A DATABASE RESEARCH STUDY OF POLITICALLY

CORRECT LANGUAGE USAGE IN FOUR DAILY

NEWSPAPERS

By

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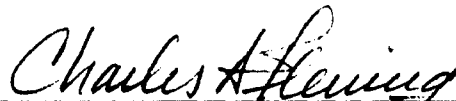Bachelor of Science

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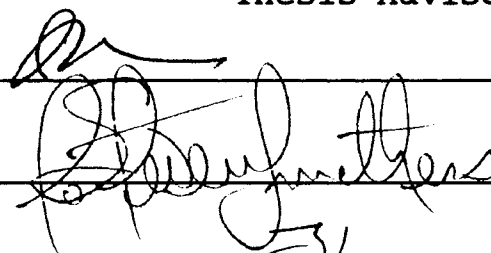
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ACKNOWLEDGMENTS

The following is a content analysis on the current phenomenon of "political correctness." The objective of this study was to ascertain, if indeed, American society has become "politically correct" over the last decade.

This work is the culmination of many, long hard hours, not only on my part, but on the part of my thesis adviser, Dr. Charles Fleming. Through his ever-patient and quiet confidence in not only myself, but all his graduate students, each individual success becomes another addition in a lengthy legacy of excellence in mass communication at Oklahoma State University.

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CHAPTER I

INTRODUCTION

General

In the "politically correct" 1990s, a two-word phrase

has surfaced which encompasses not only an ideology, but a

social movement, as well as a linguistic development. This

expression is found in all aspects of the media and is used

in reference to a wide range of concepts. This phraseology

has been applied at one time or another to almost everything

including the arts, to entertainment, even to academia. In

fact, these words have been bantered about so much since the

late 1980s, the expression is now considered a cliché. The

origin of the term is still open to academic argument. But,

there is no debate over the controversy the idiom has

caused. These two words are -- "political correctness."

Political correctness or "being politically correct"

became part of the popular culture around 1990-91. Even in

as short a time as three years, political correctness or PC,

has in one way or another touched the lives of many

Americans. Author Paul Berman elucidated:

> The national debate over "political correctness" began in
> the fall of 1990 with a small, innocuous-seeming article
> in The New York Times -- and within a few months was
> plastered across the covers of Newsweek, The Atlantic,
> New York, The New Republic, and The Village Voice, not to

mention the TV news-talk shows and the newspaper op-ed pages.[1]

Defining political correctness becomes an arduous and complex task. Despite the numerous articles written on political correctness, not many authors have attempted to specifically give an operational definition of PC. Many of the authors write under the assumption that the reader already has an understanding of the concept. The authors then proceed to disclose their own beliefs on the subject -- and there are a plethora of convictions opined.

> The closer you examine the argument over political correctness, the more it begins to look like one of Paul de Man's literary interpretations, where everything is a puzzle without a solution ... Every participant carries around his own definitions, the way that on certain American streets every person packs his own gun.[2]

The most obvious question is then, "What is PC?" This can be answered by understanding that political correctness, on the most basic level, is manifested to the average media consumer as primarily being a change in today's language. Words, the building blocks of language, are also the building blocks of politically correct ideology. Here at the elementary level of political correctness, words are eyed, evaluated, and then transformed -- if found to be culturally or societally inappropriate.

The word "Negro" is a good example of a word which was judged unsuitable by some in this century. The word "Negro" was replaced nearly 30 years-ago by the word, "black."

"Negro" remained ascendant until the mid-1960s, when it was again cast off by a new generation in need of new terms to symbolize its revolt against the status quo.[3]

More recently, the word "black" (specifically referring to race) has been superseded by "African-American." Authors Henry Beard and Christopher Cerf provided one reason why this might be so. "It is generally considered more appropriate than 'black' because it implies a connection with the home continent."[4]

Without a doubt, the levels of political correctness are as diverse as they are complex. On one abstraction level, political correctness is canonical debate which has taken place in academia. On yet another level, the focus is on oppressive speech and language. On the most common level, political correctness is considered to be simply a target of humor and ridicule.

Background

Editor Patricia Aufderheide in the book, Beyond PC Towards A Politics of Understanding, succinctly summed up several of the questions about the origins of political correctness.

> Even the concept is slippery. Is the issue, as Newsweek charged in the December 1990 cover story that triggered the media onslaught about PC "totalitarian" ways of teaching on American campuses? Or is it ... largely a figment of the rightwing imagination, a strategy aimed at junking such programs as affirmative action? Is this debate about expanding the perimeters of the educational canon, or subverting the very notion of a canon -- and, indeed, all intellectual standards?[5]

At first glance, it appears that PC is all of the aforementioned -- and more. However, is political

correctness a recent innovation in American society? Author

John M. Ellis suggested political correctness is not a new

phenomenon:

> But these ideas are not new, and theory is not their
> source. From the earliest times, inhabitants of Western
> society have been prone to recurring fits of politically
> correct -- but quintessential Western -- self doubt.[6]

Ellis also related an example of how the language-user

can selectively manipulate words and apply idealistic

revision to alter the reader's perception and understanding

of political events. In the first century A.D., the Roman

historian, Tacitus, penned a picturesque (if not politically

correct) portrait of the Teutonic peoples.

> But when Tacitus says that no one in Germany finds vice
> amusing and that Germans are not corrupted by the
> excitements of banquets and public spectacles, we become
> suspicious. What was really on his mind was the
> corruption and decadence of imperial Rome, not the virtue
> of the Germans.[7]

In the twentieth century, political correctness seems to

have reappeared more than 25 years ago. Writer Ruth Perry

acknowledged:

> The phrase seems to first to have gained currency in the
> U.S. in the mid-to-late 1960s within the Black Power
> movement and the New Left, although the phenomenon --
> labeling certain acts and attitudes as right or wrong --
> must be as old as belief itself.[8]

In 1994, it seems to be an effortless task to pick up a

daily newspaper or newsmagazine and find articles about PC

events. Nothing, it seems, escapes PC. In a recent edition

of the Tulsa World, the "Living Section" ran the cover

story, "Now There's a New Politically Correct Mother Goose."

Minnesota publisher Bruce Lansky found the traditional Mother Goose rhymes, "sexist and violent" and decided to apply "contemporary values"[9] to the nursery rhymes.

For example, Lansky has rewritten the traditional nursery rhyme, "There Was An Old Woman ... " The original is as follows:

> There was an old woman
> Who lived in a shoe,
> She had so many children
> She didn't know what to do.
> She gave them some broth without any bread,
> Then whipped them all soundly
> And put them to bed.[10]

Lansky said, "About 25 percent of the poems I wanted to skip over because they contained something violent, strange or uncomfortable."[11] He then rewrote the poem as follows:

> There was an old woman
> who lived in a shoe,
> Which wasn't too bad
> when the winter winds blew,
> But the strong summer sun was
> too hot to handle,
> So, she packed up her things and
> moved to a sandal.[12]

One of the most visible earmarks of political correctness is the language identified as being "politically correct." Examples of politically correct language are beginning to seep into everyday life. Words like "birth name" for the seemingly sexist "maiden name" and "seasonal employee" for the apparently discriminatory "migrant worker" are being used and being accepted by many people in society today without much thought. However, other words belonging

to the politically correct movement are meeting with more resistance. The sentence, "Please pass the stolen nonhuman-animal sweetener," is rarely heard. Instead, "Please pass the honey," is more commonly used in the English language. Therefore, today's media consumer might as well ask, "What is wrong with our language anyway?" This is a valid question. As general semanticist Wendell Johnson wrote in his book, <u>People in Quandaries</u>, in 1946:

> We seem not to realize very clearly as yet what it means to be a symbol-using class of life. We still take our language pretty much for granted. Most of us stare rather blankly at the suggestion that the way we talk determines to an important degree the way we live. Such a suggestion implies clearly that our language should be changed; and being relatively unconscious of our language, and quite unaware of its structure, we are disposed to feel rather helpless about the possibility of changing it. Our common attitude seems to be that the language we have is the only language there is and that only a crackpot would seriously suggest doing something about it. Besides, it's our language. It is part of us; and as we see it, to criticize our language is to criticize us, and we don't like that.[13]

Is language static? A simple test is to pick up and thumb through a dictionary from 1944. Even in as short of time as 50 years, certain word meanings have changed. Words are continually being created to describe new concepts and technological advancements. Word meanings which are outside of the political correctness realm are also being altered, changed and added to the vernacular. For a recent example, columnist James J. Kilpatrick in the article, "Did Anyone Tantrum When He Fugitated?" discussed the subject of lexicography.

> English has been growing quite briskly lately. A reader
> in Las Vegas sends the transcript of a felony trial that
> never got started. The defendant had promised to show up,
> but he didn't show up. Said his attorney: "He
> fugitated."[14]

The word "fugitated" is an apparent alteration of the

word "fugitive." The attorney evidently reconstructed the

once-noun which is used to describe a person on the run from

the law, into a verb, meaning to have escaped the law.

Kilpatrick continued his column by discussing a letter

he received from a Sisters, Oreg., English teacher, Kelly

Powell. Powell had given her fifth-grade students an

assignment to invent and define new words of their own.

Kilpatrick elaborated:

> Young Anton Rius came up with "to cuffle," meaning to
> lock something in. Michelle Elpi coined "oge" meaning to
> be covered in a "smooth, wet mud." Incipient feminist
> Kristi Gardinier submitted "nowam," a neuter noun meaning
> either a man or a woman.[15]

These fifth grade students, particularly Gardinier, were

doing what those who support the politically correct

movement would like to do -- that is -- altering, inventing,

changing, transforming and redefining words, the basic units

of language.

Language, indeed, appears to be headed in the direction

of bias-free language. Rosalie Maggio, author of the book,

The Dictionary of Bias-Free Usage. emphasized the importance

of changing language that "hurts people."[16] Maggio said,

"Moving toward bias-free language is a small, but absolutely

necessary step in encouraging our collective full human development."[17]

As society moves forward so must society's members have words to explain these advancements. How could Johnson have foreseen in the 1990s a movement that would indeed attempt to modify the common attitude Americans have toward language? How could he have predicted more people would begin to understand the implications of being a symbol-using class of life and consequently would desire to change those symbols -- or words -- which are believed by some to be outdated, sexist, racist, or discriminatory?

Statement of the Problem

General

The average media consumer is being bombarded with the idea of political correctness almost on a daily basis. For example, a greeting card company based in Chicago, Illinois, has jumped on the PC bandwagon. Cornerstone Productions now produces a card line titled, "Politically (In) Correct." PC has even found its way into the entertainment business. In 1994, the movie "PCU" examined political correctness in an humorous way. The movie script's writing team of Adam Leff and Zak Penn found the subject of political correctness was being taken to the "extreme."[18] Leff wrote in an USA Weekend article, "P.C. itself can be a form of oppression -- one that's better laughed at than fought."[19]

The media also often reports to the public that this is a new age. This is an age of change, where certain belief systems are being deemed incorrect, or oppressive, by minority segments of society. Correct belief systems are to be introduced and substituted. Maggio explained how language and social change are related:

> Language goes hand-in-hand with social change -- both shaping it and reflecting it. Sexual harassment was not a term anyone used twenty years ago, today we have laws against it.[20]

Political correctness is one example of how an "appropriate" belief system, one which opposes oppression in all its forms, is taking form at the grassroots level.

Specific

In the late 1980s, the PC movement evolved into a different aspect. PC began to spread from the debate at the university level and began to target the vernacular. A common example of this is the perceived negative term of "housewife." Over time, this and other terms were then transformed by PC into positive ones. Thus, from the perceived negative term of "housewife" came the evidently more positive term, "domestic artist."

The scope of political correctness is difficult to quantify, as the subject is highly qualitative in nature. Simply put, political correctness is many things to many people. Also, the problem of PC is mammoth -- encompassing

at least three massive varying spheres -- that of ideology, culture and language.

For purposes of this research, political correctness is being specifically limited to language. Politically correct words are a recent change to the American-English language. Language, whether verbal or nonverbal, is the human mode of communication. People, despite their culture, relate to one other and the world around them by using language. Therefore, if there is a modification in language and if people wish to communicate effectively, they must adapt to language changes. This is a continuous process, ever-evolving.

> Everything that makes up a living language changes over time: the word stock and the meanings of words, the ways words are formed and put together in phrases and sentences, how words are spelled and pronounced, and notions of what is acceptable and unacceptable.[21]

The American public is daily subjected to thousands of language messages. One type of message sender -- the media -- necessarily uses language to communicate messages to the receiver. Consequently, the media, by adopting and using politically correct terminology, affects the message receiver's thinking processes -- intentionally or unintentionally -- as the case may be.

Therefore, if indeed, language shapes and reflects society, as well as society shapes and reflects language, a study of the print media should produce evidence of the PC

trend in at least one of the communication branches of the print media, newspapers.

But will political correctness be a lasting change in language? Only if the language of political correctness fulfills a basic societal requirement. Author David B. Guralnik explained:

> Not all coinages, elliptical constructions, slang expressions, buzzwords, euphemisms, and the like find a permanent place in the language. Those that fill a need or satisfy a large number of people over time will last; those that don't, won't.[22]

Purpose of the Study

The purpose of this study is to learn if the print media have adapted to the idea of political correctness by adopting "politically correct" words over time. In other words, have the print media altered their usage of gender, race and physical characteristics words to become more "politically correct?" In addition, the study is designed to ascertain to what extent medium of newspapers use PC, and if that has changed over time.

Research Objectives

1. Overall, to what extent have the print media used politically correct words during the last decade?

2. How has this usage changed over the last decade?

3. Have newspapers become more politically correct in areas relating to gender?

4. Have newspapers become more politically correct in areas relating to race?

5. Have newspapers become more politically correct in areas relating to physical attributes?

6. Have newspapers become more politically correct in areas relating to corporations/government?

7. Are there differences in politically correct word usage among types of newspapers?

Methodology

The methodology used in this study was content analysis. A computerized database search provided the raw data for examination. What was analyzed in this research was a list of 20 words culled from <u>The Dictionary of Bias Free Usage: A Guide To Nondiscriminatory Language</u> and from <u>The Official Politically Correct Dictionary and Handbook</u> for their politically correct connotations. A total of 60 words were originally selected to represent four current areas of PC concerns; corporate/government, gender, race, and physical attribute(s). The words for the study were picked by a panel of 15 persons for investigation. The panel participants were not randomly chosen, but were a combination of volunteering undergraduate and graduate students. A database search was then performed utilizing the same 20 words. A total of four daily newspapers were sampled. Those newspapers sampled are the following: <u>Daily Oklahoman; Daily Texan; San Diego Union & Tribune</u>, and <u>Washington Post.</u> These newspapers were not randomly chosen, but selected for their

availability of full-text articles on the database,

DataTimes, during the ten-year-period from 1984 to 1994.

