

MS.ING THE FREE PRESS: A STUDY OF  
THE EDITORIAL AND ADVERTISING  
CONTENT OF MS. MAGAZINE,  
1972-1992

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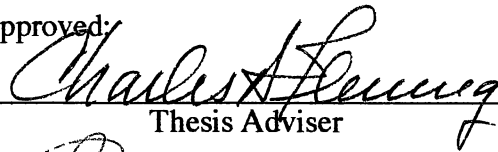
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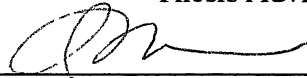
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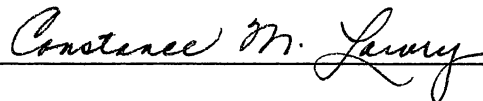
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## CHAPTER I

### INTRODUCTION

#### General

It has been charged that throughout the years, commercial advertisers have limited the diversity of news and entertainment that American women receive. Although advertisers may influence the content of both print and broadcast media, the most blatant relationship between advertisers and their control of editorial content appears to be found in women's publications. Historically, editors have made the final decisions about what is published in women's magazines. However, these decisions may have been influenced more by advertisers' pressures than by readers' wishes. With few exceptions, advertising dollars continue financially to support today's magazines, leading one to ask, "Who *actually* sets the agenda in women's periodicals? Readers, editors, or advertisers?"

#### Background

In "Sex, Lies, and Advertising," Gloria Steinem argued that since women's magazines debuted in 1828, editorial copy directed to women has been influenced by something other than its readers' wishes. Although there were no advertisements in the first women's publication, *Ladies Magazine*, there was another source of revenue to be considered: husbands. At the time, married women were legal minors with no right to their own money. In one of the first issues of *Ladies Magazine*, editor Sarah Josepha Hale wrote, "Husbands may rest assured that nothing found in these pages shall cause her [his wife] to be less assiduous in preparing for his reception or encourage her to 'usurp station' or encroach upon prerogatives of men" (25).

In the *Beauty Myth: How Images of Beauty Are Used Against Women*, Naomi Wolf wrote, "Women's magazines accompanied women's advances and the simultaneous evolution of the beauty myth." According to David McHam in *Mass Media and the American Experience*, *Godey's Lady's Book* began in 1830 as a specialty publication for women with Hale as its editor. *Godey's Lady's Book* featured "how to" articles and "fashion plates" (engravings of dresses that could be taken to a seamstress or copied by the readers themselves) (2). Steinem wrote, "She [Hale] advocated education for women but avoided controversy. Just as most women's magazines now avoid politics, poll their readers on issues like abortion but rarely take a stand, and praise socially approved lifestyles, Hale saw to it that *Godey's* avoided the hot topics of its day: slavery, abolition, and women's suffrage" (25).

Two main events turned women's magazines into catalogs: Ellen Butterick's invention of the clothing pattern in 1863 and the mass manufacture of patent medicines. As women's magazines became more profitable, they began to attract men as editors (Steinem, 25). The first magazine to have a million circulation was *Ladies' Home Journal* which was established by Cyrus H. K. Curtis in 1883. In 1889, Edward Bok became the editor of *Ladies' Home Journal* and mounted an attack on the patent medicine business. He crusaded for truth-in-advertising, for a clean-up in packing plants, and for proper labeling of drugs and medicines. However, he soon discovered the power of advertisers when he rejected advertisements for patent medicines and found that other advertisers canceled in retribution (McHam, 3-4).

The main function of early women's magazines was to create a desire for products and to teach women how to be good homemakers. However, with the onset of World War I, women's publications began to promote the movement of women into the workplace. Wolf explained, "The magazines, other writers have shown, reflected shifts in women's status: Victorian magazines catered to a female sex virtually in domestic bondage,' but with World War I and women's participation in it, they 'quickly developed a commensurate



degree of social awareness.' When the male work force came back from the trenches, the magazines returned to the home" (62). Likewise, during World War II, women's magazines followed a similar pattern. Wolf reported that a Pond's cold cream advertisement of the time read: "We like to feel we look feminine even though we are doing a man-sized job...so we tuck flowers and ribbons in our hair and try to keep our faces looking as pretty as you please." However, it was not just the advertisements that promoted the feminine message. Wolf quotes John Costello who wrote in *Love, Sex, and the War, 1935-1945*, "...magazine articles focused the ladies' attention on the need to keep their FQ (Feminine Quotient) high" (Wolf, 63).

In *Backlash: The Undeclared War Against American Women*, Susan Faludi wrote, "Advertisers reversed their wartime message -- that women could work and enjoy a family life -- and claimed now that women must choose, and choose only to stay home" (52). Magazines worked to ensure that their readers would not liberate themselves out of their interest in women's magazines. In the *Feminine Mystique*, Betty Friedan described how magazines of the 1950s promoted women's need for domesticity. Friedan traced how women's "lack of identity" and "lack of purpose...[are] manipulated into dollars at the point of purchase" (208). Wolf said, "In the 1950s, advertising revenues soared, shifting the balance between editorial and advertising departments. Women's magazines became of interest to the companies that, with the war about to end, were going to have to make consumer sales take the place of war contracts.' The main advertisers in women's magazines responsible for the Feminine Mystique [concept of domesticity] were seeking to sell household products" (64).

However, as women began freeing themselves of domesticity, the beauty myth began to take over (Wolf, 10). In 1965, Helen Gurley Brown, editor of *Cosmopolitan*, began to change the old formula. She brought "the sexual revolution" to women's magazines in an ad-oriented way by developing the Cosmo Girl. The Cosmo Girl needed more than one man and required even more consumerism (Steinem, 26). Although the revamped *Cosmopolitan* meant to convey female sexual liberation, its features on diet, skin care, and

cosmetic surgery actually sold women "the deadliest versions" of the beauty myth their money could buy (Wolf, 69).

In the 1970s women began entering the work force in greater numbers. During this "workplace revolution," working women's magazines or "trade books" such as *Savvy* and *Working Woman* began to emerge. However, these magazines kept with the traditional fashion, beauty, and entertainment articles needed to attract traditional advertisers, while adding a couple of career articles. According to Steinem, "...they inadvertently produced the antifeminist stereotype of Super Woman. The male-imitative, dress-for-success woman carrying a briefcase became the media image of a woman worker, even though a blue-collar woman's salary was often higher than her glorified secretarial sister's, and though women at a real brief case level are statistically rare. Needless to say, these dress-for-success women were also thin, white, and beautiful" (26).

In hopes of filling a void left by traditional women's magazines, *Ms.* originated in 1972 as a publication for women, by women. *Ms.* vowed to serve as the leading forum for feminist political debate and to resist pressures from advertisers. According to Susan Milligan in "Has Ms. Undergone a Sex Change?" however, "...even *Ms.* eventually gave in to advertisers' demands" (Milligan, 17).

### Statement of Research Problem

Contemporary women's magazines represent a sense of women-oriented culture. Unlike mainstream media, women's magazines are designed specifically for women. Women's publications can serve as powerful agents in changing women's roles, or they can serve to maintain the status quo. Although many publications might like to publish more pro-women articles, they are instead asked, or told, by their advertisers to promote articles complementary to the advertised products: articles on beauty, fashion, and home/entertainment.

Advertisers influence the content of women's publications, and in turn, women's magazines influence women. Women gain a sense of reality from the information presented to them by their publications. However, this sense of reality is not the same for all women. In fact, *different* women receive *different* messages from *different* publications. This relates to the responsibility of the women's magazines and to their relationships with the women they serve. To the extent that perceptions of women's roles differ, perceptions of reality -- and reporting of reality -- may similarly differ.

The main concern of this study is whether advertisers influenced the editorial content of *Ms.* magazine. By examining selected issues of *Ms.*, it is possible to determine if changes in the editorial and the advertising content of the magazine occurred over time. In turn, this will help to determine the various versions of reality presented to women by *Ms.* between 1972 and 1992.

### Purpose

When *Ms.* originated in 1972, its editors vowed that the publication would serve as a forum for feminist political debate. However, according to Jill Hicks Ferguson, Peggy J. Kreshel, and Spencer F. Tinkham, as the years passed, *Ms.* published a greater number of advertisements for products that are harmful to women and fewer stories on feminist issues (40-41). According to Steinem, *Ms.* was forced to change in order to keep up with the demands of advertisers (18-19). In 1990, *Ms.* began to be published as a subscriber-supported bimonthly. Current editor Robin Morgan recently said that the new *Ms.* is finally free to tell the truth (1).

The content of *Ms.* is bound to have changed as changes in society took place. The primary purpose of this study is to determine if changes in *Ms.* occurred as advertising policies gave way to the demands of advertisers or if changes in *Ms.* reflected the issues of the time.

## Methodology

This study used content analysis to examine the changes that have taken place at *Ms.* by comparing the types of advertisements and articles published in *Ms.* between July 1972 and July 1992 with the types of advertisements and articles published in *Ladies' Home Journal* and *Mademoiselle* during the same time frame.

Because changes in article and advertising content occur naturally as time passes and as society changes, it is important to examine other magazines to determine if similar changes occurred in their advertising and editorial content during this same time period. *Ladies' Home Journal* and *Mademoiselle* were picked as comparisons because they represent two categories of women's magazines. *Ladies' Home Journal* focuses primarily on family and home, while the majority of *Mademoiselle's* features center on romance, fashion, and beauty.

## Theoretical Framework

In *Hearth and Home: Images of Women in the Mass Media*, Gaye Tuchman, Arlene Kaplan Daniels, and James Benet explained that some mass communicators, especially advertisers, tend to believe in the reflection theory of mass communications. The reflection theory states that the mass media merely reflect or "mirror" the dominant views of society (7).

However, other communicators feel that it is the other way around; they believe that it is the mass media that actually determine the dominant views for society. According to Melvin L. DeFleur and Sandra Ball-Rokeach in *Theories of Mass Communication*, the meaning paradigm states that society develops meanings of reality based on information presented to them by the mass media (285). In *Super Media: A Cultural Studies Approach*, Michael R. Real explained that the media serve as gatekeepers setting our agenda, or telling us what is important to think about (98).

In *The Emergence of American Political Issues: The Agenda-Setting Function of the Press*, Donald Shaw and Maxwell McCombs said that they developed the theory of agenda-setting to study relationships between the press and society (v). They based their studies on the assumption that the audience learns what is important from the placement of items in the news presented by the mass media (25). Their studies found that the agenda of the press did, in fact, become the agenda of the public (DeFleur and Ball-Rokeach, 284).

According to Shearon A. Lowery and Melvin L. Defleur in *Milestones in Mass Communication Research*, the mass media serve as a significant sources of information for Americans: sources that Americans rely on for their sense of the truth (327). However, in *Mediated Political Realities*, Dan Nimmo and James Combs pointed out that the pictures formed in our heads by the mass media are not *actually* the truth but are fantasies. Fantasies are credible pictures of the world created when one interprets the information presented by the mass media the way it is and takes for granted its authenticity without checking it against alternative, perhaps even contradictory, realities (9).

In addition, modeling theory emphasizes that Americans learn basic lessons about social life from the mass media. Women look at magazines and see glossy pictures of fashion models, visions of the perfect woman -- visions that they would like to copy or model (Tuchman, Daniels, and Benet, 1). Likewise, American girls grow to womanhood with magazines such as, *Seventeen*, *Teen*, and *Sassy* -- magazines designed to teach them how they, too, can indulge in the beauty myth (17).

DeFleur and Ball-Rokeach wrote, "...people can acquire shared definitions for the meaning of things, including the rules of social living and even their own personal nature, by interacting with others through language -- or as sociologists like to phrase it, symbolic interaction" (252). Women's magazines offer a place for women's shared feelings. Wolf explained:

Women's magazines cater to that delicious sense of impersonal female solidarity, now, compared with the high-water mark of the second wave, so

rare. They bring out of the closet women's lust for chat across the barriers of potential jealousy and prejudice. What are other women really thinking, feeling, experiencing, when they slip away from the gaze and culture of men: The magazines offer the electrifying feeling that women are too seldom granted, though men in their groups feel it continually, of being plugged in without hostility to a million like-minded people of the same sex. Though the magazines' version is sadly watered down, women are so deprived of it that it is powerful even in a dilute concentration (76).

According to Real, "Super media create, express, and reflect culture. *Culture* refers to those elements that set one human grouping apart from others" (36). Women identify with the images presented to them in their magazines because women's magazines represent something important to them: their own mass culture.

### Importance of Study

The mass media in today's society are extremely persuasive and, at least to some degree, influence women's values and beliefs. Because women's publications help to shape women's views of society and culture, it is important to try to understand the social roles portrayed in both advertising and editorial content. This understanding will help readers, editors, and journalists to be alert to what the messages presented in women's magazines mean to the readers and to the publications' sponsors.

Analyzing the editorial content of *Ms.* magazine from its beginning as a publication supporting feminist ideology to its current status as an advertisement-free medium, will help to determine if a relationship exists between advertisers' ideology as depicted in advertising content and what *Ms.* actually chooses to print.

### Limitations

Although the questions raised by this study are relevant to all women's publications, the findings can only be applied to the magazines studied. Because this study is limited to the comparison of *Ms.* magazine to *Mademoiselle* and to *Ladies' Home Journal*, it is not a comprehensive one. Further studies may be needed to examine the relationship between

editorial and advertising content at other women's publications and within other types of media.

In addition, this study was limited to a time period of 20 years. During this 20-year span, the months that *Ms.* was not published were excluded. Because a content analysis was performed, the results are limited to changes which occurred in editorial and advertising content only between July of 1972 and July of 1992.

### Assumptions

It is assumed that the women's magazines examined in this study have a primary responsibility to their readers. Therefore, it is assumed that these magazines printed topics of interest to the women they serve. It is also assumed that these publications covered the same general topics to roughly the same extent, during the same time frame. According to the characterizations of these three magazines in the *1992 Writer's Market*, it can be assumed that these publications can be considered equal for the purposes of this comparison.

However, if these assumptions are found to be untrue, the outcome of this study could be affected.

### Outline of the Following Chapters

In the remaining chapters, data gathered on *Ms.* magazine and the changes which have occurred in both its advertising and editorial content will be presented. Chapter II features a review of available literature on women's magazines and on feminist approaches in mass communications research. Chapter III covers the methodology used in this study, and Chapter IV focuses on the findings and on the analysis of data. Finally, Chapter V contains a summary, conclusions, and recommendations that were developed based on this research.

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## CHAPTER II

### LITERATURE REVIEW

#### Introduction

This chapter will begin with the background of *Ms.* magazine from its conception in 1972 to its current status as an advertisement-free publication. Next, it will focus on how women relate to their magazines and on how advertisers might influence the content of women's publications. Finally, an overview of research on feminist issues and on advertising will be discussed, and a summary of this chapter will be presented.

#### Background of *Ms.*

When *Ms.* began publication in July 1972, its editors hoped that it would serve as a "laboratory," useful to both advertisers and readers. *Ms.* editors encouraged readers to write letters to *Ms.* and to its advertisers if the readers disapproved of any advertisements, and they adopted the advertising policy:

Obviously, *Ms.* won't solicit or accept ads whatever the product they're presenting, that are down-right insulting to women. (Nor will we accept product categories that might be harmful. Feminine-hygiene deodorants for instance are definitely out until doctors are sure of their safety, and until the ads themselves are less guilt-producing and more like the deodorant ads directed at men) ("Personal Report From *Ms.*," 7).

According to "A Celebration of a *Ms.*-sion Accomplished," *Ms.* vowed to be unlike traditional women's service magazines; instead, it would serve as a forum for feminist political debate (M-30). In "Magazines' Heroines: Is *Ms.* Just Another Member of the *Family Circle*?" E. Barbara Phillips documented her 1978 study of the heroines that appeared in women's magazines. By conducting a content analysis of *Ms.* and *Family*

*Circle* issues between 1974 and 1976, Phillips found that the two magazines differed in terms of the attention they gave to individual women as well as the role models they presented. The early *Ms.* heroines were not homemakers but were most frequently from political life and public service. Most of its heroines were not particularly famous and many were minority figures. In contrast, the few women featured in *Family Circle* were usually celebrities whose roles in family life were often the main focus of the features (Phillips, 116-121).

In addition, *Ms.* vowed not to give in to the demands of advertisers. When *Ms.* began, it didn't consider not accepting advertisements because it wanted to keep the cost of the publication low enough for most women to afford it. Therefore, according to Gloria Steinem in "Sex, Lies, and Advertising," *Ms.* established two primary goals:

First, we would convince makers of "people products" used by both men and women but advertised mostly to men -- cars, credit cards, insurance, sound equipment, financial services, and the like -- their ads should be placed in a women's magazine. Since they were accustomed to the division between editorial and advertising in news and general interest magazines, this would allow our editorial content to be free and diverse. Second, we would add the best ads for whatever traditional "women's products" (clothes, shampoo, fragrance, food, and so on) that surveys showed *Ms.* readers used. But we would ask them to come in without the usual quid pro quo of "complementary copy" (19).

*Ms.* put together an all-female sales staff and attempted to obtain the advertisers it desired. However, advertisers were not as receptive to *Ms.*' new way of doing things as *Ms.* editors had hoped. According to "Everything You Ever Wanted to Know About Advertising and Were Not Afraid to Ask," non-traditional female advertisers were not eager to advertise their products in *Ms.* (57). In fact, some advertisers were so filled with venom toward *Ms.* and what it represented, that they would set up appointments with *Ms.*' ad executives just to abuse them. In "The Daughters of *Ms.*," Stuart Emmrich explained, "Staff members recalled one potential advertiser saying that he agreed to the sales call only because he 'wanted to see what a lesbian looked like' and another who 'almost spit' on a subscriber study that was being displayed proudly" (M-3).

In addition, the advertisers that *Ms.* managed to obtain were quick to cancel their advertisements when something upset them. For example, when *Ms.* did a brief report on a congressional hearing into chemicals used in hair dyes, Clairol became outraged. Steinem said, "...in spite of surveys that show *Ms.* readers are active women who use more of almost everything Clairol makes than do the readers of any other women's magazine—*Ms.* gets almost none of these ads for the rest of its natural life" (20). Steinem also reported that Revlon once canceled scheduled advertising because Soviet women in a cover photo were not wearing makeup. In addition, Leonard Lauder of Estee Lauder told Steinem that he would never advertise in *Ms.* because his company was selling a "kept-woman mentality" (24). After years of trying to avoid harmful advertisements, *Ms.* decided to accept advertisements for Philip Morris' brand Virginia Slims. *Ms.*' editors explained that the "You've come a long way, baby," slogan would not set well with *Ms.*' readers, but Phillip Morris was convinced its slogan would work with *all* women. Steinem explained:

Finally, we agree to publish an ad for a Virginia Slims calendar as a test. The letters from readers are critical—and smart. For instance: Would you show a black man picking cotton, the same man in a Cardin suit, and symbolize the antislavery and civil rights movements by smoking: Of course not, but instead of honoring the test results, the Philip Morris people seem angry to be proven wrong. They take away ads for all their many brands. This costs *Ms.* about \$250,000 the first year (22).

In 1985, advertising revenue began to decrease, and *Ms.* began to ignore its original policy. *Ms.* published a greater number of advertisements for products harmful to women and stories focusing on the three C's of traditional role performance—Cooking, Cleaning, and Caring (Tuchman, Daniels, and Benet, 98).

According to Steinem, *Ms.* was forced to change to keep up with the demands of advertisers and to remain financially stable (18-19). In "*Ms.* in Transition: A Change in Skin or a Change of Heart?" Amy Farrell explained, "Neither of these criteria were possible [sic] as long as advertisers and potential owners perceived *Ms.* as a 'cause' rather than a

'market opportunity.'" To change this perception, *Ms.* introduced a new, upbeat image in 1987 (1).

"In the Pages of *Ms.*: Sex Role Portrayals of Women in Advertising," a 1990 content analysis of *Ms.* issues appearing between 1973 and 1987 by Jill Hicks Ferguson, Peggy J. Kreshel, and Spencer F. Tinkham, showed that *Ms.*' advertisements became more sexist and promoted more harmful products as the years progressed (40-41). Faludi said, "...as the '80s advanced, *Ms.*' readers would find the magazine retreating almost as quickly as the culture around it" (81). In "Has *Ms.* Undergone a Sex Change?" Susan Milligan reported, "There is little anymore that distinguishes *Ms.* from other mainstream women's magazines such as *Cosmopolitan*, *Mademoiselle*, *Working Woman*, or even magazines such as *Playgirl*."

*Ms.*' heroines had changed, too. Now, *Ms.* featured wealthy women and celebrities. Milligan wrote, "*Ms.* used to run articles that criticized society's emphasis on a woman's appearance. The magazine that in 1973 printed 'Alice in Cosmeticsland,' which ridiculed the rituals of using makeup to please a man, now carries as many ads for cosmetics as any mainstream beauty magazine..." (18-20). In *Backlash: The Undeclared War Against American Women*, Susan Faludi explained, "The magazine that had once investigated sexual harassment, domestic violence, the prescription-drug industry, and the treatment of women in third-world countries now dashed off gushing tributes to Hollywood stars, launched a fashion column, and delivered the really big news -- pearls are back. The first magazine ever to run the pulpy face of a battered wife on the cover now showcased instead the powdered faces of starlets -- and pulled a photo of battered wife Hedda Nussbaum from its cover to pacify advertisers" (108). Faludi said, "Only once, after the Supreme Court issued the *Webster* decision restricting women's reproductive rights, did *Ms.* truly rouse itself from its lip-gloss reveries. It's WAR! the August 1989 issue exclaimed -- as if just waking up to the backlash at this late date" (110). According to Patrick M. Reilly in "*Ms.* to Be Published Without Ads In Attempt to Save the Magazine," the August 1989 feature on abortion, like others, cost *Ms.* many of its advertisers (1989).

In "A Radical Vow to Take *Ms.* Back to Its Roots," Susan Hovey explained that changes in *Ms.*' content accompanied changes in its ownership. In 1987, the magazine changed hands from the *Ms.* Foundation for Education and Communication, under which it held non-profit status, to Fairfax Ltd. The new firm installed Anne Summers as editor after founder editor Gloria Steinem moved to a consulting role. After only one year, Matilda Publications took over as the new owner. Then in the fall of 1989 Dale Lang signed on as majority owner in a partnership with Citicorp Venture Capital. Lang suspended publication of *Ms.* in December 1989. In hopes of saving the magazine, Lang decided to relaunch *Ms.* as a subscriber-supported bimonthly. The advertisement-free *Ms.* made its debut in July/August 1990 (Hovey, 41).

The newly launched *Ms.* sold for \$4.50 an issue and \$40 for the six bimonthly issues. Lang knew that for readers to pay the magazines' high price, *Ms.* had to give readers what they wanted: a new forum for feminist ideology. However, not everyone was as sure as Lang that the advertisement-free formula would be a success. According to Skip Wollenberg in "*Ms.* Magazine Makes Comeback, Without Ads," "Industry analysts have expressed doubts about the magazine's chances for survival without advertising. They say the relatively high price will discourage some readers, and that the topics *Ms.* made its reputation on are now being covered adequately in other magazines" (B7).

Fortunately, the revamped *Ms.* is succeeding. According to the *1992 Writers Market*, *Ms.* currently has a circulation rate of 100,000 (Kissling, 665). In "Sisterhood is Profitable," Lydia Denworth said, "The success of *Ms.* defies not only publishing wisdom but also the frequent pronouncements that the women's movement is over" (60). In "Revamped, *Ms.* Looks for a Niche," Ellen Goodman said, "The new magazine is less gloss, less hip than *Ms.* at its best, but more focused than *Ms.* in its long schinzy decline. After a bit of rest and regrouping, *Ms.* is entering a second phase. It's called 'promising'" (B5).

