinion in the conservative Protestant community.