Significance of the Study

This study utilized a database search in an effort to

understand how certain words and their usage changes over

time. The data gathered here may be of use to students and

scholars, semanticists and linguists, as an informational

resource. The study may also be considered a basis for

future research efforts. Furthermore, by better

understanding how words relating to corporate/government

gender, race, and physical attribute(s) are utilized by the

print media on a daily basis, the media consumer can become

more educated and aware of, how the print media guide the

thinking process. In addition, this study could be used by

the media consumer in an effort to increase awareness as to

how language may either positively or negatively affects

both the message giver and receiver. Finally, the study

gives information on using databases for content analysis.

Definition of Terms

For this study, political correctness or being

politically correct, is used to describe the process of how

certain words are being reconstructed, transformed,

transmuted or altered, in meaning and/or physical form, to

replace the original and traditional word which is

considered by some to be euphemistic, gender-biased,

oppressive, insensitive, or even racist. The 20 words chosen for this study in the category of corporate/government are: downsizing, friendly fire, pro-choice, pro-life, and strategic withdrawal. Words picked in the category of gender are: chairperson, child, domestic, single parent and welfare recipient. In the category of physical attribute(s) the selected words are: hearing impaired, visually impaired, physically challenged, person living with AIDS, and person with a disability. Finally, in the category of race, the chosen words are: African American, Native American, Asian, Asian American, and Black.

To better understand how a word is reconstructed or altered in connotation, an example would be the aforementioned "child." Child replaces the potentially discriminatory inference of the gender-biased "boy" or "girl." Another example would be the use of phrase, "strategic withdrawal" for the more commonly known expression of "retreat." Another example is "hearing impaired" which supersedes the more commonly used word, "deaf."

Study Limitations and Assumptions

The study is limited in that it researched only four current published newspapers in the print medium. Those daily newspapers selected for the study were: Daily Oklahoman; Daily Texan; San Diego Union & Tribune; and Washington Post.

News, feature and editorial, articles published in newsmagazines, newsletters, brochures and pamphlets are not included in this study. Also not included for study in this research are television and radio broadcasts. The field of advertising is not studied in this paper. In addition, by conducting a database research, the search effort itself was necessarily narrowed by availability of databases offering the needed full-text of current newspapers. The extent of PC, however, is not limited solely to newspapers as evidenced by the onslaught of politically correct books, children stories, movies and more. The words selected for study were chosen not for their unfamiliarity to the average media consumer, but instead for their familiarity. As the panel of 15 persons were not randomly chosen to aid in the choosing of these terms, the possibility exists, different words may have been picked by other people for analysis. Another possibility exists that people in other sections of the country would have also selected different words.

The study also assumed that certain words have, over the last ten years, been replacing other words which might be considered "inappropriate" for today's multicultural and diverse society. Another assumption was that the usage of politically correct words peaked during the time period of 1989-1990. The study is valid only for the time period examined.

Organization of the Research

Chapter II includes a review of relevant research, articles and essays.

Chapter III explains the research design and methodology used in this study.

Research data gathered in this study are presented and analyzed in Chapter IV.

A summary, conclusions and recommendations for further research are presented in Chapter V.

ENDNOTES CHAPTER I

[1]Paul Berman, ed., <u>Debating P.C.</u> (New York: Dell Publishing, 1992), 1.

[2]Ibid., 6.

[3]Hugh Rawson, <u>A Dictionary of Euphemisms & Other Doubletalk</u> (New York: Crown Publishers, Inc., 1981), 191-92.

[4]Henry Beard and Christopher Cerf, <u>The Official Politically Correct Dictionary and Handbook</u> (New York: Villard Books, 1992), 4.

[5]Patricia Aufderheide, ed., <u>Beyond PC: Towards a Politics of Understanding</u> (Saint Paul, Minn.: Graywolf Press, 1992), 1.

[6]John M. Ellis, "The Origins of PC," <u>The Chronicle of Higher Education</u> 38 (15 January 1992): B2.

[7]Ibid.

[8]Ruth Perry, "A Short History of the Term Politically Correct," in <u>Beyond PC: Towards a Politics of Understanding,</u> ed. Patricia Aufderheide (Saint Paul, Minn.: Graywolf Press, 1992), 71.

[9]Linda Shrieves, "Now There's A New Politically Correct Mother Goose," 8 March 1994 <u>Tulsa World</u>, sec. L, p. 1.

[10]Ibid.

[11]Ibid.

[12]Ibid.

[13]Wendell Johnson, <u>People in Quandaries</u> (New York: Harper & Brothers, 1946), 268.

[14]James Kilpatrick, "Did Anyone Tantrum When He Fugitated?" <u>Tulsa World</u>, 12 April 1994, 10.

[15]Ibid.

[16]Rosalie Maggio, <u>The Dictionary of Bias Free Usage: A Guide to Nondiscriminatory Language</u> (Phoenix, Ariz. Oryx Press, 1991), ix.

[17]Ibid.

[18]Adam Leff and Zak Penn, "Puncturing Political Correctness," <u>USA Weekend</u>, 29 April-1 May 1994, 16.

[19]Ibid.

[20]Maggio, 2.

[21]Bernice Randall, <u>Webster's New World Guide to Current American Usage,</u> with a Foreword by David B. Guralnik (New York: Simon & Schuster, Inc., 1988), xv.

[22]Ibid., xviii.

CHAPTER II

LITERATURE REVIEW

Introduction

This research examined news, feature and editorial articles, published in four daily newspapers in the United States. The inquiry focused upon politically correct words and if they were used in the text of those newspaper articles. This study employed a computerized database search in conjunction with the methodology of content analysis. The study measured the occurrence of the 20 selected politically correct words and the variance among newspapers of politically correct word usage.

First, this chapter notes the roots of political correctness. Second, political correctness (or PC) as related to the areas of academia, media and culture is explored. Third, political correctness as it is related to the linguistic branch of euphemism is discussed. Fourth, relevant studies are presented. Fifth, the need for this type of study is established.

"Political correctness" or being "politically correct" is difficult to define due to the fact these terms have more than one connotation. In fact, PC has become a catch-all phrase. Depending upon what the message sender or receiver may be trying to communicate, PC can refer to either the

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movement or its members; the academic canonical debate; words which exhibit perceived bias; or simply, a target of scorn and satire.

The authors of <u>The Official Politically Correct Dictionary and Handbook</u>, Beard and Cerf, defined the concept of political correctness as being: "culturally sensitive, multiculturally unexceptionable; appropriately inclusive."[1] However, this definition is "politically correct" in itself, and does not provide an understandable operational definition of the term. Another author, Stephen Glazier, defined "politically correct" as being: "marked by or conforming to typically progressive, orthodox views such as environmentalism, pacifism, and social equality for those outside the white male power structure and Western, Judeo-Christian tradition."[2] Glazier's definition provides a better definition of the term. However, due to the complexity of political correctness, this researcher was unable to find an acceptable operational definition of the term relevant to this study. Consequently, a working definition for this study was developed.

Therefore, "politically correct" is defined here as words that are transformed, reconstructed or altered from their original and traditional construction, spelling or meaning, in order to eliminate the perceived inherent discriminatory or insensitive connotations.

Historical Background

Although it is not certain precisely when or where the movement began, or exactly whom coined the phrase, "politically correct," much has been written about PC's possible inception. Two authors have proposed that political correctness originated with the former chairman of China, Mao Tse-tung. Author Robert Brustein, commented thusly on PC's beginnings:

> Whatever you call it, PC has crypto-Maoist roots, and, in extreme form, is dedicated to a program not unlike that of the unlamented cultural revolution by the People's Republic of China."[3]

Ruth Perry concurred with Brustein's supposition:

> It (PC) probably came into the New Left vocabulary through translation of Mao Tse-tung's writings, especially in "the little red book" as was known, Quotations From Chairman Mao Tse-tung. Mao used the word correct a lot (or rather his translators used it), as in "correct" or "incorrect" ideas.[4]

Yet another author, Paul Berman, suggested that the PC movement had another origination:

> "Politically correct" was originally an approving phrase on the Leninist left to denote someone who steadfastly toed the party line.[5]

As to when and where the expression was first used in a textual reference, Perry credited black activist Toni Cade Bambara as being the first person to use the phrase.

> In the essay ["On the Issue of Roles,"] she [Bambara] tells a teaching anecdote about confronting gender prejudices in a black class by reading aloud an antifeminist paper in which all the references to men and women had been changed to "us" and "them," thus disguising the sexism as racism ... [Bambara] "Racism and chauvinism are anti-people. And a man cannot be **politically correct** and a chauvinist too."[6]

Political Correctness and Academia

If, the ideology of political correctness can be likened to a tree, the rootstock of which, as Brustein noted "crypto-Maoist,"[7] then the tree analogy can be extended to express the idea of PC's budding branches as being academia, media and culture. The earliest development of the current politically correct movement appears to have resurfaced in the late 1980s initially at the university level. Journalist Helen Cordes noted the resurgence in an article titled, "Oh no! I'm PC!" in Utne Reader. "Time first blames PC's pervasiveness on the ascendance in academia of '60s radicals who are now inculcating their values into school curriculums."[8]

Perry who has also noted PC at the college level asserted:

> The attack on the politically correct in the universities
> is an attack on the theory and practice of affirmative
> action -- a legacy of the sixties and seventies --
> defined as the recruitment to an institution of students
> and faculty who do not conform to what has always
> constituted the population of academic institutions
> usually white, middle class, straight, male. The
> cultural, or as some like to say ideological, aspect of
> this practice has been the reassessment of whose culture
> is worth studying and knowing: whose history, whose
> literature, whose customs, whose attitudes, whose self-
> definition. This investigation has created no little
> excitement in departments of history, literature,
> psychology, sociology -- and even in a number of business
> schools. Certainly some part of the animus against the
> politically correct, as newly defined by the Right, has
> been generated by particular battles waged on those
> fronts.[9]

Examples of the PC battle at the university front abound. Writer John Taylor chronicled the PC battle of

Stephan Thernstrom, a pre-eminent scholar of the history of
race relations in America and professor at Harvard
University. Taylor described Thernstrom as being in the
"academic mainstream," his views grounded in "extensive
research," on the subject of race relations, and having
"solid liberal democratic credentials."[10] Despite his
credentials, in the fall of 1987, students were accusing
Thernstrom of exhibiting one of the antithesis of political
correctness, racial insensitivity:

> Thernstroms' failures, according to the students were
> almost systematic. He had, to begin with, used the word
> *Indians* instead of *Native Americans*. Thernstrom tried to
> point out that he had said very clearly in class that
> *Indian* was the word most Indians themselves use, but that
> was irrelevant to the students.[11]

Taylor also reported Thernstrom was additionally
reproached for referring in class to an "Oriental religion."
This word was apparently unacceptable to the students,
because of the alleged "imperialist overtones."[12] Taylor
explained what Thernstrom eventually realized concerning the
situation and future curriculum instruction:

> All it took was one militant student, one word like
> Oriental taken out of context, one objection that a
> professor's account of slavery was insufficiently
> critical or that, in discussing black poverty, he had
> raised the "racist" issue of welfare dependency. And a
> charge of racism, however unsubstantiated, leaves a
> lasting impression.[13]

College students, as well as university faculty and
staff, have also been inundated with PC events. Researcher
Richard Vega collected the following sample of controversial
moments in PC history on the university level:

1. Spring 1993: The University of Pennsylvania starts disciplinary proceedings against a male student for calling a group of black female students "water buffalo" as they made noise outside his window late at night. The school alleged that the remark was racially offensive but later dropped the charges. Penn now says its racial harassment policy proved counterproductive and will be revamped.

2. Fall 1993: Thieves steal thousands of copies of a student newspaper at the University of Maryland at College Park, replacing them with notes calling the paper racist.

3. Fall 1993: Antioch College in Ohio creates a dating code requiring that female students give explicit verbal consent for every stage of amorous activities with a man.

4. Winter 1993: A student at Swarthmore College in Pennsylvania transfers to Boston University after a female student complains that he harassed her for a date.[14]

Evidently, the burgeoning issue of political correctness is not solely being restricted to academia. Naturally, as the universities continued to confront politically correct issues, the media began reporting on PC events. Thus, the media's recent attention to, and reporting of, PC occurrences eventually brought the issue of political correctness home to the traditional newsroom.

Political Correctness and the Media

Editor Daniel Seligman proposed the media has begun "moving down the politically correct road long trodden by the colleges and are doing so for many of the same reasons."[15] Seligman further illuminated:

Now solidly based in scores of newsrooms, it still looks much like its progenitors on campus -- a movement driven by truly totalitarian impulses.[16]

Whether political correctness is composed of, as Seligman stated, "totalitarian impulses," or not, the newsroom has been forced to face the issue. Journalist Richard P. Cunningham cited the case of reporter Colleen Patrick who had surveyed co-workers at the Seattle Times about the Portland Oregonian's decision to ban from the sports page the team names of "Indians," "Braves," "Redmen" and "Redskins." Most of the reported responses to Patrick's survey were of the same philosophy -- the avoidance of censorship. Patrick quoted executive editor, Michael R. Fancher who said, "I'm not sure it's appropriate for a newspaper to act as a censor in policing the language and labels used by other."[17]

In the same article, reporter Ferdinand de Leon expressed, "It's wrong to decide for other people what words they can use -- even if the words they choose are words that repel us."[18]

A politically correct newsroom differs in definition from being "politically correct." As copy editor Gary North explained, PC newsrooms have long existed:

> Political correctness is nothing new in the newsroom. People of every persuasion have always tried to get editors to see things their way. Reporters always pitch stories for the front page or top of the broadcast, and their editors lobby top editors one way or another as well.[19]

In January of 1994, The New York Times was being accused by various critics nationwide of being "too politically

correct." Media critic David Armstrong analyzed the diverse

charges:

> According to its critics, the _Times_ feared appearing
> insensitive and out of step with demographic trends. So,
> the paper of record is bending with the political winds.
> It's leaning over backward to favor racial minorities,
> radical feminists, and gay men and lesbians, not only in
> opinion columns but in its influential "Sunday Book
> Review" and, most importantly, in supposedly objective
> news stories held up around the country as the
> authoritative word on major issues.[20]

However, accommodating minority segments in society is

not a recent development in the newspaper business.