In "Whose Free Press Is It, Anyway?" current editor Robin Morgan explained that the new *Ms.* is "finally free" to tell the truth. She wrote, "For every story you read, many get

filed but languish on the desks of editors forced to defer to the publisher or owner of the newspaper or magazine, or the station or network executives who, in turn, shrug that -- you guessed it -- the advertisers would complain if...And the ad agencies and their clients insist that 'the public' wants it that way" (1).

### Roles of Magazines in the Socialization of Women

#### Culture

According to Michael R. Real in *Super Media: A Cultural Studies Approach*, "Super media create, express, and reflect culture. *Culture* refers to those elements that set one human grouping apart from others." (36). In *The Beauty Myth*, Naomi Wolf wrote, "Since middle-class women have been sequestered from the world, isolated from one another, and their heritage submerged with each generation, they are more dependent than men on the cultural models on offer, and more likely to be imprinted by them" (58). Men also view male fashion models, but most men do not consider them to be role models. Wolf asked, "Why do women react so strongly to nothing, really--images, scraps of paper? Is their identity so weak? Why do they feel they must treat 'models'--mannequins--as if they were 'models'--paradigms? Why do women react to the 'ideal,' whatever form she takes at that moment, as if she were a non-negotiable commandment?" (59).

Women identify with the images presented to them in their magazines because women's magazines represent something important to them: their own mass culture. A woman's magazine is not just a magazine; it is "woman-oriented" mass culture. "Women are deeply affected by what their magazines tell them (or what they believe they tell them) because they are the most women have as a window on their own mass sensibility. General culture takes a male point of view on what's newsworthy, so the Super Bowl is on the front page while a change in child care legislation is buried in a paragraph on an inside page," Wolf said. Unlike the general mass media, women's magazines take a woman's point-of-view (70).

According to Wolf, women's magazines are the only products of popular culture that change as women's versions of reality change (70). In *Advertising and Social Change*, Ronald Berman said that advertising makes mass culture in America possible (96). Most women's magazines attempt to take women's issues seriously, but are forced to mix their messages with those of the beauty backlash. Wolf wrote, "Like its readers, the magazine must pay for its often serious, pro-woman content with beauty backlash trappings; it must do so to reassure its advertisers, who are threatened by the possible effects on women's minds of too much excellence in women's journalism. The magazines' personalities are split between the beauty myth and feminism in exactly the same way those of their readers are split" (71).

#### One Step Forward and Two Steps Back

Editors of women's magazines take a step forward by attempting to cover pro-women topics. At the same time, however, they take two steps backward by yielding to the demands of advertisers and promoting the beauty backlash.

Because the beauty myth accompanies articles on advancement, it is easy to see how readers can become confused. Wolf wrote, "Even their [magazines'] editors worry that many readers have not learned how to separate out the prowoman content from the beauty myth in the magazines, whose place is primarily economic" (73). Unfortunately, most women do not read magazines with an awareness of how advertisers' needs affect the messages. Wolf explained, "It is easy to misread the whole thing -- advertisements, beauty copy, images of models -- as if it were a coherent message from the editors telling women, 'You should be like this'" (74).

### Believing the Beauty Myth

American women develop mentor relationships with their magazines. They consult these publications in hopes of learning how they, too, can create the "ideal" look. Most women are guilty of indulging in the beauty myth to some extent. Some women may see models' haircuts they admire and ask their hair stylists to recreate the look. Others may visit tanning salons, have their nails manicured, go on diets, or undergo cosmetic surgery. In America, beauty is big business. In fact, the diet industry grosses more than \$33 billion annually. The cosmetics industry makes over \$20 billion per year. And women spend some \$300 million each year on cosmetic surgery (Wolf, 17). It's big business for women's magazines, too, whose 1989 advertising revenue for "toiletries/cosmetics" alone totalled \$650 million (Wolf 1991: 65).

Wolf wrote, "Unfortunately, the beauty backlash is spread and reinforced by the cycles of self-hatred provoked in women by the advertisements, photo features, and beauty copy in the glossies" (73). A strange discrepancy exists between the reality of women's lives and the images to which they are trying to conform (Friedan, 11). In *The Moving Target: What Every Marketer Should Know About Women*, Rena Bartos reported that "career women" are the heaviest readers of magazines in all segments of the population, including men. In addition, career women read a diversity of publications and are strong supporters of all types of women's magazines (147). However, in advertisement after advertisement, the beauty industry continues to repeat its backlash thesis: "women's professional progress downgraded their looks; equality had created worry lines and cellulite" (Faludi, 202).

In addition, women's magazines promise to tell women what men really want. Women's publications show women the types of bodies, the types of looks, that men *really* desire. Buying in to the beauty backlash, "...thirty-three-thousand American women told researchers that they would rather lose 10 to 15 pounds than achieve any other goal," Wolf said (10). However, as one study found, "our data suggest women are misinformed and exaggerate the magnitude of thinness men desire...they *are* misinformed, probably as a result of promotion of thinness in women through advertising in the diet



industry." What magazine editors appear to say that men want from women is more likely what their advertisers want from them (73).

Women do not become a part of the beauty myth because their identities are weak. More likely, "ideal" imagery has become so important to women because their magazines tell them it should be. "Since the fourteenth century, male culture has silenced women by taking them beautifully apart: The catalog of features, developed by the troubadours, first paralyzed the beloved woman into beauty's silence...we inherit that catalog in forms ranging from the list-your-good-points articles in women's magazines to fantasies in mass culture that assemble the perfect woman," Wolf said (59).

### Advertisers or Censors

Today, advertisers act as censors blurring the line between editorial freedom and the demands of advertisers. Because most magazines need to maintain advertising revenue to survive, editors can't assign their reporters stories that won't pay the bills. Therefore, the content of women's magazines can not stray too far from their advertisers' ideologies (Wolf, 77). In *The Feminine Mystique*, Betty Friedan explained, "A memo need never be written, a sentence need never be spoken at an editorial conference; the men and women who make the editorial decisions often compromise their own very high standards in the interest of the advertising dollar" (230).

One of the first known "arrangements" between an advertiser and a woman's magazine was made in 1965, when a nylon manufacturer association booked a \$12,000 space in *Woman*. The editor agreed to avoid publishing anything in the issue that prominently featured natural fibers (Wolf, 81). Today, censorship still exists and is often more direct. In women's magazines, big advertisers expect to be supplied with "complementary copy" to help express the messages in their ads (Steinem, 25). Wolf wrote, "Women's magazines transmit 'information' about beauty products in a heavily self-censored medium. When you read about skin creams and holy oils, you are not reading free speech. Beauty editors are unable to tell the whole truth about their advertisers." Therefore, when a

woman purchases a product that was recommended to her by her favorite magazine, she is *really* paying the price: paying for the privilege of being lied to twice (Wolf, 82).

Advertisers buy such silences and, in turn, inhibit the free speech of women's magazines. Steinem wrote, "In recent years, advertisers' control over the editorial content of women's magazines has become so institutionalized that it is written into 'insertion orders' or dictated to ad salespeople as official policy." Typical orders to women's magazines can be found in Table I.

In addition, rules exist that are so basic they do not need to be written. For example, fashion and cosmetic advertisements should "look" compatible where they are placed. Even "real," nonmodel women in magazines should wear credited make-up and clothes. And articles on uncheerful subjects should be short and unillustrated. Steinem noted, "Advertisers who demand such 'complementary copy,' even in the absence of respectable studies, clearly are operating under a double standard. The same food companies place ads in *People* with no recipes. Cosmetics companies support *The New Yorker* with no regular beauty columns" (25). Steinem said, "Within the text itself, praise for advertisers' products has become so ritualized that fields like 'beauty writing' have been invented." Although the FDA can restrict what companies can say on their labels, advertisers can still get their message across by relying on beauty writers who can create illusions (Steinem, 26-27).

Originally, magazines were almost wholly dependent on readers for financial support. Today, however, the life or death of a publication depends not on whether readers like it, but on whether advertisers do (McHam, 7).

### Feminism in the Mass Media

From the beginning of the United States' modern, feminist movement in the 1960s, the mass media have been the object of feminist criticism and scrutiny. It is evident that the two most frequently cited founding events of modern feminism, the publication of Betty Friedan's *Feminine Mystique* in 1963 and the creation of the National Organization for

TABLE I  
EXAMPLES OF INSERTION ORDERS IN WOMEN'S PUBLICATIONS

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- Dow's Cleaning Products stipulates that ads for its Vivid and Spray 'n Wash products should be adjacent to "children or fashion editorial"; ads for Bathroom Cleaner should be next to "home furnishing/family" features; and so on for other brands. "If a magazine fails for 1/2 the brands or more," the Dow order warns, "it will be omitted from further consideration."
  - Bristol-Myers, the parent of Clairol, Windex, Drano, Bufferin, and much more, stipulates that advertisements be placed next to "a full page of compatible editorial."
  - S.C. Johnson & Sons, makers of Johnson Wax, lawn and laundry products, insect sprays, hair sprays, and so on, orders that its ads "*should not be opposite extremely controversial features or material antithetical to the nature/copy of the advertised product*" (italics theirs).
  - Maidenform, manufacturer of bras and other apparel, leaves a blank for the particular product and states: "The creative concept of the \_\_\_ campaign, and the very nature of the product itself appeal to the positive emotions of the reader/consumer. Therefore, it is imperative that all editorial adjacencies reflect that same positive tone. The editorial must not be negative in content or lend itself contrary to the \_\_\_ product imagery/message (e.g., editorial relating to illness, disillusionment, large size fashion, etc.)"
  - The De Beers diamond company, a big seller of engagement rings, prohibits magazines from placing its ads with "adjacencies to hard news or anti/love-romance themed editorial."
  - Procter & Gamble, one of this country's most powerful and diversified advertisers, stands out in the memory of Anne Summers and Sandra Yates (former editors of Ms.): its products were not to be placed in any issue that included *any* material on gun control, abortion, the occult, cults, or the disparagement of religion. Caution was also demanded in any issue covering sex or drugs, even for educational purposes.
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\* Source: Steinem, Gloria. "Sex, Lies, and Advertising." Ms. July/Aug. 1990: 26.

Women (NOW) in 1966, contained at their core a critique of the mass media. Friedan used a content analysis of traditional women's magazines to illustrate how the media created a myth about the proper source of women's happiness: being housewives. She found that the messages presented in women's publications were in direct contrast to the dissatisfaction of many women. Likewise, NOW was active from its beginning in monitoring mass media content and agitating for change through protests, through broadcast license challenges, and through boycotts of products advertised that NOW felt were degrading to women.

The modern feminist movement which has persistently challenged the sexist nature of our society has grown and evolved in front of Americans via the mass media. In "Research on Sex-Roles in the Mass Media: Toward a Critical Approach," Noreene Z. Janus wrote, "As part of a comprehensive attack on sexism, U.S. feminists have analyzed the major institutions -- such as family, school, church, and mass media -- to understand how sexism as an ideology is perpetuated. They have repeatedly charged that, of all these institutions, the mass media are especially potent mechanisms for the transmission of sexist ideas due to their ever-increasing role in our daily lives." Moreover, in "Sex Role Research on the Mass Media," Linda J. Busby explained that because the mass media reach millions of people daily and reflect society's values, the mass media have been targets for scrutiny by researchers interested in the effects of the women's movement on the media (107).

Researching feminist issues in the mass media is most often accomplished through content analysis. In *Women and the Mass Media*, Matilda Butler and William Paisley noted that the most systematic analyses of mass media images of women have been conducted since 1970 (39). One problem that researchers studying women in the media encounter is the lack of a theoretical framework. Theoretical analyses are valuable because they relate media content to beliefs and behaviors of people. Butler and Paisley wrote, "Sexism and other '-isms' arise in insecurity; that is, if another person can be regarded as inferior to you and me because of sex, race, IQ, etc., we have gained an easy superiority.

The dynamics of prejudice need to be understood so that sexism, when it becomes unfashionable, will not be replaced by another '-ism.'" (59).

In addition, content analysis helps to explain the structure of mass-produced messages that help to define society and culture. According to Butler and Paisley, "These 'cultural indicators,' as they are called, show that women have been depicted in different social roles in each decade of this country" (60).

However, the use of content analysis in analyzing media bias and stereotypes has its limitations. In "Stereotypes and the Media: A Re-Evaluation," Ellen Seiter explained that there is often failure to specify what is meant by a certain stereotype and how it is related to ideology. Blanket assumptions are frequently made concerning the effects of media stereotypes without drawing distinctions as to the kind of audience being referred to (19).

In addition, Janus explained that content analysis can be used only to describe content at more than one point in time. It may be used to detect a change in content; however, it can not be used to explain the cause of the change (20).

### Analyzing Advertisements

Advertisements in magazines have been studied more extensively than any other aspect of the print media. In 1971, Alice Courtney and Sarah Lockeretz's landmark study of magazine advertisements found that the advertisements of eight general magazines (*Life*, *Look*, *Newsweek*, *The New Yorker*, *Reader's Digest*, *Saturday Review*, *Time*, and *U.S. News and World Report*) showed more men employed than women and presented more men in higher-status occupations. The researchers found four stereotypes in the advertisements studied: (1) A woman's place is in the home; (2) Women do not make important decisions or do important things; (3) Women are dependent and need men's protection; and (4) Men regard women primarily as sexual objects. Parts of this study were replicated by Louis Wagner and Janis Banos in 1973 and by James Culley and Rex Bennett in 1975 producing similar results (Butler and Paisley, 96-101).

In 1975, M. Venkatesan and Jean Losco published "Women in Magazine Ads: 1959-1971." This study was important because it studied the changes in advertisement content over time. The time period studied is significant because of the social changes for women that took place in society. The researchers broke the study into three main time periods: 1959-1963 (pre-women's movement); 1964-1968 (active civil rights, equal rights, and social changes period); 1969-1971 (awareness period). Four magazine from three classifications -- general magazines, women's magazines, and men's magazines -- were studied. Overall, researchers found that, although women were still depicted unfavorably in many cases, the sexist portrayal of women in advertisements had decreased considerably since 1961 (49-54).

Denise Warren's 1978 article, "Commercial Liberation," also focused on the portrayal of women in magazine advertisements. She found that representation of women in advertising conformed to traditional stereotypes -- mother, wife, homemaker, sex object -- "which the ad industry claims 'corresponds to reality.'" She also noted that advertisements had low representations of several categories of women: women out of a couple or family context, minority women, working-class women, professional women, and older women. Warren explained, "Advertising creates a fiction of an idealized, comfortable existence which pretends to represent the conditions of women's lives" (169-173).

Researchers have also studied the sexist portrayal of models in advertisements. A 1983 study by Leonard N. Reid and Laurence C. Soley, "Decorative Models and the Readership of Magazine Ads," noted that the portrayal of decorative female models (nonfunctional models whose primary activity is to adorn the product as a sexual or attractive stimulus) actually increased during the "feminist active" 1970s, while the portrayal of traditional female roles decreased. Reid and Soley selected 130 cigarette, liquor, and automobile advertisements from selected issues of *Time*, *Newsweek*, and *Sports Illustrated* for their sample. These product categories were selected because they have been consistently associated with the use of sexually-oriented stimuli in advertising. This study found that the portrayal of a decorative female model can be employed by advertisers to enhance the

probability that an advertisement for a sexually-relevant product will attract the attention of male readers (27-32).

"Gender Differences in the Perception of Women in Magazine Advertising," a 1985 experiment by Susan R. Rossi and Joseph S. Rossi, studied the appeal of magazine advertisements to male and female college students and how these students perceived sexism displayed in magazine advertisements drawn from *Ms.*, *Cosmopolitan*, *Playboy*, *Psychology Today*, and *Time*. Researchers asked 137 introductory psychology students to view a randomized sequence of 10 sexist target advertisements and 10 control advertisements. After rating each advertisement on a five-point, like-dislike scale (higher scores reflecting greater appeal), subjects were shown the 20 advertisements again, but in a different random order, and asked to rate each advertisement on a five-point, sexism scale (higher scores indicating greater sexism). Next, all subjects were asked to complete a 25-item Attitudes-Toward-Women Scale (Spence et al., 1973). High scores on this instrument indicate conservative attitudes toward women, and low scores indicate more liberal attitudes. Rossi and Rossi concluded that both males and females found the target advertisements to be much more sexist than control advertisements. Although males found target advertisements to be quite sexist, they rated the target advertisements significantly less sexist than did female subjects. On the appeal scale, males and females did not differ in their ratings of the control advertisements. However, females found the target advertisements significantly less appealing than did male subjects. Finally, they discovered that the females studied displayed more liberal attitudes toward women than did males (1033-1039).

In 1988, Lawrence C. Soley and Leonard N. Reid presented a content analysis of how women are dressed in advertisements in "Taking It Off: Are Models In Magazine Ads Wearing Less?" Studying randomly selected 1964 and 1984 advertisements appearing in *Esquire*, *Playboy*, *Redbook*, *Cosmopolitan*, *Time*, and *Newsweek*, Soley and Reid found that magazine advertisements from 1984 contained more nudity than did 1964 advertisements. The findings implied that the advertising industry, reacting to increased

sexual openness between 1964 and 1984, responded by allowing more sexually explicit and provocative portrayals of women in magazine advertising (960-966).

Cynthia Tuznik's 1989 thesis, *Content Analysis of Working Women's Portrayals in Ms. and Working Woman Advertisements From 1979 to 1988*, investigated whether advertising portrayals of working women had changed over time. Her results indicated that from 1979 to 1988 the advertised portrayals of working women did not reflect significant changes overall. The results suggested that readers were receiving somewhat outdated information about the roles of working women (66-70).

A 1990 content analysis, "In the Pages of *Ms.*: Sex Role Portrayals of Women in Advertising," by Jill Hicks Ferguson, Peggy J. Kreshel, and Spencer F. Tinkham, studied the changes in the portrayal of women in advertisements appearing in *Ms.* magazine between 1973 and 1987. The researchers hypothesized that since *Ms.* had a published advertising policy not to accept advertisements for products that are "harmful" or advertisements that are insulting to women, the advertisements in *Ms.* magazine would not be "harmful" or sexist. The authors felt that if the advertisements presented in *Ms.* were found to be sexist, then it could be assumed that advertisements in other media vehicles were equally, or perhaps, more pervasive in the sex roles portrayed in advertisements. Unfortunately, the researchers found that advertising practice at *Ms.* was inconsistent with its stated advertising policy. They found that nearly one-third of all advertisements in the sample promoted products generally perceived as "harmful." In addition, they concluded that sexism in advertisements increased dramatically over *Ms.*' fifteen-year publication (40-51).

#### Analyses of Magazine Article and Short Story Content

Studies of articles and short stories have examined themes, images, social norms, types of occupations, and attitudes found in women's magazines. In "Women and the Communications Media: Making Feminist Connections with Media Research," Lana F.



Rakow explained, " In the early 1970s, research on media portrayals of women and their effects on audiences began to appear in academic communications journals, signaling that the topic was becoming a legitimate one within the existing frameworks of media research"

(1). Early examples of research on feminist issues appeared in several theme sections of the *Journal of Communication*. In the Spring of 1974, "Women: Nine Reports on Role, Image, and Message" appeared. Included was Helen H. Franzwa's study, "Working Women in Fact and Fiction," which showed that women were still being told the same old stories. Franzwa reported, "A number of studies indicate that the female's concept of the male's image of woman is highly influential in shaping her image of herself as either a housewife or following a particular career." Franzwa conducted a content analysis of 155 heroines appearing in women's magazine fiction. She found that women were portrayed in four basic ways: single and looking for a husband; housewife-mother; spinster; widowed or divorced -- soon to remarry. Not one married woman who worked appeared in the stories sampled in 1955, 1960, 1965, and 1970. Moreover, single women who worked often gave up their careers when they found a mate (104-109).

In addition, the Winter 1978 edition of the *Journal of Communication* featured nine articles on women's issues under the theme "What Does 'She' Mean?" In this issue, Charles Lazler and S. Dier published their study, "The Labor Force in Fiction." Similar to Franzwa's study, Lazler and Dier found a discrepancy between magazine fiction in the *Atlantic Monthly* and the *Saturday Evening Post* and real-life jobs between 1940 and 1970. The researchers wrote, "...many of those men and women in fiction who do work are engaged in activities different from and often more glamorous than those of real men and women, the number of working women is so small that the undesirability of work for women is the louder message" (174-182).

Also included in the Winter 1978 issue of the *Journal of Communication* were several studies on the theme of the Equal Rights Amendment (ERA). First, Matilda Butler and William Paisley presented their study, "Magazine Coverage of Women's Rights." Because the first magazine article on the issue of women's rights was published in 1922, Butler and Paisley chose to study magazines' coverage of the ERA from 1922-1976. The researchers

found that magazine articles were more devoted to women's rights between 1922-1926 than in any subsequent five-year period until the end of the 1960s. Butler and Paisley wrote, "The rapid increase in magazine coverage of women's rights at the end of the 1960s is associated less with the Equal Rights Amendment than with the emergence of radical feminism and the founding of the National Organization of Women." By the 1970s, the number of features on the ERA had dropped drastically (only two articles mentioned the ERA in their titles during 1970) and increased slowly until 1976 (183-186).

Jennie Farley also studied coverage of the ERA in "Women's Magazines and the Equal Rights Amendment: Friend or Foe?" Early in 1976, editors of six women's magazines met to encourage major women's magazines published in the United States to run an article on the ERA in their July issues. Therefore, Farley conducted a content analysis of the 39 women's magazines that participated. The publications were divided into seven main types: brides, entertainment, fashion, feminist, girls, home, and romance. Farley found that no two magazines chose to cover the issue of the ERA in exactly the same way. She concluded, "Editorial policy, circulation, and class of readership was linked to amount of magazine coverage, but not necessarily advocacy, of ERA" (187-193).

At the 1987, Annual Meeting of the Association for Education in Journalism and Mass Communication, Sandra Spieczny presented her paper "Dancing Backward: Women's Magazines and the Equal Rights Amendment, 1970-1979." Spieczny examined 13 women's publications to determine how they covered the ERA between 1970 and 1979. Results showed that, during this period, *Ms.* magazine published more articles (45) than any other magazine. *Ms.* was followed by *Redbook* magazine which published 14 articles on the ERA. Spieczny wrote, "Quantitative research showed that the top circulation magazines paid scant attention to the amendment compared with the smaller-sized magazines. Findings suggested that the women's magazines followed the lead of their readership in covering the ERA -- in keeping with research showing that specialized magazines are read by people who want to reinforce their beliefs and opinions" (1-36).

*Hearth and Home: Images of Women in the Mass Media* edited by Gaye Tuchman, Arlene Kaplan Daniels, and James Benet was published in 1978. This book represented an effort to understand more about the impact of media images of women. Included were three chapters on the images found in women's magazines. The editors explained,

"...despite the large variation in women and in women's magazines, the chapters in this section tell us that all women's magazines ultimately project a similar image of women's feminine characteristics. Supportive of others and concerned with emotional well-being, woman supposedly strives to please. When she fails to cater to the concerns of others, she is politely damned" (93). In Chapter Five, "Imagery and Ideology: The Cover Photographs of Traditional Women's Magazines," by Marjorie Ferguson, a content analysis of the cover photographs of three British magazines is presented. Ferguson argued that by identifying with the photographic image on the magazine cover, buyers are encouraged to model themselves after the ideological image of the magazine. Ferguson noted that, although each magazine offered a slightly different image of women, the overall picture was unified: all women strive to please (97-115).

