

CONTENT ANALYSIS OF INTERNATIONAL
NEWS IN TIME MAGAZINE AND INDIA
TODAY FROM JUNE 1992 TO
MAY 1993

By

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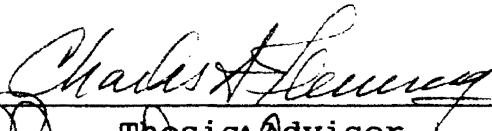
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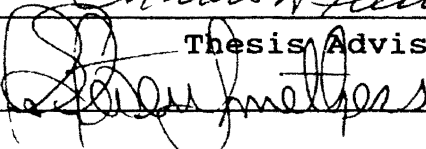
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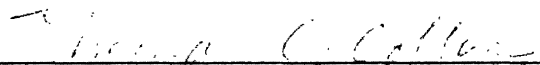
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TABLE OF CONTENTS

Chapter	Page
I. INTRODUCTION	1
Background	2
Concepts Of News	2
The Two Nations	4
The Problem	5
Purpose Of The Study	6
Research Objectives	6
Significance Of The Study	7
Limitations Of The Study	8
Organization Of The Study	8
II. REVIEW OF LITERATURE	11
Summary	11
Flow Of News	14
News Values	15
Imbalance In Information	16
The Problem Of Third World Coverage in Western Media	18
III. METHODOLOGY	24
General	24
Description Of The Approach	24
Purpose Of Analysis	25
Hypotheses	26
Operational Definitions	27
Selection Of Sample	30
Statistical Analysis.....	31
Coding Procedure	31
Limitations	32
Background Of The Two Magazines	32
<u>Time Magazine</u>	32
<u>India Today</u>	34
IV. FINDINGS AND ANALYSIS	37
General	37
Intercoder Reliability	38
Findings	39
Three Major Issues In Sample Period	44
V. SUMMARY AND CONCLUSIONS	47
Summary	47
Hypotheses	48
Conclusions	49
Recommendations	51

Chapter	Page
APPENDIX	52
BIBLIOGRAPHY	53

LIST OF TABLES

Table	Page
I. Intercoder Reliability	38
II. Distribution of International News	39
III. Third World News Coverage.....	40
IV. Photo Space & Content Distribution In 10 Categories	42
V. Nature Of The News	44
VI. Content Distribution Of Major Issues	45

CHAPTER I
INTRODUCTION

Communication and technological advances have brought about closer contact and more complicated relationships among various countries than ever before. The mass media play an increasingly important role in framing peoples perception and understanding of other countries and cultures and in framing their attitudes toward global issues.

Many studies have been conducted in the past to examine the international news content presented by United States newspapers, magazines, and television networks. The results of many of these studies indicated that U.S. media provide a limited coverage of third world news. Also, U. S. media focus on limited topics about certain nations only.

The concept of news in any country depends upon the role of media in that particular country. Most of the developing countries depend on the western media for news as they do not have a single news agency. It is a well known fact that the western media reports unbalanced and crisis-oriented news about third world countries. The dominance of the western media over developing countries has been criticized.¹

India's late prime minister Indira Gandhi, who was the chairperson of the non-aligned nation movement, stressed the importance of information self-reliance:

We want to hear Africans on events in Africa. You should similarly be able to get an Indian explanation of events in India. It is astonishing that we know so little about leading poets, novelists, historians, and editors of various Asian, African, and Latin American countries while we are familiar with minor authors and columnists of Europe and America.²

Background

This section deals with the background of the problem. It discusses the various concepts of news and news values and the developmental theory of the press pertaining to the third world countries. Also, it presents background information about the two nations that are the subjects of this study.

Concepts of News

There is a great deal of difference in the concept of news and news values for the western media and the third world countries. According to Righter in World Communication Issues, "The system of news values, and the structure of an independent press, which have evolved in the context of western democracy, are being rejected as inappropriate and undesirable models by a growing number of third world governments."³

What is news and what are the various principles on which its definition is based? Some feel that there can be only one conception of "news value": the most essential condition is that it must be comprehensive, accurate, and objective and relate to interesting and exceptional events. The governing principles of news vary according to the needs of different countries and publics. Thus, news value is a question of cultural perception.⁴

This study focuses on the developing theory of the press as it pertains to the third world countries with special reference to India. According to the MacBride report, in developing countries it seems necessary to broaden the concept of news to include not only "events" but entire "processes" -- hunger being a process, while a hunger strike is an event; a flood is an event, while a long struggle to control floods is a process --in the hope that reporters and journalists will consent to give greater coverage to processes and to long-term trends.⁵

According to Rosenblum (1981), the western media present an inadequate picture of the realities of the third world countries, often giving coverage with cultural bias. The modern principles of reporting consider the traditional forms of news not only as unbalanced but also as detrimental to the developmental process.⁶

The developmental theory of the role of the media is a recent theory, which evolved for the developing countries. This theory is a variation of the authoritarian theory.