Cunningham further explained, "Over the past 20 years news

organizations have bowed to the demands of gays, blacks,

feminists and the disabled to change language that seemed to

dehumanize them."[21]

Ironically, the political correctness movement is often

the subject of humor, scorn and derogatory commentary

precisely because of the language changes proposed by those

who believe in "humanizing" the language:

> A lot of what the political-correctniks are selling just
> seems laughable, especially the never-ending discoveries
> of bias built into terms like "waitress" and
> "blackball."[22]

Yet, for many people, the one most recognizable feature

of the politically correct movement is the language of PC.

Political Correctness and Culture

Obviously, to express the ideology of political

correctness one must necessarily use the words of the PC

movement. Certain segments of society, like members of the

feminist movement, have long challenged the traditional

expressions of language. Words like "womon" "womyn" and "wimmin" are being substituted for "woman" or "women" in effort to combat the apparent gender-bias of the English language. Without new terms like the aforementioned "womon" being created to rename old ideas and outdated stereotypes, the ideology of PC could not exist.

The idea that language shapes people's attitudes, perception and understanding, was proposed by anthropologist Edward Sapir in the 1920s. Sapir wrote the following language, about perception and reality:

> Language is a guide to "social reality." ... language powerfully conditions all of our thinking about social problems and processes. Human beings do not live in an objective world alone, nor in the world of social activity as ordinarily understood, but are very much at the mercy of the particular language which has become the medium of expression for the society. It is quite an illusion to imagine that one adjusts to reality essentially without the use of language and that language is merely an incidental means of solving specific problems of communication or reflection. The fact of the matter is, that the "real world" is to a large extent unconsciously built upon the language habits of the group. No two languages are ever sufficiently similar so as to be considered as representing the same social reality. The worlds in which different societies live are distinct worlds not merely the same world with different labels attached.[23]

But what comes first -- language or culture? Maggio asseverated: "Language both reflects and shapes society."[24] Maggio consequently concluded, "culture shapes language and then language shapes culture."[25]

> Language goes hand-in-hand with social change -- both shaping it and reflecting it. Sexual harassment was not a term anyone used twenty years ago; today we have laws against it. How could we have the law without the language; how could we have language without the law?[26]

To the extent PC language has affected the average media consumer, essayist Michael M. Bowden speculated:

> In recent years, the term political correctness (PC) has achieved a new currency in the American vocabulary. For most of us, however, the practical impact of PC has been decidedly less dramatic. In everyday life, it has amounted to little more than a subtle shift in terminology, noticed in the newspaper or on the evening news broadcast.[27]

Even though political correctness appears to be a recent phenomenon, the underlying concept of softening an offensive word into a word less unpleasant, has always been a part of every culture.

Political Correctness As Euphemism

In the study of language, changes in word meanings over time are an expected evolution. One way that word meanings shift, is by use of a linguistic device, euphemism. Euphemisms have long been used by various cultures and languages throughout history. Author Hugh Rawson explained:

> It was the Greeks, for example, who transformed the Furies into the Eumenides (the Kindly Ones). In many cultures, it is forbidden to pronounce the name of God (hence, pious Jews say Adonai) or of Satan giving rise to the deuce, the good man, the great fellow, the generalized Devil, and many other roundabouts.[28]

Author William Lutz defined euphemism as "an inoffensive or positive word or phrase used to avoid a harsh, unpleasant or distasteful reality."[29]

> But an euphemism can also be a tactful word or phrase which avoids directly mentioning a painful reality, or it can be an expression used out of concern for the feelings of someone else, or to avoid directly discussing a topic subject to a social or cultural taboo.[30]

Politically correct terminology may appear to be similar with yet another euphemistic device, doublespeak. However, the two are dissimilar in respect to their intended outcome. Lutz defined "doublespeak" as:

> ... is language that pretends to communicate but really doesn't. It is language that makes the bad seem good, the negative appear positive, the unpleasant appear attractive or at least tolerable. Doublespeak is language that avoids or shifts responsibility, language that is at variance with its real or purported meaning. It is language that conceals or prevents thought; rather than extending thought, doublespeak limits it.[31]

The language of political correctness is, in essence, a "gentler" language than that of doublespeak. The irony of politically correct language as perceived by Bowden is the fact that: "Of course, the plot twist in the PC debate is that the speech that offends is not overly hateful as often as it is overly accommodating."[32]

Relevant Research

Despite all the ado the debate about political correctness has caused, there is little evidence of any valid studies of the phenomenon. Currently, there appears to be only one attempt at quantifying political correctness. Daniel Seligman used the computerized database Nexis in a search for word samples which Seligman deemed to be politically correct:

> How does one capture the rising influence of the PC movement? Our solution was to track its footprints in Nexis -- and to see how much change had taken place between 1985 and 1992. We began with ten major databases that have been in Nexis since at least the mid-1980s. (The ten include the New York Times, the Washington Post, and the wire services.) Our personal computer then asked

politely for a report on the prevalence in those databases of articles containing certain references considered emblematic of the PC mind-set.[33]

Seligman did not explain how he determined what words were "emblematic," nor did he define the term. But he did explain his working methodology:

First we asked for a count of articles that referred to "blaming the victim," an accusation frequently lobbed at anybody expressing concern about the growth and behavior of the underclass. Between 1985 and 1992, the number of such articles rose from 99 to 197. Next we turned to "politics of inclusion," represented only four times in 1985 but 27 times in 1992. We got many more hits with "multicultural" which went from 86 articles into 1,264 in 1992.[34]

Seligman did not explain if he searched at one year intervals, nor did he reveal the context of how the words were used in those articles. The possibility exists that Seligman was indeed counting articles about "political correctness" rather than articles which were using politically correct words. Seligman's conclusion was even less scientific than his method of inquiry: "Taking the three terms together we end up with an index that has increased eightfold just since 1985, making PC a larger menace than TV."[35]

As this study focused expressly upon the language aspect of political correctness, other studies which have focused upon language might be able to give some insight into political correctness. To remedy the apparent dearth of studies on this subject, the scope of this review is expanded to encompass other areas of politically correct concerns.

One such area is that of "sexism." Over the last 20 years, the subject of sexism and language has become a fairly well-researched field. However, it is important to note that "sexism" is only one offshoot of interest of the politically correct movement. There are other areas that have been categorized under the umbrella of "political correctness" and these include religion, creed, national origin, ancestry, age, handicap, sexual orientation and race. It should be noted, these are all areas worthy of future exploration.

In 1977, The National Council of Teachers of English published the book, <u>Sexism and Language</u>. The NCTE described the term "sexism" as: "words or actions that arbitrarily assign roles or characteristics to people on the basis of sex."[36]

In 1976, Alleen Pace Nilsen, Haig Bosmajian, H. Lee Gershuny and Julia P. Stanley, conducted a survey attempting to predict possible language changes about sexism and American English. The reasoning behind the study was, as Nilsen wrote: "If change occurs in any language, it is the user of that language who determines the direction of that change."[37]

The authors sent out two hundred one-page questionnaires. Editors of books, magazines and newspapers were selected to receive approximately one hundred questionnaires. The remaining questionnaires were divided

thusly: 25 members from each organization of the National

Council of Teachers of English, Teachers of English to

Speakers of Other Languages, and the Linguistic Society of

America were sent questionnaires. The remaining 25

questionnaires were sent to members of the NCTE's Committee

on the Role and Image of Women in the Council and in the

Profession. Nilsen reported:

> Over eighty of the questionnaires were returned by the
> deadline. The people who received the questionnaires were
> asked to note their reactions to sentences illustrating
> certain generic usages and to give an indication of their
> views on language issues which have arisen within the
> last few years. They were also invited to add comments on
> any aspect of linguistic sexism which particularly
> interested them. From the quality of the comments
> received, it was obvious that most of the respondents --
> all of whom work professionally with the English language
> -- had given thought to the matter of linguistic sexism
> long before they received the questionnaire.[38]

The authors listed eight suggestions on the first part

of the questionnaire and asked respondents to answer if they

felt the suggestion was a "good change;" "probable change;"

"impractical change;" or an "impossible change." Out of the

eight original suggestions, three of those are relevant to

this study of political correctness.

Suggestion number four was: "The use of person in place

of man as in chairperson, etc."[39] In response, 27

respondents said it was a "good change," 30 said it was "a

probable change," 6 said it was an "impractical change," and

11 said it was an "impossible change."[40]

Suggestion number six was: "The development of dual

pairs of words such as policeman/policewoman,

chairman/chairwoman, etc."[41] Overall, 29 replied that would be a "good change"; 24 said it was a "probable change"; 13 responded it would be an "impractical change"; and 13 said it would be an "impossible change."[42]

Suggestion number eight was: "Replacement with a neutral form such as *gen* of the morpheme *man* when used in the generic sense as in *mankind, manpower, etc.,*"[43] This suggestion drew the following response: Overall, 9 respondents said it was a "good change"; 9 respondents said it was a "probable change"; 30 said it was an "impractical change"; and 25 said it would be an "impossible change."

Nilsen admitted there were flaws in the study. She noted the sampling of females could have been "weighted by questionnaires sent to members of the NCTE Women's Committee."[44]

In addition, she believed that a larger and better controlled sample would have had to have been done, "to find out whether the differences in male and female attitudes among my respondents were due entirely to the fact that women are more sensitive to sexist language than are men."[45]

Twelve years later, in 1988, researchers Ray Hale, Robert M. Nevels, Criss Lott, and Thomas Titus, examined "cultural insensitivity to sexist language toward men."[46] Rather than conducting another investigation into the "deleterious effects of sexist language toward women"[47] the

researchers chose to study the impact of sexist language on men.

The study's subjects were 60 undergraduate students, randomly assigned to three groups of 20. The author did not provide the information on where the undergraduate students attended college, only that the students were "American:"

> Each group responded to a neutral, a sexist-toward-women, or a sexist-toward-men statement on 5-item Likert-type scale. The stimulus question read, "How many of you have followed through with those New Year's resolutions: Started that diet, gotten rid of your (boyfriend/girlfriend/dating partner), and begun your exercise program?"[48]

Hale further explained that the word *boyfriend* was used in the sexist-toward-men condition, *girlfriend* used in the sexist-toward women condition, and *dating partner* was used in the neutral condition.[49]

Next, the researchers asked respondents to rate the aforementioned statement as "sexist" on a scale from "strongly agree" to "strongly disagree:"

> The results of this study show that subjects were not sensitive to sexism in language toward men but that they were sensitive to sexist language toward women. Only two participants indicated that they saw the sexist-toward-men statement as sexist, and 13 respondents strongly disagreed that the statement was sexist.[50]

In today's enlightened cultural climate, the argument could be made that the *entire* statement *with or without* the inserted term of "boyfriend," "girlfriend," or "dating partner," is sexist in itself because two of the three items are about weight and exercise -- primarily *female* concerns. Also, the term "dating partner" is not necessarily "neutral"

as the researchers contend. For example, "dating partner" could possibly be construed as pertaining to male/male sexual relationships or female/female sexual relationships.

The results of the study according to the researchers were, "subjects were not sensitive to sexism in language toward men but that they were sensitive to sexist language toward women."[51]

Linda Gannon, Tracy Luchetta, Kelly Rhodes, Dan Segrist of Southern Illinois University at Carbondale and Lynn Pardie of Sangamon State University, presented a study of sex bias in the field of psychological research. The researchers reviewed approximately 4,952 articles published every five years, in eight professional journals, from 1970 to 1990. The four areas studied related specifically to developmental, clinical, physiological and social psychology. The purpose of the study was to evaluate sexism in the field of human psychological research by looking for sexist language indicators. The authors found there indeed had been a change in the usage of sexist language during the time period studied.

> Of the indicators of sexism assessed in the present study, the one that changed the most dramatically and has been virtually eliminated is sexist language. This is not surprising, because the elimination of sexist language requires little effort and thus minimal commitment to a nonsexist ideology.[52]

In addition, the authors stated that they picked to study what they considered to be the "most obvious" kind of

sexist language. They labeled their method of searching as being "politically correct:"

> It should be noted that only the most obvious form of sexist language was studied here -- the use of single-sex pronouns to refer to person of both sexes; in this case, one need only employ a Search command on one's word processor to be **politically correct.**[53]

Study Need

As the tendrils of political correctness have crept into the popular culture over the last ten years, the fact that there are so few studies concerning political correctness is curious. If political correctness is a "larger menace than TV"[54] certainly there would have been other studies done in effort to quantify this belief. This study differs from previous studies as it is apparently one of the first of its kind to utilize a computerized database search in conjunction with content analysis in an endeavor to quantify politically correct words in a scientific manner.

The main objective of this study is to add to the breadth of knowledge about political correctness by chronicling the occurrences of politically correct words which are used in the print medium of newspapers.

Therefore, this study is an attempt to quantify the occurrences of politically correct words in four daily newspapers in order to give a foundation for understanding the influence of political correctness in today's society.

ENDNOTES CHAPTER II

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[28]Hugh Rawson, <u>A Dictionary of Euphemisms & Other
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[29]William Lutz, <u>Doublespeak</u> (New York, Harper
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[33]Daniel Seligman, "Measuring PC," <u>Fortune</u>, 19 April
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[35]Ibid.

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[40]Ibid.

[41]Ibid.

[42]Ibid.

[43]Ibid., 23.

[44]Ibid., 23.

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[46]Ray Hale, and others, eds., "Cultural Insensitivity To Sexist Language Toward Men," <u>The Journal of Social Psychology</u> 130 (September 1989): 697.

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CHAPTER III

METHODOLOGY

General

This research was completed by using content analysis

methodology. Content analysis was chosen due to the fact

this particular methodology is appropriate for a study of

content of communications, especially a study concerning

biased communication.

> Content analysis looks at the characteristics of
> communication messages. The purpose is to learn something
> about the content and those who produced the messages ...
> Speeches, news reports, and television programs are often
> subjected to content analysis to learn about underlying
> attitudes, biases, or repeating themes.[1]

The focus of the analysis is on the occurrence of

politically correct words found in four, still in

publication, American newspapers.

Overall, the chapter is organized to first provide

circulation information on the newspapers selected for the

study. Second, both research questions and null hypotheses

are presented. Third, the definition of terms used in this

study are given. Fourth, an overview of the sampling

procedure is discussed. Fifth, the quantification system

chosen for this study is introduced. In addition, also in

this chapter is the research instrument -- or word list --

which was given to the panel to aid in the selection of

politically correct words most likely to appear in newspaper articles is included. Sixth, the limitations and weaknesses of this study are mentioned.