In Chapter Six, "Magazines' Heroines: Is *Ms.* Just Another Member of the *Family Circle*," E. Barbara Phillips presented a content analysis of the heroines in *Ms.* and *Family Circle* in randomly selected issues between 1974 and 1976. She found that the early *Ms.* was not like traditional women's publications. By focusing on heroines' occupations, social class, age, race, and ethnicity, Phillips learned that *Ms.* presented heroines in a wide range of roles while *Family Circle* presented its heroines primarily as housewives. Although Phillips concluded that *Ms.* was not just another member of the *Family Circle*, she found that *Ms.* stressed a key element in traditional women's magazines: "Creativity and personal growth come from helping others, not from an ambitious (and supposedly male) attempt to satisfy one's own needs" (116-129).

Chapter Seven, "Jackie!" by Carol Lopate, focused on the images of the popular heroine Jacqueline Kennedy Onassis presented in twelve magazines (*McCall's*, *Ladies' Home Journal*, *Woman's Day*, *Lady's Circle*, *Movie Mirror*, *TV Radio Talk*, *Time*, and *Newsweek*) during 1975. Lopate found that "each magazine treated Jackie differently, as though she were a Rorschach inkblot upon which editors and readers could project their aspirations and images of women." Despite the magazines' differences, Lopate found that one common theme ran through all of the images of Onassis: "Work outside the home is 'negative space,' time between the positive moments when women act as wife and mother. It has no emotional meaning. When a woman fails as wife and mother, she is to be pitied

or condemned." Like Ferguson and Phillips, Lopate found that magazines present the image that a woman's role is to serve others selflessly (130-140).

More recently, a 1988 study, "The evolving American Woman: The Strongwoman Replaces the Superwoman" by Mona Doyle, analyzed women's role models in the 1980s. During the 1980s, popular heroines included Madonna, Joan Collins, Cagney and Lacey, Claire Huxtable, Cher, and Princess Di. Doyle claimed that these role models shared one common denominator: independence (28-34).

A 1981 study, "How Women's Magazines Cover Living Alone," by Rebecca L. Clark, found that, although many American women live alone, the leading women's periodicals pay little attention to single-family households. Clark investigated non-fiction articles appearing from July 1978, to June 1979, in all issues of *Ms.*, *Glamour*, *Ladies' Home Journal*, *McCalls*, and *Redbook*. It was hypothesized that a feminist-cause magazine like *Ms.* would devote more content to living alone than would the fashion, careerwomen, and homemaker magazines in the study. It was also hypothesized that articles on single lifestyles in magazine are of a helping nature rather than of single living as a positive experience. The first hypothesis was not supported. Clark found that *Redbook* had the most direct features (3) and *McCalls* had the greatest number of indirect references (32) to living alone. On the other hand, Clark's second hypothesis was supported. Articles on living alone were primarily of an indirect, helping nature (293).

Amy E. Farrell presented her paper, "*Ms.* in Transition: A Change of Skin or a Change of Heart?" at the 1988, Annual Meeting of the Association for Education in Journalism and Mass Communication. When *Ms.* changed from its non-profit status to its for-profit status in 1987, *Ms.*' editors claimed that only *Ms.*' skin (i.e., cover representation, size, and format) would change. However, Farrell found that *Ms.*' editors actually felt that it was necessary to change its image and to blend with other "liberated" women's magazines, such as *Self* and *New Woman*, to attract more advertisers and potentially a new owner. *Ms.*' economic dependence on advertisers dictated that *Ms.* be in competition with other women's magazines. To study how the images of *Ms.* changed during this transition period, Farrell examined old *Ms.* covers, new *Ms.* covers, and the November 1987 issues of *Self*, *Mademoiselle*, and *New Woman*. Next, Farrell

interviewed a number of women to determine how readers of women's magazines "read" or "construct" the meanings of *Ms.*' transitional covers in relation to its older covers and to the November covers of *Self*, *Mademoiselle*, and *New Woman*. Respondents' initial reactions to the recent *Ms.* covers were negative. They felt that *Ms.*' new covers resembled current women's magazines. However, when comparing the new *Ms.* covers to *Self*, *Mademoiselle*, and *New Woman* covers, readers felt that *Ms.* portrayed women more positively. The most obvious distinction was that the women on the cover of *Ms.* were not glamorous, but instead were "older women, characters, 'personalities.'" The respondents found it extremely important that the *Ms.* cover-women had an identity: "that is, the cover was about *them* and not about their clothes or their makeup." Although the new *Ms.* closed some traditional political representations, it also opened space within the dominant male culture. Farrell observed, "Both the changes in 'skin' and the changes in 'heart' affect the way readers make meaning from texts" (1-19).

In 1991, Farrell published her doctoral dissertation, *Feminism in the Mass Media: Ms. Magazine, 1972-1989*. Drawing from a textual analysis of *Ms.*, interviews with its editors and writers, and an in-depth analysis of both published and unpublished letters written to the magazine, Farrell showed how "...*Ms.* worked as a powerful, yet contradictory, channel for the women's movement, torn between articulating a bold vision [of feminism] while at the same time mediating, controlling, and sometimes undermining its initial promise to be a mass media resource for women around the country" (2). Farrell wrote, "The final months of *Ms.*' history demonstrate the ultimate economic power of advertisers to shape or to break any mass media resource" (238). Farrell anticipated that, although the new, advertisement-free *Ms.* could once again serve as a feminist forum, it would lose its mass-mediated "popularity": its ability to speak to and to mobilize a wide range of people (248-250).

### Advertising Pressures

Some publications say that advertisers pressure them into doing advertising-related stories. A 1990 study, "Feeling the Heat from Advertisers: Farm Magazine Writers and

Ethical Pressures," by Robert G. Hays and Ann E. Reisner, concluded that many farm magazines feel pressured by advertisers. A mail survey of 190 journalists who write for farm journals showed that about two-thirds of the journalists studied said that advertisers have threatened their journals on occasion, and about one-half said that advertising actually had been withdrawn. In addition, the journalists reported that advertisers sometimes attempt to win over journalists with gifts, free meals, and in other ways. The journalists also reported that most farm journals do not have clear policies on dealing with advertiser's influence. Hays and Reisner noted, "...most farm journals are struggling to maintain advertising, a struggle that makes them vulnerable to pressures" (936-942).

A paper by Vicki Hesterman titled "Consumer Magazines and Ethical Standards" was presented to the Association for Education in Journalism and Mass Communication in 1986 at its national convention. Hesterman's 1985 content analysis studied the top 100 consumer magazines from 1972 to 1979. She found that despite the care given by the journalism industry to maintain the separation of editorial and advertising interests, 49 percent of editors at the magazines studied felt some pressure from advertising offices, and two percent said they felt considerable pressure (1-32).

Some studies suggest that due to pressures from advertisers, women's magazines are less likely to cover controversial topics. In "Uncovering Abortion: Sisterhood is Cautious," Josephine Ballenger presents a content analysis of the 12 largest women's magazines' (*Glamour, Mademoiselle, Vogue, McCall's, Good Housekeeping, Cosmopolitan, Redbook, Family Circle, Self, Ladies' Home Journal, Woman's Day, and Better Homes and Gardens*) coverage of abortion from 1972 to 1991. Despite the fact that nearly 20 years have passed since *Roe v. Wade* and that abortion has remained a hot topic, the 12 largest women's magazines, with combined circulations of 45-million, have published only 137 articles on abortion during the last two decades (16).

Although more than 40-thousand American women die of lung cancer each year, magazines that accept cigarette advertisements often fail to cover this life-threatening issue.

A second paper by Hesterman, "You've Come A Long Way, Baby -- Or Have You?" was presented to the Association for Education in Journalism and Mass Communication in 1987. This study examined how three major women's magazines (*Ms.*, *Good Housekeeping*, and *Seventeen*) handled cigarette advertisements and editorial copy about smoking-related health problems. Hesterman studied issues from 1972, one year after the ban on televised cigarette advertisements, to 1979, when cigarette advertising in women's magazines peaked. Content analyses, related literature, and telephone interviews with editors showed that *Good Housekeeping*, which does not accept cigarette advertisements, presented the most coverage on the dangers of smoking with an average of 2.1 articles per year. *Good Housekeeping* published an average of 11.2 health-related articles annually. Like *Good Housekeeping*, *Seventeen* also maintained a strict no-cigarette advertising policy. *Seventeen* published an average of 2.2 health-related articles annually and an average of one article on smoking every two years. Although *Ms.* published an average of 5.7 health articles a year, including a semi-regular column entitled "Woman's Body, Woman's Mind," it published no featured articles related to smoking during the nine-year time span. Hesterman concluded, "The influence of tobacco advertisers on women's magazine editors appears to have had a powerful effect on editorial autonomy, perhaps to the point of affecting journalistic responsibility. If magazines, particularly those which obviously care about the health of women readers, feel enough pressure to downplay an issue as important as new medical findings about tobacco and health, it's possible that this phenomenon has been and is, as much a threat to freedom of speech and the press as would be a ban on such advertising" (1-32).

Lauren Kessler's 1989 study, "Women's Magazines' Coverage of Smoking Related Health Hazards," found that six major women's magazines had virtually no coverage of smoking and cancer, despite the fact that lung cancer had been classified as the number one killer of American women since 1985. Kessler analyzed the editorial and advertising content of every issue of *Cosmopolitan*, *Good Housekeeping*, *Mademoiselle*, *McCall's*, *Ms.*, and *Woman's Day* appearing between 1983 and 1987. In addition to the content

analysis, the health editors for the six publications completed a questionnaire that asked them how often they depended on 11 news sources for health information and asked them to rank the importance of 13 health concerns. Although there were 1,300 articles on the dangers of cigarette smoking published in medical journals between 1983 and 1987, not one of the six magazines studied published any full-length feature, column, review or editorial on any aspect of the health hazards of smoking during the same five-year period. Kessler wrote, "None of the six magazines covered one of the more significant women's health stories of the decade: the ascendance of lung cancer as the number one cancer killer of women." The only treatment of smoking-related health hazards was found in news brief items. Even *Good Housekeeping*, a magazine that does not accept cigarette advertisements, failed to cover the dangers of tobacco. Kessler explained:

*Good Housekeeping* would not risk losing revenue from tobacco advertising as the other magazines might, but it, like the other magazines, could be taking less direct but even more economically devastating risks by offending cigarette companies. General Foods Corporation, a major advertiser in women's magazines is one of the many subsidiaries of Phillip Morris; Nabisco Brands, Inc. and Del Monte Foods are subsidiaries of R.J. Reynolds; in addition to American Tobacco Co., American Brands, Inc. owns Sunshine Biscuits, Andrew Jergens and Jim Beam. Magazine editors and publishers may (correctly or incorrectly) believe that editorial matter offensive to tobacco manufacturers could result in the loss of advertising from the tobacco companies' subsidiaries (316-322, 445).

The 1992 study "Cigarette Advertising and Magazine Coverage of the Hazards of Smoking" by Kenneth E. Warner, Linda M. Goldenhar, and Catherine G. McLaughlin also found statistical evidence to indicate that cigarette advertising in magazines is associated with diminished coverage of the hazards of smoking. In addition, they found that this is particularly true for magazines directed toward women. Using a sample of 99 U.S. magazines published during 25 years (1959-1969 and 1973-1986), the researchers analyzed the probability that the magazines would publish articles on the risks of smoking in relation to whether they carried cigarette advertisements and in relation to the proportion of the magazines' advertising revenues derived from cigarettes. The results indicated that the probability of publishing an article on the risks of smoking for a given year was 11.9 percent for magazines that did not carry cigarette advertisements and 8.3 percent for those



that published tobacco advertisements. For women's magazines, however, the range of probabilities was more drastic with figures at 11.7 percent and 5.0 percent, respectively (305-309).

According to Gloria Steinem's 1990 article, "Sex, Lies, and Advertising," "That nothing-to-read feeling comes from editorial pages devoted to 'complementary copy'; to text or photos that praise advertised categories, instruct in their use, or generally act as extensions of ads." Steinem randomly selected issues of popular women's magazines and conducted a frequency count of the number of pages (including letters to the editors, horoscopes, etc.) that were not advertisements and/or complementary to advertisements, and then compared that number to the number of total pages. Her findings can be found in Table II (21, 25).

### Unnecessary Advertising

In two studies Vincent Norris reported that contrary to popular belief, magazines do not need advertisers to survive. In his 1982 study, "Consumer Magazine Prices and the Mythical Advertising Subsidy," he explained, "Conventional wisdom holds that the media are made available to the public 'at a fraction of their actual cost' because they are subsidized by advertisers" (See Figure 1). By analyzing the prices of 45 magazines and the number of advertisements in each magazine, Norris found that price per page is not related to the amount of advertising. He concluded, "The prices we pay per page of editorial content in consumer magazines are inversely related to circulation and the number of pages; they are not lower in magazines 'subsidized' by advertisers or by tax-exempt status" (205-212).

In a 1984 study, "Mad Economics: An Analysis of an Adless Magazine," Norris conducted a detailed economic analysis of the supply and demand of *Mad* magazine. Norris found that *Mad* magazine successfully defied the conventional wisdom that magazines without advertisements cannot be profitable (44-60).

TABLE II  
 COMPARISON OF TOTAL PAGES TO NON-ADVERTISEMENT  
 AND/OR ADVERTISEMENT RELATED PAGES  
 IN POPULAR WOMEN'S PUBLICATIONS

---

Publication and Date:

Total Pages    Number of Non-Advertisement or Advertisement Related Pages

---

- Glamour, April 1990:  
    339 pages    65 pages
  
  - Vogue, May 1990:  
    319 pages    38 pages
  
  - Redbook, April 1990:  
    173 pages    44 pages
  
  - Family Circle, March 13, 1990:  
    180 pages    33 pages
  
  - Elle, May 1990:  
    326 pages    39 pages
  
  - Lear's, November 1989:  
    173 pages    65 pages
- 

\* Source: Steinem, Gloria. "Sex, Lies, and Advertising." Ms. July/Aug. 1990: 21, 25.

# THIS AD HAS ALREADY SAVED YOU MONEY.

If you paid for this magazine, we have something in common.  
We paid for it, too.

In fact, every advertiser you see in these pages paid handsomely for the privilege of being here.  
And what we paid went toward the cost of producing the magazine. Which made it  
a lot cheaper for you to buy.

How much cheaper? Well, if you took all the advertising away, the average magazine  
would cost you about twice as much.

And offer you about half as much.

After all, advertising informs you about new products. It helps you make smarter  
decisions about what to buy. Often it enlightens you. Sometimes it entertains you.

And yes, occasionally it annoys you. But if it does, you can take advantage of one of  
advertising's nicest features.

You can simply ignore it.

It might hurt our feelings. But  
we'll still chip in for your magazine.

## **ADVERTISING.**

**ANOTHER WORD FOR FREEDOM OF CHOICE.**

American Association of Advertising Agencies

## Summary

Women's magazines teach and socialize women. They communicate to women how they should look, dress, and behave. Research has shown that women's magazines play a very important role in the way messages are communicated to women.

Research on *Ms.* magazine, feminist issues, and advertising pressures has helped to establish the basis for the research question, "How has the relationship between the editorial and the advertising content of *Ms.* magazine changed over the years?"

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## CHAPTER III

### METHODOLOGY

#### Introduction

This study employed content analysis to determine if a change had taken place in the editorial and advertising content of *Ms.* magazine from July 1972, to July 1992. Three magazines (*Ms.*, *Mademoiselle*, and *Ladies' Home Journal*) were analyzed to determine if similar changes occurred in the content of all the magazines during this 20-year period.

In *Women and the Mass Media*, Matilda Butler and William Paisley noted that a formal definition of content analysis was proposed in 1952 by Bernard Berelson:

Content analysis is a research technique for the objective, systematic, and quantitative description of the manifest content of communication (60).

Berelson's definition of content analysis stressed content (text and pictures) and technique (a repeatable procedure involving skill). It also emphasized that content analysis must include a system (a set of rules or relationships) and objectivity (suspension of personal values in judgment). In addition, analysis should be quantitative and focused on manifest content (i.e., there is nothing read between the lines) (60).

In *Investigating Communication: An Introduction to Research Methods*, Lawrence R. Frey et al. wrote, "Content analysis was developed primarily as a method for studying mass-mediated and public messages." In fact, the roots of content analysis go back to the eighteenth century when Swedish scholars counted the number of religious symbols in 90 hymns to determine if these messages were preaching against the church. In the nineteenth century, scholars began conducting quantitative content analyses of newspapers. Content analysis was soon applied to radio, television, and public speeches (212).



Content analysis has proved to be a valuable tool for applied researchers and communication practitioners. For example, during World War II, researchers analyzed the content of music played on German radio stations and the messages exchanged between Japan and various island bases to detect troop movement (212). Another early study, conducted by Walter Lippman and Charles Merz in 1920, analyzed more than 1000 issues of the *New York Times* to assess American coverage of the Russian Revolution (Butler and Paisley, 61-62). Today, content analysis remains one of the dominant methodologies used in communication, journalism, and mass media research (Frey et al., 213).

### Scope of the Study

Based on previous research on *Ms.* magazine, it was hypothesized that a content analysis of *Ms.* would indicate that a relationship existed between the editorial and advertising content of the magazine. This study examined selected issues of *Ms.*, *Mademoiselle*, and *Ladies' Home Journal* published between July 1972, and July 1992. Examination of publications during this 20-year period allowed a specific comparison to determine if advertising and editorial content changed over time. Although this study looks only at selected media, some generalizations can be applied to women's magazines and to the mass media.

### Media Selected

The magazines selected included *Ms.*, *Mademoiselle*, and *Ladies' Home Journal*. An analysis of these publications could determine if similar changes had occurred in all three magazines during the period studied. According to the *1992 Writers' Market*, each magazine's overall purpose is to provide information on issues of concern to women. In fact, the editor of *Ladies' Home Journal*, Myra Blyth, explained, "*Ladies' Home Journal* reflects the lives of the contemporary mainstream woman and provides the information she needs and wants to live in today's world."

However, the above magazines also were selected because each represents a different style and type of magazine designed for women. *Ms.*' primary purpose is to serve as a forum for feminist theory. *Mademoiselle* includes articles primarily on romance, beauty, and fashion, and *Ladies' Home Journal* provides information primarily on home, family, and health (Kissling, 663-665). By sampling different types of women's publications, a greater diversity of sampled articles and advertisements could be analyzed.

### Sample Population

*Ms.* began publication as a monthly women's magazine focusing on feminist issues in July 1972. *Ms.* was published monthly until the fall of 1989, when Dale Lang took over as majority owner of *Ms.* Because *Ms.* was financially unstable, Lang decided to suspend publication of *Ms.* in December of 1989. He restarted *Ms.* as an advertisement-free, bi-monthly in July/August of 1990 (Hovey, 41).

The 20-year span studied was broken down into four periods to allow for a more equal representation of *Ms.*' historical changes (see Chapter Two). To insure that an equal number of issues was studied in each period, the issues were not selected randomly. Beginning with July of 1972 and selecting every sixth year the four periods were established. They were: July 1972-May 1973, July 1978-May 1979, July 1984-May 1985, and July 1990-May 1991.

To avoid seasonal variations in advertising and editorial content, every other month was selected. Issues appearing in July, September, November, January, March, and May were analyzed for each magazine in each period.

Entire issues of *Ms.*, *Mademoiselle*, and *Ladies' Home Journal* were studied in each of the selected months. If a month between July 1990 and July 1992 was selected, for example May 1991, then the May/June 1991 issue of *Ms.* and the May 1991 issues of *Mademoiselle* and *Ladies' Home Journal* were examined.

In addition, a secondary study was conducted to determine if changes in the ownership of *Ms.* magazine were related to changes in the publication's advertising and editorial content. In

September of 1987, *Ms.* changed hands from the *Ms.* Foundation for Education and Communication, under which it held non-profit status, to Fairfax Ltd. In the September 1987 "Inside *Ms.*, Editors' Note: The '*Ms.* of the Future' is Here," editor Suzanne Braun Levine reported, "...we realized that in many ways it was time for a change -- not of the muscles and bones and heart -- but of the skin, the way we present those core assets to the world (5). In September of 1988, Matilda Publications took over as the new owner. In the September 1988 "Editor's Essay," editor Anne Summers wrote, "I have great news! Once again *Ms.* is woman owned! Starting this month, the name on the masthead has changed to Matilda Publications Inc. -- a new company formed by Sandra Yates and myself...The only change at *Ms.* will be the name on the masthead. The management and staff will remain the same. *Ms.* will continue to celebrate the achievements of women everywhere, and to be the magazine for women who make a difference in our world" (8-9). And in the fall of 1989, Dale Lang gained control of *Ms.* In the September 1989 "Editor's Essay," Summers once again informed her readers of change, "...please notice our new appearance this month. Acceding to many readers' requests, we have abandoned our larger trim size, thus making the book easier to hold. We took this opportunity to make some front-of-the-book changes as well -- creating a new department, Money & Work, and expanding Our Bodies. In coming months, two new departments will be added -- a special Arts section, and Savoir Faire, the *Ms.* guide to style...I hope you like our new look. We are the same *Ms.* with the same commitment to improving women's lives" (6). Therefore, the following three periods were analyzed: September 1987-July 1988, September 1988-July 1989, and September 1989-December 1990.

### Selection of Items

#### Primary Study

Seventy-two magazines which appeared between July 1972 and July 1992 were analyzed. This totaled six issues per year each of *Ms.*, *Mademoiselle*, and *Ladies' Home Journal* for all four periods.

To be selected for analysis, all magazine advertisements had to be at least one-half page in length. This decision was based on the assumption that major advertisers can afford to purchase half-page and full-page spreads. Advertisements that were greater than one full-page in length were considered only once. Advertisements were categorized by product type only. Photographic analyses of the advertisements were not performed.

Likewise, magazine articles were required to be at least one-half page in length. Articles were classified according to feature type. Editorials, letters to the editor, horoscopes, poetry, comics, and readership surveys were excluded from this study. Fashion layouts that included at least one-half page of copy were considered as fashion features.

The total sample yielded 4,601 advertisements and 1,940 magazine articles. The proportion for *Ms.* was 539 advertisements and 554 articles. The *Mademoiselle* issues that were studied contained 1,939 advertisements and 846 articles, and the *Ladies' Home Journal* issues that were examined contained 2,123 advertisements and 540 articles.

### Secondary Study

Fourteen magazines which appeared between September 1987 and December 1989 were analyzed. This totalled six issues per year of *Ms.* in the first two time periods and two issues of *Ms.* in the third time period. Magazines advertisements and articles were studied based on the criteria set in the primary study. The total sample yielded 440 advertisements and 276 magazine articles.

## Research Design

### Primary Study

This study used content analysis to determine if a relationship existed between the editorial and advertising content of *Ms.* magazine between July 1972 and July 1992. The dependent variables were advertising content (based on product type) and editorial content (based on

feature type). The independent variables were magazine (*Ms.*, *Mademoiselle*, and *Ladies' Home Journal*) and time (July 1972-May 1973, July 1978-May 1979, July 1984-May 1985, and July 1990-May 1991).

Based on articles and books discussing *Ms.* magazine, the following hypotheses were formulated:

There were no changes in advertising content over time for all three magazines considered together.

There were no changes in the advertising content of *Ms.* over time.

There were no changes in the advertising content of *Mademoiselle* over time.

There were no changes in the advertising content of *Ladies' Home Journal* over time.

There were no changes in article content over time for all three magazines considered together.

There were no changes in the article content of *Ms.* over time.

There were no changes in the article content of *Mademoiselle* over time.

There were no changes in the article content of *Ladies' Home Journal* over time.

There was no relationship between article and advertising content over time for all three magazines considered together.

There was no relationship between article and advertising content of *Ms.* over time.

There was no relationship between article and advertising content of *Mademoiselle* over time.

There was no relationship between article and advertising content of *Ladies' Home Journal* over time.