According to Hachten in The World News Prism, the developmental theory "is an amorphous and curious mixture of ideas, rhetoric, influences, and grievances."⁷

The developmental concept is a view of mass communication from the many nations of the Third World where most people are colored, poor, ill-nourished, and ill-literate, and it reflects resentments against the West where people are mainly Caucasians (except in Japan), affluent, and literate. The concept is directly related to what some feel is the major problem facing the world today: the widening gap between the rich and the poor, debt-ridden nations. The same nations that decry the trade and GNP imbalances between North and South also excoriate the Western media.⁸

The Two Nations

United States of America. The United States is a highly mass media-saturated society, but the audience attention to newspapers, magazines, radio and television is ever increasing. The growth of computer and satellite technologies have brought major changes in the nature of the existing media. The U.S. mass media are dynamic, commercially successful, and rapidly changing.⁹

India. India, a subcontinent, has a rich cultural heritage. A number of languages are spoken in India. Of these, 15 are official languages which are specified in the eighth schedule of the Indian constitution.

India has achieved multifaceted socio-economic progress during the last 44 years of its independence. It is one of

the most populated countries in the world. The population of India is three times as large as that of America. According to the 1991 statistics the literacy rate of the country is 36 percent. The government of India has launched a number of programs to improve the literacy figures of the country. Most of the people depend upon mass communication products for a large majority of the information and entertainment they receive during their life times.

The Problem

According to McLuhan, the world is a global village. The communication technologies would shrink the entire world, so that people will no longer be isolated from one another. Today, as the world approaches the 21st century, people in the United States get an incomplete picture of the third world countries. They do not know what is happening around the world. This study is essential because in recent years tremendous attention has been given to the developmental theory of the press in the third world countries.

A major point of contention is that most developing countries believe the press, including foreign reporters, should serve the host country's national aims, while the western press believes it must decide for itself what news to report.¹⁰

Purpose Of The Study

The main purpose of this study is to examine the differences in the international coverage of news between Time magazine and India Today. The study will focus on the differences in the quantity and type of international news. The research will examine the nature of international news reported and type of topics reported about third world countries.

Research Objectives

The research method of this study is content analysis. For this study, Time magazine and India Today were selected. Both magazines are circulated world wide and are reliable, responsible, and serious. The researcher will examine one issue of each month of both the magazines, published from June 1992 through May 1993.

The research will answer the following questions:

1. What is the amount of international news covered in the two magazines?
2. What is the amount of international news that focused on third world countries by India Today and Time magazine?
3. What are the differences in the quantity and type of international news in the two magazines?
4. What is the nature of international news reported (soft

- news or hard news)?
5. What type of topics were reported about third world countries?
 6. Is the developmental theory supported?

Significance Of The Study

Very few studies have been done on developing countries such as India, where media play a significant role in national development. It is difficult to overemphasize the role of mass media in the future of any country.

The findings of this study will be beneficial to the readers of Time magazine and India Today in particular and also to other media audiences. The readers of Time magazine will better understand that they are getting an incomplete picture of the third world countries.

This study may serve as reference for further studies by the students and teachers of journalism and mass communications and international communication.

Additional research is essential to study the communication policies of developing countries. It is hoped that this study will provide information about media structure in India.

Limitations Of The Study

This study answers the research questions of international news coverage in Time magazine and India Today from June 1992 through May 1993.

The study is valid for the nations, magazines and time period studied. Generalization of the results to other news magazines and other nations or to other time period should not be made. Further research must be conducted to explore the results and to interpret the findings.

Organization Of The Study

Chapter II will consist of review of literature and provide background information about Time magazine and India Today.

Chapter III will provide the methodology of the research and will describe the content analysis approach and data collection procedure.

Chapter IV will present the research findings and discuss them in detail.

Chapter V will contain a summary, conclusions, and recommendations.

ENDNOTES

¹Rei-Ming Ting, A study of foreign coverage by Time, Newsweek and U.S. News & World Report (Master of Science Thesis, Oklahoma State University, Stillwater, OK, 1987), 2.

²Jim Richstad & Michael H. Anderson, "Policy context for news and a 'New order'", Crisis in international news, ed. Jim Richstad and Michael H. Anderson (New York: Columbia University Press, 1981), 10.

³Rosemary Righter, "World communication issues", Crisis in international news (New York: Columbia University Press Publishing Corporation, 1981), 56.

⁴International Commission for the Study of Communication Problems, Many Voices, One World: Report by International Commission for the Study of Communication Problems (Paris: UNESCO, 1980), 157.

⁵Righter, 43

⁶Mort Rosenblum, "Reporting from the third world," Crisis in international news (New York: Columbia University Press, 1981), 223.

⁷William A. Hachten, The World News Prism (Iowa: Iowa State University Press, 1987), 30.

⁸Ibid, 32.

⁹Bradley S. Greenberg, "Mass Media in the United States in the 1980s," The Media Revolution in America and Western Europe, ed. Everett M. Rogers & Francis Balle (New Jersey: Ablex Publishing Corporation, 1985), 43.

¹⁰Hachten, 120.

CHAPTER II
REVIEW OF LITERATURE
Summary

This chapter first discusses the developmental theory, flow of news, concepts and issues, problems with third world coverage of news, and developmental theory of the press.

International communication has acquired a new importance in today's modern world. With science and technological advances, the vast world seems to have shrunk, and has become smaller making it necessary for people to increase their awareness about events happening around the world.