Newspaper profiles

Daily Oklahoman

The Oklahoma City Daily Oklahoman was established in 1903. The paper publishes daily and serves a population estimated at 366,481. The morning daily circulation of the paper is at 235,000 according to the National Research Bureau[2].

Daily Texan

This is a special interest newspaper according to the National Research Bureau,[3] as this paper is a student publication of the University of Texas in Austin, Texas. It was established in 1900 and serves an estimated population of 350,000.

The current publication frequency of the Daily Texan is Monday through Friday according to the National Research Bureau, although this newspaper was listed as being published "daily" in DataTimes Directory of Sources.[4]

San Diego Union & Tribune

The oldest daily publication of the six newspapers selected for this study is the San Diego Union & Tribune. This newspaper began publication in 1868. Currently, the population served by this paper, according to the National

Research Bureau, is 825,700 with a morning circulation of 385,000.[5]

Washington Post

This District of Columbia newspaper was established in 1877. The estimated population served is 677,500 with a morning circulation of 814,000 and a Sunday population of 1,540,000, according to the National Research Bureau[6].

Research Questions and Null Hypotheses

This research effort was performed in order to answer the following questions about the politically correct word usage appearing in the four previously listed and profiled daily newspapers in the United States. The questions are:

1. Overall, to what extent have the print media used politically correct words during the last decade?

2. How has this usage changed over the last decade?

3. Have newspapers become more politically correct in areas relating to gender?

4. Have newspapers become more politically correct in areas relating to race?

5. Have newspapers become more politically correct in areas relating to physical attributes?

6. Have newspapers become more politically correct in areas relating to corporations/government?

7. Are there differences in politically correct word usage among types of newspapers?

These research questions, in turn, produced the following null hypotheses:

1. There is no overall difference in the extent to which newspapers are using politically correct words in the last decade.

2. There is no change in the usage of politically correct words in the print media over time.

3. There is no relationship between the type of newspaper and the usage of politically correct gender-words.

4. There is no relationship between the type of newspaper and the usage of politically correct race-related words.

5. There is no relationship between the type of newspaper and the usage of politically correct physical-attribute words.

6. There is no relationship between the type of newspaper and the usage of politically correct corporation/government words.

7. There is no relationship between the usage of politically correct word categories and type of newspaper.

Research Instrument

The research instrument used in this study was a list of 60 words originally extracted from two sources -- The Dictionary of Bias-Free Usage, A Guide to Nondiscriminatory Language published in 1991 and The Official Politically Correct Dictionary and Handbook published in 1992. A panel

of 15 persons aided in narrowing the list of 60 words to a sample of 20 words in four politically correct interest categories. Those PC categories were corporate/government, gender, physical attribute(s) and race. The panel was asked to mark all words that they believed would most likely to appear in newspaper or newsmagazine article. The voluntary, non-randomly-chosen, panel consisted of university students. The following is the instrument presented to the persons participating in this word selection endeavor. It is relevant to note that the original instrument was a single page.

Political Correctness

The following words have been selected for their *politically correct* connotations. They are divided into four *politically correct* interest categories: corporate/government, gender, race and physical attributes. Please read the listed words, then choose which ones you believe would most likely to appear in a news article in a newspaper or news magazine. Mark your selection with an X. Please return completed form to Cezanne Bomba. Thank you.

Corporate/Government

_____ air support
_____ anomaly
_____ controlled flight into terrain
_____ destabilize
_____ downsizing
_____ friendly fire
_____ hands-off management style
_____ influence peddling
_____ negative cash flow
_____ nonviable
_____ outplacement
_____ pro-choice
_____ pro-life
_____ revenue enhancement
_____ strategic withdrawal

Gender

_____ chairperson
_____ child
_____ comic
_____ divorced person
_____ domestic
_____ errand runner
_____ folks
_____ homemaker
_____ householder
_____ people
_____ people of gender

Gender Continued

_____ single parent
_____ waitperson
_____ weather caster
_____ welfare recipient

Physical Attributes

_____ blond
_____ cosmetically different
_____ developmentally delayed
_____ hearing impaired
_____ mobility impaired
_____ nondisabled
_____ orally challenged
_____ orthopedically impaired
_____ person with a speech impediment
_____ person with a disability
_____ person with high needs
_____ person living with AIDS
_____ physically challenged
_____ uniquely coordinated
_____ visually impaired

Race

_____ African American
_____ Asian
_____ Asian American
_____ Black
_____ Chicana/Chicono
_____ Chinese
_____ Dakota/Lakota
_____ Euro American
_____ Jewish person
_____ Hollander
_____ Inuit
_____ Irish
_____ Latin/Latino
_____ Native American
_____ people of color

Definition of Terms

1. "Politically correct words" is defined as: words that are transformed, reconstructed or altered from their original and traditional construction, spelling and meaning, in order to eliminate inherent discriminatory or insensitive connotations. Examples of this phenomenon abound. Relating to the subject of gender and work, the word "waitstaff" or "waitperson" is slowly replacing the male/female biased word, "waiter" or "waitress." Another obvious transformation in the same area of gender, work and age, would be the word, "stewardess" which has become the word "flight attendant." Although, the transformation is apparently not yet complete as Maggio explained:

> In spite of the attempt to equalize the job label, sexist, ageist terms for flight attendants still pop up in the popular culture: skygirl, dinosaur, senior mama, gold winger.[7]

Yet another example of this trend can be found in the previously aforementioned word of "ageist." This term is used to describe negative bias evidenced toward both the young and old people in society. The definition of ageism is as follows:

> AGEISM: - oppression of the young and the old, by young adults and the middle aged in the belief that others are "incapable" of or unable to take care of themselves.[8]

2. Newspapers are defined as being the four selected publications of the Daily Oklahoman, Daily Texan, San Diego Union & Tribune and Washington Post.

3. "Gender" is defined as being male or female.

4. "Race" is defined as African American, Native American, Asian, Asian American, Black and Irish.

5. "Physical attribute(s)" is defined as a human being's physique, facial characteristics, and mental abilities.

6. "Corporate/government" is defined as public or private organizations whose structure is bureaucratic in nature.

7. The units of observation selected for this study were the social artifacts of newspapers.

8. The units of analyses were the 20 words chosen for study. They are the following: downsizing, friendly fire, pro-choice, pro-life, strategic withdrawal, hearing impaired, person living with AIDS, person with a disability, physically challenged, visually impaired, chairperson, child, domestic, single parent, welfare recipient, African American, Native American, Asian, Asian American, and Black.

9. The time period for this analysis was divided into one year intervals, or 365 days each interval, starting from June 1, 1984 to May 31, 1985; June 1, 1985 to May 31, 1986; June 1, 1986 to May 31, 1987; June 1, 1987 to May 31, 1988; June 1, 1988 to May 31, 1989; June 1, 1990 to May 31, 1991; June 1, 1991 to May 31, 1992; June 1, 1992 to May 31, 1993; June 1, 1993 to May 31, 1994.

Sampling

There were four newspapers selected for this study: <u>Daily Oklahoman</u>; <u>Daily Texan</u>; <u>San Diego Union & Tribune</u>; and <u>Washington Post</u>. These newspapers were selected primarily for their accessibility to full-text documents on the computerized database, DataTimes. Secondarily, the newspapers were chosen for the availability of full-text during the chosen time period of 1984 to 1994. Three of the four newspapers are daily papers, being published once a day, seven days a week. It is important to note, however, the <u>Daily Texan</u> (according to the National Research Bureau[9]) is published only Monday through Friday. All four newspapers are currently still in publication.

Search Procedure

In effort to affirm that the newspaper articles being searched by the computerized database were indeed articles in which the reporter (or editor) either consciously or unconsciously selected words with politically correct connotations as opposed to articles which might be discussing the issue of political correctness, the computer was instructed to specifically search for articles which did not include the term "politically correct" or "political correctness."

The operating principle under which the computer searched for articles, containing the 20 words in the four previously mentioned categories, is referred to in computer terminology, "Boolean logical operators." In <u>Communication</u>

Research: Strategies and Sources by Rebecca Rubin, Alan

Rubin and Linda Peile, the authors suggested using Boolean

logical operators to narrow the focus of a research effort.

> Operators are special words that allow searchers to
> connect or combine words and concepts. The most widely
> used operators -- AND, OR and NOT -- are sometimes called
> *logical,* or *Boolean* operators.[10]

Rubin and Rubin, et. al, gave the following example of

how a search might thus be conducted:

> NOT (or AND NOT): This operator excludes a particular
> term from your search results. For example, television
> NOT radio excludes all the term radio.[11]

Therefore, by commanding the computer to search for

articles containing the word, "chairperson" NOT "politically

correct" those articles found in the computerized search

should be representative of politically correct language

usage.

Quantification System

Politically correct words in the four categories of

corporate/government, gender, race, and physical

attribute(s) were counted in a computerized database search

in DataTimes. The number of "hits" the computer reported on

each individual word during the time period selected in the

publication chosen were recorded and printed out. The data

collected were nominal data or a frequency count.

Limitations and Weaknesses

This research effort has been subjected to limitations

in several ways. First of all, the one database available to

the researcher which provided the needed hypertext -- or

full-text -- was DataTimes. This database has been on-line
since 1981. Although DataTimes includes 1,400 sources, not
all newspapers were available on DataTimes, nor did all the
newspapers have the same starting dates. Second of all, the
study is only valid for the time period studied. The time
period studied is from June 1, 1984 to May 31, 1994, in sets
of one-year intervals. This study is also limited as only
four, daily, and currently published newspapers in the print
medium are examined. Newsmagazines, newsletters, underground
newspapers, brochures and pamphlets are not included in this
study. Nor is television, radio or advertising, introduced
for study in this paper. This is a limitation in that
political correctness is not only evidenced in today's
newspapers. PC can be found in children stories and poetry,
movies, museums, government publications, press releases --
literally everywhere.

Furthermore, to help define PC, and to help in
narrowing the focus of this research, politically correct
ideology was restricted to being illustrated by *words*. The
60 original words selected for study were chosen not for
their unfamiliarity to the average media consumer, but
instead for their familiarity to the average media consumer.
In addition, the original 60 words, were not randomly
chosen. The words were categorized into four areas:
corporate/government, gender, race and physical
attribute(s). In fact, there are more than these four

politically correct categories of interest. Furthermore, the panel of 15 persons whom aided the researcher in the selection of the 20 studied terms were not randomly selected.

Yet another limitation is that the study also assumed that certain words have, over the last ten years, been replacing other words which might be considered "inappropriate" for today's multicultural and diverse society.

ENDNOTES CHAPTER III

[1]Rebecca Rubin, Alan Rubin and Linda J. Peile, Communication Research: Strategies and Sources, 3d ed., (Belmont, Calif.: Wadsworth Publishing Company, 1993), 190.

[2]National Research Bureau, "The Working Press of the Nation, vol. 1., Newspaper Directory. (Providence, New Jersey, National Register Publishing, 1993), 2-203.

[3]Ibid., 4-19.

[4]DataTimes Directory of Sources, "A World of DataTimes Information," (n.p. 1992-1993), 223.

[5]National Research Bureau, 2-28.

[6]National Research Bureau, 2-44.

[7]Rosalie Maggio, The Dictionary of Bias Free Usage, A Guide to Nondiscriminatory Language (Phoenix Ariz. Oryx Press, 1991), 258.

[8]John Taylor, "Are You Politically Correct?" New York, 21 January 1991, 34.

[9]National Research Bureau, 4-19.

[10]Rubin, 51.

[11]Ibid., 80.

CHAPTER IV

ANALYSIS OF DATA

Introduction To Research

The objective of this study was to determine whether or
not the print medium of newspapers has within the last
decade become more "politically correct" by using those
words which are associated with political correctness in
their publications.

Specifically, the study used content analysis to examine
the word usage in four daily, currently still in
publication, American newspapers. The time period studied
was from June 1, 1984 to May 31, 1994, at one-year
intervals.

There were 20 words studied in four categories. Those
four categories were corporate/government, gender, physical
attributes and race. The words studied in the first category
of corporate/government were: downsizing, friendly fire,
pro-choice, pro-life, and strategic withdrawal. In the
second category of gender, the words selected for study
were: chairperson, child, domestic, single parent and
welfare recipient. In the third category of physical
attribute(s), the words which were studied were the
following: hearing impaired, person living with AIDS, person
with a disability, physically challenged, and visually

impaired. In the final category of race, the words chosen were: African American, Native American, Asian, Asian American and Black. The word frequencies were counted in each category, during each time period, for each publication, as part of a computerized database search effort.

Statistical Analysis

Table I illustrates the percentage of politically correct word use for the category of corporate/government words in relationship to the type of newspaper examined.

TABLE I

PERCENTAGE OF POLITICALLY CORRECT CORPORATE/GOVERNMENT WORDS AND NEWSPAPER TYPE

N = 6767

NEWSPAPERS			

Corp.	N1	N2	N3	N4
C1	21.54	1.71	18.59	30.29
C2	2.17	0.68	4.22	6.42
C3	38.34	49.32	43.20	36.19
C4	37.55	47.26	33.76	26.79
C5	0.40	1.03	0.24	0.31
	100%	100%	100%	100%

* $X2 = 351.6113$ WITH 12 DF; $P<.005$

LEGEND

C1 = DOWNSIZING
C2 = FRIENDLY FIRE
C3 = PRO-CHOICE
C4 = PRO-LIFE
C5 = STRATEGIC WITHDRAWAL

N1 = DAILY OKLAHOMAN
N2 = DAILY TEXAN
N3 = SAN DIEGO UNION & TRIBUNE
N4 = WASHINGTON POST

For this, the first category of politically correct corporate/government words and newspaper type, a significant relationship was found. To examine the possible relationship between the usage of politically correct corporate/government words and type of newspaper a complex chi-square was performed. The calculated chi-square was

351.6113. At 12 degrees of freedom and a .995 confidence

level, the critical value was 28.3. The contingency

coefficient is .222246 which indicated a definite, but small

relationship. The null hypothesis is rejected.

While the relationship between the two variables is

small, the nature of the relationship appears to be that

some newspapers were more apt to use certain politically

correct corporate/government words more than other

newspapers.

The <u>Daily Oklahoman</u> used the word "pro-choice" more

than any other PC word at 38%. The second most used word by

this newspaper was "pro-life" at 37%.

The <u>Daily Texan</u> used the PC corporate/government word

"pro-choice" more than any other word (49%) followed by

"pro-life" at 47%.