In addition to the hypotheses, several research questions were posed. They were:

- 1) Did *Ms.* produce fewer articles on feminist issues as the years progressed?
- 2) Did *Ms.* change from being a forum for feminist issues to being more like traditional women's magazines, focusing on home, fashion, beauty, and entertainment as the years progressed?
- 3) Did similar changes occur in the editorial and the advertising content of all of the women's magazines studied?
- 4) Did one magazine's advertising content change more than the others?
- 5) Did one magazine's editorial content change more than the others?

### Secondary Study

Content analysis was also used to determine if a relationship existed between the editorial and advertising content of *Ms.* magazine between September 1987 and December 1989. This was studied to determine if the changes in ownership which occurred during these years were related to the changes in content. The dependent variables were advertising content (based on

product type) and editorial content (based on feature type). The independent variables was time of change in ownership (September 1987-July 1988, September 1989-July 1989, and September 1989-December 1989).

Based on previous research on *Ms.* magazine, the following hypotheses were formulated:

- There were no changes in the advertising content of *Ms.* magazine during periods of ownership change: periods five through seven.
- There were no changes in the advertising content of *Ms.* magazine during all periods considered together: periods one through three and five through seven.
- There were no changes in the article content of *Ms.* magazine during periods of ownership change: periods five through seven.
- There were no changes in the article content of *Ms.* magazine during all periods considered together: periods one through seven.

### Coding

Three research coders, one male and two female, coded the selected magazine issues. Inter-coder reliability was computed. Coding of articles and of advertisements was completed by following established guidelines. The coders classified both articles and advertisements based on category type. Coders determined category type based on the single most dominant theme portrayed in the advertisement or in the article. For example, if an article on “Fashions for Dogs” appeared, it could be classified into two article categories (fashion and animals). Therefore, the coders would vote on the most dominant theme and the article would be classified accordingly.

In *Writing for Magazines*, Myrick E. Land explained that most popular magazines offer their readers articles based on 21 subjects. Land's article classifications were used as classification guidelines in this study. Magazine articles were classified into the following categories:

- |                |                             |                                |
|----------------|-----------------------------|--------------------------------|
| 1) diets       | 8) first-person experiences | 15) cooking                    |
| 2) health      | 9) human behavior           | 16) trends                     |
| 3) sex         | 10) marriage                | 17) sports                     |
| 4) money       | 11) children                | 18) hobbies/art                |
| 5) celebrities | 12) travel                  | 19) animals                    |
| 6) how-to      | 13) fashion                 | 20) national problems/politics |
| 7) self-help   | 14) home furnishing         | 21) foreign news (18).         |

For further clarification, the following categories were added to the above list:

- |             |                   |
|-------------|-------------------|
| 22) fiction | 24) beauty        |
| 23) history | 25) miscellaneous |

In "Women in Magazine Ads: 1959-71," M. Venkatesan and Jean Losco analyzed magazine advertisements and classified them into 25 product categories. The following categories were used as guidelines in this study to determine advertisement type:

- |                               |                          |
|-------------------------------|--------------------------|
| 1) travel/tourism             | 14) ideological crusades |
| 2) hotels/resorts/night clubs | 15) cars/trucks/cycles   |
| 3) airlines                   | 16) electronics          |
| 4) car rentals/tips/parts     | 17) patent medicines     |
| 5) clothing/fabric/patterns   | 18) furniture/household  |
| 6) alcohol                    | 19) tobacco products     |
| 7) foods/soft drinks          | 20) cosmetics            |
| 8) perfume/stationary         | 21) cleaning products    |
| 9) records/tapes              | 22) hygiene/diet         |
| 10) movies/publications       | 23) clothing accessories |
| 11) cameras/film              | 24) appliances           |
| 12) insurance/financing       | 25) miscellaneous (54).  |
| 13) institutional ads         |                          |

After separating advertisements into Venkatesan and Losco's product types, the advertisements were then placed into three broad product categories based on the research of Jill Hicks Ferguson, Peggy J. Kreshel, and Spencer F. Tinkham in "In the Pages of *Ms.*: Sex Role Portrayals of Women in Advertising." The researchers found that advertisements in *Ms.* could be classified overall as:

- 1) personal appearance
- 2) business, travel, and transportation
- 3) home products (45).

In addition, two more categories were added to the above list:

- 4) entertainment (including cigarettes and alcohol)
- 5) other

## Statistical Tests

### Primary Study

Each advertisement was coded according to product category. Likewise, each article was coded according to article type. Next, raw scores for all of the advertisements' subcategories and for all of the articles' subcategories were totalled. The scores for each subcategory were also combined for each period and for each of the three magazines.

Simple chi square tests were used to see if there were any differences between the advertisement categories and between the article types for each of the three magazines in each of the periods studied.

In addition, complex chi square tests were used to examine the relationships between the advertising and the editorial content among all of the magazines together over time, and individually.

### Secondary Study

Each advertisement was coded according to product category. Likewise, each article was coded according to article type. Next, raw scores for all of the advertisements' subcategories and for all of the articles' subcategories were totalled. The scores for each subcategory were also combined for each period of ownership change.

Simple chi square tests were used to see if there were any differences between the advertisement categories and between the article types of *Ms.* in each of the periods studied.

In addition, a complex chi square test was used to examine the relationships between the advertising and the editorial content of *Ms.* and between all of *Ms.*' period changes considered over time.



## Tables

The tables presented include a breakdown of the types of articles and the types of advertisements published in the magazines together and individually for each period studied. In addition, tables of descriptive data are included.

## Limitations

Because this study is a content analysis, article and advertisement type were classified based on the best judgment of the coders. Therefore, the possibility of bias on the part of the coders exists.

In addition, this study is limited in that advertisement and article content are classified according to type. Further analysis of advertisement and article content might produce different results. It is also limited to three women's magazine: *Ms.*, *Mademoiselle*, and *Ladies' Home Journal*, studied during a specific time frame.

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## CHAPTER IV

### FINDINGS

#### Summary

The primary study investigated whether changes had occurred in the editorial or advertising content of *Ms.*, *Mademoiselle*, and *Ladies' Home Journal* over time. The hypotheses predicted that no relationship existed between the editorial and the advertising content of the three magazines, considered together and individually, during the 20-year time span studied. To study this relationship, researchers systematically classified both editorial copy and advertisements according to type. Next, researchers counted the number of times articles and advertisements were classified into each category. Although this study may have contained several flaws, the results suggested that changes occurred in both the editorial and advertising content of the three magazines.

In addition, a secondary study examined the relationship between editorial and advertising content in selected issues of *Ms.* Researchers conducted this study to account for changes in the publication's ownership. Articles and advertisements also were systematically categorized, and the frequency of their occurrences was noted. The results of this study suggested that changes did occur in both the editorial and advertising content of *Ms.* In fact, it appears that the greatest differences in *Ms.*' article and advertisement type occurred during the periods of ownership change.

## Data Collection

A panel of judges evaluated all of the articles and advertisements appearing in selected issues of *Ms.*, *Mademoiselle*, and *Ladies' Home Journal*. Inter-coder reliability was computed. Between coder one and coder two, the reliability equaled 94.1%. Between coders two and three, the reliability equaled 93.7%. And between coders one and three, the reliability equaled 95.3%. Overall, coder reliability equaled 94.4% for the group. This indicates a highly marked reliability among the coders.

In the primary study, coders analyzed a total sample of 4,601 advertisements and 1,940 magazine articles. The overall proportion for *Ms.* included 539 advertisements and 554 articles. *Mademoiselle* issues yielded 1,939 advertisements and 846 articles, and *Ladies' Home Journal* issues contained 2,123 advertisements and 540 articles. In addition, the secondary study of *Ms.* magazine yielded a total sample of 440 advertisements and 276 articles.

## Primary Study

### Articles

Overall frequencies of article types for *Ms.*, *Mademoiselle*, and *Ladies' Home Journal* occurring in each time period are displayed in percentage form in Table III, Table IV, and Table V.

TABLE III  
 PROPORTION OF ARTICLE TYPES APPEARING IN MS.  
 IN PERIODS ONE THROUGH FOUR

Article Type	Time 1 N=131	Time 2 N=97	Time 3 N=128	Time 4 N=198	Total N=554
1	0.76%	1.03%	0.78%	0.51%	0.72%
2	5.34%	7.22%	9.38%	8.08%	7.58%
3	4.58%	4.12%	1.56%	1.01%	2.53%
4	3.05%	2.06%	3.13%	1.52%	2.35%
5	4.58%	5.15%	3.13%	0.51%	2.89%
6	1.53%	1.03%	2.34%	0.00%	1.08%
7	6.11%	9.28%	10.16%	4.04%	6.86%
8	16.03%	17.53%	10.16%	12.12%	13.54%
9	12.21%	3.09%	2.34%	2.02%	4.69%
10	1.53%	0.00%	0.00%	0.00%	0.36%
11	2.29%	0.00%	3.13%	0.51%	1.44%
12	0.00%	1.03%	0.78%	0.00%	0.36%
13	0.00%	0.00%	2.34%	0.00%	0.54%
14	0.00%	0.00%	0.00%	0.00%	0.00%
15	0.00%	0.00%	0.78%	0.00%	0.18%
16	2.29%	0.00%	2.34%	0.00%	1.08%
17	1.53%	3.09%	3.13%	1.01%	1.99%
18	3.05%	12.37%	11.72%	16.16%	11.37%
19	0.00%	0.00%	0.00%	0.51%	0.18%
20	16.03%	18.56%	17.19%	27.27%	20.76%
21	3.82%	6.19%	3.91%	22.22%	10.83%
22	6.87%	7.22%	6.25%	1.52%	4.87%
23	8.40%	1.03%	3.91%	1.01%	3.43%
24	0.00%	0.00%	1.56%	0.00%	0.36%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

TABLE IV  
 PROPORTION OF ARTICLE TYPES APPEARING IN *MADEMOISELLE*  
 IN PERIODS ONE THROUGH FOUR

Article Type	Time 1 N=145	Time 2 N=200	Time 3 N=246	Time 4 N=255	Total N=846
1	0.69%	3.00%	8.13%	3.14%	4.14%
2	5.52%	21.50%	15.85%	9.02%	13.36%
3	5.52%	4.00%	10.16%	10.98%	8.16%
4	0.00%	1.50%	0.81%	0.39%	0.71%
5	8.97%	6.00%	7.32%	8.63%	7.68%
6	9.66%	3.00%	2.03%	0.39%	3.07%
7	0.00%	0.00%	0.00%	0.00%	0.00%
8	9.66%	4.50%	5.28%	5.49%	5.91%
9	3.45%	1.00%	3.25%	1.18%	2.13%
10	0.00%	0.00%	0.00%	0.78%	0.24%
11	0.00%	0.00%	1.22%	0.00%	0.35%
12	6.90%	6.00%	0.81%	2.35%	3.55%
13	28.28%	26.50%	27.24%	36.08%	29.91%
14	2.76%	4.00%	0.41%	0.00%	1.54%
15	2.76%	2.00%	0.00%	0.39%	1.06%
16	4.83%	2.00%	2.44%	2.35%	2.72%
17	2.76%	2.00%	0.81%	0.00%	1.18%
18	0.00%	0.50%	0.41%	0.00%	0.24%
19	0.00%	0.00%	0.00%	0.00%	0.00%
20	1.38%	0.00%	0.00%	0.39%	0.35%
21	0.69%	0.00%	0.41%	0.00%	0.24%
22	0.00%	0.00%	0.00%	0.00%	0.00%
23	0.00%	0.00%	0.00%	0.00%	0.00%
24	6.21%	12.50%	13.41%	18.43%	13.48%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

TABLE V

PROPORTION OF ARTICLE TYPES APPEARING IN *LADIES' HOME JOURNAL*  
IN PERIODS ONE THROUGH FOUR

Article Type	Time 1 N=121	Time 2 N=144	Time 3 N=137	Time 4 N=138	Total N=540
1	0.83%	2.08%	0.73%	0.72%	1.11%
2	12.40%	8.33%	8.76%	12.32%	10.37%
3	1.65%	1.39%	2.19%	0.72%	1.48%
4	4.96%	4.86%	6.57%	1.45%	4.44%
5	9.92%	11.81%	9.49%	15.22%	11.67%
6	0.83%	2.78%	3.65%	0.72%	2.04%
7	7.44%	5.56%	9.49%	2.17%	6.11%
8	4.13%	4.17%	10.22%	11.59%	7.59%
9	5.79%	2.08%	2.19%	5.07%	3.70%
10	6.61%	6.94%	6.57%	5.07%	6.30%
11	4.96%	8.33%	4.38%	9.42%	6.85%
12	0.83%	0.00%	0.73%	0.72%	0.56%
13	0.83%	1.39%	2.92%	7.97%	3.33%
14	3.31%	2.08%	3.65%	2.90%	2.96%
15	11.57%	11.11%	14.60%	13.04%	12.59%
16	2.48%	5.56%	2.92%	2.17%	3.33%
17	0.00%	0.00%	0.00%	0.00%	0.00%
18	4.96%	5.56%	2.19%	2.17%	3.70%
19	2.48%	4.86%	0.73%	0.72%	2.22%
20	1.65%	2.08%	0.73%	0.72%	1.30%
21	0.83%	0.00%	0.00%	0.72%	0.37%
22	9.92%	8.33%	4.38%	3.62%	6.48%
23	0.00%	0.00%	0.00%	0.00%	0.00%
24	1.65%	0.69%	2.92%	0.72%	1.48%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

## Overall

**Table III.** In periods one through four, the greatest percent of articles in *Ms.* (20.76%) focused on national problems/politics (type 20). Articles on national problems/politics seemed to increase over time. During the times studied, *Ms.* published few articles on traditional women's subjects such as beauty, fashion, home, cooking, and family.

**Table IV.** During these periods, the greatest percent of articles in *Mademoiselle* (29.91%) focused on fashion (type 13). It appears that articles on fashion increased in each period. In addition, it appears that articles on beauty (type 24) and on sex (type 3) also increased over time.

**Table V.** In *Ladies' Home Journal*, the greatest percent of articles (12.59%) appearing in periods one to four focused on cooking (type 15). In addition, it appears that a great number of articles focused on celebrities (11.67%) and on health (10.37%).

## Article Type by Magazine

**Table VI.** This table illustrates the percentage of article types for each of the three magazines studied both individually and together. Looking at all of the magazines together, it appears that the greatest percent of articles (5.96%) focused on fashion (type 13).



TABLE VI  
 PROPORTION OF ARTICLE TYPES APPEARING IN  
 ALL MAGAZINES CONSIDERED TOGETHER

Article Type	Ms. (1) N=554	Mademoiselle (2) N=846	Ladies' Home Journal (3) N=540	Total N=1940
1	0.72%	4.14%	1.11%	0.98%
2	7.58%	13.36%	10.37%	4.59%
3	2.53%	8.16%	1.48%	1.98%
4	2.35%	0.71%	4.44%	0.93%
5	2.89%	7.68%	11.67%	3.13%
6	1.08%	3.07%	2.04%	0.93%
7	6.86%	0.00%	6.11%	1.54%
8	13.54%	5.91%	7.59%	3.61%
9	4.69%	2.13%	3.70%	1.39%
10	0.36%	0.24%	6.30%	0.83%
11	1.44%	0.35%	6.85%	1.04%
12	0.36%	3.55%	0.56%	0.76%
13	0.54%	29.91%	3.33%	5.96%
14	0.00%	1.54%	2.96%	0.63%
15	0.18%	1.06%	12.59%	1.70%
16	1.08%	2.72%	3.33%	1.02%
17	1.99%	1.18%	0.00%	0.46%
18	11.37%	0.24%	3.70%	1.85%
19	0.18%	0.00%	2.22%	0.28%
20	20.76%	0.35%	1.30%	2.72%
21	10.83%	0.24%	0.37%	1.39%
22	4.87%	0.00%	6.48%	1.35%
23	3.43%	0.00%	0.00%	0.41%
24	0.36%	13.48%	1.48%	2.70%
Total	100.00%	100.00%	100.00%	100.00%

Chi Square = 8215.525 at 72df

A complex chi square analysis of article type by magazine produced a chi square value of 8215.525 at 72 degrees of freedom. This relationship is significant at the 99.9% confidence level. Therefore, the relationship between article type and between the magazines considered together appears to be a genuine relationship.

For this analysis, the contingency coefficient (C) equalled .8006. And the coefficient of determination equalled .64. With 64% overlap, it is apparent that a moderately strong relationship exists between variables. However, 36% of the results could have been caused by factors other than those examined.

To determine where the differences existed, simple chi square tests were performed between all cells. Chi square tests for all magazines considered together were weighted to account for the variation in the total number of pages studied in each magazine.

Article Type by *Ms.* Chi Square = 845.81. Degrees of Freedom = 23. At the 99.9% confidence level, this difference is significant. The difference between types of articles appearing in *Ms.* appears to be genuine. In *Ms.* the greatest number of articles focused on “national problems/politics” (type 20).

Article Type by *Mademoiselle.* Chi Square = 2142.08. Degrees of Freedom = 23. At the 99.9% confidence level, this difference is significant. The difference between types of articles appearing in *Mademoiselle* appears to be genuine. In *Mademoiselle* the greatest number of articles focused on “fashion” (type 13).

Article Type by *Ladies' Home Journal.* Chi Square = 394.22. Degrees of Freedom = 23. At the 99.9% confidence level, this difference is significant. The difference between types of articles appearing in *Ladies' Home Journal* appears to be genuine. In *Ladies' Home Journal* the greatest number of articles focused on “cooking” (type 15).

Article Type 1 (Diets) by Magazines. Weighted Chi Square = 29.67. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 1 articles appearing in the three magazines appears to be genuine.

*Mademoiselle* contained the greatest proportion per number of pages of type 1 articles.

Article Type 2 (Health) by Magazines. Weighted Chi Square = 13.44. Degrees of Freedom = 2. At the 99.5% confidence level, this difference is significant. The difference between type 2 articles appearing in the three magazines appears to be genuine.

*Mademoiselle* contained the greatest proportion per number of pages of type 2 articles.

Article Type 3 (Sex) by Magazines. Weighted Chi Square = 53.68. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 3 articles appearing in the three magazines appears to be genuine.

*Mademoiselle* contained the greatest proportion per number of pages of type 3 articles.

Article Type 4 (Money) by Magazines. Weighted Chi Square = 23.80. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 4 articles appearing in the three magazines appears to be genuine. *Ladies'*

*Home Journal* contained the greatest proportion per number of pages of type 4 articles.

Article Type 5 (Celebrities) by Magazines. Weighted Chi Square = 44.23. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 5 articles appearing in the three magazines appears to be genuine.

*Ladies' Home Journal* contained the greatest proportion per number of pages of type 5 articles.

Article Type 6 (How-To) by Magazines. Weighted Chi Square = 8.09. Degrees of Freedom = 2. At the 97.5% confidence level, this difference is significant. The difference

between type 6 articles appearing in the three magazines appears to be genuine.

*Mademoiselle* contained the greatest proportion per number of pages of type 6 articles.

Article Type 7 (Self-Help) by Magazines. Weighted Chi Square = 55.52. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 7 articles appearing in the three magazines appears to be genuine. *Ms.* contained the greatest proportion per number of pages of type 7 articles.

Article Type 8 (First-Person Experiences) by Magazines. Weighted Chi Square = 30.28. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 8 articles appearing in the three magazines appears to be genuine. *Ms.* contained the greatest proportion per number of pages of type 8 articles.

Article Type 9 (Human Behavior) by Magazines. Weighted Chi Square = 8.12. Degrees of Freedom = 2. At the 97.5% confidence level, this difference is significant. The difference between type 9 articles appearing in the three magazines appears to be genuine. *Ms.* contained the greatest proportion per number of pages of type 9 articles.

Article Type 10 (Marriage) by Magazines. Weighted Chi Square = 88.52. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 10 articles appearing in the three magazines appears to be genuine. *Ladies' Home Journal* contained the greatest proportion per number of pages of type 10 articles.

Article Type 11 (Children) by Magazines. Weighted Chi Square = 71.22. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference

between type 11 articles appearing in the three magazines appears to be genuine. *Ladies' Home Journal* contained the greatest proportion per number of pages of type 11 articles.

Article Type 12 (Travel) by Magazines. Weighted Chi Square = 36.22. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 12 articles appearing in the three magazines appears to be genuine.

*Mademoiselle* contained the greatest proportion per number of pages of type 12 articles.

Article Type 13 (Fashion) by Magazines. Weighted Chi Square = 394.53. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 13 articles appearing in the three magazines appears to be genuine. *Ladies' Home Journal* contained the greatest proportion per number of pages of type 13 articles.

Article Type 14 (Home Furnishing) by Magazines. Weighted Chi Square = 24.84. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 14 articles appearing in the three magazines appears to be genuine. *Ladies' Home Journal* contained the greatest proportion per number of pages of type 14 articles.

Article Type 15 (Cooking) by Magazines. Weighted Chi Square = 176.37. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 15 articles appearing in the three magazines appears to be genuine. *Ladies' Home Journal* contained the greatest proportion per number of pages of type 15 articles.

Article Type 16 (Trends) by Magazines. Weighted Chi Square = 9.64. Degrees of Freedom = 2. At the 99% confidence level, this difference is significant. The difference

between type 16 articles appearing in the three magazines appears to be genuine. *Ladies' Home Journal* contained the greatest proportion per number of pages of type 16 articles.

Article Type 17 (Sports) by Magazines. Weighted Chi Square = 16.02. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 17 articles appearing in the three magazines appears to be genuine. *Ms.* contained the greatest proportion per number of pages of type 17 articles.

Article Type 18 (Hobbies/Art) by Magazines. Weighted Chi Square = 107.85. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 18 articles appearing in the three magazines appears to be genuine. *Ms.* contained the greatest proportion per number of pages of type 18 articles.

Article Type 19 (Animals) by Magazines. Weighted Chi Square = 32.25. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 19 articles appearing in the three magazines appears to be genuine. *Ladies' Home Journal* contained the greatest proportion per number of pages of type 19 articles.

Article Type 20 (National Problems/Politics) by Magazines. Weighted Chi Square = 301.08. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 20 articles appearing in the three magazines appears to be genuine. *Ms.* contained the greatest proportion per number of pages of type 20 articles.

Article Type 21 (Foreign News) by Magazines. Weighted Chi Square = 164.29. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The

difference between type 21 articles appearing in the three magazines appears to be genuine. *Ms.* contained the greatest proportion per number of pages of type 21 articles.

Article Type 22 (Fiction) by Magazines. Weighted Chi Square = 51.03. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 22 articles appearing in the three magazines appears to be genuine. *Ladies' Home Journal* contained the greatest proportion per number of pages of type 22 articles.

Article Type 23 (History) by Magazines. Weighted Chi Square = 58.14. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 23 articles appearing in the three magazines appears to be genuine. *Ms.* contained the greatest proportion per number of pages of type 23 articles.

Article Type 24 (Beauty) by Magazines. Weighted Chi Square = 175.03. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 24 articles appearing in the three magazines appears to be genuine. *Mademoiselle* contained the greatest proportion per number of pages of type 24 articles.

#### Article Type by Time Periods

Table VII. This table illustrates the percentage of article types for each of the four time periods studied both individually and together. The table appears to indicate that the greatest percent of articles across all time periods focused on fashion (type 13).