Despite impressive technological advances, political differences and cultural conflicts prevent the smooth functioning of international news processes. These differences also result in disagreement on what is legitimate news. One person's truth is another's propaganda. Thus, international journalism has been the subject of increasing rancor and mutual hostility and controversy.¹

The varied perception about the nature and role of mass communication rooted in different political systems and historical traditions are reflected in five concepts of the

press: (1) Authoritarian, (2) Western, (3) Communist, (4) Revolutionary, and (5) Developmental (or third world).²

According to Hachten, the developmental concept is an amorphous and curious mixture of ideas, rhetoric, influences, and grievances. Yet, it is not clearly defined. This concept is directly related to what some feel is the major problem facing the world today.³

A major international agency, the United Nations Educational, Scientific, and Cultural Organization provided a sounding board for the expression of the developmental theory, which is an approach to mass communication of nations that is clearly lacking in newspapers and broadcasting facilities.⁴

The developmental concept was conceptualized as a fifth theory by Hachten because the press system of developing countries does not fit into any of the other four theories⁵. Developmental theory recognizes a country's need for economic development and thus requires reporters and editors capable of understanding and transmitting increasingly complex economic, scientific, and related information.⁶

McQuail pointed out that the main reason for the emergence of "development theory" of mass media is that some conditions of developing countries limit the application of other theories.⁷

Some regard the developmental concept as only a temporary and transitional condition pending achievement of a more developed and participant society. In numerous

countries where government-controlled media are advocated by unelected leaders and their representatives in UNESCO, there are journalists, lawyers, and academics who support the values of independent journalism and free flow of information. And, curiously, government officials in many countries with government-controlled media insist their newspapers, and broadcasting are much freer and open than they actually are.⁸

According to McQuail, the normative elements of the developmental theory have both negative and positive aspects:

They are, especially, opposed to dependency and foreign domination and to arbitrary authoritarianism. They are for positive uses of the media in national development, for the autonomy and cultural identity of the particular national society.⁹

The main principles of development media theory as stated by McQuail are as follows:

1. Media should accept and carry out positive development tasks in line with nationally established policy.
2. Freedom of the media should open to restriction according to economic priorities and development needs of society.
3. Media should give priority in their content to the national culture and language.
4. Media should give priority in news and information to links with other developing countries which are close geographically, culturally or politically.

5. Media professionals have responsibilities as well as freedoms in their information gathering and dissemination tasks.
6. For the interests of developmental ends, the state has a right to intervene in, or restrict, media operations, and devices of censorship, subsidy and direct control can be justified.¹⁰

The one thing which gives most unity to a developmental theory of the media is the acceptance of economic development itself, and often the correlated "nation-building", as an overriding objective. To this end, certain freedoms of the media and of journalists are subordinated to their responsibility for helping in this purpose. At the same time, collective ends, rather than individual freedoms, are emphasized.¹¹

Flow of News

The flow of news has been the key point of international debate from its inception, and remains one of the most politically controversial issues. Major arguments focus on imbalances in the quantity of news flowing among nations of the world and in its "quality" or content. A special concern of many developing nations is the flow between their capitals and the world news centers in developed countries. It is interesting to study the flow of news among third world countries themselves, the flow

between countries with different political and economic systems and the flow between large and small nations.¹²

The concept of news which varies in different countries is a topic of international debate. A number of journalists, researchers, and politicians from developing nations argue that the traditional western notion of news should be broadened to include not only "events", but also "processes". For instance, hunger is a process while a hunger strike is an event; a flood is an event, a struggle to control floods is a process.¹³

News Values

The question of news values underlies the international debate over the flow of news through all major media. In recent years, the criteria for the selection of news has been focused on reporting from developing countries of the world. Critics of the present system point out that the major media focus more exclusively than they ought to on wars, other crises and disasters in the third world.

Many objections and new suggestions have been made by governmental representatives and media professionals both in developed and developing countries. They suggested a different set of values in the selection and dissemination of international news. Also, they pointed that there should be an increase in the proportion of "development news" reported by major media. "Development news" is news of

gradual and often long-term social changes that are important to the process of national development.¹⁴

Imbalance in information

According to Sussman, "the western press covers mainly the third world countries' disasters - seldom its achievements - particularly in economic development. In reporting the West, the news services are said to carry mostly news of interest to the industrial or nuclear powers, reflecting the developed world's promotion of commerce and competition for support in East - West controversies.¹⁵

Jonathan Gunter stated three points in which the third world sees the present world information order as a threat:

1. The threat to "national sovereignty" implied by U.S. pre-eminence in computers, remote-seeing, and communication technology - and western ownership of most of the international news channels.
2. The threat of "cultural imperialism" reflected in US export of publications, films, and television.
3. The threat of "bias" in western news agency coverage of foreign affairs.¹⁶

Narinder Aggarwala, a prominent third world spokesperson who served as regional information officer for Asia and the Pacific in the United Nations Development Program, maintained that "wars, disasters, famine, riots and political and military intrigues do make better copy in the

western press than economic development. In this process, the information needs of the third world are either forgotten or given very short shrift."¹⁷

Aggarwala said that the increasing third world demand for development oriented news has been "erroneously equated, with government-controlled news, and information handouts." He added "developmental journalism, a relatively new genre of reporting in the third world, is not much different from what usually appears in western newspapers in community or general news sections."¹⁸

Aggarwala said that few developing countries would agree with the statement attributed to an African diplomat that "we do not want western journalists in our countries. They should take their news from us."¹⁹

According to the UNESCO report, an analysis of the cultural flows between countries showed how serious the imbalance of information is. The media in developing countries took a high percentage of their cultural and entertainment content from a few developed countries. The developed countries get the selected best of the culture (chiefly music and dance) from developing countries. The latter get a lot of what by any objective standard is the worst produced by the former. This unequal exchange is inevitably harmful to national culture in developing countries.²⁰

The Problem Of Third World Coverage In Western Media

How well do western news media cover events in developing nations? This question is debated as part of the international discussions over a "New World Communication Order." It is an important issue because it involves the selection criteria that constitute the definition of news in the western media apart from the amount of coverage given to different categories of nations.