The <u>San Diego Union & Tribune</u> also used the PC word

"pro-choice" more than any other corporate PC word. Pro-

choice was used 43%, while the second most used corporate PC

word was "pro-life" at 33%.

The <u>Washington Post</u> used the word "pro-choice" more than

any other word at 36%. However, the second most used PC

corporate/government word for this newspaper was

"downsizing" at 30%.

Overall, the two PC corporate/government words most used

by the <u>Daily Oklahoman</u>, the <u>Daily Texan</u> and the <u>San Diego

Union & Tribune</u> were "pro-choice" and "pro-life." For the

<u>Washington</u> <u>Post</u>, the two most used words were "pro-choice"
and "downsizing."

Table II illustrates the percentage of politically correct gender words used in types of newspapers.

TABLE II

PERCENTAGE OF POLITICALLY CORRECT GENDER WORDS

AND NEWSPAPER TYPE

N = 148200

NEWSPAPERS

Gender	N1	N2	N3	N4
G1	0.60	3.63	0.37	0.35
G2	75.73	73.44	69.15	62.66
G3	22.76	21.68	29.36	36.05
G4	0.81	0.93	0.94	0.81
G5	0.10	0.32	0.18	0.13
	100%	100%	100%	100%

* X2 = 2116.459 WITH 12 DF; P<.005

LEGEND
G1 = CHAIRPERSON
G2 = CHILD
G3 = DOMESTIC
G4 = SINGLE PARENT
G5 = WELFARE RECIPIENT

N1 = DAILY OKLAHOMAN
N2 = DAILY TEXAN
N3 = SAN DIEGO UNION & TRIBUNE
N4 = WASHINGTON POST

A significant relationship was found between newspaper type and gender-word usage. A complex chi-square was used to examine the possible relationship between the usage of politically correct gender words and type of newspaper. The calculated chi-square was 2116.459. The critical value at 12 degrees of freedom and .995 confidence level was 28.3. The null hypothesis is rejected. The computed contingency

coefficient is .118659, which indicates a weak relationship between gender word usage and type of newspaper.

While the relationship between newspaper type and politically correct gender word usage was weak, the nature of the relationship appeared to be that for all newspapers, the two politically correct gender words most used were "child" and "domestic." For the Daily Oklahoman, the word "child" was used 75% and the word "domestic" was used 22%. For the Daily Texan, the word "child" was used 73% and the word "domestic" was used 21%. For the San Diego Union & Tribune, the word "child" was used 69% and the word "domestic" was used 29%. For the Washington Post, the word "child" was used 62% and the word "domestic" was used a total of 36%.

Overall, the newspaper which used the word "child" more than any other paper was the Daily Oklahoman. Additionally, the newspaper which used the word "domestic" more than any other newspaper was the Washington Post.

A complex chi-square was also used to examine the possible relationship between the usage of politically correct physical attribute words and type of newspaper.

TABLE III

PERCENTAGE OF POLITICALLY CORRECT PHYSICAL ATTRIBUTE

WORDS AND NEWSPAPER TYPE

N = 1279

NEWSPAPERS			

PHYSICA L	N1	N2	N3	N4
P1	0.95	17.14	36.46	45.20
P2	3.79	0.00	1.63	0.92
P3	7.58	2.86	7.33	4.61
P4	36.97	5.71	20.16	10.52
P5	50.71	74.29	34.42	38.75
	100%	100%	100%	100%

* $X2 = 186.8708$ WITH 12 DF; P<.005

LEGEND
P1 = HEARING IMPAIRED
P2 = PERSON LIVING WITH AIDS   N1 = DAILY OKLAHOMAN
P3 = PERSON WITH A DISABILITY   N2 = DAILY TEXAN
P4 = PHYSICALLY CHALLENGED   N3 = SAN DIEGO UNION & TRIBUNE
P5 = VISUALLY IMPAIRED   N4 = WASHINGTON POST

The calculated chi-square was 186.8708. At 12 degrees of freedom, with a .995 confidence level, the critical value was 28.3. A significant relationship between physical attribute words and newspapers is found. The contingency coefficient was calculated at .357045 which indicates a moderate relationship. The null hypothesis is rejected.

As the relationship between physical attribute words and newspapers was moderate, this indicated the nature of the relationship appeared to be some newspapers used physical attribute words more. For the Daily Oklahoman, the word most frequently used in this politically correct word category was "visually impaired" at 50%. The second most frequently used word was "physically challenged" at 36%.

For the Daily Texan, the word "visually impaired" was used 74%. The next nearest PC word used in this newspaper was "hearing impaired" at 17%. It should be noted that one PC word was not found to be used at all during this time period by this newspaper. The PC word, "person living with AIDS" was used a total of 0%.

For the San Diego Union & Tribune, the PC word most used was "hearing impaired" at 36%, followed by "visually impaired" at 34%.

For the Washington Post, "hearing impaired" was used a total of 45%, while the word "visually impaired" was used a total of 38%.

Overall, "hearing impaired" and "visually impaired" were found to be used more frequently in three out of four newspapers, the Daily Texan, the San Diego Union & Tribune and the Washington Post. The Daily Oklahoman used the words "visually challenged" and "physically challenged" more than any other words in this category.

Table IV illustrates the percentage of politically correct gender words used in types of newspapers.

TABLE IV

PERCENTAGE OF POLITICALLY CORRECT RACE-RELATED

WORDS AND NEWSPAPER TYPE

N = 179947

NEWSPAPERS			

	N1	N2	N3	N4
Race				
R1	0.26	0.62	0.31	3.10
R2	4.91	1.63	1.38	1.51
R3	3.62	6.65	10.74	10.12
R4	0.06	0.20	0.10	0.41
R5	91.15	90.89	87.47	84.85
	100%	100%	100%	100%

*$X2 = 4419.981$ WITH 12 DF; $P<.005$

LEGEND
R1 = AFRICAN AMERICAN   N1 = DAILY OKLAHOMAN
R2 = NATIVE AMERICAN   N2 = DAILY TEXAN
R3 = ASIAN   N3 = SAN DIEGO UNION & TRIBUNE
R4 = ASIAN AMERICAN   N4 = WASHINGTON POST
R5 = BLACK

To examine the relationship between words of race and type of newspaper, a complex chi-square was performed. The calculated chi-square result was 4419.981 and at 12 degrees of freedom and .995 confidence level, the critical value was 28.3. Therefore, a significant relationship between race-related words and type of newspaper was found. The

contingency coefficient was at .154835 which indicated a weak relationship. The null hypothesis is rejected.

As there was a significant relationship found between newspaper type and politically correct race-related words, this is interpreted as meaning some newspapers were apt to use certain race-related words.

For the Daily Oklahoman, the PC race-related word used the most was "Black" at 91%. The second most used word was "Native American" at 4%.

For the Daily Texan, the most used politically correct race-related word was "Black" at 90%. The second most frequently used word was "Asian" at 6%.

For the San Diego Union & Tribune, the word "Black" was used a total of 87%. The second most used word was "Asian" at 10%.

For the Washington Post, the politically correct race-related word used the most frequently was "Black" at 84%, and the second most used PC word in this category was "Asian" at 10%.

Overall, the three most politically correct race-related words used are respectively: Black, Asian and Native American.

Table V illustrates the percentage of politically correct categories of words used in types of newspapers.

TABLE V

PERCENTAGE OF TYPES OF NEWSPAPERS

AND POLITICALLY CORRECT CATEGORIES

N = 336193

NEWSPAPERS			

	N1	N2	N3	N4
C	1.40	6.98	2.41	3.29
G	49.49	33.29	42.02	84.80
P	0.59	0.42	0.35	0.78
R	48.52	59.31	55.22	11.14
	100%	100%	100%	100%

* X2 = 2229.858, 9 DF, P<.005

LEGEND
N1 = DAILY OKLAHOMAN   C = CORPORATE
N2 = DAILY TEXAN   G = GENDER
N3 = SAN DIEGO UNION & TRIBUNE   P = PHYSICAL ATTRIBUTE(S)
N4 = WASHINGTON POST   R = RACE

To examine the relationship between newspaper types and categories of politically correct words, a complex chi-square was done. The calculated chi-square value was 2229.858. At 9 degrees of freedom, and .995 confidence level, the critical value was 23.6. The contingency coefficient was .081172 which indicated a weak relationship. The null hypothesis is rejected.

As a significant relationship was found between newspapers and categories of politically correct words, meaning certain newspapers were more likely to use certain PC categories of words more than others.

For the <u>Daily Oklahoman</u>, the category which was used more than any other politically correct word category was that of gender at 49% followed closely by race at 48%.

The <u>Daily Texan</u>, the category used more than any other politically correct word category was race 59%, then gender 33%.

For the <u>San Diego Union & Tribune</u>, the politically correct category used most was race at 52%, then gender at 44%.

For the <u>Washington Post</u>, this paper used the politically correct word category of race at 55% more than any other. The second most frequently used word category was that of gender at 42%.

Overall, the two categories most frequently used were that of race and gender in that order for the <u>Daily Texan</u>, the <u>San Diego Union & Tribune</u>, and the <u>Washington Post</u>. However, for the <u>Daily Oklahoman</u>, the gender category was used more frequently than race.

Table VI illustrates the percentage of politically correct categories used in the time period studied.

TABLE VI

PERCENTAGE OF OVERALL TIME PERIODS

AND ALL CATEGORIES

N = 336379

TIME PERIODS									

	T1	T2	T3	T4	T5	T6	T7	T8	T9	T10
C.	1.1	0.74	0.70	0.82	1.39	3.63	2.43	2.75	3.51	2.8
P	0.41	0.35	0.42	0.45	0.42	0.46	0.38	0.49	0.44	0.48
G	45.36	46.95	45.14	43.46	44.10	42.7	42.42	42.1	45.04	43.77
R	53.03	51.94	53.72	55.24	54.06	53.18	54.75	54.58	50.99	52.91
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

* $X2 = 2260.413$ WITH 27 DF; $P<.005$

LEGEND

C = CORPORATE
P = PHYSICAL ATTRIBUTE(S)
G = GENDER
R = RACE

T1 = JUNE 1, 1984 TO MAY 31, 1985
T2 = JUNE 1, 1985 TO MAY 31, 1986

T3 = JUNE 1, 1986 TO MAY 31, 1987
T4 = JUNE 1, 1987 TO MAY 31, 1988
T5 = JUNE 1, 1988 TO MAY 31, 1989
T6 = JUNE 1, 1989 TO MAY 31, 1990
T7 = JUNE 1, 1990 TO MAY 31, 1991
T8 = JUNE 1, 1991 TO MAY 31, 1992
T9 = JUNE 1, 1992 TO MAY 31, 1993
T10= JUNE 1, 1993 TO MAY 31, 1994

To examine the relationship between time periods and categories, a complex chi-square was done. The result of this statistical test was a calculated chi-square of 2260.13, the critical value at 27 degrees of freedom was 49.6, with a contingency coefficient of .081701. Although there was a significant relationship found between the two variables, the relationship between the two was weak.

The nature of the relationship appears to be that for all time periods, for all four newspapers, the two categories most used were first race; then gender.

During this time period of June 1, 1984 to May 31, 1985, the two most used categories where politically correct word usage was found were race at 53% and gender at 45%.

For the time period of June 1, 1985 to May 31, 1986, the most frequently used category was race at 51% followed by gender at 46%.

For the time period of June 1, 1986 to May 31, 1987, the category of race was used a total of 53%, while gender was used 45%

During this time period of June 1, 1987, to May 31, 1988, the category of race was used 55% and gender was at 43%.

For this time period of June 1, 1988 to May 31, 1989, again race was used more than gender. Race was used a total of 54% and gender was 44%.

For the time period of June 1, 1989 to May 31, 1990, the category of race was used 53% and gender 42%.

During the time period of June 1, 1990 to May, 31, 1991, race was used a total of 54% and gender was used a total of 42%.

For the time period of June 1, 1991 to May 31, 1992, again the race category was used more frequently than any other. Race was used a total of 54%, and gender was used a

total of 42%, which equaled the same percentages for the preceding time period.

For the time period of June 1, 1992 to May 31, 1993, race was used at 50%, while the gender category was used at 45%.

For the time span of June 1, 1993 to May 1, 1994, race was used at 52%, while gender was at 43%.

Overall, the two most frequently used categories during all 10 time periods were race and gender, in that order. In addition, the race category is used more frequently than gender category. The race category consistently comprises 50% (and above) of the total percentage. The gender category is consistently below 47%.

Over time, the gender category usage began at 45%, increased to 46%, decreased to 45%, continues to decrease to 43%, increased slightly to 44%, decreased again to 42%, maintains this percentage for three time periods, then increases to 45% and decreased once more to 43% for the final time period examined.

Over time, the race category usage began at 53%, decreased to 51%, increased to 53%, increased again to 55%, decreased to 53%, decreased once more to 54%, maintained 54% for one additional time period, decreased dramatically to 50%, then for the final time period increased to 52%.

Table VII illustrates the percentage of politically correct words used in types of newspapers.

TABLE VII

PERCENTAGE OF ALL NEWSPAPER TYPES

AND ALL POLITICALLY CORRECT WORDS

N = 336193

	NEWSPAPERS			
WORDS	N1	N2	N3	N4
C1	0.30	0.12	0.41	0.50
C2	0.03	0.05	0.09	0.11
C3	0.54	3.44	0.96	0.59
C4	0.53	3.30	0.75	0.44
C5	0.01	0.07	0.01	0.01
G1	0.30	1.21	0.16	0.15
G2	37.48	24.45	31.11	26.53
G3	11.26	7.22	13.21	15.26
G4	0.40	0.31	0.42	0.34
G5	0.05	0.11	0.08	0.05
P1	0.01	0.07	0.12	0.18
P2	0.02	0.00	0.01	0.00
P3	0.04	0.01	0.02	0.02
P4	0.22	0.02	0.06	0.04
P5	0.30	0.31	0.11	0.15
R1	0.13	0.37	0.16	1.72
R2	2.38	0.97	0.73	0.84
R3	1.76	3.94	5.64	5.63
R4	0.03	0.12	0.05	0.23
R5	44.23	53.91	45.89	47.21
	100%	100%	100%	100%

* X2 = 9528.733, WITH 57 DF; P<.005

LEGEND

N1 = DAILY OKLAHOMAN
N2 = DAILY TEXAN
N3 = SAN DIEGO UNION & TRIBUNE
N4 = WASHINGTON POST

C1 = DOWNSIZING
C2 = FRIENDLY FIRE
C3 = PRO-CHOICE
C4 = PRO-LIFE
C5 = STRATEGIC WITHDRAWAL
P1 = HEARING IMPAIRED
P2 = PERSON LIVING WITH AIDS
P3 = PERSON WITH A DISABILITY

P4 = PHYSICALLY CHALLENGED
P5 = VISUALLY IMPAIRED
G1 = CHAIRPERSON
G2 = CHILD
G3 = DOMESTIC
G4 = SINGLE PARENT
G5 = WELFARE RECIPIENT
R1 = AFRICAN AMERICAN
R2 = NATIVE AMERICAN
R3 = ASIAN
R4 = ASIAN AMERICAN
R5 = BLACK

For this relationship between all newspaper types and all politically correct words, a complex chi-square was done. The chi-square result was calculated at 9528.733. At 57 degrees of freedom, with a .995 confidence level, the critical value is at 88.236.