TABLE VII  
 PROPORTION OF ARTICLES APPEARING IN ALL MAGAZINES  
 IN PERIODS ONE THROUGH FOUR

Article Type	Time 1 N=397	Time 2 N=441	Time 3 N=511	Time 4 N=591	Total N=1940
1	0.76%	2.27%	4.31%	1.69%	0.98%
2	7.56%	14.06%	12.33%	9.48%	4.59%
3	4.03%	3.17%	5.87%	5.25%	1.98%
4	2.52%	2.72%	2.94%	1.02%	0.93%
5	7.81%	7.71%	6.85%	7.45%	3.13%
6	4.28%	2.49%	2.54%	0.34%	0.93%
7	4.28%	3.85%	5.09%	1.86%	1.54%
8	10.08%	7.26%	7.83%	9.14%	3.61%
9	7.05%	1.81%	2.74%	2.37%	1.39%
10	2.52%	2.27%	1.67%	1.52%	0.83%
11	2.27%	2.72%	2.54%	2.37%	1.04%
12	2.77%	2.95%	0.78%	1.18%	0.76%
13	10.58%	12.47%	14.48%	17.43%	5.96%
14	2.02%	2.49%	1.17%	0.68%	0.63%
15	4.53%	4.54%	4.11%	3.21%	1.70%
16	3.27%	2.72%	2.54%	1.52%	1.02%
17	1.51%	1.59%	1.17%	0.34%	0.46%
18	2.52%	4.76%	3.72%	5.92%	1.85%
19	0.76%	1.59%	0.20%	0.34%	0.28%
20	6.30%	4.76%	4.50%	9.48%	2.72%
21	1.76%	1.36%	1.17%	7.61%	1.39%
22	5.29%	4.31%	2.74%	1.35%	1.35%
23	2.77%	0.23%	0.98%	0.34%	0.41%
24	2.77%	5.90%	7.63%	8.12%	2.70%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

Chi Square = 5176.055 at 96df



A complex chi square analysis of article type by time period produced a chi square value of 5179.055 at 96 degrees of freedom. This relationship is significant at the 99.9% confidence level. Therefore, the relationship between article type and between the time periods considered together appears to be a genuine relationship. However, it is important to note that one-fifth of the fitted cells are sparse (frequency < 5), making significance tests suspect.

For this analysis, the contingency coefficient (C) equalled .7276. The coefficient of determination equalled .53. With 53% overlap, it is apparent that a moderate relationship exists between variables. However, 47% of the results could have been caused by factors other than those examined.

To determine where the differences existed, simple chi square tests were performed among all cells. Chi square tests for all time periods considered together were weighted to account for the variation in the total number of pages studied in each period.

Article Type by Period One (July 1972-May 1973). Chi Square = 166.00. Degrees of Freedom = 23. At the 99.9% confidence level, this difference is significant. The difference between types of articles appearing in period one appears to be genuine. In period one, the greatest number of articles focused on “fashion” (type 13).

Article Type by Period Two (July 1978-May 1979). Chi Square = 271.65. Degrees of Freedom = 23. At the 99.9% confidence level, this difference is significant. The difference between types of articles appearing in period two appears to be genuine. In period two, the greatest number of articles focused on “health” (type 2).

Article Type by Period Three (July 1984-May 1985). Chi Square = 359.62. Degrees of Freedom = 23. At the 99.9% confidence level, this difference is significant. The

difference between types of articles appearing in period three appears to be genuine. In period three the greatest number of articles focused on “fashion” (type 13).

Article Type by Period Four (July 1990-May 1991). Chi Square = 609.61. Degrees of Freedom = 23. At the 99.9% confidence level, this difference is significant. The difference between types of articles appearing in period four appears to be genuine. In period four, the greatest number of articles focused on “fashion” (type 13).

Article Type 1 (Diets) by Periods. Weighted Chi Square = 17.85. Degrees of Freedom = 3. At the 99.9% confidence level, this difference is significant. The difference between type 1 articles appearing in the four periods appears to be genuine. Period three contained the greatest proportion per number of pages of type 1 articles.

Article Type 2 (Health) by Periods. Weighted Chi Square = 13.75. Degrees of Freedom = 3. At the 99.5% confidence level, this difference is significant. The difference between type 2 articles appearing in the four periods appears to be genuine. Period two contained the greatest proportion per number of pages of type 2 articles.

Article Type 3 (Sex) by Periods. Weighted Chi Square = 5.71. Degrees of Freedom = 3. At the 95% confidence level, the table value equals 7.8. Therefore, this difference is not significant. The difference between type 3 articles appearing in the four periods does not appear to be genuine.

Article Type 4 (Money) by Periods. Weighted Chi Square = 5.89. Degrees of Freedom = 3. At the 95% confidence level, the table value equals 7.8. Therefore, this difference is not significant. The difference between type 4 articles appearing in the four periods does not appear to be genuine.

Article Type 5 (Celebrities) by Periods. Weighted Chi Square = 0.43. Degrees of Freedom = 3. At the 95% confidence level, the table value equals 7.8. Therefore, this difference is not significant. The difference between type 5 articles appearing in the four periods does not appear to be genuine.

Article Type 6 (How-To) by Periods. Weighted Chi Square = 19.16. Degrees of Freedom = 3. At the 99.9% confidence level, this difference is significant. The difference between type 6 articles appearing in the four periods appears to be genuine. Period one contained the greatest proportion per number of pages of type 6 articles.

Article Type 7 (Self-Help) by Periods. Weighted Chi Square = 8.91. Degrees of Freedom = 3. At the 95% confidence level, this difference is significant. The difference between type 7 articles appearing in the four periods appears to be genuine. Period three contained the greatest proportion per number of pages of type 7 articles.

Article Type 8 (First-Person Experiences) by Periods. Weighted Chi Square = 3.35. Degrees of Freedom = 3. At the 95% confidence level, the table value equals 7.8. Therefore, this difference is not significant. The difference between type 8 articles appearing in the four periods does not appear to be genuine.

Article Type 9 (Human Behavior) by Periods. Weighted Chi Square = 29.33. Degrees of Freedom = 3. At the 99.9% confidence level, this difference is significant. The difference between type 9 articles appearing in the four periods appears to be genuine. Period one contained the greatest proportion per number of pages of type 9 articles.

Article Type 10 (Marriage) by Periods. Weighted Chi Square = 1.83. Degrees of Freedom = 3. At the 95% confidence level, the table value equals 7.8. Therefore, this

difference is not significant. The difference between type 10 articles appearing in the four periods does not appear to be genuine.

Article Type 11 (Children) by Periods. Weighted Chi Square = 0.29. Degrees of Freedom = 3. At the 95% confidence level, the table value equals 7.8. Therefore, this difference is not significant. The difference between type 11 articles appearing in the four periods does not appear to be genuine.

Article Type 12 (Travel) by Periods. Weighted Chi Square = 11.11. Degrees of Freedom = 3. At the 99% confidence level, this difference is significant. The difference between type 12 articles appearing in the four periods appears to be genuine. Period two contained the greatest proportion per number of pages of type 12 articles.

Article Type 13 (Fashion) by Periods. Weighted Chi Square = 11.07. Degrees of Freedom = 3. At the 97.5% confidence level, this difference is significant. The difference between type 13 articles appearing in the four periods appears to be genuine. Period three contained the greatest proportion per number of pages of type 13 articles.

Article Type 14 (Home Furnishing) by Periods. Weighted Chi Square = 7.44. Degrees of Freedom = 3. At the 95% confidence level, the table value equals 7.8. Therefore, this difference is not significant. The difference between type 14 articles appearing in the four periods does not appear to be genuine.

Article Type 15 (Cooking) by Periods. Weighted Chi Square = 1.68. Degrees of Freedom = 3. At the 95% confidence level, the table value equals 7.8. Therefore, this difference is not significant. The difference between type 15 articles appearing in the four periods does not appear to be genuine.

Article Type 16 (Trends) by Periods. Weighted Chi Square = 3.78. Degrees of Freedom = 3. At the 95% confidence level, the table value equals 7.8. Therefore, this difference is not significant. The difference between type 16 articles appearing in the four periods does not appear to be genuine.

Article Type 17 (Sports) by Periods. Weighted Chi Square = 5.03. Degrees of Freedom = 3. At the 95% confidence level, the table value equals 7.8. Therefore, this difference is not significant. The difference between type 17 articles appearing in the four periods does not appear to be genuine.

Article Type 18 (Hobbies/Art) by Periods. Weighted Chi Square = 8.82. Degrees of Freedom = 3. At the 95% confidence level, this difference is significant. The difference between type 18 articles appearing in the four periods appears to be genuine. Period two contained the greatest proportion per number of pages of type 18 articles.

Article Type 19 (Animals) by Periods. Weighted Chi Square = 9.64. Degrees of Freedom = 3. At the 97.5% confidence level, this difference is significant. The difference between type 19 articles appearing in the four periods appears to be genuine. Period two contained the greatest proportion per number of pages of type 19 articles.

Article Type 20 (National Problems/Politics) by Periods. Weighted Chi Square = 14.75. Degrees of Freedom = 3. At the 97.5% confidence level, this difference is significant. The difference between type 20 articles appearing in the four periods appears to be genuine. Period four contained the greatest proportion per number of pages of type 20 articles.

Article Type 21 (Foreign News) by Periods. Weighted Chi Square = 57.18. Degrees of Freedom = 3. At the 99.9% confidence level, this difference is significant. The difference between type 21 articles appearing in the four periods appears to be genuine. Period four contained the greatest proportion per number of pages of type 21 articles.

Article Type 22 (Fiction) by Periods. Weighted Chi Square = 15.57. Degrees of Freedom = 3. At the 99.5% confidence level, this difference is significant. The difference between type 22 articles appearing in the four periods appears to be genuine. Period one contained the greatest proportion per number of pages of type 22 articles.

Article Type 23 (History) by Periods. Weighted Chi Square = 22.74. Degrees of Freedom = 3. At the 99.9% confidence level, this difference is significant. The difference between type 23 articles appearing in the four periods appears to be genuine. Period one contained the greatest proportion per number of pages of type 23 articles.

Article Type 24 (Beauty) by Periods. Weighted Chi Square = 17.03. Degrees of Freedom = 3. At the 99.9% confidence level, this difference is significant. The difference between type 24 articles appearing in the four periods appears to be genuine. Period four contained the greatest proportion per number of pages of type 24 articles.

#### Periods by Magazines

Table VIII. Table VIII illustrates the percentage of articles appearing in each period for the three magazines studied both individually and together. It appears that the greatest percent of articles published in the three magazines together (12.85%) occurred in period four.

TABLE VIII  
 PROPORTION OF ARTICLES APPEARING IN ALL MAGAZINES  
 AND ALL PERIODS (1, 2, 3, 4) CONSIDERED TOGETHER

Period	Ms. (1) N=554	Mademoiselle (2) N=846	Ladies' Home Journal (3) N=540	Total N=1940
1	23.65%	17.14%	22.41%	8.63%
2	17.51%	23.64%	26.67%	9.58%
3	23.10%	29.08%	25.37%	11.11%
4	35.74%	30.14%	25.56%	12.85%
Total	100.00%	100.00%	100.00%	100.00%

Chi Square = 4679.512 at 12df

A complex chi square analysis of periods by magazine produced a chi square value of 4679.512 at 12 degrees of freedom. This relationship is significant at the 99.9% confidence level. Therefore, the relationship between periods and between the magazines considered together appears to be a genuine relationship.

For this analysis, the contingency coefficient (C) equalled .7101. And the coefficient of determination equalled .50. With 50% overlap, it is apparent that a moderate relationship exists between variables. However, 50% of the results could have been caused by factors other than those examined.

To determine where the differences existed, simple chi square tests were performed between all cells. Chi square tests for all magazines considered together were weighted to account for the variation in the total number of pages studied in each magazine.

Periods by Ms. Chi Square = 39.20. Degrees of Freedom = 3. At the 99.9% confidence level, this difference is significant. The difference between periods and articles appearing in Ms. appear to be genuine. In Ms. the greatest number of articles appeared in period four.

Periods by *Mademoiselle*. Chi Square = 36.11. Degrees of Freedom = 3. At the 99.9% confidence level, this difference is significant. The difference between types of articles appearing in *Mademoiselle* appear to be genuine. In *Mademoiselle* the greatest number of articles appeared in period four.

Periods by *Ladies' Home Journal*. Chi Square = 2.15. Degrees of Freedom = 3. Degrees of Freedom = 3. At the 95% confidence level, the table value equals 7.8. Therefore, this difference is not significant. The difference between periods and *Ladies' Home Journal* does not appear to be genuine.

Magazines by Period One (July 1972-May 1973). Weighted Chi Square = 9.72. Degrees of Freedom = 2. At the 99% confidence level, this difference is significant. The difference between magazines and period one appears to be genuine. In period one, the greatest number of articles per number of pages appeared in *Ms*.

Magazines by Period Two (July 1978-May 1979). Weighted Chi Square = 16.32. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between magazines and period two appears to be genuine. In period two, the greatest number of articles per number of pages appeared in *Ladies' Home Journal*.

Magazines by Period Three (July 1984-May 1985). Weighted Chi Square = 5.85. Degrees of Freedom = 2. At the 95% confidence level, the table value equals 6.0. Therefore, this difference is not significant. The difference between magazines and period three does not appear to be genuine.

Magazines by Period Four (July 1990-May 1991). Weighted Chi Square = 14.48. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The



difference between magazines and period four appears to be genuine. In period four, the greatest number of articles per number of pages appeared in *Ms.*

### Type A Advertisements

Type A advertisements contain 25 advertisement categories. Overall frequencies of type A advertisement for *Ms.*, *Mademoiselle*, and *Ladies' Home Journal* occurring in each period are displayed in percentage form in Table IX, Table X, and Table XI.

TABLE IX  
 PROPORTION OF TYPE "A" ADVERTISEMENTS APPEARING IN MS.  
 IN PERIODS ONE THROUGH FOUR

Advertisement Type	Time 1 N=87	Time 2 N=197	Time 3 N=255	Time 4 N=0	Total N=539
1	0.00%	0.51%	0.78%	0.00%	0.56%
2	1.15%	0.51%	0.78%	0.00%	0.74%
3	0.00%	2.54%	0.00%	0.00%	0.93%
4	0.00%	1.02%	1.18%	0.00%	0.93%
5	6.90%	0.00%	3.14%	0.00%	2.60%
6	8.05%	15.23%	16.86%	0.00%	14.84%
7	0.00%	2.03%	4.31%	0.00%	2.78%
8	4.60%	0.51%	0.00%	0.00%	0.93%
9	4.60%	1.52%	0.00%	0.00%	1.30%
10	28.74%	8.12%	8.24%	0.00%	11.50%
11	1.15%	1.02%	0.00%	0.00%	0.56%
12	1.15%	6.60%	5.49%	0.00%	5.19%
13	4.60%	2.03%	1.18%	0.00%	2.04%
14	13.79%	5.58%	0.78%	0.00%	4.64%
15	1.15%	12.69%	7.84%	0.00%	8.53%
16	4.60%	2.03%	4.31%	0.00%	3.53%
17	0.00%	5.58%	6.27%	0.00%	5.01%
18	2.30%	2.03%	0.78%	0.00%	1.48%
19	8.05%	15.74%	6.27%	0.00%	10.02%
20	1.15%	5.08%	12.94%	0.00%	8.16%
21	0.00%	1.02%	0.78%	0.00%	0.74%
22	4.60%	6.09%	8.63%	0.00%	7.05%
23	3.45%	2.03%	5.10%	0.00%	3.71%
24	0.00%	0.00%	0.00%	0.00%	0.00%
25	0.00%	0.51%	4.31%	0.00%	2.23%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

TABLE X  
 PROPORTION OF TYPE "A" ADVERTISEMENTS APPEARING IN  
*MADemoiselle*  
 IN PERIODS ONE THROUGH FOUR

Advertisement Type	Time 1 N=426	Time 2 N=520	Time 3 N=517	Time 4 N=476	Total N=1939
1	1.88%	2.31%	0.39%	0.00%	1.13%
2	0.94%	0.00%	0.00%	0.00%	0.21%
3	0.00%	0.19%	0.00%	0.00%	0.05%
4	0.00%	0.19%	0.00%	0.00%	0.05%
5	13.38%	9.04%	13.15%	14.92%	12.53%
6	1.64%	4.23%	0.97%	2.10%	2.27%
7	0.94%	0.96%	1.93%	1.26%	1.29%
8	7.75%	8.27%	5.61%	9.87%	7.84%
9	0.47%	0.00%	0.39%	0.00%	0.21%
10	3.05%	3.46%	4.45%	0.84%	2.99%
11	0.00%	0.00%	0.00%	0.21%	0.05%
12	0.00%	0.19%	0.19%	0.00%	0.10%
13	4.23%	2.69%	1.74%	0.63%	2.27%
14	0.47%	0.96%	0.58%	1.47%	0.88%
15	0.70%	2.31%	0.77%	1.47%	1.34%
16	0.00%	0.19%	0.00%	0.00%	0.05%
17	1.64%	2.12%	3.29%	1.89%	2.27%
18	2.58%	1.73%	0.77%	0.84%	1.44%
19	1.88%	6.54%	6.77%	6.30%	5.52%
20	20.42%	18.27%	21.86%	21.85%	20.58%
21	0.70%	0.58%	1.16%	0.00%	0.62%
22	25.35%	16.35%	15.09%	21.01%	19.13%
23	9.15%	16.54%	20.31%	14.50%	15.42%
24	1.41%	0.96%	0.19%	0.63%	0.77%
25	1.41%	1.92%	0.39%	0.21%	0.98%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

TABLE XI  
 PROPORTION OF TYPE "A" ADVERTISEMENTS APPEARING IN  
*LADIES' HOME JOURNAL* IN PERIODS ONE THROUGH FOUR

Advertisement Type	Time 1 N=493	Time 2 N=540	Time 3 N=532	Time 4 N=558	Total N=2123
1	0.61%	0.56%	0.56%	0.54%	0.57%
2	0.20%	0.00%	0.00%	0.00%	0.05%
3	0.00%	0.00%	0.00%	0.00%	0.00%
4	0.20%	0.00%	0.00%	0.54%	0.19%
5	3.04%	0.37%	3.01%	1.61%	1.98%
6	0.61%	2.22%	0.56%	0.00%	0.85%
7	20.69%	26.11%	29.51%	28.67%	26.38%
8	0.61%	1.11%	1.32%	2.15%	1.32%
9	1.22%	0.00%	0.38%	0.18%	0.42%
10	2.23%	0.37%	1.69%	1.08%	1.32%
11	0.61%	0.74%	0.38%	0.72%	0.61%
12	0.41%	0.56%	0.00%	0.00%	0.24%
13	1.01%	0.37%	1.69%	0.36%	0.85%
14	0.00%	0.00%	0.00%	0.00%	0.00%
15	0.00%	0.56%	0.19%	2.33%	0.80%
16	1.01%	0.74%	0.00%	0.72%	0.61%
17	5.07%	3.33%	5.26%	8.60%	5.61%
18	12.37%	9.44%	7.52%	7.17%	9.04%
19	8.72%	13.52%	11.47%	5.56%	9.80%
20	11.56%	9.44%	7.89%	16.13%	11.30%
21	6.69%	7.59%	6.77%	3.94%	6.22%
22	11.56%	6.85%	6.77%	5.91%	7.68%
23	3.25%	5.00%	6.20%	3.76%	4.57%
24	2.64%	5.37%	3.95%	3.76%	3.96%
25	5.68%	5.74%	4.89%	6.27%	5.65%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

## Overall

Table IX. In *Ms.* the greatest percent of type A advertisements (14.84%) promoted alcohol (type 6). Advertisements which increased over included the following types: food/soft drinks, insurance/financing, furniture/household, cosmetics, hygiene/diet, clothing accessories and miscellaneous. It appears that, over time, advertisements in *Ms.* increasingly resembled traditional advertisements aimed at women.

Table X. In *Mademoiselle* the greatest percent of type A advertisements (20.58%) were for cosmetics (type 20). *Mademoiselle* also featured a large percentage of advertisements on hygiene/diet (19.13%) and on clothing accessories (15.42%).

Table XI. In *Ladies' Home Journal*, the greatest percent of type A articles for all periods together (26.38%) promoted food/soft drinks (type 7). In addition to advertisements for home and home products, *Ladies' Home Journal* also contained a fairly large percentage of advertisements on fashions and cosmetics.

## Type A Advertisements by Magazine

Table XII. Table XII illustrates the percentage of type A advertisements for each of the three magazines studied both individually and together. This table implies that the largest percent of advertisements (14.84%) appearing in all three magazines together promoted cosmetics.

TABLE XII  
 PROPORTION OF TYPE "A" ADVERTISEMENTS APPEARING IN  
 ALL MAGAZINES CONSIDERED TOGETHER

Article Type	Ms. (1) N=539	Mademoiselle (2) N=1939	Ladies' Home Journal (3) N=2123	Total N=4601
1	0.56%	1.13%	0.57%	0.80%
2	0.74%	0.21%	0.05%	0.20%
3	0.93%	0.05%	0.00%	0.13%
4	0.93%	0.05%	0.19%	0.22%
5	2.60%	12.53%	1.98%	6.50%
6	14.84%	2.27%	0.85%	3.09%
7	2.78%	1.29%	26.38%	13.04%
8	0.93%	7.84%	1.32%	4.02%
9	1.30%	0.21%	0.42%	0.43%
10	11.50%	2.99%	1.32%	3.22%
11	0.56%	0.05%	0.61%	0.37%
12	5.19%	0.10%	0.24%	0.76%
13	2.04%	2.27%	0.85%	1.59%
14	4.64%	0.88%	0.00%	0.91%
15	8.53%	1.34%	0.80%	1.93%
16	3.53%	0.05%	0.61%	0.72%
17	5.01%	2.27%	5.61%	4.13%
18	1.48%	1.44%	9.04%	4.96%
19	10.02%	5.52%	9.80%	8.02%
20	8.16%	20.58%	11.30%	14.84%
21	0.74%	0.62%	6.22%	3.22%
22	7.05%	19.13%	7.68%	12.43%
23	3.71%	15.42%	4.57%	9.04%
24	0.00%	0.77%	3.96%	2.15%
25	2.23%	0.98%	5.65%	3.28%
Total	100.00%	100.00%	100.00%	100.00%

Chi Square = 2609.608 at 48df

A complex chi square analysis of advertisement type by magazine type produced a chi square value of 2609.608 at 48 degrees of freedom. This relationship is significant at the 99.9% confidence level. Therefore, the relationship between article type and magazines considered together appears to be a genuine relationship.

For this analysis, the contingency coefficient (C) equalled .6016. And the coefficient of determination equalled .36. With 36% overlap, it is apparent that a weak relationship exists between variables. In fact, 64% of the results could have been caused by other factors.

To determine where the differences existed, simple chi square tests were performed between all cells. Chi square tests for all magazines considered together were weighted to account for the variation in the total number of pages studied in each magazine.

Advertisement Types by *Ms.* Chi Square = 503.63. Degrees of Freedom = 24. At the 99.9% confidence level, this difference is significant. The difference between types of advertisements appearing in *Ms.* appear to be genuine. In *Ms.* the greatest number of advertisements promoted “alcohol” (type 6).

Advertisement Types by *Mademoiselle.* Chi Square = 4412.79. Degrees of Freedom = 24. At the 99.9% confidence level, this difference is significant. The difference between types of advertisements appearing in *Mademoiselle* appear to be genuine. In *Mademoiselle* the greatest number of advertisements promoted “cosmetics” (type 20).

Advertisement Types by *Ladies Home Journal.* Chi Square = 4297.41. Degrees of Freedom = 24. At the 99.9% confidence level, this difference is significant. The difference between types of advertisements appearing in *Ladies Home Journal* appear to be genuine. In *Ladies Home Journal* the greatest number of advertisements promoted “food/soft drinks” (type 7).

Advertisement Type 1 (Travel/Tourism) by Magazines. Weighted Chi Square = 6.10. Degrees of Freedom = 2. At the 95% confidence level, this difference is significant. The difference between type 1 advertisements appearing in the three magazines appears to be genuine. *Mademoiselle* contained the greatest proportion per number of pages of type 1 advertisements.

Advertisement Type 2 (Hotels/Resorts/Night Clubs) by Magazines. Weighted Chi Square = 17.00. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 2 advertisements appearing in the three magazines appears to be genuine. *Ms.* contained the greatest proportion per number of pages of type 2 advertisements.