According to Schramm (1981), Mustapha Masmoudi, ex-Secretary of State for Information in Tunisia and first president of the intergovernmental coordinating council for information of the non-aligned countries, pointed out that almost 80 per cent of the world news flow comes from the major transnational news agencies. However, they devote only 20 to 30 per cent of news coverage to the developing countries, despite the fact that the latter account for almost three-quarters of mankind.²¹

Masmoudi also pointed out how the western media imposed their way of seeing the world upon the developing countries. He observed:

By transmitting to the developing countries only news processed by them, that is news they filtered, cut, and distorted, the transnational media impose their own way of seeing the world upon the developing countries... moreover (they often) present those communities - when indeed they do show interest in them - in the most unfavorable light, stressing crises, strikes, street demonstrations, putsches, etc., or even holding them up to ridicule.²²

Masmoudi pointed out that the major transnational agencies monopolize among them the major share of human and national potential for long-range communication of news, whereas almost a third of the developing countries do not yet have even a single national agency. Other representatives of the third world focused on these points: there is an imbalance in the circulation of the news, a western bias in its presentation, inequity in access to news channels, and a failure to present news over international channels that would be most useful to third world nations.²³

According to Larson, a comparative analysis of the coverage given to developed, developing, and socialist nations showed that developing countries receive less coverage than developed nations. Developing countries also receive less coverage than socialist nations, primarily because of heavy coverage given to Russia. Developing countries are covered most often in connection with the U.S. or another developed nation.²⁴

Schramm and Atwood analyzed news content of 19 Asian daily newspapers in eight different languages, four international news agencies - Associated Press, United Press International, Reuters, and Agence France Presse, and the new China News agency wire services. They concluded that the circulation of news in the third world cannot be understood entirely in terms of the international news agencies, that international news agencies are probably doing a better job quantitatively than qualitatively, and

that the quality and quantity of news in the third world are very much related to each country's own national agencies.²⁵

ENDNOTES

¹William A. Hachten, The World News Prism (Iowa: Iowa State University Press, 1987), 14.

²Ibid, 15.

³Ibid, 30.

⁴Ibid, 31

⁵Ibid, 15.

⁶Leonard R. Sussman, "Developmental journalism: The Ideological factor," The third world and press freedom. ed., Philip C. Hortan (New York: Praeger Publishers, 1978), 32.

⁷Denis McQuail, Mass Communication Theory: An Introduction (Bevelry Hills, California: Sage Publications, 1983), 94.

⁸Hachten, 33.

⁹McQuail, 95.

¹⁰Ibid.

¹¹Ibid, 96.

¹²James F. Larson, "International affairs coverage on US evening network news, 1972-1979," Television coverage of international affairs, ed., William C. Adam (New Jersey: Ablex Publishing Company, 1982), 19.

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¹⁴Ibid, 41.

¹⁵Leonard R. Sussman, Mass News Media and the third world (Beverly Hills, London: Sage Publications, 1977), 11.

¹⁶Jonathan F. Gunter, "An introduction to the great debate," Journal of Communication (Autumn, 1978), 160.

¹⁷Sussman, Mass News Media, 12.

¹⁸Ibid, 13.

¹⁹Ibid.

²⁰International Commission, 163.

²¹Wilbur Schramm and Erwin Atwood, Circulation of news in the third world, Center for Communication Studies (The Chinese University Press, Hongkong, 1981), 6.

²²Ibid.

²³Ibid, 7.

²⁴Larson, 20.

²⁵Schramm, 55.

CHAPTER III

METHODOLOGY

General

This chapter describes about the methodology of the study. The researcher describes the research approach, purpose of analysis, selection criteria of sample, statistical tests used in the study, and background of the two magazines.

The research method of this study is content analysis. The researcher examined one issue of both the magazines -- Time magazine and India Today, every month starting from June 1992 to May 1993.

Description of Research Approach

Content analysis can be defined as a method of studying and analyzing communication in a systematic, objective, and quantitative manner for the purpose of measuring variables. In 1952, Bernard Berelson defined "content analysis as a research technique for the objective, systematic and quantitative description of manifest content of communication."¹

According to Carney, "a content analysis always aims to

compare the data it extracts against some norm, standard or theory, so as to draw its conclusions." Content analysis aims to help improve the quality of inferences made by analysis of communications.²

Further, Budd, Thorpe and Donohen defined content analysis as "a systematic technique for analyzing message content and message handling... the analyst is concerned not with the message per se, but with the larger questions of the process and effects of communication."³

Content analysis always involves relating or comparing findings to some standard, norm or theory. The basic approach for applying the technique is as follows:

1. To choose a universe or sample of content;
2. To establish a category frame of external referents relevant to the purpose of the inquiry;
3. To choose a unit of analysis from the content;
4. To match content to category frame by counting the frequency of the references to items in the category frame, per chosen unit of content; and
5. To express the result as an overall distribution of the total universe or sample in terms of the frequency of occurrence of the sought-for references.⁴

Purpose of Analysis

This research was conducted to answer the following questions with reference to the developmental theory of the

press:

1. What is the quantity of international news covered in the two magazines?
2. What is the quantity of international news in the two magazines that focused on third world countries?
3. What are the differences in the quantity and type of international news in the two magazines?
4. What is the nature of international news reported (soft news and hard news)?
5. What type of topics were reported about third world countries?
6. Is the developmental theory supported?