A significant relationship was found between newspaper type and word usage. Meaning that certain newspapers were more likely to use one specific PC word more than any other newspaper. The contingency coefficient was .166018 which indicated a weak relationship. The null hypothesis is rejected.

The <u>Daily Oklahoman,</u> overall, used the word "Black" a total of 44%, "child" a total of 37% and "domestic" a total of 11.26%.

The <u>Daily Texan,</u> overall, used the word "Black" 53%, child a total of 24%, and "domestic" 7%.

The <u>San Diego Union & Tribune,</u> overall, used the word "Black" 45%, the word "child" at 31% and the word "domestic" at 13%.

The <u>Washington Post,</u> overall, used the word "Black" at 47%, the word "child" at 26%, and the word "domestic" at 15%.

The <u>Daily Texan,</u> used the word "Black" more than any other newspaper at 53%. <u>The Daily Oklahoman,</u> used the word "child" more than any other newspaper. The <u>Washington Post</u> used the word, "domestic" more than any other newspaper.

On the following pages, Table VIII through Table XVII, illustrate the percentage of politically correct words used in types of newspapers during specific time periods.

TABLE VIII

PERCENTAGE OF NEWSPAPER TYPES, POLITICALLY CORRECT WORDS,

TIME PERIODS

N = 31068

NEWSPAPERS 1984			

WORDS	N1	N2	N3	N4
C1	0.08	0.19	0.03	0.02
C2	0.00	0.00	0.02	0.07
C3	0.05	0.37	0.46	0.60
C4	0.08	1.30	0.75	0.69
C5	0.03	0.00	0.00	0.00
P1	1.08	0.19	0.14	0.08
P2	0.00	0.00	0.00	0.00
P3	0.00	0.00	0.03	0.01
P4	0.03	0.00	0.04	0.01
P5	0.21	0.00	0.10	0.14
G1	0.18	0.74	0.18	0.16
G2	39.90	24.30	32.46	24.94
G3	10.20	6.49	13.24	17.55
G4	0.54	0.74	0.35	0.34
G5	0.03	0.19	0.07	0.02
R1	0.08	0.00	0.01	0.03
R2	1.88	0.56	0.40	0.37
R3	1.21	2.78	4.43	4.39
R4	0.00	0.19	0.01	0.04
R5	44.44	61.97	47.26	50.53
	100%	100%	100%	100%

* $X2 = 940.1784$, WITH 57 DF; $P<.005$

LEGEND

N1 = DAILY OKLAHOMAN

N2 = DAILY TEXAN

N3 = SAN DIEGO UNION & TRIBUNE

N4 = WASHINGTON POST

C1 = DOWNSIZING

C2 = FRIENDLY FIRE

C3 = PRO-CHOICE

C4 = PRO-LIFE

C5 = STRATEGIC WITHDRAWAL

P1 = HEARING IMPAIRED

P2 = PERSON LIVING WITH AIDS

P3 = PERSON WITH A DISABILITY

P4 = PHYSICALLY CHALLENGED

P5 = VISUALLY IMPAIRED

G1 = CHAIRPERSON

G2 = CHILD

G3 = DOMESTIC

G4 = SINGLE PARENT

G5 = WELFARE RECIPIENT

R1 = AFRICAN AMERICAN

R2 = NATIVE AMERICAN

R3 = ASIAN

R4 = ASIAN AMERICAN

R5 = BLACK

A complex chi-square was performed for each time period studied, on each newspaper studied and each word studied. The 10 year-period began on June 1, 1984 and ended on May 31, 1994. A one-year interval is defined as beginning on June 1, and ending on May 31.

For time period of June 1, 1984 to May 31, 1985, the usage of politically correct words in all newspapers yielded the calculated chi-square result of 940.1784. At 57 degrees of freedom and .995 confidence level, the critical value was 88.236. A significant relationship was found. The contingency coefficient was .171386 which indicated a weak relationship. The null hypothesis is rejected.

For this time period of 1984 to 1985, the politically correct words most often used by the Daily Oklahoman, were Black at 44% and child at 39%.

For the Daily Texan the two most used politically correct words used were Black at 61%, and child at 24%.

For the San Diego Union & Tribune, during this time period, the two most used PC words were also Black (47%) and child (32%).

For the Washington Post, the two most used words were also Black at (50%) and child (24%.)

It appears for all newspapers, the two most used PC words were Black and child for this time period of June 1, 1984 to May 31, 1985.

TABLE IX

PERCENTAGE OF NEWSPAPER TYPES, POLITICALLY CORRECT WORDS,

TIME PERIODS

N = 33539

NEWSPAPERS 1985			

WORDS	N1	N2	N3	N4
C1	0.03	0.00	0.05	0.05
C2	0.03	0.00	0.01	0.02
C3	0.11	0.00	0.33	0.28
C4	0.16	1.10	0.51	0.28
C5	0.00	0.00	0.01	0.00
P1	1.12	0.12	0.11	0.13
P2	0.00	0.00	0.00	0.01
P3	0.00	0.00	0.01	0.01
P4	0.00	0.00	0.02	0.00
P5	0.22	0.12	0.13	0.06
G1	0.11	1.34	0.21	0.10
G2	39.99	25.64	32.91	25.73
G3	12.47	10.26	13.91	18.71
G4	0.41	0.12	0.46	0.30
G5	0.03	0.00	0.11	0.08
R1	0.00	0.00	0.01	0.04
R2	1.37	0.00	0.42	0.32
R3	1.12	1.71	4.99	5.06
R4	0.00	0.00	0.02	0.17
R5	42.82	59.58	45.79	48.66
	100%	100%	100%	100%

* $X2 = 932.2945$, WITH 57 DF; $P<.005$

LEGEND

N1 = DAILY OKLAHOMAN
N2 = DAILY TEXAN
N3 = SAN DIEGO UNION & TRIBUNE
N4 = WASHINGTON POST

C1 = DOWNSIZING
C2 = FRIENDLY FIRE
C3 = PRO-CHOICE
C4 = PRO-LIFE
C5 = STRATEGIC WITHDRAWAL
P1 = HEARING IMPAIRED
P2 = PERSON LIVING WITH AIDS
P3 = PERSON WITH A DISABILITY

P4 = PHYSICALLY CHALLENGED
P5 = VISUALLY IMPAIRED
G1 = CHAIRPERSON
G2 = CHILD
G3 = DOMESTIC
G4 = SINGLE PARENT
G5 = WELFARE RECIPIENT
R1 = AFRICAN AMERICAN
R2 = NATIVE AMERICAN
R3 = ASIAN
R4 = ASIAN AMERICAN
R5 = BLACK

The calculated chi-square for the time period of June 1, 1985 to May 31, 1986, was 932.2945. At 57 degrees of freedom the critical value was 88.236. A significant relationship between all the variables was found. The contingency coefficient was .164455 which indicates a weak relationship. The null hypothesis is rejected.

For the <u>Daily Oklahoman,</u> the two most used PC words for this time period were Black (42%) and child (39%).

For the <u>Daily Texan,</u> the two most used PC words for this time period were Black (59%) and child (25%).

For the <u>San Diego Union & Tribune,</u> the two most used PC words for this time period were Black (45%) and child (32%).

For the <u>Washington Post,</u> the two most used PC words for this time period were Black (45%) and child (32%).

TABLE X

PERCENTAGE OF NEWSPAPER TYPES, POLITICALLY CORRECT WORDS, TIME PERIODS

N = 32747

NEWSPAPERS 1986				
WORDS	N1	N2	N3	N4
C1	0.00	0.00	0.10	0.12
C2	0.00	0.00	0.03	0.07
C3	0.03	1.19	0.25	0.18
C4	0.22	1.43	0.44	0.20
C5	0.00	0.00	0.01	0.00
P1	1.17	0.00	0.11	0.18
P2	0.00	0.00	0.00	0.00
P3	0.03	0.00	0.01	0.00
P4	0.09	0.00	0.04	0.02
P5	0.28	0.12	0.13	0.12
G1	0.18	1.91	0.19	0.19
G2	35.96	25.21	31.37	26.64
G3	13.35	9.56	13.59	16.57
G4	0.37	0.24	0.45	0.40
G5	0.00	0.24	0.08	0.02
R1	0.00	0.12	0.02	0.04
R2	1.91	0.72	0.47	0.45
R3	1.26	2.27	5.25	5.71
R4	0.03	0.00	0.04	0.19
R5	45.12	56.99	47.43	48.89
	100%	100%	100%	100%

* $X2 = 790.32$, WITH 57 DF; $P<.005$

LEGEND

N1 = DAILY OKLAHOMAN
N2 = DAILY TEXAN
N3 = SAN DIEGO UNION & TRIBUNE
N4 = WASHINGTON POST

C1 = DOWNSIZING
C2 = FRIENDLY FIRE
C3 = PRO-CHOICE
C4 = PRO-LIFE
C5 = STRATEGIC WITHDRAWAL
P1 = HEARING IMPAIRED
P2 = PERSON LIVING WITH AIDS
P3 = PERSON WITH A DISABILITY

P4 = PHYSICALLY CHALLENGED
P5 = VISUALLY IMPAIRED
G1 = CHAIRPERSON
G2 = CHILD
G3 = DOMESTIC
G4 = SINGLE PARENT
G5 = WELFARE RECIPIENT
R1 = AFRICAN AMERICAN
R2 = NATIVE AMERICAN
R3 = ASIAN
R4 = ASIAN AMERICAN
R5 = BLACK

For June 1, 1986 to May 31, 1987, the calculated chi-square value was 790.32. At 57 degrees of freedom the critical value was 88.236. A significant relationship between all the variables was found. The contingency coefficient was .15351 which indicates a weak relationship. The null hypothesis is rejected.

For the Daily Oklahoman, the two most used PC words for this time period were Black (45%) and child (35%).

For the Daily Texan, the two most used PC words for this time period were Black (59%) and child (25%).

For the San Diego Union & Tribune, the two most used PC words for this time period were Black (47%) and child (31%).

For the Washington Post, the two most used PC words for this time period were Black (48%) and child (26%).

TABLE XI

PERCENTAGE OF NEWSPAPER TYPES, POLITICALLY CORRECT WORDS,

TIME PERIODS

N = 33530

NEWSPAPERS 1987				
WORDS	N1	N2	N3	N4
C1	0.09	0.10	0.05	0.10
C2	0.00	0.00	0.01	0.03
C3	0.03	1.15	0.35	0.30
C4	0.18	3.25	0.42	0.24
C5	0.00	0.00	0.00	0.01
P1	1.03	0.00	0.15	0.27
P2	0.00	0.00	0.01	0.01
P3	0.06	0.00	0.04	0.01
P4	0.00	0.00	0.06	0.04
P5	0.15	0.42	0.08	0.10
G1	0.18	0.42	0.20	0.12
G2	36.41	26.70	29.97	27.36
G3	10.26	7.64	13.51	14.61
G4	0.30	0.00	0.37	0.25
G5	0.00	0.21	0.06	0.08
R1	0.00	0.10	0.01	0.16
R2	2.43	0.31	0.61	0.52
R3	1.21	3.66	5.50	5.05
R4	0.00	0.10	0.04	0.11
R5	47.65	55.92	48.57	50.63
	100%	100%	100%	100%

* $X2 = 794.4082$, WITH 57 DF; $P<.005$

LEGEND

N1 = DAILY OKLAHOMAN

N2 = DAILY TEXAN

N3 = SAN DIEGO UNION & TRIBUNE

N4 = WASHINGTON POST

C1 = DOWNSIZING

C2 = FRIENDLY FIRE

C3 = PRO-CHOICE

C4 = PRO-LIFE

C5 = STRATEGIC WITHDRAWAL

P1 = HEARING IMPAIRED

P2 = PERSON LIVING WITH AIDS

P3 = PERSON WITH A DISABILITY

P4 = PHYSICALLY CHALLENGED

P5 = VISUALLY IMPAIRED

G1 = CHAIRPERSON

G2 = CHILD

G3 = DOMESTIC

G4 = SINGLE PARENT

G5 = WELFARE RECIPIENT

R2 = NATIVE AMERICAN

R3 = ASIAN

R4 = ASIAN AMERICAN

R5 = BLACK

For June 1, 1987 to May 31, 1988, the calculated chi-square value was 794.4082. At 57 degrees of freedom the critical value was 88.236. A significant relationship between all the variables was found. The contingency coefficient was .152132 which indicates a weak relationship. The null hypothesis is rejected.

For the Daily Oklahoman, the two most used PC words for this time period were Black (47%) and child (36%).

For the Daily Texan, the two most used PC words for this time period were Black (55%) and child (26%).

For the San Diego Union & Tribune, the two most used PC words for this time period were Black (48%) and child (29%).

For the Washington Post, the two most used PC words for this time period were Black (50%) and child (27%).