Advertisement Type 3 (Airlines) by Magazines. Weighted Chi Square = 35.38. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 3 advertisements appearing in the three magazines appears to be genuine. *Ms.* contained the greatest proportion per number of pages of type 3 advertisements.

Advertisement Type 4 (Car Rentals/Tips/Parts) by Magazines. Weighted Chi Square = 24.26. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 4 advertisements appearing in the three magazines appears to be genuine. *Ms.* contained the greatest proportion per number of pages of type 4 advertisements.

Advertisement Type 5 (Clothing/Fabric/Patterns) by Magazines. Weighted Chi Square = 259.16. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 5 advertisements appearing in the three



magazines appears to be genuine. *Mademoiselle* contained the greatest proportion per number of pages of type 5 advertisements.

Advertisement Type 6 (Alcohol) by Magazines. Weighted Chi Square = 421.46. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 6 advertisements appearing in the three magazines appears to be genuine. *Ms.* contained the greatest proportion per number of pages of type 6 advertisements.

Advertisement Type 7 (Food/Soft Drinks) by Magazines. Weighted Chi Square = 828.87. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 7 advertisements appearing in the three magazines appears to be genuine. *Ladies' Home Journal* contained the greatest proportion per number of pages of type 7 advertisements.

Advertisement Type 8 (Perfume/Stationary) by Magazines. Weighted Chi Square = 189.03. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 8 advertisements appearing in the three magazines appears to be genuine. *Mademoiselle* contained the greatest proportion per number of pages of type 8 advertisements.

Advertisement Type 9 (Records/Tapes) by Magazines. Weighted Chi Square = 22.13. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 9 advertisements appearing in the three magazines appears to be genuine. *Ms.* contained the greatest proportion per number of pages of type 9 advertisements.

Advertisement Type 10 (Movies/Publications) by Magazines. Weighted Chi Square = 240.84. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 10 advertisements appearing in the three magazines appears to be genuine. *Ms.* contained the greatest proportion per number of pages of type 10 advertisements.

Advertisement Type 11 (Cameras/Film) by Magazines. Weighted Chi Square = 9.97. Degrees of Freedom = 2. At the 99% confidence level, this difference is significant. The difference between type 11 advertisements appearing in the three magazines appears to be genuine. *Ladies' Home Journal* contained the greatest proportion per number of pages of type 11 advertisements.

Advertisement Type 12 (Insurance/Financing) by Magazines. Weighted Chi Square = 194.00. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 12 advertisements appearing in the three magazines appears to be genuine. *Ms.* contained the greatest proportion per number of pages of type 12 advertisements.

Advertisement Type 13 (Institutional Ads) by Magazines. Weighted Chi Square = 14.28. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 13 advertisements appearing in the three magazines appears to be genuine. *Mademoiselle* contained the greatest proportion per number of pages of type 13 advertisements.

Advertisement Type 14 (Ideological Crusades) by Magazines. Weighted Chi Square = 140.48. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 14 advertisements appearing in the three

magazines appears to be genuine. *Ms.* contained the greatest proportion per number of pages of type 14 advertisements.

Advertisement Type 15 (Cars/Trucks/Cycles) by Magazines. Weighted Chi Square = 222.80. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 15 advertisements appearing in the three magazines appears to be genuine. *Ms.* contained the greatest proportion per number of pages of type 15 advertisements.

Advertisement Type 16 (Electronics) by Magazines. Weighted Chi Square = 105.80. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 16 advertisements appearing in the three magazines appears to be genuine. *Ms.* contained the greatest proportion per number of pages of type 16 advertisements.

Advertisement Type 17 (Patent Medicines) by Magazines. Weighted Chi Square = 31.53. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 17 advertisements appearing in the three magazines appears to be genuine. *Ladies' Home Journal* contained the greatest proportion per number of pages of type 17 advertisements.

Advertisement Type 18 (Furniture/Household) by Magazines. Weighted Chi Square = 204.03. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 18 advertisements appearing in the three magazines appears to be genuine. *Ladies' Home Journal* contained the greatest proportion per number of pages of type 18 advertisements.

Advertisement Type 19 (Tobacco Products) by Magazines. Weighted Chi Square = 32.77. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 19 advertisements appearing in the three magazines appears to be genuine. *Ms.* contained the greatest proportion per number of pages of type 19 advertisements.

Advertisement Type 20 (Cosmetics) by Magazines. Weighted Chi Square = 130.67. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 20 advertisements appearing in the three magazines appears to be genuine. *Mademoiselle* contained the greatest proportion per number of pages of type 20 advertisements.

Advertisement Type 21 (Cleaning Products) by Magazines. Weighted Chi Square = 171.98. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 21 advertisements appearing in the three magazines appears to be genuine. *Ladies' Home Journal* contained the greatest proportion per number of pages of type 21 advertisements.

Advertisement Type 22 (Hygiene/Diet) by Magazines. Weighted Chi Square = 171.94. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 22 advertisements appearing in the three magazines appears to be genuine. *Mademoiselle* contained the greatest proportion per number of pages of type 22 advertisements.

Advertisement Type 23 (Clothing Accessories) by Magazines. Weighted Chi Square = 226.81. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 23 advertisements appearing in the three

magazines appears to be genuine. *Mademoiselle* contained the greatest proportion per number of pages of type 23 advertisements.

Advertisement Type 24 (Appliances) by Magazines. Weighted Chi Square = 118.58. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 24 advertisements appearing in the three magazines appears to be genuine. *Ladies' Home Journal* contained the greatest proportion per number of pages of type 24 advertisements.

Advertisement Type 25 (Miscellaneous) by Magazines. Weighted Chi Square = 84.33. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 25 advertisements appearing in the three magazines appears to be genuine. *Ladies' Home Journal* contained the greatest proportion per number of pages of type 25 advertisements. The coders concluded that the majority of miscellaneous advertisements promoted toys and pet foods.

#### Type A Advertisements by Periods

Table XIII illustrates the percentage of type A advertisement types for each of the four periods studied both individually and together. The percentages in this table appeared to indicate that in all periods considered together focused on cosmetics (type 20).

TABLE XIII

PROPORTION OF TYPE "A" ADVERTISEMENTS APPEARING IN  
IN ALL PERIODS (1, 2, 3, 4) CONSIDERED TOGETHER

Advertisement Type	Time 1 N=1006	Time 2 N=1257	Time 3 N=1304	Time 4 N=1034	Total N=4601
1	1.09%	1.27%	0.54%	0.29%	0.80%
2	0.60%	0.08%	0.15%	0.00%	0.20%
3	0.00%	0.48%	0.00%	0.00%	0.13%
4	0.10%	0.24%	0.23%	0.29%	0.22%
5	7.75%	3.90%	7.06%	7.74%	6.50%
6	1.69%	5.09%	3.91%	0.97%	3.09%
7	10.54%	11.93%	13.65%	16.05%	13.04%
8	3.98%	3.98%	2.76%	5.71%	4.02%
9	1.19%	0.24%	0.31%	0.10%	0.43%
10	4.87%	2.86%	4.06%	0.97%	3.22%
11	0.40%	0.48%	0.15%	0.48%	0.37%
12	0.30%	1.35%	1.15%	0.00%	0.76%
13	2.68%	1.59%	1.16%	0.48%	1.59%
14	1.39%	1.27%	0.38%	0.68%	0.91%
15	0.40%	3.18%	1.92%	1.93%	1.93%
16	0.89%	0.72%	0.84%	0.39%	0.72%
17	3.18%	3.18%	4.68%	5.51%	4.13%
18	7.36%	5.09%	3.53%	4.26%	4.96%
19	5.77%	10.98%	8.59%	5.90%	8.02%
20	14.41%	12.41%	14.42%	18.76%	14.84%
21	3.58%	3.66%	3.37%	2.13%	3.22%
22	16.80%	10.66%	10.43%	18.86%	12.43%
23	5.77%	9.31%	11.58%	8.70%	9.04%
24	1.89%	2.70%	1.69%	2.32%	2.15%
25	3.38%	3.34%	2.99%	3.48%	3.28%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

Chi Square = 363.852 at 72df

A complex chi square analysis of type A advertisements by period produced a chi square value of 363.852 at 72 degrees of freedom. This relationship is significant at the 99.9% confidence level. Therefore, the relationship between advertisement type and between the periods considered together appears to be a genuine relationship.

For this analysis, the contingency coefficient (C) equalled .2707. The coefficient of determination equalled .07. With only 7% overlap, it is apparent that a very weak relationship exists between variables. In this case, 93% of the results could have been caused by factors other than those examined.

To determine where the differences existed, simple chi square tests were performed between all cells. Chi square tests for all periods considered together were weighted to account for the variation in the total number of pages studied in each period.

Advertisement Types by Period One (July 1972-May 1973). Chi Square = 1195.44. Degrees of Freedom = 24. At the 99.9% confidence level, this difference is significant. The difference between types of advertisements appearing in period one appears to be genuine. In period one, the greatest number of advertisements promoted “hygiene/diet” (type 22).

Advertisement Types by Period Two (July 1978-May 1979). Chi Square = 1159.93. Degrees of Freedom = 24. At the 99.9% confidence level, this difference is significant. The difference between types of advertisements appearing in period two appears to be genuine. In period two, the greatest number of advertisements promoted “cosmetics” (type 20).

Advertisement Types by Period Three (July 1984-May 1985). Chi Square = 1520.69. Degrees of Freedom = 24. At the 99.9% confidence level, this difference is significant. The difference between types of advertisements appearing in period three appears to be

genuine. In period three, the greatest number of advertisements promoted “cosmetics” (type 20).

Advertisement Types by Period Four (July 1990-May 1991). Chi Square = 1694.68. Degrees of Freedom = 24. At the 99.9% confidence level, this difference is significant. The difference between types of advertisements appearing in period three appears to be genuine. In period three, the greatest number of advertisements promoted “cosmetics” (type 20).

Advertisement Type 1 (Travel/Tourism) by Periods. Weighted Chi Square = 10.50. Degrees of Freedom = 3. At the 97.5% confidence level, this difference is significant. The difference between type 1 advertisements appearing in the four periods appears to be genuine. Period two contained the greatest proportion per number of pages of type 1 advertisements.

Advertisement Type 2 (Hotels/Resorts/Night Clubs) by Periods. Weighted Chi Square = 13.49. Degrees of Freedom = 3. At the 99.5% confidence level, this difference is significant. The difference between type 2 advertisements appearing in the four periods appears to be genuine. Period two contained the greatest proportion per number of pages of type 2 advertisements.

Advertisement Type 3 (Airlines) by Periods. Weighted Chi Square = 18.72. Degrees of Freedom = 3. At the 99.9% confidence level, this difference is significant. The difference between type 3 advertisements appearing in the four periods appears to be genuine. Period two contained the greatest proportion per number of pages of type 3 advertisements.



Advertisement Type 4 (Car Rentals/Tips/Parts) by Periods. Weighted Chi Square = 1.20. Degrees of Freedom = 3. At the 95% confidence level, the table value equals 7.8. Therefore, this difference is not significant. The difference between type 4 advertisements appearing in the 4 periods does not appear to be genuine.

Advertisement Type 5 (Clothing/Fabric/Patterns) by Periods. Weighted Chi Square = 19.93. Degrees of Freedom = 3. At the 99.9% confidence level, this difference is significant. The difference between type 5 advertisements appearing in the four periods appears to be genuine. Period one contained the greatest proportion per number of pages of type 5 advertisements.

Advertisement Type 6 (Alcohol) by Periods. Weighted Chi Square = 49.46. Degrees of Freedom = 3. At the 99.9% confidence level, this difference is significant. The difference between type 6 advertisements appearing in the four periods appears to be genuine. Period two contained the greatest proportion per number of pages of type 6 advertisements.

Advertisement Type 7 (Food/Soft Drinks) by Periods. Weighted Chi Square = 16.62. Degrees of Freedom = 3. At the 99.9% confidence level, this difference is significant. The difference between type 7 advertisements appearing in the four periods appears to be genuine. Period four contained the greatest proportion per number of pages of type 7 advertisements.

Advertisement Type 8 (Perfume/Stationary) by Periods. Weighted Chi Square = 13.9. Degrees of Freedom = 3. At the 99.5% confidence level, this difference is significant. The difference between type 8 advertisements appearing in the four periods appears to be

genuine. Period four contained the greatest proportion per number of pages of type 8 advertisements.

Advertisement Type 9 (Records/Tapes) by Periods. Weighted Chi Square = 21.17. Degrees of Freedom = 3. At the 99.9% confidence level, this difference is significant. The difference between type 9 advertisements appearing in the four periods appears to be genuine. Period one contained the greatest proportion per number of pages of type 9 advertisements.

Advertisement Type 10 (Movies/Publications) by Periods. Weighted Chi Square = 35.42. Degrees of Freedom = 3. At the 99.9% confidence level, this difference is significant. The difference between type 10 advertisements appearing in the four periods appears to be genuine. Period one contained the greatest proportion per number of pages of type 10 advertisements.

Advertisement Type 11 (Cameras/Film) by Periods. Weighted Chi Square = 2.48. Degrees of Freedom = 3. At the 95% confidence level, the table value equals 7.8. Therefore, this difference is not significant. The difference between type 11 advertisements appearing in the four periods does not appear to be genuine.

Advertisement Type 12 (Insurance/Financing) by Periods. Weighted Chi Square = 23.87. Degrees of Freedom = 3. At the 99.9% confidence level, this difference is significant. The difference between type 12 advertisements appearing in the four periods appears to be genuine. Period two contained the greatest proportion per number of pages of type 12 advertisements.

Advertisement Type 13 (Institutional Ads) by Periods. Weighted Chi Square = 19.94. Degrees of Freedom = 3. At the 99.9% confidence level, this difference is significant. The

difference between type 13 advertisements appearing in the four periods appears to be genuine. Period one contained the greatest proportion per number of pages of type 13 advertisements.

Advertisement Type 14 (Ideological Crusades) by Periods. Weighted Chi Square = 12.17. Degrees of Freedom = 3. At the 99% confidence level, this difference is significant. The difference between type 14 advertisements appearing in the four periods appears to be genuine. Period one contained the greatest proportion per number of pages of type 14 advertisements.

Advertisement Type 15 (Cars/Trucks/Cycles) by Periods. Weighted Chi Square = 27.44. Degrees of Freedom = 3. At the 99.9% confidence level, this difference is significant. The difference between type 15 advertisements appearing in the four periods appears to be genuine. Period two contained the greatest proportion per number of pages of type 15 advertisements.

Advertisement Type 16 (Electronics) by Periods. Weighted Chi Square = 2.89. Degrees of Freedom = 3. At the 95% confidence level, the table value equals 7.8. Therefore, this difference is not significant. The difference between type 16 advertisements appearing in the four periods does not appear to be genuine.

Advertisement Type 17 (Patent Medicines) by Periods. Weighted Chi Square = 12.48. Degrees of Freedom = 3. At the 99% confidence level, this difference is significant. The difference between type 17 advertisements appearing in the four periods appears to be genuine. Period four contained the greatest proportion per number of pages of type 17 advertisements.

Advertisement Type 18 (Furniture/Household) by Periods. Weighted Chi Square = 21.56. Degrees of Freedom = 3. At the 99.9% confidence level, this difference is significant. The difference between type 18 advertisements appearing in the four periods appears to be genuine. Period one contained the greatest proportion per number of pages of type 18 advertisements.

Advertisement Type 19 (Tobacco Products) by Periods. Weighted Chi Square = 31.03. Degrees of Freedom = 3. At the 99.9% confidence level, this difference is significant. The difference between type 19 advertisements appearing in the four periods appears to be genuine. Period two contained the greatest proportion per number of pages of type 19 advertisements.

Advertisement Type 20 (Cosmetics) by Periods. Weighted Chi Square = 18.42. Degrees of Freedom = 3. At the 99.9% confidence level, this difference is significant. The difference between type 20 advertisements appearing in the four periods appears to be genuine. Period four contained the greatest proportion per number of pages of type 20 advertisements.

Advertisement Type 21 (Cleaning Products) by Periods. Weighted Chi Square = 6.36. Degrees of Freedom = 3. At the 95% confidence level, the table value equals 7.8. Therefore, this difference is not significant. The difference between type 21 advertisements appearing in the four periods does not appear to be genuine.

Advertisement Type 22 (Hygiene/Diet) by Periods. Weighted Chi Square = 27.14. Degrees of Freedom = 3. At the 99.9% confidence level, this difference is significant. The difference between type 22 advertisements appearing in the four periods appears to be genuine. Period one contained the greatest proportion per number of pages of type 22 advertisements.

Advertisement Type 23 (Clothing Accessories) by Periods. Weighted Chi Square = 25.23. Degrees of Freedom = 3. At the 99.9% confidence level, this difference is significant. The difference between type 23 advertisements appearing in the four periods appears to be genuine. Period two contained the greatest proportion per number of pages of type 23 advertisements.

Advertisement Type 24 (Appliances) by Periods. Weighted Chi Square = 3.78. Degrees of Freedom = 3. At the 95% confidence level, the table value equals 7.8. Therefore, this difference is not significant. The difference between type 24 advertisements appearing in the four periods does not appear to be genuine.

Advertisement Type 25 (Miscellaneous) by Periods. Weighted Chi Square = 0.54. Degrees of Freedom = 3. At the 95% confidence level, the table value equals 7.8. Therefore, this difference is not significant. The difference between type 25 advertisements appearing in the four periods does not appear to be genuine.

#### Periods by Magazines

Table XIV. Table XIV illustrates the percentage of advertisement types for each of the three magazines studied both individually and together. This table appears to indicate that the largest percent of advertisements in all three magazines combined appeared in period three.

TABLE XIV  
 PROPORTION OF TYPE "A" ADVERTISEMENTS APPEARING IN  
 ALL PERIODS (1, 2, 3, 4) CONSIDERED TOGETHER

Period	Ms. (1) N=539	Mademoiselle (2) N=1939	Ladies' Home Journal (3) N=2123	Total N=4601
1	16.14%	21.97%	23.22%	21.86%
2	36.55%	26.82%	25.44%	27.32%
3	47.31%	26.66%	25.06%	28.34%
4	0.00%	24.55%	26.28%	22.47%
Total	100.00%	100.00%	100.00%	100.00%

Chi Square = 246.604 at 6df

A complex chi square analysis of periods by magazine produced a chi square value of 246.604 at 6 degrees of freedom. This relationship is significant at the 99.9% confidence level. Therefore, the relationship between periods and between the magazines considered together appears to be a genuine relationship.

For this analysis, C equalled .2255. And the coefficient of determination equalled .05. With only 5% overlap, it is apparent that a very weak relationship exists between variables. In this case, 95% of the results could have been caused by factors other than those examined.

To determine where the differences existed, simple chi square tests were performed between all cells. Chi square tests for all magazines considered together were weighted to account for the variation in the total number of pages studied in each magazine.

Periods by Ms. Chi Square = 287.74. Degrees of Freedom = 3. At the 99.9% confidence level, this difference is significant. The difference between periods and articles appearing in Ms. appear to be genuine. In Ms. the greatest number of advertisements appeared in period three.

Periods by *Mademoiselle*. Chi Square = 11.99. Degrees of Freedom = 3. At the 99% confidence level, this difference is significant. The difference between periods and advertisements appearing in *Mademoiselle* appear to be genuine. In *Mademoiselle* the greatest number of advertisements appeared in period two.

Periods by *Ladies' Home Journal*. Chi Square = 4.25. Degrees of Freedom = 3. At the 95% confidence level, the table value equals 7.8. Therefore, this difference is not significant. The difference between periods and advertisements appearing in *Ladies' Home Journal* does not appear to be genuine.

Magazines by Period One (July 1972-May 1973). Weighted Chi Square = 29.35. Degrees of Freedom = 2. At the 99% confidence level, this difference is significant. The difference between magazines and period one appears to be genuine. In period one, the greatest number of advertisements per number of pages appeared in *Ladies' Home Journal*.

Magazines by Period Two (July 1978-May 1979). Weighted Chi Square = 53.29. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between magazines and period two appears to be genuine. In period two, the greatest number of advertisements per number of pages appeared in *Ms*.

Magazines by Period Three (July 1984-May 1985). Weighted Chi Square = 199.54. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between magazines and period three appears to be genuine. In period three, the greatest number of advertisements per number of pages appeared in *Ms*.

Magazines by Period Four (July 1990-May 1991). Weighted Chi Square = 540.54. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between magazines and period four appears to be genuine. In period four, the greatest number of articles per number of pages appeared in *Ladies' Home Journal*.

### Type B Advertisements

Type B advertisements contain five advertisement categories. Overall frequencies of type B advertisement for *Ms.*, *Mademoiselle*, and *Ladies' Home Journal* occurring in each period are displayed in percentage form in Table XV, Table XVI, and Table XVII.

TABLE XV  
PROPORTION OF TYPE "B" ADVERTISEMENTS APPEARING IN *MS.*  
IN PERIODS ONE THROUGH FOUR

Advertisement Type	Time 1 N=87	Time 2 N=197	Time 3 N=255	Time 4 N=0	Total N=539
1	20.69%	13.71%	29.80%	0.00%	22.45%
2	3.45%	23.86%	16.08%	0.00%	16.88%
3	2.30%	10.66%	12.16%	0.00%	10.02%
4	55.17%	43.65%	35.69%	0.00%	41.74%
5	18.39%	8.12%	6.27%	0.00%	8.91%
Total	100.00%	100.00%	100.00%	100.00%	100.00%



TABLE XVI  
 PROPORTION OF TYPE "B" ADVERTISEMENTS APPEARING IN  
*MADemoiselle*  
 IN PERIODS ONE THROUGH FOUR

Advertisement Type	Time 1 N=426	Time 2 N=520	Time 3 N=517	Time 4 N=476	Total N=1939
1	76.06%	68.46%	76.02%	82.14%	75.50%
2	3.52%	5.19%	1.35%	1.47%	2.89%
3	7.28%	6.35%	7.35%	4.62%	6.40%
4	7.04%	14.42%	12.57%	9.45%	11.09%
5	6.10%	5.58%	2.71%	2.31%	4.13%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

TABLE XVII  
 PROPORTION OF TYPE "B" ADVERTISEMENTS APPEARING IN  
*LADIES' HOME JOURNAL* IN PERIODS ONE THROUGH FOUR

Advertisement Type	Time 1 N=493	Time 2 N=540	Time 3 N=532	Time 4 N=558	Total N=2123
1	29.61%	22.22%	25.19%	29.57%	26.61%
2	1.83%	1.11%	0.75%	3.41%	1.79%
3	47.46%	52.78%	53.01%	52.15%	51.44%
4	14.40%	17.78%	14.47%	8.24%	13.66%
5	6.69%	6.11%	6.58%	6.63%	6.50%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

## Overall

Table XV. This table appears to indicate that the majority of type B advertisements appearing in *Ms.* ( 41.74%) during the periods studied promoted entertainment (type four). Advertisements for entertainment increased over time as did advertisements for personal appearance and home products.

Table XVI. This table appears to indicate that the majority of type B advertisements appearing in *Mademoiselle* ( 75.50%) during the periods studied promoted personal appearance (type one).

Table XVII. This table appears to indicate that the majority of type B advertisements appearing in *Ladies' Home Journal* ( 51.44%) during the periods studied promoted home products (type three).

## Type B Advertisements by Magazine

Table XVIII illustrates the percentage of type B advertisements for each of the three magazines studied both individually and together. Looking at all three magazines together, it appears that the largest percentage of advertisements (46.73%) promoted personal appearance (type one).