Hypotheses

1. Generally, it is hypothesized that Time magazine covers more international news than India Today.
2. India Today focuses more on third world countries compared with Time magazine.
3. Time magazine and India Today have differences in the quantity and type of international news.
4. The nature of international news coverage by Time magazine is different from that of India Today.
5. Only political and crisis-oriented news were reported about third world countries.

Operational Definitions

The categories of news were derived from the sample. Both magazines allocated more space and published more photos. Hence, the researcher categorized photos as one of the category. This indicates the importance and relevance of the photos in a story. For the purpose of the study, the following terms are operationally defined:

Development news: This category includes all stories of social, economic growth, and improvement where human planning and effort are evolved. For example, a story about establishment of new literacy training centers would be considered as development news.⁵

Third world: The third world includes nations in Asia, Africa and Latin America which were emancipated from colonialism after the Second World War.

Categories of news

International news: News that does not refer to the country being studied. For example, when reading Time magazine, news about any country other than the United States is considered an international news. Likewise, when reading India Today, any news about a country other than India is considered international news. Also, when a

country involves in an event in some other country, such as United States forces in Somalia is considered an international news.

Agriculture: This category includes stories and pictures on food, crops, and cultivation.

Art, culture, and entertainment: This category includes pictures or stories about art, drama, radio and television, cartoons, books etc. Also, includes stories on culture referring to customs or traditions, religion, and historical preservation.⁶

Crime/disaster: This category includes stories and pictures about criminals, accidents, the police, law suits and court rulings, fires, natural disasters, suicides, illegal, and terrorist activities.

Economy: This category includes information about stocks or energy, business, trade, debt, deficit, monetary, and financial policies.

Environment: This category includes pictures or stories on nature and pollution.

Human interest: This category includes stories or pictures about social events, humorous, odd, pathetic happenings, gossip stories, etc.

Photos: This category includes pictures relating to international news.

Politics: This is news referring to elections or having primary emphasis on domestic policies of the country from which the news originates.

Science, medicine, and technology: This category includes information about development in the fields of science, medicine, and technology.

Sports: This category includes articles relating to athletics, games, cricket, basket ball, football, etc.

Other: This category includes pictures or stories that do not fall in any of the above defined categories.

Type of news

Hard news: This category includes stories of significance in politics, government, economics, violent crime, disaster, natural calamity, fires, accidents,

suicides, illegal activities, and any other controversial topics.⁷

Soft news: This category includes stories of education, culture, entertainment, human interest, sports, etc.

Other: This category includes opinion articles, editorials, and stories that do not fall under above defined categories.

Selection of Sample

In this study, the researcher conducted content analysis of the international news coverage of the two magazines Time magazine and India Today. A random sample of 12 issues was selected from Time magazine and India Today from June 1992 through May 1993, for a total of 24 issues. This sample period was chosen as there was no easy access to older issues of India Today.

The unit of analysis in this study was the individual news items in each news magazine. The headlines of the news story, and photos of the news story are considered part of the individual news items.

Statistical Analysis

The data collected in this study was statistically tested. A chi square analysis was used to find out if the differences in the content categories of the two magazines were significant or might have been due to chance.

Data produced here were nominal data.

The author set the level of significance at 0.05. A significance level of 0.05 simply indicates that the relationship or difference has a probability of occurring by chance no more than five percent of the time or no more than five times in a hundred tests.⁸

Coding Procedure

Three coders, the author and two other graduate students at Oklahoma State University, categorized the news items under various topics.

Before coding, a test of intercoder reliability was conducted. Content analysis was limited to a frequency count and a column sq. cm count of the type of news, based on the following classifications: politics, economy, human interest, entertainment, culture, crime, disaster, agriculture science, medicine, technology, and sports.

Limitations

Though content analysis is almost infinitely adjustable, there are a few limitations to this technique. Content analysis produces data only on the media studied and cannot be generalized to other media.

Content analysis alone cannot serve as a basis for making statements. The findings of a particular content analysis are limited to the framework of the categories and definitions used in that analysis.

Background Of The Two Magazines

Time magazine

Founded by Henry Luce and Briton Hadden in 1923, Time magazine in 1992 has a total paid circulation of 4.3 million. Time magazine ranks 12th among the elite club of 75 American consumer magazines with paid circulations exceeding a million. A four-color, full-page advertisement in Time magazine costs advertisers over \$120,000.⁹

The international editions of Time magazine are widely circulated all over the world. The publication of the international editions are decentralized with the control maintained in the United States.

Time magazine over the years has evolved into a multinational news medium for a multinational audience.