TABLE XII

PERCENTAGE OF NEWSPAPER TYPES, POLITICALLY CORRECT WORDS,

TIME PERIODS

N = 34719

NEWSPAPERS 1988				
WORDS	N1	N2	N3	N4
C1	0.09	0.00	0.14	0.16
C2	0.00	0.00	0.01	0.01
C3	0.27	2.36	0.87	0.48
C4	0.27	3.02	0.63	0.31
C5	0.00	0.00	0.00	0.00
P1	0.54	0.38	0.11	0.28
P2	0.00	0.00	0.02	0.01
P3	0.00	0.09	0.02	0.01
P4	0.03	0.00	0.03	0.03
P5	0.21	0.57	0.13	0.12
G1	0.27	1.32	0.18	0.25
G2	34.72	25.09	31.50	28.47
G3	11.24	5.75	12.42	14.68
G4	0.42	0.57	0.42	0.35
G5	0.03	0.09	0.05	0.04
R1	0.00	0.38	0.10	0.42
R2	2.51	0.38	0.51	0.57
R3	1.64	4.15	6.13	5.75
R4	0.03	0.09	0.05	0.15
R5	47.73	55.75	46.69	47.89
	100%	100%	100%	100%

* $X2 = 795.7368$, WITH 57 DF; $P<.005$

LEGEND

N1 = DAILY OKLAHOMAN
N2 = DAILY TEXAN
N3 = SAN DIEGO UNION & TRIBUNE
N4 = WASHINGTON POST

C1 = DOWNSIZING
C2 = FRIENDLY FIRE
C3 = PRO-CHOICE
C4 = PRO-LIFE
C5 = STRATEGIC WITHDRAWAL
P1 = HEARING IMPAIRED
P2 = PERSON LIVING WITH AIDS
P3 = PERSON WITH A DISABILITY

P4 = PHYSICALLY CHALLENGED
P5 = VISUALLY IMPAIRED
G1 = CHAIRPERSON
G2 = CHILD
G3 = DOMESTIC
G4 = SINGLE PARENT
G5 = WELFARE RECIPIENT
R1 = AFRICAN AMERICAN
R2 = NATIVE AMERICAN
R3 = ASIAN
R4 = ASIAN AMERICAN
R5 = BLACK

For June 1, 1988 to May 31, 1989 the calculated chi-square value was 795.7368. At 57 degrees of freedom the critical value was 88.236. A significant relationship between all the variables was found. The contingency coefficient was .149686 which indicates a weak relationship. The null hypothesis is rejected.

For the Daily Oklahoman, the two most used PC words for this time period were Black (47%) and child (34%).

For the Daily Texan, the two most used PC words for this time period were Black (55%) and child (25%).

For the San Diego Union & Tribune, the two most used PC words for this time period were Black (46%) and child (31%).

For the Washington Post, the two most used PC words for this time period were Black (47%) and child (28%).

TABLE XIII

PERCENTAGE OF NEWSPAPER TYPES, POLITICALLY CORRECT WORDS,

TIME PERIODS

N = 35556

NEWSPAPERS 1989			

WORDS	N1	N2	N3	N4
C1	0.09	0.10	0.15	0.21
C2	0.00	0.00	0.00	0.04
C3	0.86	4.41	3.20	1.08
C4	0.47	5.85	1.66	0.77
C5	0.00	0.00	0.00	0.01
P1	0.77	0.00	0.17	0.15
P2	0.00	0.00	0.01	0.00
P3	0.00	0.00	0.01	0.03
P4	0.09	0.00	0.07	0.03
P5	0.15	0.41	0.17	0.17
G1	0.21	0.92	0.11	0.17
G2	37.10	23.41	31.06	26.68
G3	10.47	3.59	12.14	13.94
G4	0.59	0.41	0.36	0.33
G5	0.00	0.10	0.05	0.06
R1	0.09	0.41	0.22	1.14
R2	2.28	0.10	0.73	0.79
R3	1.92	4.21	5.78	5.70
R4	0.00	0.10	0.07	0.17
R5	44.91	55.95	44.07	48.51
	100%	100%	100%	100%

* $X2 = 1153.054$, WITH 57; DF P<.005

LEGEND

N1 = DAILY OKLAHOMAN
N2 = DAILY TEXAN
N3 = SAN DIEGO UNION & TRIBUNE
N4 = WASHINGTON POST

C1 = DOWNSIZING
C2 = FRIENDLY FIRE
C3 = PRO-CHOICE
C4 = PRO-LIFE
C5 = STRATEGIC WITHDRAWAL
P1 = HEARING IMPAIRED
P2 = PERSON LIVING WITH AIDS
P3 = PERSON WITH A DISABILITY

P4 = PHYSICALLY CHALLENGED
P5 = VISUALLY IMPAIRED
G1 = CHAIRPERSON
G2 = CHILD
G3 = DOMESTIC
G4 = SINGLE PARENT
G5 = WELFARE RECIPIENT
R1 = AFRICAN AMERICAN
R2 = NATIVE AMERICAN
R3 = ASIAN
R4 = ASIAN AMERICAN
R5 = BLACK

For June 1, 1989 to May 31, 1990, the calculated chi-square value was 1153.054. At 57 degrees of freedom the critical value was 88.236. A significant relationship between all the variables was found. The contingency coefficient was .17723 which indicates a weak relationship. The null hypothesis is rejected.

For the <u>Daily Oklahoman,</u> the two most used PC words for this time period were Black (44%) and child (37%).

For the <u>Daily Texan,</u> the two most used PC words for this time period were Black (55%) and child (23%).

For the <u>San Diego Union & Tribune,</u> the two most used PC words for this time period were Black (44%) and child (31%).

For the <u>Washington Post,</u> the two most used PC words for this time period were Black (48%) and child (26%).

TABLE XIV

PERCENTAGE OF NEWSPAPER TYPES, POLITICALLY CORRECT WORDS,

TIME PERIODS

N = 37180

NEWSPAPERS 1990				
WORDS	N1	N2	N3	N4
C1	0.05	0.08	0.37	0.39
C2	0.08	0.16	0.38	0.26
C3	0.93	4.54	1.19	0.69
C4	0.48	4.07	0.75	0.40
C5	0.03	0.39	0.00	0.01
P1	0.64	0.00	0.09	0.16
P2	0.00	0.00	0.01	0.00
P3	0.00	0.00	0.01	0.03
P4	0.03	0.16	0.06	0.05
P5	0.21	0.39	0.10	0.14
G1	0.29	1.96	0.21	0.13
G2	34.29	20.75	29.13	25.41
G3	13.63	7.99	13.42	14.81
G4	0.11	0.23	0.50	0.42
G5	0.00	0.00	0.11	0.05
R1	0.13	0.31	0.38	1.84
R2	2.72	0.55	1.01	1.00
R3	2.37	5.40	6.13	5.89
R4	0.08	0.31	0.05	0.28
R5	43.93	52.70	46.10	48.04
	100%	100%	100%	100%

* $X2$ = 1382.393, WITH DF 57; P <.05

LEGEND

N1 = DAILY OKLAHOMAN
N2 = DAILY TEXAN
N3 = SAN DIEGO UNION & TRIBUNE
N4 = WASHINGTON POST

C1 = DOWNSIZING
C2 = FRIENDLY FIRE
C3 = PRO-CHOICE
C4 = PRO-LIFE
C5 = STRATEGIC WITHDRAWAL
P1 = HEARING IMPAIRED
P2 = PERSON LIVING WITH AIDS
P3 = PERSON WITH A DISABILITY

P4 = PHYSICALLY CHALLENGED
P5 = VISUALLY IMPAIRED
G1 = CHAIRPERSON
G2 = CHILD
G3 = DOMESTIC
G4 = SINGLE PARENT
G5 = WELFARE RECIPIENT
R1 = AFRICAN AMERICAN
R2 = NATIVE AMERICAN
R3 = ASIAN
R4 = ASIAN AMERICAN
R5 = BLACK

For June 1, 1990 to May 31, 1991, the calculated chi-square value was 1382.393. At 57 degrees of freedom the critical value was 88.236. A significant relationship between all the variables was found. The contingency coefficient was .189336 which indicates a weak relationship. The null hypothesis is rejected.

For the Daily Oklahoman, the two most used PC words for this time period were Black (43%) and child (34%).

For the Daily Texan, the two most used PC words for this time period were Black (52%) and child (20%).

For the San Diego Union & Tribune, the two most used PC words for this time period were Black (46%) and child (29%).

For the Washington Post, the two most used PC words for this time period were Black (48%) and child (25%).

TABLE XV

PERCENTAGE OF NEWSPAPER TYPES, POLITICALLY CORRECT WORDS,

TIME PERIODS

N = 36053

NEWSPAPERS 1991				
WORDS	N1	N2	N3	N4
C1	0.68	0.12	0.77	0.92
C2	0.08	0.00	0.25	0.30
C3	0.63	5.88	1.08	0.72
C4	0.55	3.34	0.74	0.51
C5	0.00	0.12	0.02	0.01
P1	0.60	0.00	0.09	0.23
P2	0.00	0.00	0.01	0.00
P3	0.03	0.00	0.02	0.04
P4	0.03	0.00	0.10	0.07
P5	0.30	0.35	0.08	0.25
G1	0.35	1.15	0.14	0.10
G2	36.57	24.19	29.47	25.36
G3	9.69	7.83	12.70	14.67
G4	0.45	0.23	0.47	0.39
G5	0.08	0.23	0.09	0.03
R1	0.28	1.27	0.34	2.09
R2	2.94	3.00	1.15	1.41
R3	2.03	4.95	6.61	6.31
R4	0.00	0.12	0.09	0.23
R5	44.73	47.24	45.77	46.34
	100%	100%	100%	100%

* $X2 = 1195.873$, WITH 57 DF; $P<.005$

LEGEND

N1 = DAILY OKLAHOMAN
N2 = DAILY TEXAN
N3 = SAN DIEGO UNION & TRIBUNE
N4 = WASHINGTON POST

C1 = DOWNSIZING
C2 = FRIENDLY FIRE
C3 = PRO-CHOICE
C4 = PRO-LIFE
C5 = STRATEGIC WITHDRAWAL
P1 = HEARING IMPAIRED
P2 = PERSON LIVING WITH AIDS
P3 = PERSON WITH A DISABILITY

P4 = PHYSICALLY CHALLENGED
P5 = VISUALLY IMPAIRED
G1 = CHAIRPERSON
G2 = CHILD
G3 = DOMESTIC
G4 = SINGLE PARENT
G5 = WELFARE RECIPIENT
R1 = AFRICAN AMERICAN
R2 = NATIVE AMERICAN
R3 = ASIAN
R4 = ASIAN AMERICAN
R5 = BLACK

For June 1, 1991 to May 31, 1992, the calculated chi-square value was 1195.873. At 57 degrees of freedom the critical value was 88.236. A significant relationship between all the variables was found. The contingency coefficient was .179179 which indicates a weak relationship. The null hypothesis is rejected.

For the Daily Oklahoman, the two most used PC words for this time period were Black (44%) and child (36%).

For the Daily Texan, the two most used PC words for this time period were Black (47%) and child (24%).

For the San Diego Union & Tribune, the two most used PC words for this time period were Black (45%) and child (29%).

For the Washington Post, the two most used PC words for this time period were Black (46%) and child (35%).

TABLE XVI

PERCENTAGE OF NEWSPAPER TYPES, POLITICALLY CORRECT WORDS,

TIME PERIODS

N = 30863

NEWSPAPERS 1992			

WORDS	N1	N2	N3	N4
C1	0.97	0.39	1.39	0.97
C2	0.08	0.00	0.09	0.07
C3	1.89	5.26	1.19	1.07
C4	1.71	5.12	1.12	0.54
C5	0.00	0.00	0.00	0.01
P1	0.58	0.00	0.14	0.13
P2	0.03	0.00	0.00	0.00
P3	0.03	0.00	0.05	0.03
P4	0.08	0.00	0.10	0.06
P5	0.29	0.26	0.04	0.19
G1	0.37	0.92	0.10	0.13
G2	39.59	27.86	30.76	27.22
G3	9.89	6.70	15.03	15.45
G4	0.45	0.39	0.43	0.30
G5	0.10	0.00	0.12	0.05
R1	0.26	0.79	0.31	4.10
R2	2.73	1.84	1.05	1.40
R3	1.92	4.60	5.41	5.28
R4	0.10	0.13	0.04	0.26
R5	38.96	45.73	42.63	42.75
	100%	100%	100%	100%

* $X2 = 1353.466$, WITH 57 DF; $P<.005$

LEGEND

N1 = DAILY OKLAHOMAN
N2 = DAILY TEXAN
N3 = SAN DIEGO UNION & TRIBUNE
N4 = WASHINGTON POST

C1 = DOWNSIZING
C2 = FRIENDLY FIRE
C3 = PRO-CHOICE
C4 = PRO-LIFE
C5 = STRATEGIC WITHDRAWAL
P1 = HEARING IMPAIRED
P2 = PERSON LIVING WITH AIDS
P3 = PERSON WITH A DISABILITY

P4 = PHYSICALLY CHALLENGED
P5 = VISUALLY IMPAIRED
G1 = CHAIRPERSON
G2 = CHILD
G3 = DOMESTIC
G4 = SINGLE PARENT
G5 = WELFARE RECIPIENT
R1 = AFRICAN AMERICAN
R2 = NATIVE AMERICAN
R3 = ASIAN
R4 = ASIAN AMERICAN
R5 = BLACK

For June 1, 1992 to May 31, 1993 the calculated chi-square value was 1353.466. At 57 degrees of freedom the critical value was 88.236. A significant relationship between all the variables was found. The contingency coefficient was .204967 which indicates a small, but definite, relationship. The null hypothesis is rejected.

For the Daily Oklahoman, the two most used PC words for this time period were: child at 39%; Black at 38%.

For the Daily Texan, the two most used PC words for this time period were Black (45%) and child (27%).

For the San Diego Union & Tribune, the two most used PC words for this time period were Black (42%) and child (30%).

For the Washington Post, the two most used PC words for this time period were Black (42%) and child (27%).

TABLE XVII

PERCENTAGE OF NEWSPAPER TYPES, POLITICALLY CORRECT WORDS,

TIME PERIODS

N = 31124

NEWSPAPERS 1993			

WORDS	N1	N2	N3	N4
C1	0.77	0.72	1.75	1.68
C2	0.03	0.72	0.12	0.13
C3	0.41	17.27	0.47	0.40
C4	0.97	2.88	0.49	0.43
C5	0.00	0.00	0.02	0.01
P1	0.62	0.00	0.08	0.13
P2	0.03	0.00	0.00	0.01
P3	0.08	0.00	0.05	0.01
P4	0.08	0.00	0.17	0.08
P5	0.13	0.00	0.14	0.18
G1	0.74	0.36	0.10	0.14
G2	37.72	20.86	33.21	27.23
G3	11.12	5.40	12.57	12.77
G4	0.36	0.36	0.37	0.33
G5	0.18	0.00	0.09	0.09
R1	0.36	0.00	0.30	6.07
R2	2.84	6.12	1.04	1.29
R3	2.59	5.40	6.00	6.75
R4	0.03	0.00	0.10	0.60
R5	40.95	39.93	42.94	41.67
	100%	100%	100%	100%

* $X2 = 2827.839$, WITH 57 DF; $P < .005$

LEGEND

N1 = DAILY OKLAHOMAN
N2 = DAILY TEXAN
N3 = SAN DIEGO UNION & TRIBUNE
N4 = WASHINGTON POST

C1 = DOWNSIZING
C2 = FRIENDLY FIRE
C3 = PRO-CHOICE
C4 = PRO-LIFE
C5 = STRATEGIC WITHDRAWAL
P1 = HEARING IMPAIRED
P2 = PERSON LIVING WITH AIDS
P3 = PERSON WITH A DISABILITY
P4 = PHYSICALLY CHALLENGED
P5 = VISUALLY IMPAIRED
G1 = CHAIRPERSON
G2 = CHILD
G3 = DOMESTIC
G4 = SINGLE PARENT

G5 = WELFARE RECIPIENT
R1 = AFRICAN AMERICAN
R2 = NATIVE AMERICAN
R3 = ASIAN
R4 = ASIAN AMERICAN
R5 = BLACK

For June 1, 1993 to May 31, 1994, the calculated chi-square value was 2827.839. At 57 degrees of freedom the critical value was 88.236. A significant relationship between all the variables was found. The contingency coefficient was .2886 which indicates a small, but definite relationship. The null hypothesis is rejected.