TABLE XVIII  
 PROPORTION OF TYPE "B" ADVERTISEMENTS APPEARING IN  
 ALL MAGAZINES CONSIDERED TOGETHER

Period	Ms. (1) N=539	Mademoiselle (2) N=1939	Ladies' Home Journal (3) N=2123	Total N=4601
1	22.45%	75.50%	26.61%	46.73%
2	16.88%	2.89%	1.79%	4.02%
3	10.02%	6.40%	51.44%	27.60%
4	41.74%	11.09%	13.66%	15.87%
5	8.91%	4.13%	6.50%	5.78%
Total	100.00%	100.00%	100.00%	100.00%

Chi Square = 1944.950 at 8df

A complex chi square analysis of type B advertisements vs. magazine types produced a chi square value of 1944.950 at 8 degrees of freedom. This relationship is significant at the 99.9% confidence level. Therefore, the relationship between article type and between the magazines considered together appears to be a genuine relationship. However, it is important to note that one-fifth of the fitted cells are sparse (frequency < 5), making significance tests suspect.

For this analysis, the contingency coefficient (C) equalled .5451. And the coefficient of determination equalled .30. With 30% overlap, it is apparent that a weak relationship exists between variables. In fact, 70% of the results could have been caused by factors other than those examined.

To determine where the differences existed, simple chi square tests were performed between all cells. Chi square tests for all magazines considered together were weighted to account for the variation in the total number of pages studied in each magazine.

Advertisement Types by *Ms.* Chi Square = 191.68. Degrees of Freedom = 4. At the 99.9% confidence level, this difference is significant. The difference between types of advertisements appearing in *Ms.* appear to be genuine. In *Ms.* the greatest number of advertisements promoted “entertainment” (type 4).

Advertisement Types by *Mademoiselle.* Chi Square = 3771.24. Degrees of Freedom = 4. At the 99.9% confidence level, this difference is significant. The difference between types of advertisements appearing in *Mademoiselle* appear to be genuine. In *Mademoiselle* the greatest number of advertisements promoted “personal appearance” (type 1).

Advertisement Types by *Ladies' Home Journal.* Chi Square = 1683.59. Degrees of Freedom = 4. At the 99.9% confidence level, this difference is significant. The difference between types of advertisements appearing in *Ladies' Home Journal* appear to be genuine. In *Ladies' Home Journal* the greatest number of advertisements promoted “home products” (type 3).

Advertisement Type 1 (Personal Appearance) by Magazines. Weighted Chi Square = 890.04. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 1 advertisements appearing in the three magazines appears to be genuine. *Mademoiselle* contained the greatest proportion per number of pages of type 1 advertisements.

Advertisement Type 2 (Business, Travel, Transportation) by Magazines. Weighted Chi Square = 418.35. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 2 advertisements appearing in the three magazines appears to be genuine. *Ms.* contained the greatest proportion per number of pages of type 2 advertisements.

Advertisement Type 3 (Home Products) by Magazines. Weighted Chi Square = 1175.65. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 3 advertisements appearing in the three magazines appears to be genuine. *Ladies' Home Journal* contained the greatest proportion per number of pages of type 3 advertisements.

Advertisement Type 4 (Entertainment) by Magazines. Weighted Chi Square = 553.99. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 4 advertisements appearing in the three magazines appears to be genuine. *Ms.* contained the greatest proportion per number of pages of type 4 advertisements.

Advertisement Type 5 (Other) by Magazines. Weighted Chi Square = 37.25. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 5 advertisements appearing in the three magazines appears to be genuine. *Ladies' Home Journal* contained the greatest proportion per number of pages of type 5 advertisements.

#### Type B Advertisements by Periods

Table XIX illustrates the percentage of type B advertisement types for each of the four periods studied both individually and together. This table appears to indicate that the greatest amount of advertisements appearing in all four periods (46.73%) promoted personal appearance.

TABLE XIX  
 PROPORTION OF TYPE "B" ADVERTISEMENTS APPEARING IN  
 IN ALL PERIODS CONSIDERED (1, 2, 3, 4) TOGETHER

Advertisement Type	Time 1 N=1006	Time 2 N=1257	Time 3 N=1304	Time 4 N=1034	Total N=4601
1	48.51%	40.02%	46.24%	53.77%	46.73%
2	2.68%	6.36%	3.99%	2.51%	4.02%
3	26.54%	26.97%	26.92%	30.27%	27.60%
4	14.81%	20.45%	17.87%	8.80%	15.87%
5	7.46%	6.21%	4.98%	4.64%	5.78%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

Chi Square = 363.852 at 72df

A complex chi square analysis of type B advertisements by period produced a chi square value of 116.974 at 12 degrees of freedom. This relationship is significant at the 99.9% confidence level. Therefore, the relationship between advertisement type and between the periods considered together appears to be a genuine relationship. However, it is important to note that one-fifth of the fitted cells are sparse (frequency < 5), making significance tests suspect.

For this analysis, the contingency coefficient (C) equalled .1575. The coefficient of determination equalled .02. With only 2% overlap, it is apparent that a very weak relationship exists between variables. In this case, 98% of the results could have been caused by factors other than those examined.

To determine where the differences existed, simple chi square tests were performed between all cells. Chi square tests for all periods considered together were weighted to account for the variation in the total number of pages studied in each period.

Advertisement Types by Period One (July 1972-May 1973). Chi Square = 673.86.

Degrees of Freedom = 4. At the 99.9% confidence level, this difference is significant. The difference between types of advertisements appearing in period one appears to be genuine. In period one, the greatest number of advertisements promoted “personal appearance” (type 1).

Advertisement Types by Period Two (July 1978-May 1979). Chi Square = 518.91.

Degrees of Freedom = 4. At the 99.9% confidence level, this difference is significant. The difference between types of advertisements appearing in period two appears to be genuine. In period two, the greatest number of advertisements promoted “personal appearance” (type 1).

Advertisement Types by Period Three (July 1984-May 1985). Chi Square = 797.33.

Degrees of Freedom = 4. At the 99.9% confidence level, this difference is significant. The difference between types of advertisements appearing in period three appears to be genuine. In period three, the greatest number of advertisements promoted “personal appearance” (type 1).

Advertisement Types by Period Four (July 1990-May 1991). Chi Square = 989.05.

Degrees of Freedom = 4. At the 99.9% confidence level, this difference is significant. The difference between types of advertisements appearing in period four appears to be genuine. In period four, the greatest number of advertisements promoted “personal appearance” (type 1).

Advertisement Type 1 (Personal Appearance) by Periods. Weighted Chi Square = 26.95. Degrees of Freedom = 3. At the 99.9% confidence level, this difference is significant. The difference between type 1 advertisements appearing in the four periods

appears to be genuine. Period four contained the greatest proportion per number of pages of type 1 advertisements.

Advertisement Type 2 (Business, Travel, Transportation) by Periods. Weighted Chi Square = 31.79. Degrees of Freedom = 3. At the 99.9% confidence level, this difference is significant. The difference between type 2 advertisements appearing in the four periods appears to be genuine. Period two contained the greatest proportion per number of pages of type 2 advertisements.

Advertisement Type 3 (Home Products) by Periods. Weighted Chi Square = 4.29. Degrees of Freedom = 3. At the 95% confidence level, the table value equals 7.8. Therefore, this difference is not significant. The difference between periods and type 3 advertisements does not appear to be genuine.

Advertisement Type 4 (Entertainment) by Periods. Weighted Chi Square = 63.53. Degrees of Freedom = 3. At the 99.9% confidence level, this difference is significant. The difference between type 4 advertisements appearing in the four periods appears to be genuine. Period two contained the greatest proportion per number of pages of type 4 advertisements.

Advertisement Type 5 (Other) by Periods. Weighted Chi Square = 10.99. Degrees of Freedom = 3. At the 99.5% confidence level, this difference is significant. The difference between type 5 advertisements appearing in the four periods appears to be genuine. Period one contained the greatest proportion per number of pages of type 5 advertisements.



## Secondary Study

### Articles in Ms. (Examining Ownership Change Periods Only)

#### Article Type by Periods

Table XX. Table XX illustrates the percentage of article types for each of the three periods studied both individually and together. During the periods of ownership change, it appears that the largest percent of articles (0.76%) featured celebrities.

TABLE XX  
 PROPORTION OF ARTICLES APPEARING IN MS.  
 IN PERIODS OF OWNERSHIP CHANGE (5, 6, 7)

Article Type	Time 5 N=131	Time 6 N=117	Time 7 N=28	Total N=276
1	0.76%	0.85%	0.00%	0.04%
2	5.34%	8.55%	10.71%	0.43%
3	4.58%	5.98%	0.00%	0.28%
4	4.58%	11.97%	10.71%	0.50%
5	12.98%	11.97%	14.29%	0.76%
6	2.29%	0.85%	0.00%	0.09%
7	1.53%	2.56%	0.00%	0.11%
8	14.50%	8.55%	17.86%	0.74%
9	4.58%	6.84%	7.14%	0.35%
10	2.29%	1.71%	3.57%	0.13%
11	3.82%	4.27%	3.57%	0.24%
12	2.29%	0.00%	7.14%	0.11%
13	6.87%	2.56%	0.00%	0.26%
14	1.53%	0.00%	0.00%	0.04%
15	3.05%	1.71%	0.00%	0.13%
16	2.29%	2.56%	3.57%	0.15%
17	2.29%	1.71%	0.00%	0.11%
18	8.40%	8.55%	3.57%	0.48%
20	11.45%	6.84%	7.14%	0.54%
21	2.29%	5.13%	7.14%	0.24%
22	0.76%	5.98%	3.57%	0.20%
24	1.53%	0.85%	0.00%	0.07%
Total	100.00%	100.00%	100.00%	100.00%

Chi Square = 5245.104 at 66df

A complex chi square analysis of article type by periods produced a chi square value of 5245.104 at 66 degrees of freedom. This relationship is significant at the 99.9% confidence level. Therefore, the relationship between article type and between the periods considered together appears to be a genuine relationship. However, it is important to note that one-fifth of the fitted cells are sparse (frequency < 5), making significance tests suspect.

For this analysis, the contingency coefficient (C) equalled .7299. And the coefficient of determination equalled .53. With 53% overlap, it is apparent that a moderate relationship exists between variables. In fact, 57% of the results could have been caused by other factors. To determine where the differences existed, simple chi square tests were performed between all cells. Chi square tests for all periods considered together were weighted to account for the variation in the total number of pages studied in each issue.

Article Type by Period Five (September 1987-July 1988). Chi Square = 115.05. Degrees of Freedom = 23. At the 99.9% confidence level, this difference is significant. The difference between types of articles appearing in period five appears to be genuine. In period five, the greatest number of articles focused on “first-person experiences” (type 8).

Article Type by Period Six (September 1988-July 1989). Chi Square = 92.44. Degrees of Freedom = 23. At the 99.9% confidence level, this difference is significant. The difference between types of articles appearing in period six appears to be genuine. In period six, the greatest number of articles focused on “money” and “celebrities” (types 4 and 5).

Article Type by Period Seven (September 1989-December 1989). Chi Square = 40.57. Degrees of Freedom = 23. At the 99% confidence level, this difference is significant. The difference between types of articles appearing in period seven appears to be genuine. In period seven, the greatest number of articles focused on “first-person experiences” (type 8).

Article Type 1 (Diets) by Periods. Weighted Chi Square = 1.07. Degrees of Freedom = 2. At the 95% confidence level, the table value equals 6.0. Therefore, this difference is not significant. The difference between type 1 articles appearing in the three periods does not appear to be genuine.

Article Type 2 (Health) by Periods. Weighted Chi Square = 2.33. Degrees of Freedom = 2. At the 95% confidence level, the table value equals 6.0. Therefore, this difference is not significant. The difference between type 2 articles appearing in the three periods does not appear to be genuine.

Article Type 3 (Sex) by Periods. Weighted Chi Square = 7.28. Degrees of Freedom = 2. At the 95% confidence level, this difference is significant. The difference between type 3 articles appearing in the three period appears to be genuine. *Ms.* contained the greatest number of type 3 articles in proportion to number of pages in period six.

Article Type 4 (Money) by Periods. Weighted Chi Square = 4.50. Degrees of Freedom = 2. At the 95% confidence level, the table value equals 6.0. Therefore, this difference is not significant. The difference between type 4 articles appearing in the three periods does not appear to be genuine.

Article Type 5 (Celebrities) by Periods. Weighted Chi Square = 0.27. Degrees of Freedom = 2. At the 95% confidence level, the table value equals 6.0. Therefore, this difference is not significant. The difference between type 5 articles appearing in the three periods does not appear to be genuine.

Article Type 6 (How-To) by Periods. Weighted Chi Square = 3.35. Degrees of Freedom = 2. At the 95% confidence level, the table value equals 6.0. Therefore, this

difference is not significant. The difference between type 6 articles appearing in the three periods does not appear to be genuine.

Article Type 7 (Self-Help) by Periods. Weighted Chi Square = 3.20. Degrees of Freedom = 2. At the 95% confidence level, the table value equals 6.0. Therefore, this difference is not significant. The difference between type 7 articles appearing in the three periods does not appear to be genuine.

Article Type 8 (First-Person Experiences) by Periods. Weighted Chi Square = 4.27. Degrees of Freedom = 2. At the 95% confidence level, the table value equals 6.0. Therefore, this difference is not significant. The difference between type 8 articles appearing in the three periods does not appear to be genuine.

Article Type 9 (Human Behavior) by Periods. Weighted Chi Square = 0.83. Degrees of Freedom = 2. At the 95% confidence level, the table value equals 6.0. Therefore, this difference is not significant. The difference between type 9 articles appearing in the three periods does not appear to be genuine.

Article Type 10 (Marriage) by Periods. Weighted Chi Square = 0.94. Degrees of Freedom = 2. At the 95% confidence level, the table value equals 6.0. Therefore, this difference is not significant. The difference between type 10 articles appearing in the three periods does not appear to be genuine.

Article Type 11 (Children) by Periods. Weighted Chi Square = 0.09. Degrees of Freedom = 2. At the 95% confidence level, the table value equals 6.0. Therefore, this difference is not significant. The difference between type 11 articles appearing in the three periods does not appear to be genuine.

Article Type 12 (Travel) by Periods. Weighted Chi Square = 11.08. Degrees of Freedom = 2. At the 99.5% confidence level, this difference is significant. The difference between type 12 articles appearing in the three period appears to be genuine. *Ms.* contained the greatest number of type 12 articles in proportion to number of pages in period seven.

Article Type 13 (Fashion) by Periods. Weighted Chi Square = 10.04. Degrees of Freedom = 2. At the 99% confidence level, this difference is significant. The difference between type 13 articles appearing in the three period appears to be genuine. *Ms.* contained the greatest number of type 13 articles in proportion to number of pages in period five.

Article Type 14 (Home Furnishing) by Periods. Weighted Chi Square = 4.00. Degrees of Freedom = 2. At the 95% confidence level, the table value equals 6.0. Therefore, this difference is not significant. The difference between type 14 articles appearing in the three periods does not appear to be genuine.

Article Type 15 (Cooking) by Periods. Weighted Chi Square = 3.86. Degrees of Freedom = 2. At the 95% confidence level, the table value equals 6.0. Therefore, this difference is not significant. The difference between type 15 articles appearing in the three periods does not appear to be genuine.

Article Type 16 (Trends) by Periods. Weighted Chi Square = 0.42. Degrees of Freedom = 2. At the 95% confidence level, the table value equals 6.0. Therefore, this difference is not significant. The difference between type 16 articles appearing in the three periods does not appear to be genuine.

Article Type 17 (Sports) by Periods. Weighted Chi Square = 2.79. Degrees of Freedom = 2. At the 95% confidence level, the table value equals 6.0. Therefore, this difference is not significant. The difference between type 17 articles appearing in the three periods does not appear to be genuine.

Article Type 18 (Hobbies/Art) by Periods. Weighted Chi Square = 3.07. Degrees of Freedom = 2. At the 95% confidence level, the table value equals 6.0. Therefore, this difference is not significant. The difference between type 18 articles appearing in the three periods does not appear to be genuine.

Article Type 19 (Animals) by Periods. No articles of this type appeared in *Ms.* during the periods studied.

Article Type 20 (National Problems/Politics) by Periods. Weighted Chi Square = 2.06. Degrees of Freedom = 2. At the 95% confidence level, the table value equals 6.0. Therefore, this difference is not significant. The difference between type 20 articles appearing in the three periods does not appear to be genuine.

Article Type 21 (Foreign News) by Periods. Weighted Chi Square = 3.21. Degrees of Freedom = 2. At the 95% confidence level, the table value equals 6.0. Therefore, this difference is not significant. The difference between type 21 articles appearing in the three periods does not appear to be genuine.

Article Type 22 (Fiction) by Periods. Weighted Chi Square = 5.20. Degrees of Freedom = 2. At the 95% confidence level, the table value equals 6.0. Therefore, this difference is not significant. The difference between type 22 articles appearing in the four periods does not appear to be genuine.

Article Type 23 (History) by Periods. No articles of this type appeared in *Ms.* during the periods studied.

Article Type 24 (Beauty) by Periods. Weighted Chi Square = 1.93. Degrees of Freedom = 2. At the 95% confidence level, the table value equals 6.0. Therefore, this difference is not significant. The difference between type 24 articles appearing in the three periods does not appear to be genuine.

Type A Advertisements in *Ms.* (Examining Ownership Change Periods Only)

Type A Advertisements by Periods

Table XXI. Table XXI illustrates the percentage of advertisement types for each of the period studied both individually and together. During periods of ownership change, the largest percent of type A advertisements appearing in *Ms.* (0.80%) promoted cosmetics (type 20).



TABLE XXI

PROPORTION OF TYPE "A" ADVERTISEMENTS APPEARING IN MS.  
IN ALL OWNERSHIP CHANGE PERIODS (5, 6, 7) CONSIDERED TOGETHER

Advertisement Type	Time 5 N=191	Time 6 N=194	Time 7 N=55	Total N=440
1	0.00%	1.03%	0.00%	0.04%
5	4.71%	1.03%	1.82%	0.26%
6	8.90%	6.19%	7.27%	0.72%
7	7.33%	3.61%	0.00%	0.46%
8	2.09%	0.00%	0.00%	0.09%
9	1.05%	0.52%	0.00%	0.07%
10	5.76%	4.12%	3.64%	0.46%
12	2.62%	3.09%	5.45%	0.30%
13	2.09%	8.25%	7.27%	0.52%
14	2.62%	0.00%	0.00%	0.11%
15	13.61%	14.95%	5.45%	1.26%
16	3.66%	1.55%	3.64%	0.26%
17	5.76%	10.82%	9.09%	0.80%
18	0.52%	10.82%	1.82%	0.50%
19	5.76%	0.00%	9.09%	0.35%
20	13.09%	8.76%	18.18%	1.13%
22	3.66%	9.79%	20.00%	0.80%
23	16.23%	15.46%	7.27%	1.41%
25	0.52%	0.00%	0.00%	0.02%
Total	100.00%	100.00%	100.00%	100.00%

Chi Square = 5646.756 at 57df

A complex chi square analysis of type A advertisements by periods produced a chi square value of 5646.756 at 57 degrees of freedom. This relationship is significant at the 99.9% confidence level. Therefore, the relationship between advertisement type and between the periods considered together appears to be a genuine relationship. However, it is important to note that one-fifth of the fitted cells are sparse (frequency < 5), making significance tests suspect.

For this analysis, the contingency coefficient (C) equalled .7423. And the coefficient of determination equalled .55. With 55% overlap, it is apparent that a moderate relationship exists between variables. In fact, 45% of the results could have been caused by other factors. To determine where the differences existed, simple chi square tests were performed between all cells. Chi square tests for all periods considered together were weighted to account for the variation in the total number of pages studied in each issue.

Advertisement Type by Period Five (September 1987-July 1988). Chi Square = 251.02. Degrees of Freedom = 24. At the 99.9% confidence level, this difference is significant. The difference between types of advertisements appearing in period five appears to be genuine. In period five, the greatest number of advertisements promoted "clothing accessories" (type 23).

Advertisement Type by Period Six (September 1988-July 1989). Chi Square = 304.33. Degrees of Freedom = 24. At the 99.9% confidence level, this difference is significant. The difference between types of advertisements appearing in period six appears to be genuine. In period six, the greatest number of advertisements promoted "clothing accessories" (type 23).

Advertisement Type by Period Seven (September 1989-December 1989). Chi Square = 102.43. Degrees of Freedom = 24. At the 99% confidence level, this difference is significant. The difference between types of advertisements appearing in period seven

appears to be genuine. In period seven, the greatest number of advertisements promoted “hygiene/diet” (type 22).

Advertisement Type 1 (Travel/Tourism) by Periods. Weighted Chi Square = 4.00. Degrees of Freedom = 2. At the 95% confidence level, the table value equals 6.0. Therefore, this difference is not significant. The difference between type 1 advertisements appearing in the three periods does not appear to be genuine.

Advertisement Type 2 (Hotels/Resorts/Night Clubs) by Periods. No articles of this type appeared in *Ms.* during the periods studied.

Advertisement Type 3 (Airlines) by Periods. No articles of this type appeared in *Ms.* during the periods studied.

Advertisement Type 4 (Car Rentals/Tips/Parts) by Periods. No articles of this type appeared in *Ms.* during the periods studied.

Advertisement Type 5 (Clothing/Fabric/Patterns) by Periods. Weighted Chi Square = 5.78. Degrees of Freedom = 2. At the 95% confidence level, the table value equals 6.0. Therefore, this difference is not significant. The difference between type 5 advertisements appearing in the three periods does not appear to be genuine.

Advertisement Type 6 (Alcohol) by Periods. Weighted Chi Square = 0.97. Degrees of Freedom = 2. At the 95% confidence level, the table value equals 6.0. Therefore, this difference is not significant. The difference between type 6 advertisements appearing in the three periods does not appear to be genuine.

Advertisement Type 7 (Food/Soft Drinks) by Periods. Weighted Chi Square = 14.29. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 7 advertisements appearing in the three period appears to be genuine. *Ms.* contained the greatest number of type 7 advertisements in proportion to number of pages in period five.

Advertisement Type 8 (Perfume/Stationary) by Periods. Weighted Chi Square = 8.13. Degrees of Freedom = 2. At the 97.5% confidence level, this difference is significant. The difference between type 8 advertisements appearing in the three period appears to be genuine. *Ms.* contained the greatest number of type 8 advertisements in proportion to number of pages in period five.

Advertisement Type 9 (Records/Tapes) by Periods. Weighted Chi Square = 2.04. Degrees of Freedom = 2. At the 95% confidence level, the table value equals 6.0. Therefore, this difference is not significant. The difference between type 9 advertisements appearing in the three periods does not appear to be genuine.

Advertisement Type 10 (Movies/Publications) by Periods. Weighted Chi Square = 1.06. Degrees of Freedom = 2. At the 95% confidence level, the table value equals 7.8. Therefore, this difference is not significant. The difference between type 10 advertisements appearing in the three periods does not appear to be genuine.

Advertisement Type 11 (Cameras/Film) by Periods. No articles of this type appeared in *Ms.* during the periods studied.

Advertisement Type 12 (Insurance/Financing) by Periods. Weighted Chi Square = 2.41. Degrees of Freedom = 2. At the 95% confidence level, the table value equals 6.0.

Therefore, this difference is not significant. The difference between type 12 advertisements appearing in the three periods does not appear to be genuine.

Advertisement Type 13 (Institutional Ads) by Periods. Weighted Chi Square = 7.23. Degrees of Freedom = 2. At the 95% confidence level, this difference is significant. The difference between type 13 advertisements appearing in the three period appears to be genuine. *Ms.* contained the greatest number of type 13 advertisements in proportion to number of pages in period six.

Advertisement Type 14 (Ideological Crusades) by Periods. Weighted Chi Square = 10.16. Degrees of Freedom = 2. At the 99% confidence level, this difference is significant. The difference between type 14 advertisements appearing in the three period appears to be genuine. *Ms.* contained the greatest number of type 14 advertisements in proportion to number of pages in period five.