Readership studies found that Time magazine's readers abroad are affluent, multilingual and cosmopolitan, often including a comparatively young business executive who is likely to be internationally oriented in his economic and political opinions. Time magazine has increasingly tailored the editorial contents of its regional edition to those readers' interests, and for advertisers abroad, the magazine has offered more than 60 different editions based on geography.¹⁰

Time magazine is reliable, responsible, serious, carefully edited, influential, well printed and dignified in make-up, and hence caters to the intelligentsia society. These magazines are widely used for research purposes by research scholars and because of their importance they are micro-filmed and kept in libraries.¹¹

According to India Today, Time magazine is the pioneer among newsmagazines which has always enjoyed a premier position as a medium for product advertisement and news around the world. It has been available to the select Indian readers who could afford its stiff cover price. Until recently Indian products and services, with few exceptions, did not have the privilege of being seen in Time. The picture has changed radically now that Time's advertising pages are available on rupee payment. This makes the rate viable for Indian advertisers, who can now have access to a sharply focused audience of high achievers and

decision makers: upscale, highly educated with a global orientation.¹²

India Today

India Today, established in 1975 is a semi-monthly news magazine published from New Delhi. It is published in English, and also in other regional languages such as Hindi, Tamil, Telugu, Malayalam, Kannada, etc. The present circulation is approximately 1.40 million and of this, 400,000 copies are in English. The combined circulation in various regional languages is about 1 million.¹³

According to Arun Purie, editor of India Today magazine the function of the press in a developing society is "to focus attention on the condition of the majority and keep a vigil on behalf of those without the ability to protect themselves".¹⁴

About 60 journalists work for the English edition and 100 journalists work for other language editions. India Today carries features of pictorial, cartoon, and diagram presentations with writings from popular journalists of the country. The general features include investigations, international events and global issues, economic and business trends.¹⁵

ENDNOTES

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²Thomas F. Carney, Content Analysis: A technique for systematic inference from communications (Winnepeg, Canada: University of Manitoba Press, 1972), 5.

³Richard W. Budd, Robert K. Thorp, and Lewis Donohew, Content Analysis of Communications (New York, New York: The Macmillan Co., 1967), 2.

⁴Denis McQuail, Mass Communication Theory: An Introduction (Beverly Hills, California: Sage Publications, 1983), 128.

⁵Wilbur Schramm and Erwin Atwood, Circulation of news in the third world, Center for Communication Studies (The Chinese University Press, Hongkong, 1981), 88.

⁶Ibid, 338.

⁷Ibid, 337.

⁸Guido H. Stempel & Bruce Westley, Research Methods in Mass Communications (Englewood Cliffs, New Jersey: Prentice Hall, Inc., 1981), .63.

⁹Byron T. Scott and Ann Walton Sieber, "Remaking Time, Newsweek, and US News and World Report," The future of news, ed., Philip S. Cook, Douglas Gomery, & Lawrence W. Lichty (Washington, D.C: The Woodrow Wilson Center Press, 1992), 191.

¹⁰William A. Hachten, The World News Prism (Iowa: Iowa State University Press, 1987), 79.

¹¹Ibid.

¹²India Today (Living Media Limited, 1992), 26.

¹³Scott, 196.

¹⁴Keval J. Kumar, Mass Communication in India (New Delhi: Jaico Publication House, 1989), 49.

¹⁵India Today, 2.

CHAPTER IV
FINDINGS AND ANALYSIS
General

This study was a content analysis of international news coverage in Time magazine and India Today from June 1992 to May 1993. A random sample of 24 issues of the two magazines (12 each) was selected for the study. Sample issues are listed in Appendix A.

The primary purpose of this study was to examine the differences in the international coverage of news between Time magazine and India Today. The study focused on the differences in the quantity and type of international news. The researcher examined the nature of international news reported and type of topics reported about third world countries. Also, the study tested the developmental theory of press with special reference to India.

The data produced from the study are used to answer the research questions posed. A chi-square analysis was used in testing the differences in the quantity and type of international news in Time magazine and India Today.

Intercoder Reliability

For the purpose of checking coders' understanding of the analysis methods and to have uniformity in making decisions, an intercoder reliability test was conducted after the coders had practiced in a group. Each coder read a sample of news items and decided into which category the items should be placed. First, the coders coded the items for the nature of the report--whether the item was hard news or soft news. Second, they coded items as third world country news or other news.

TABLE I
INTERCODER RELIABILITY

	Coder 1 Vs 2	Coder 1 Vs 3	Coder 2 Vs 3
Nature of the news			
Hard news	0.96	0.96	1.0
Soft news	1.0	0.94	0.94
Third world			
Nations news	0.96	0.94	0.96
Other news	0.98	0.96	0.98

Generally, there is a high correlation within each pair of coders, especially, in the nature of the news and the

correlations are lower for the third world nation news. It was easier for the coders to judge the nature of the news items.

However, overall the correlations ranging from .94 to 1.0, are high enough to insure that the differences in decisions are not so significant that they will affect or change the conclusion.

Findings

TABLE II
DISTRIBUTION OF INTERNATIONAL NEWS

Magazine	International News Cm ²	Other News Cm ²	Total News Cm ²
<u>India Today</u>	58129 (8%)	640335 (92%)	698464
<u>Time Magazine</u>	76009 (18%)	336119 (82%)	412128

$\chi^2 = .75$ $df = 1$ $p > .05$

A total news space of 698,464 sq. cms. was recorded for India Today and a total news space of 412,128 sq. cms. was recorded for Time magazine. Out of this, the international news space for India Today was 58,129 sq. cms. (8.32%) and for Time magazine was 76,009 sq. cms. (18.44%).