For the Daily Oklahoman, the two most used PC words for this time period were Black (40%) and child (37%).

For the Daily Texan, the two most used PC words for this time period were Black (39%) and child (20%).

For the San Diego Union & Tribune, the two most used PC words for this time period were Black (42%) and child (33%).

For the Washington Post, the two most used PC words for this time period were Black (41%) and child (27%).

The overall analysis for this comparison of politically correct word usage and type of newspaper over time, yielded two PC word terms of "Black" and "child" respectively. In only one incident did the words reverse order and become "child" and then "Black" and that was during the time period of June 1, 1992 to May 31, 1993, for the Daily Oklahoman. The two terms were very close at 39% and 38%, in that order.

CHAPTER V

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

This study examined four newspapers for politically correct word usage in articles published in the following daily newspapers: Daily Oklahoman, Daily Texan, San Diego Union & Tribune and Washington Post.

The primary purpose of the analysis was to discern whether or not if there has been an increase in the frequency of politically correct words used over the last ten years in the four selected newspapers.

For each of the newspapers, all news, feature and editorial articles available in full-text were examined. The articles were searched for the frequency (or occurrence) of politically correct words found in the four previously selected politically correct interest categories. The categories searched were corporate/government; gender, race and physical attribute(s). A total of 20 words were inputted into a computerized database search effort. The words reviewed in those categories are respectively: downsizing, friendly fire, pro-choice, pro-life, strategic withdrawal, hearing impaired, person living with AIDS, person with a disability, physically challenged, visually impaired, chairperson, child, domestic single parent, welfare

recipient, African American, Native American, Asian, Asian American, and Black.

After the search was completed on the computerized database, DataTimes, the results were analyzed and applied to answer the following research questions:

1. Overall, to what extent are the print media using politically correct words?

Results of the research indicated important differences occurring overall in the extent to which the print media under study utilized politically correct words. It was ascertained the differences in the usage of politically correct words are related to and depending upon what newspaper was under investigation. However, it is important to note that most of the PC words were used by the newspapers during the time period studied. Only one newspaper did not use one of the chosen-for-study PC term. That newspaper was the Daily Texan and the PC term not used during the ten-year period was, "person living with AIDS."

More specifically, all newspapers used the two PC categories of race and gender. The PC words most used in these areas were: "Black," "child," and "domestic." It was found that corporate/government words were used more than physical attribute words, but less than gender words and less than race-related words. Race-related words were used more than any other words by the print media as evidenced by the research results. The newspaper which used the categories of race and gender more than any other newspaper

was the _Daily Oklahoman._ By calculating the percentage of usage in the two PC categories of race and gender, the results show this newspaper can be considered the most "politically correct" of the four newspapers under study.

2. How has this usage changed over the last decade?

This usage has changed to varying degrees over the last decade. It was assumed that at the crest of the politically correct movement around 1989-1990, the usage of politically correct words would have also peaked. For the category of corporate/government words this indeed was the case. In the time period from June 1, 1989 to May 31, 1990, the usage of corporate/government words rose for all newspapers, although this category is the second least-used category overall.

For the category of physical attribute(s), the usage of PC words peaked from June 1, 1991, to May 31, 1992. This is the least-used category of politically correct words by all newspapers over time.

For the category of gender words, the usage of these words apexed in the time period of June 1, 1985 to May 31, 1986. It should be noted, that during the three consecutive time periods from June 1, 1989 to May 31, 1992, usage of PC words in this category only alternated slightly (within one percentage point). In the category of race, the usage of PC words peaked during the time period of June 1, 1987 to May 31, 1988. This category is the most used category of politically correct words over all time periods, for all newspapers.

3. Have the print media become more politically correct in areas relating to gender? The results of the research indicated there are differences between the four newspapers studied in relationship to the politically correct category of gender. The newspaper most politically correct in this category as indicated by the percentage total is the Daily Oklahoman. The newspaper least politically correct in relationship to gender was the Washington Post. However, over time, the results of the research showed that in this category, the print media have remained consistent, varying only by a few percentage points. At no time over the period studied did the category of gender word usage drop below 42%. The time period in which the largest percentage of words in the gender category was found, was the interval between June 1, 1985 to May 31, 1986.

4. Have the print media become more politically correct in areas relating to race? The research results also showed differences existing between all four newspapers related to race category. Although differences did exist between the newspapers, once again the range of total percentage points was minimal at only 7%. The newspaper which had the highest usage of this category was the Daily Oklahoman. The newspaper which had the lowest usage of this category was the Washington Post. It is interesting to note this category of words is used more than any other category of words. In addition, over time, there have been only slight rise and falls in the overall usage of this category. The time period

in which this category peaked in usage was in June 1, 1987 to May 31, 1988.

5. Have the print media become more politically correct in areas relating to physical attribute(s)? The results of the research indicated that this is the politically correct category least used by all newspapers. The usage of politically correct physical attribute words peaked during the time period of June 1, 1991 to May 31, 1992. The newspaper which used the highest percentage of politically correct physical attribute words was the Washington Post. The newspaper which used the lowest percentage of words in this category was San Diego Union & Tribune.

6. Have the print media become more politically correct in areas relating to corporate/government words? This category ranks third in usage over time, in all newspapers. The usage of politically correct corporate/government words peaked during the time period of June 1, 1989 to May 31, 1990. The newspaper which utilized the most PC corporate/government words was the Daily Texan. The newspaper which had the lowest percentage of usage of PC corporate/government words was the Daily Oklahoman.

7. Are there differences in politically correct word usage among newspapers? The results of the analysis showed that differences did exist in the politically correct word usage among newspapers. There were differences found in the usage of corporate/government word category. The newspaper which overall used more corporate/government PC words was

the Daily Texan. The second newspaper overall to use words in the category was the Washington Post, followed by the San Diego Union & Tribune and then the Daily Oklahoman.

In the PC category of physical attribute(s), the newspaper which overall used more of these terms was the Washington Post, then the Daily Oklahoman, followed by the Daily Texan. Rounding out this category was the San Diego Union & Tribune.

In the category of gender, the newspaper which used PC words the most, was found to be the Washington Post. The Daily Oklahoman, was second in usage, followed by the San Diego Union & Tribune, and lastly the Daily Texan.

Overall, for the PC category of race, the newspaper which was found to use race-related words more than any other newspaper was the Daily Texan. The second newspaper to use these words was the San Diego Union & Tribune, followed by the Daily Oklahoman, and then the Washington Post.

The two primary areas which the four newspapers were "politically correct" in -- were the categories of gender and race. By adding the percentage points of these two categories together for each newspaper, it can be stated that the Daily Oklahoman, overall, was the most politically correct in these two categories (See Table V). Therefore, by using these two areas of PC words more than any other newspaper combined, it can be stated that the Daily Oklahoman, was the most politically correct newspaper in the study. The second most politically correct newspaper was the

San Diego Union & Tribune, followed by the Washington Post, and then the Daily Texan.

Conclusions

From the results of the computerized database search effort, a number of conclusions may be inferred. First and foremost, all newspapers did use politically correct words in their news, features and editorial articles. Except for the aforementioned "person living with AIDS" which was not used at any time in the Daily Texan. However, there are differences in the frequencies of those words, which are affected in part by "history." For example, during the time span of the Persian Gulf War, there existed a higher chance of probability that articles would have been published concerning "friendly fire" and "strategic withdrawal." However, there was no way to control the study for historical events.

In respect to the words chosen for this study, it was also hypothesized that politically correct words would not have been in the mainstream media before 1989. However, as shown by the frequency counts of words during a computerized database search, this was untrue.

The two categories which newspapers are apparently more politically correct in than any other research category were race and gender. Despite the evidence supporting this observation, it may be stated these categories have room for usage improvement. This can also be said for the category of physical attributes. This category is in fact a "newer"

category and this may account for its apparent lack of usage.

Recommendations for Professionals

Mass communicators, specifically, newspaper editors and reporters, should be aware of the complexity of the issue of political correctness. To some, political correctness is nothing but another word for censorship. To others, PC is a way to remove long-erected barriers of bias. Once again, a fine-line must be walked by the mass communicator. Politically correct circumstances do differ and must be handled on a situation-by-situation basis. Good news judgment, as well as an objective mind, are the keys in correctly handling the issue of political correctness -- as well as being a good mass communicator. It is to be hoped, once the mass communicator (broadcaster editor, reporter or publisher) becomes aware of the issue of political correctness as the topic is related to language usage, the understanding that political correctness is more than a laughing matter will follow.

Recommendations for Further Research

As this study appears to be one of the first of its kind in the field of mass communications, as it utilized a computerized database to search for the politically correct words, several noteworthy recommendations can be made for future research efforts.

First, the words chosen for the study only numbered 20. The original list of words numbered 60. Because there are more than 60 politically correct words in the vernacular and are increasing almost on a daily basis, future researchers might choose to increase the number of words researched. Also, as more and more politically correct words continue to become a part of the language, those unfamiliar words which may now appear frivolous, such as "womon" for "woman," should be considered for separate study. Another vital recommendation for future research also relates to the selection of politically correct words. Notwithstanding, the attempt to separate PC words from words used in a non-politically correct context, a better utilization of the Boolean operator concept would have been beneficial. By setting more stringent search parameters for the computerized database archive retrieval, perhaps more accurate conclusions could have been drawn. For example, the word "black" was selected by the panel for study. Even though the word was not used in a PC context in the database findings, black may also refer to a color. Like in the following sentence: "The black dog slept soundly." Another

example is that "domestic" could be used to refer to a wine, or even a dispute. Therefore, by establishing a better search command, developing better parameters, the results should be more illustrative. Perhaps by pairing PC and non-PC words, then comparing the results would have also yielded a better study. For example, by studying the usage of "chairman" vs. "chairperson" in the same newspaper, during the same time period, would better illustrate the pattern of gender-word usage.

Another suggestion would be to expand upon the interest categories of political correctness. There are more than four categories of PC upon which this study focused. Other categories might include for example, pets ("nonhuman animal companions") or professional career titles.

Another recommendation for future research would be in recognizing the potential threat of history (as was previously stated.) The possibility exists that because of certain historical events occurring during the time period examined may have altered the frequency of usage of politically correct words. Again, the words "strategic withdrawal" and "friendly fire" would be more likely to be in use in times of war or conflict. Another example would be the pro-choice and pro-life protests occurring in various parts of the nation within the last year. While these protests are happening, the media of course will be reporting on these newsworthy events. The usage of the words, "pro-choice" and "pro-life" would also be used more

by the media during this time, simply because there are more events to report. However, the relevance of the fact that publishers, editors and reporters, have chosen the term "strategic withdrawal" over "retreat" and "pro-life" over "anti-abortion" should not be downplayed. Although history cannot be controlled for, or discounted, it is important to realize even though there may have been more incidents historically happening, the choice was still being made by the mass communicator to be PC or not to be PC.

Additionally, the size of the "newshole" (or the space allotted to news articles on page layouts) in each newspaper, will vary from day-to-day. Because of this variance, the number of articles published in newspapers change daily. An example of this is that traditionally, the Monday edition often has less pages than does the Sunday edition of a newspaper. Therefore, as the newshole changes within a newspaper, it obviously will shift size from publication to publication. Because of this fluctuation in the amount of articles published, it is difficult to relate PC word usage from newspaper to newspaper on a daily basis.

Political correctness is becoming a part of everyday life in one way or another. Many people use the phrase "politically correct" -- often jokingly -- without truly understanding what is meant by political correctness. As PC is so pervasive, a study of another communications medium, such as radio or television, might yield further insight into just how much PC has invaded the culture.

Another important recommendation is related to selecting a computerized database. For this type of research, a full-text database was necessary. In other words, a database which only supplied abstracts would have been inappropriate for this study. In addition, there is a possibility computerized databases differ in how the information is inputted and is made available to the researcher. Meaning, DataTimes and another full-text database like Knowledge Index, may be vary in the search parameters offered to the researcher. Even if the researcher was to search the same newspaper on-line, but on different databases, the information retrieved may be different.

Concluding Comment

Although to many people political correctness may appear to be a passing fad, the underlying message of PC is enduring. PC appears to be one way for the non-white, soon-to-become majority in America, to call attention to the apparent inequities innate in this society. Ironically, the message of being politically correct, has been corrupted to the opposite meaning -- "political incorrectness." Author Marilyn Frye reflected on the irony of the alteration of connotation.

> Once upon a time it was possible to use the terms politically correct and politically incorrect nonironically, the former as a term of positive evaluation, the latter as a term of negative evaluation ... And they were used sometimes used ironically, with reversed valences. But in the recent national tempest about "diversity" and the canonical curriculum, the ironic reversal of values on these terms has been made so ubiquitous as to have actually changed their meanings, so

that in common parlance politically correct is a term of
negative evaluation signifying a "praxis" of righteous
bullying combined with superficial and faddish political
thought or programs, a term generally employed as a
deliberate insult, and politically incorrect is a term of
positive valuation generally used to express a snotty
sort of pride in resistance or immunity to what is
claimed to be the banal moralizing of the politically
correct.[1]

Despite the fact the term "politically correct" itself

has been corrupted into yet another meaning, the PC ideology

has without a doubt crept, albeit slowly, into the

consciousness of society. There is enough room in the

marketplace of ideas for political correctness and even

"political incorrectness." Only in time will society and its

members realize, if indeed, a change for the better has been

made.

ENDNOTES CHAPTER V

[1]Marilyn Frye, "Getting It Right," <u>Signs</u> (Summer 1992): 35.

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