A chi-square analysis was done to confirm if there are any differences in the proportion of international news coverage in India Today compared with Time magazine. Chi-square value is .75 at df=1 and p value is determined to be >.05. Since p value is >.05, the difference is not significant and the hypothesis is not supported.

Overall, there is no significant difference in the proportion of international news coverage in India Today compared with Time magazine. Out of the news magazines sampled, the proportion of international news space for Time magazine is greater than that for India Today.

For this research, the level of significance was set at the 0.05 level. The following tables, III - VI, show the extent of third world country news coverage and type of the news and the nature of the news, in the two magazines.

TABLE III
THIRD WORLD NEWS COVERAGE

Magazine	3rd World news Cm ²	Domestic & Other news Cm ²
<u>India Today</u>	21,336 (37%)	36,793 (63%)
<u>Time</u> magazine	17,946 (24%)	58,063 (76%)

$\chi^2=.45$ df=1 p=>.05

A chi-square analysis was conducted to confirm if there are any significant differences in the quantity of international news coverage that focused on third world countries. Chi-square value is .45 at $df=1$ and the p value is $>.05$. Since p value is $>.05$, the differences are not significant and thus the hypothesis is not supported.

Overall, there is no significant difference between India Today and Time magazine in the coverage of third world countries' news in the international news coverage. Overall, the proportion of international news in Time magazine is greater than that of India Today. But the proportion of third world countries' news is greater than that of Time magazine. The study indicated that the proportion of news space devoted to Bangladesh, Pakistan, and Srilanka is greater than other countries in India Today. It was noted that every issue had a column on neighbors which are third world nations.

TABLE IV
PHOTO SPACE & CONTENT DISTRIBUTION IN 10 CATEGORIES

Content categories	<u>Time</u> magazine Cm ²	<u>India Today</u> Cm ²
Politics	37,433 (49%)	9,826 (17%)
Photo space	27,546 (36%)	14,829 (26%)
Crime	18,468 (24%)	13,731 (24%)
Economy	7,062 (9%)	736 (1%)
Human Interest	4,536 (6%)	1,104 (2%)
Sports	3,888 (5%)	2,944 (5%)
Environment	3,049 (4%)	1,096 (2%)
Science	1,492 (2%)	1,219 (2%)
Education	759 (1%)	368 (.6%)
Agriculture	135 (.17%)	0
Entertainment	35 (.04%)	3,592 (6%)
Others	0	0

$\chi^2 = 1.66$ $df = 1$ $p = < .01$

A chi-square was conducted to examine if there are any differences or relationships within the content of international news coverage in Time magazine and India Today. Overall, a significant difference was shown between India Today and Time magazine on photo coverage. Time

magazine allocated more space and published more photos than did India Today.

Overall, political news dominated the international news coverage in Time magazine and crime news dominated in India Today. The study showed a significant difference in the distribution of political and crime news in both magazines. Overall, a significant difference was also indicated between the magazines in items on the economy. Time magazine devoted more space to items on the economy than did India Today.

Overall, a significant difference was shown between news items on environment, human interest, and entertainment. Time magazine devoted more space to the environment and human interest items than did India Today. But, India Today devoted more space to entertainment.

However, there are no significant differences between total space devoted to education and science. India Today did not report any item on agriculture.

TABLE V
NATURE OF THE NEWS

Magazine	Nature of the news		
	Hard news Cm ²	Soft news Cm ²	Other
<u>India Today</u>	32,291 (56%)	3,312 (6%)	22,526 (38%)
<u>Time</u> magazine	62,197 (82%)	7,365 (10%)	6,447 (8%)

$\chi^2 = 5.89$ $df = 1$ $p = <.05$

A chi-square was conducted to examine the differences/relationship of magazine type and news type in the international news coverage. The chi-square value is 5.89 at $df = 1$ and the probability value is $<.05$. Since P value is $<.05$, there is a significant relationship of magazine type and news type.

Overall, there is a significant difference in the nature of coverage of international news in India Today and Time magazine. Both Time magazine and India Today reported more hard news than soft news. The study showed that Time magazine reported more hard news than did India Today.

Three major issues in sample period

During the study period, the researcher chose three news events in order to examine further differences in the two magazines. The three major events the researcher

selected are: the 1992 elections in the United States, the famine in Somalia and the third event, which occurred in India, was the Ayodhya problem. These events received wide media attention and were of public interest.

TABLE VI
CONTENT DISTRIBUTION OF NEWS ON MAJOR ISSUES

	U.S. Elections Cm ²	Somalia Famine Cm ²	Ayodhya Cm ²
<u>India Today</u>	1,478 (3%)	0	12,512 (22%)
<u>Time</u> magazine	9,635 (26%)	3,554 (5%)	28 (.03%)

The study indicated that Time magazine allocated a great deal of space to the 1992 elections in United States. Time magazine gave an extensive report on the famine in Somalia. The study showed that Time magazine devoted a relatively small amount of space for the Ayodhya controversy. India Today did not cover a single news item on the famine in Somalia. The study indicated that India Today gave extensive coverage to the Ayodhya problem.

The last research question concerning third world news, Time magazine focused primarily on politics and crime. In comparison with other topics, Time magazine reported more news on crises such as famine in Somalia, and terrorism in

Middle East. Time magazine included a cover story on the environment, focusing on a remote African rain forest.

India Today had a column on neighbors in almost all the issues, which are third world countries: Pakistan, Srilanka, and Bangladesh. In most of the news items, India Today, reported about the Indians living abroad. The study observed that India Today devoted more space to cultural issues than to any other topic.

Thus, in both Time magazine and India Today, not much was reported on developmental news. Primarily, news stories and pictures reported on politics and crime. Crisis oriented news was reported for third world countries.

CHAPTER V
SUMMARY AND CONCLUSIONS

The overall purpose of this study was to examine the differences in international news coverage between Time magazine and India Today. The study focused on the differences in the quantity and type of international news. Also, the study examined the nature of international news reported about third world countries. Lastly, the purpose of the study was to validate the developmental theory of the press.

The research method of this study was content analysis. The researcher examined one issue of every month of both the magazines -- Time magazine and India Today published from June 1992 through May 1993, for a total of 24 issues.

The research answered the following questions:

1. What is the quantity of international news covered in the two magazines?
2. What is the quantity of international news in the two magazines that focused on third world countries?
3. What are the differences in the quantity and type of international news in the two magazines?
4. What is the nature of international news reported (soft news or hard news)?

5. What type of stories were reported about 3rd world countries?
6. Is the development theory supported?

Hypotheses

1. A chi-square analysis confirmed that there are no significant differences in the proportion of international news covered in the two magazines. Since p value is $>.05$, the hypothesis is not supported. Time magazine did cover a greater proportion of international news than India Today.
2. A chi-square analysis confirmed that there is no significant difference in the proportion of international news that focused on the third world countries. Since, p value is $>.05$, the difference is not significant and the hypothesis is not supported. India Today focused more on third world countries compared with Time magazine.
3. The study identified a significant difference in the quantity and type of international news reported in the two magazines. Chi-square confirmed that Time magazine and India Today have differences in the quantity and type of international news. Since p value is $<.01$, the differences are significant and the hypothesis is supported. Overall, a significant difference was shown between India Today and Time magazine on photo coverage. Time magazine allocated more space and published more photos than did India Today.

4. The nature of international news coverage by Time magazine is different from that of India Today. Chi-square analysis confirmed that there are significant differences in the nature of coverage. However, the statistical test confirmed that there is a relationship of magazine type with the nature of international news coverage. Since, p value $<.05$, the relationship is genuine and the hypothesis is supported. Both Time magazine and India Today reported more hard news than soft news. The findings of the study indicated that Time magazine reported a larger proportion of hard news than did India Today.

5. Concerning the third world news coverage, only political and crisis oriented news were reported about third world countries'. The data supported the last hypothesis.

The study indicated a significant difference in the international news coverage in India Today and Time magazine. Time magazine reported more international news compared with India Today. A significant difference was noted between India Today and Time magazine on reportage of news on third world countries news. India Today reported more news items on third world countries especially on Bangladesh, Pakistan, and Srilanka.

Conclusion

This study is the content analysis of international news in India Today and Time magazine from June 1992 to May

1993. Though there are no significant differences in the international news coverage in the two magazines, Time magazine reported more international news than India Today. India Today reported more news on third world countries. Not many news stories were reported on developmental news.

The study observed that many nations were never reported in India Today. For example, India Today did not report a single item on famine in Somalia which is one of the major news stories in the sample period. Very often, India Today reported about Indians living or working abroad as international news. Also, India Today reported on its neighboring countries Pakistan, Bangladesh and Srilanka, which are third world countries. Finally, as the mass media have tremendous influences on the masses in society, media must focus on developmental news for the development of the country. Importance must be given to the developmental theory of press.

As stated by McQuail, the media must give importance to national culture and language in their content. Media should give priority to news and information coverage about other developing countries which are close geographically, culturally and politically. The function of the press must be to focus attention on the majority of the people and keep a vigil on those who do not have the ability to protect themselves.

The research failed to support the developmental theory because in the sample period there was no developmental story. Most of the news stories in both the magazines focused either on crime or politics.

The findings of the study showed that there is an imbalance in international news coverage. Many topics, and even any sort of coverage about many nations are never reported. Thus, this type of coverage influences audience perception of events happening around the world.

Recommendations

Further research should be done to reexamine the developmental theory of press with reference to the third world. The study must be replicated with a large sample of Time magazine and India Today from different years and observe the change over a period of time to show if there are any significant differences in the sample period.

Further research on this subject is essential to provide updated information about the international news coverage of the two news magazines as well as of other news media. This information will help understanding of international communication.

Finally, to validate the developmental theory, it is recommended that a comparative study of other countries' leading news magazines be done.

APPENDIX A

SAMPLE OF MAGAZINES SELECTED FOR THE STUDY

Magazine	Month	Year
<u>India Today</u>		
	June 15	1992
	July 15	1992
	August 15	1992
	September 15	1992
	October 15	1992
	November 30	1992
	December 31	1992
	January 15	1993
	February 15	1993
	March 15	1993
	April 30	1993
	May 15	1993
<u>Time Magazine</u>		
	June 29	1992
	July 13	1992
	August 10	1992
	September 14	1992
	October 19	1992
	November 16	1992
	December 28	1992
	January 25	1993
	February 15	1993
	March 19	1993
	April 19	1993
	May 10	1993

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