Advertisement Type 15 (Cars/Trucks/Cycles) by Periods. Weighted Chi Square = 9.03. Degrees of Freedom = 2. At the 97.5% confidence level, this difference is significant. The difference between type 15 advertisements appearing in the three period appears to be genuine. *Ms.* contained the greatest number of type 15 advertisements in proportion to number of pages in period six.

Advertisement Type 16 (Electronics) by Periods. Weighted Chi Square = 1.94. Degrees of Freedom = 2. At the 95% confidence level, the table value equals 6.0. Therefore, this difference is not significant. The difference between type 16 advertisements appearing in the three periods does not appear to be genuine.

Advertisement Type 17 (Patent Medicines) by Periods. Weighted Chi Square = 4.00. Degrees of Freedom = 2. At the 95% confidence level, the table value equals 6.0.

Therefore, this difference is not significant. The difference between type 17 advertisements appearing in the three periods does not appear to be genuine.

Advertisement Type 18 (Furniture/Household) by Periods. Weighted Chi Square = 27.83. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 18 advertisements appearing in the three period appears to be genuine. *Ms.* contained the greatest number of type 18 advertisements in proportion to number of pages in period six.

Advertisement Type 19 (Tobacco Products) by Periods. Weighted Chi Square = 16.59. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 19 advertisements appearing in the three period appears to be genuine. *Ms.* contained the greatest number of type 19 advertisements in proportion to number of pages in period seven.

Advertisement Type 20 (Cosmetics) by Periods. Weighted Chi Square = 6.48. Degrees of Freedom = 2. At the 95% confidence level, this difference is significant. The difference between type 20 advertisements appearing in the three period appears to be genuine. *Ms.* contained the greatest number of type 20 advertisements in proportion to number of pages in period seven.

Advertisement Type 21 (Cleaning Products) by Periods. No articles of this type appeared in *Ms.* during the periods studied.

Advertisement Type 22 (Hygiene/Diet) by Periods. Weighted Chi Square = 23.73. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 22 advertisements appearing in the three period appears to be

genuine. *Ms.* contained the greatest number of type 22 advertisements in proportion to number of pages in period seven.

Advertisement Type 23 (Clothing Accessories) by Periods. Weighted Chi Square = 7.35. Degrees of Freedom = 2. At the 95% confidence level, this difference is significant. The difference between type 23 advertisements appearing in the three period appears to be genuine. *Ms.* contained the greatest number of type eight advertisements in proportion to number of pages in period five.

Advertisement Type 24 (Appliances) by Periods. No articles of this type appeared in *Ms.* during the periods studied.

Advertisement Type 25 (Miscellaneous) by Periods. Weighted Chi Square = 2.03. Degrees of Freedom = 3. At the 95% confidence level, the table value equals 7.8. Therefore, this difference is not significant. The difference between type 25 advertisements appearing in the three periods does not appear to be genuine.

Type B Advertisements in *Ms.* (Examining Ownership Change Periods Only)

Type B Advertisements by Periods

Table XXII. Table XXII illustrates the percentage of type B advertisements for each of the period studied both individually and together. During periods of ownership change, the largest percent of advertisements appearing in *Ms.* (3.96%) promoted personal appearance (type 1).

TABLE XXII

PROPORTION OF TYPE "B" ADVERTISEMENTS APPEARING IN MS.  
IN ALL OWNERSHIP CHANGE PERIODS (5, 6, 7) CONSIDERED TOGETHER

Advertisement Type	Time 5 N=191	Time 6 N=194	Time 7 N=55	Total N=440
1	39.79%	35.05%	47.27%	3.69%
2	16.23%	19.07%	10.91%	1.61%
3	13.61%	25.26%	10.91%	1.76%
4	25.13%	12.37%	23.64%	1.85%
5	5.24%	8.25%	7.27%	0.65%
Total	100.00%	100.00%	100.00%	100.00%

Chi Square = 4386.990 at 15df

A complex chi square analysis of type B advertisements by period produced a chi square value of 4836.99 at 15 degrees of freedom. This relationship is significant at the 99.9% confidence level. Therefore, the relationship between advertisement type and between the periods considered together appears to be a genuine relationship. However, it is important to note that one-fifth of the fitted cells are sparse (frequency < 5), making significance tests suspect.

For this analysis, the contingency coefficient (C) equalled .7159. The coefficient of determination equalled .51. With only 51% overlap, it is apparent that a moderate relationship exists between variables. In this case, 49% of the results could have been caused by factors other than those examined.

To determine where the differences existed, simple chi square tests were performed between all cells. Chi square tests for all periods considered together were weighted to account for the variation in the total number of pages studied in each period.



Advertisement Types by Period Five (September 1987-July 1988). Chi Square = 65.99. Degrees of Freedom = 4. At the 99.9% confidence level, this difference is significant. The difference between types of advertisements appearing in period five appears to be genuine. In period five, the greatest number of advertisements promoted “personal appearance” (type 1).

Advertisement Types by Period Six (September 1988-July 1989). Chi Square = 43.78. Degrees of Freedom = 4. At the 99.9% confidence level, this difference is significant. The difference between types of advertisements appearing in period six appears to be genuine. In period six, the greatest number of advertisements promoted “personal appearance” (type 1).

Advertisement Types by Period Seven (September 1989-December 1989). Chi Square = 29.82. Degrees of Freedom = 4. At the 99.9% confidence level, this difference is significant. The difference between types of advertisements appearing in period seven appears to be genuine. In period seven, the greatest number of advertisements promoted “personal appearance” (type 1).

Advertisement Type 1 (Personal Appearance) by Periods. Weighted Chi Square = 78.97. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 1 advertisements appearing in the three periods appears to be genuine. Period seven contained the greatest proportion per number of pages of type 1 advertisements.

Advertisement Type 2 (Business, Travel, Transportation) by Periods. Weighted Chi Square = 29.88. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 2 advertisements appearing in the three periods

appears to be genuine. Period six contained the greatest proportion per number of pages of type 2 advertisements.

Advertisement Type 3 (Home Products) by Periods. Weighted Chi Square = 32.19. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 3 advertisements appearing in the three periods appears to be genuine. Period six contained the greatest proportion per number of pages of type 3 advertisements.

Advertisement Type 4 (Entertainment) by Periods. Weighted Chi Square = 39.54. Degrees of Freedom = 2. At the 99.9% confidence level, this difference is significant. The difference between type 4 advertisements appearing in the three periods appears to be genuine. Period five contained the greatest proportion per number of pages of type 4 advertisements.

Advertisement Type 5 (Other) by Periods. Weighted Chi Square = 13.42. Degrees of Freedom = 2. At the 99.5% confidence level, this difference is significant. The difference between type 5 advertisements appearing in the three periods appears to be genuine. Period six contained the greatest proportion per number of pages of type 5 advertisements.

#### Articles in *Ms.* (Examining All Periods)

##### Article Type by Periods

Table XXIII. Table XXIII illustrates the percentage of article types for each of the seven periods studied both individually and together. In all periods considered together, it appears that the greatest percent of articles appearing in *Ms.* (3.04%) focused on national problems/politics (type 20).

TABLE XXIII

PROPORTION OF ARTICLES APPEARING IN *MS.*  
IN ALL PERIODS (1, 2, 3, 4, 5, 6, 7) CONSIDERED TOGETHER

Article Type	Time 1 N=131	Time 2 N=97	Time 3 N=128	Time 4 N=198	Time 5 N=131	Time 6 N=117	Time 7 N=28	Total N=830
1	0.76%	1.03%	0.78%	0.51%	0.76%	0.85%	0.00%	0.13%
2	5.34%	7.22%	9.38%	8.08%	5.34%	8.55%	10.71%	1.35%
3	4.58%	4.12%	1.56%	1.01%	4.58%	5.98%	0.00%	0.59%
4	3.05%	2.06%	3.13%	1.52%	4.58%	11.97%	10.71%	0.78%
5	4.58%	5.15%	3.13%	0.51%	12.98%	11.97%	14.29%	1.11%
6	1.53%	1.03%	2.34%	0.00%	2.29%	0.85%	0.00%	0.22%
7	6.11%	9.28%	10.16%	4.04%	1.53%	2.56%	0.00%	0.93%
8	16.03%	17.53%	10.16%	12.12%	14.50%	8.55%	17.86%	2.37%
9	12.21%	3.09%	2.34%	2.02%	4.58%	6.84%	7.14%	0.91%
10	1.53%	0.00%	0.00%	0.00%	2.29%	1.71%	3.57%	0.17%
11	2.29%	0.00%	3.13%	0.51%	3.82%	4.27%	3.57%	0.41%
12	0.00%	1.03%	0.78%	0.00%	2.29%	0.00%	7.14%	0.15%
13	0.00%	0.00%	2.34%	0.00%	6.87%	2.56%	0.00%	0.33%
14	0.00%	0.00%	0.00%	0.00%	1.53%	0.00%	0.00%	0.04%
15	0.00%	0.00%	0.02%	0.00%	0.78%	1.71%	0.00%	0.15%
16	2.29%	0.00%	2.34%	0.00%	2.29%	2.59%	3.57%	0.28%
17	1.53%	3.09%	3.13%	1.01%	2.29%	1.71%	0.00%	0.35%
18	3.05%	12.37%	11.72%	16.16%	8.40%	8.55%	3.57%	1.85%
19	0.00%	0.00%	0.00%	0.51%	0.00%	0.00%	0.00%	0.02%
20	16.03%	18.56%	17.19%	27.27%	11.45%	6.84%	7.14%	3.04%
21	3.82%	6.19%	3.91%	22.22%	2.29%	5.13%	7.14%	1.54%
22	6.87%	7.22%	6.25%	1.52%	0.76%	5.98%	3.57%	0.78%
23	8.40%	1.03%	3.91%	1.01%	0.00%	0.00%	0.00%	0.41%
24	0.00%	0.00%	1.56%	0.00%	1.53%	0.85%	0.00%	0.11%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Chi Square = 6649.916 at 168df

A complex chi square analysis of article type by periods produced a chi square value of 6649.916 at 168 degrees of freedom. This relationship is significant at the 99.9% confidence level. Therefore, the relationship between article type and between the periods considered together appears to be a genuine relationship. However, it is important to note that one-fifth of the fitted cells are sparse (frequency < 5), making significance tests suspect.

For this analysis, the contingency coefficient (C) equalled .7688. And the coefficient of determination equalled .59. With 59% overlap, it is apparent that a moderate relationship exists between variables. In fact, 41% of the results could have been caused by other factors.

To determine where the differences existed, simple chi square tests were performed between all cells. Chi square tests for all periods considered together were weighted to account for the variation in the total number of pages studied in each issue.

Article Type by Period One (July 1972-May 1973). Chi Square = 164.51. Degrees of Freedom = 23. At the 99.9% confidence level, this difference is significant. The difference between types of articles appearing in period one appears to be genuine. In period one, the greatest number of articles focused on “first-person experiences” and “national problems/politics” (types 8 and 20).

Article Type by Period Two (July 1978-May 1979). Chi Square = 160.07. Degrees of Freedom = 23. At the 99.9% confidence level, this difference is significant. The difference between types of articles appearing in period two appears to be genuine. In period two, the greatest number of articles focused on “national problems/politics” (type 20).

Article Type by Period Three (July 1984-May 1985). Chi Square = 137.50. Degrees of Freedom = 23. At the 99.9% confidence level, this difference is significant. The

difference between types of articles appearing in period three appears to be genuine. In period three, the greatest number of articles focused on “national problems/politics” (type 20).

Article Type by Period Four (July 1990-May 1991). Chi Square = 628.91. Degrees of Freedom = 23. At the 99.9% confidence level, this difference is significant. The difference between types of articles appearing in period four appears to be genuine. In period four, the greatest number of articles focused on “national problems/politics” (type 20).

Article Type by Period Five (September 1987-July 1988). Chi Square = 115.05. Degrees of Freedom = 23. At the 99.9% confidence level, this difference is significant. The difference between types of articles appearing in period five appears to be genuine. In period five, the greatest number of articles focused on “first-person experiences” (type 8).

Article Type by Period Six (September 1988-July 1989). Chi Square = 92.44. Degrees of Freedom = 23. At the 99.9% confidence level, this difference is significant. The difference between types of articles appearing in period six appears to be genuine. In period six, the greatest number of articles focused on “money” and “celebrities” (types 4 and 5).

Article Type by Period Seven (September 1989-December 1989). Chi Square = 40.57. Degrees of Freedom = 23. At the 99% confidence level, this difference is significant. The difference between types of articles appearing in period seven appears to be genuine. In period seven, the greatest number of articles focused on “first-person experiences” (type 8).

Article Type 1 (Diets) by Periods. Weighted Chi Square = 2.34. Degrees of Freedom = 6. At the 95% confidence level, the table value equals 12.6. Therefore, this difference is

not significant. The difference between type 1 articles appearing in the seven periods does not appear to be genuine.

Article Type 2 (Health) by Periods. Weighted Chi Square = 13.86. Degrees of Freedom = 6. At the 95% confidence level, this difference is significant. The difference between type 2 articles appearing in the seven periods appears to be genuine. *Ms.* contained the greatest number of type 2 articles in proportion to number of pages in period seven.

Article Type 3 (Sex) by Periods. Weighted Chi Square = 7.19. Degrees of Freedom = 6. At the 95% confidence level, the table value equals 12.6. Therefore, this difference is not significant. The difference between type 3 articles appearing in the seven periods does not appear to be genuine.

Article Type 4 (Money) by Periods. Weighted Chi Square = 8.88. Degrees of Freedom = 6. At the 95% confidence level, the table value equals 12.6. Therefore, this difference is not significant. The difference between type 4 articles appearing in the seven periods does not appear to be genuine.

Article Type 5 (Celebrities) by Periods. Weighted Chi Square = 12.42. Degrees of Freedom = 6. At the 95% confidence level, the table value equals 12.6. Therefore, this difference is not significant. The difference between type 5 articles appearing in the seven periods does not appear to be genuine.

Article Type 6 (How-To) by Periods. Weighted Chi Square = 3.29. Degrees of Freedom = 6. At the 95% confidence level, the table value equals 12.6. Therefore, this

difference is not significant. The difference between type 6 articles appearing in the seven periods does not appear to be genuine.

Article Type 7 (Self-Help) by Periods. Weighted Chi Square = 10.54. Degrees of Freedom = 6. At the 95% confidence level, the table value equals 12.6. Therefore, this difference is not significant. The difference between type 7 articles appearing in the seven periods does not appear to be genuine.

Article Type 8 (First-Person Experiences) by Periods. Weighted Chi Square = 24.04. Degrees of Freedom = 6. At the 99.5% confidence level, this difference is significant. The difference between type 8 articles appearing in the seven periods appears to be genuine. *Ms.* contained the greatest number of type 8 articles in proportion to number of pages in period seven.

Article Type 9 (Human Behavior) by Periods. Weighted Chi Square = 10.09. Degrees of Freedom = 6. At the 95% confidence level, the table value equals 12.6. Therefore, this difference is not significant. The difference between type 9 articles appearing in the three seven periods does not appear to be genuine.

Article Type 10 (Marriage) by Periods. Weighted Chi Square = 2.72. Degrees of Freedom = 6. At the 95% confidence level, the table value equals 12.6. Therefore, this difference is not significant. The difference between type 10 articles appearing in the seven periods does not appear to be genuine.

Article Type 11 (Children) by Periods. Weighted Chi Square = 5.12. Degrees of Freedom = 6. At the 95% confidence level, the table value equals 12.6. Therefore, this difference is not significant. The difference between type 11 articles appearing in the seven periods does not appear to be genuine.

Article Type 12 (Travel) by Periods. Weighted Chi Square = 2.46. Degrees of Freedom = 6. Therefore, this difference is not significant. The difference between type 12 articles appearing in the seven periods does not appear to be genuine.

Article Type 13 (Fashion) by Periods. Weighted Chi Square = 4.34. Degrees of Freedom = 6. Therefore, this difference is not significant. The difference between type 13 articles appearing in the seven periods does not appear to be genuine.

Article Type 14 (Home Furnishing) by Periods. Weighted Chi Square = 1.44. Degrees of Freedom = 6. Therefore, this difference is not significant. The difference between type 14 articles appearing in the seven periods does not appear to be genuine.

Article Type 15 (Cooking) by Periods. Weighted Chi Square = 2.58. Degrees of Freedom = 6. Therefore, this difference is not significant. The difference between type 15 articles appearing in the seven periods does not appear to be genuine.

Article Type 16 (Trends) by Periods. Weighted Chi Square = 3.84. Degrees of Freedom = 6. Therefore, this difference is not significant. The difference between type 16 articles appearing in the seven periods does not appear to be genuine.

Article Type 17 (Sports) by Periods. Weighted Chi Square = 4.62. Degrees of Freedom = 6. Therefore, this difference is not significant. The difference between type 17 articles appearing in the seven periods does not appear to be genuine.

Article Type 18 (Hobbies/Art) by Periods. Weighted Chi Square = 18.20. Degrees of Freedom = 6. At the 99% confidence level, this difference is significant. The difference between type 18 articles appearing in the seven periods appears to be genuine. *Ms.*



contained the greatest number of type 18 articles in proportion to number of pages in period four.

Article Type 19 (Animals) by Periods. Weighted Chi Square = 1.15. Degrees of Freedom = 6. Therefore, this difference is not significant. The difference between type 19 articles appearing in the seven periods does not appear to be genuine.

Article Type 20 (National Problems/Politics) by Periods. Weighted Chi Square = 28.83. Degrees of Freedom = 6. At the 99.5% confidence level, this difference is significant. The difference between type 20 articles appearing in the seven periods appears to be genuine. *Ms.* contained the greatest number of type 20 articles in proportion to number of pages in period four.

Article Type 21 (Foreign News) by Periods. Weighted Chi Square = 13.61. Degrees of Freedom = 6. At the 95% confidence level, this difference is significant. The difference between type 21 articles appearing in the seven periods appears to be genuine. *Ms.* contained the greatest number of type 21 articles in proportion to number of pages in period four.

Article Type 22 (Fiction) by Periods. Weighted Chi Square = 9.24. Degrees of Freedom = 6. Therefore, this difference is not significant. The difference between type 22 articles appearing in the seven periods does not appear to be genuine.

Article Type 23 (History) by Periods. Weighted Chi Square = 5.07. Degrees of Freedom = 6. Therefore, this difference is not significant. The difference between type 23 articles appearing in the seven periods does not appear to be genuine.

Article Type 24 (Beauty) by Periods. Weighted Chi Square = 2.13. Degrees of Freedom = 6. Therefore, this difference is not significant. The difference between type 24 articles appearing in the seven periods does not appear to be genuine.

Type A Advertisements in Ms. (Examining All Periods)

Type A Advertisements by Periods

Table XXIV. Table XXIV illustrates the percentage of type A advertisements for each of the period studied both individually and together. During all periods considered together, it appears that the largest percent of advertisements appearing in *Ms.* (2.46%) promoted alcohol (type 6).

TABLE XXIV

PROPORTION OF TYPE "A" ADVERTISEMENTS APPEARING IN MS.  
IN ALL PERIODS (1, 2, 3, 5, 6, 7) CONSIDERED TOGETHER

Ad. Type	Time 1 N=87	Time 2 N=197	Time 3 N=255	Time 5 N=191	Time 6 N=194	Time 7 N=55	Total N=979
1	0.00%	0.51%	0.78%	0.00%	1.03%	0.00%	0.11%
2	1.15%	0.51%	0.78%	0.00%	0.00%	0.00%	0.09%
3	0.00%	2.54%	0.00%	0.00%	0.00%	0.00%	0.11%
4	0.00%	1.02%	1.18%	0.00%	0.00%	0.00%	0.09%
5	6.90%	0.00%	3.14%	4.71%	1.03%	1.82%	0.57%
6	8.05%	15.23%	16.86%	8.90%	6.19%	7.27%	2.46%
7	0.00%	2.03%	4.31%	7.33%	3.61%	0.00%	0.78%
8	4.60%	0.51%	0.00%	2.09%	0.00%	0.00%	0.20%
9	4.60%	1.52%	0.00%	1.05%	0.52%	0.00%	0.22%
10	28.74%	8.12%	8.24%	5.76%	4.12%	3.64%	1.80%
11	1.15%	1.02%	0.00%	0.00%	0.00%	0.00%	0.07%
12	1.15%	6.60%	5.49%	2.62%	3.09%	5.45%	0.91%
13	4.60%	2.03%	1.18%	2.09%	8.25%	7.27%	0.76%
14	13.79%	5.58%	0.78%	2.62%	0.00%	0.00%	0.65%
15	1.15%	12.69%	7.84%	13.61%	14.95%	5.45%	2.26%
16	4.60%	2.03%	4.31%	3.66%	1.55%	3.64%	0.67%
17	0.00%	5.58%	6.27%	5.76%	10.82%	9.09%	1.39%
18	2.30%	2.03%	0.78%	0.52%	10.82%	1.82%	0.67%
19	8.05%	15.74%	6.27%	5.76%	0.00%	9.09%	1.52%
20	1.15%	5.08%	12.94%	13.09%	8.76%	18.18%	2.09%
21	0.00%	1.02%	0.78%	0.00%	0.00%	0.00%	0.09%
22	4.60%	6.09%	8.63%	3.66%	9.97%	20.00%	1.63%
23	3.45%	2.03%	5.10%	16.23%	15.46%	7.27%	1.85%
25	0.00%	0.51%	4.31%	0.52%	0.00%	0.00%	0.28%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Chi Square = 6806.188 at 144df

A complex chi square analysis of advertisement type by periods produced a chi square value of 6806.188 at 144 degrees of freedom. This relationship is significant at the 99.9% confidence level. Therefore, the relationship between advertisement type and between the periods considered together appears to be a genuine relationship. However, it is important to note that one-fifth of the fitted cells are sparse (frequency < 5), making significance tests suspect.

For this analysis, the contingency coefficient (C) equalled .7724. And the coefficient of determination equalled .60. With 60% overlap, it is apparent that a moderately strong relationship exists between variables. In fact, 40% of the results could have been caused by factors other than those examined.

To determine where the differences existed, simple chi square tests were performed between all cells. Chi square tests for all periods considered together were weighted to account for the variation in the total number of pages studied in each issue.

Advertisement Type by Period One (July 1972-May 1973). Chi Square = 200.64. Degrees of Freedom = 24. At the 99.9% confidence level, this difference is significant. The difference between types of advertisements appearing in period one appears to be genuine. In period one, the greatest number of advertisements promoted “movies/publications” (type 10).

Advertisement Type by Period Two (July 1978-May 1979). Chi Square = 250.59. Degrees of Freedom = 24. At the 99.9% confidence level, this difference is significant. The difference between types of advertisements appearing in period two appears to be genuine. In period two, the greatest number of advertisements promoted “tobacco products” (type 19).

Advertisement Type by Period Three (July 1984-May 1985). Chi Square = 294.51. Degrees of Freedom = 24. At the 99.9% confidence level, this difference is significant.

The difference between types of advertisements appearing in period three appears to be genuine. In period three, the greatest number of advertisements promoted “alcohol” (type 6).

Advertisement Type by Period Four (July 1990-May 1991). No advertisements appeared in *Ms.* in period four.

Advertisement Type by Period Five (September 1987-July 1988). Chi Square = 251.02. Degrees of Freedom = 24. At the 99.9% confidence level, this difference is significant. The difference between types of advertisements appearing in period five appears to be genuine. In period five, the greatest number of advertisements promoted “clothing accessories” (type 23).

Advertisement Type by Period Six (September 1988-July 1989). Chi Square = 300.85. Degrees of Freedom = 24. At the 99.9% confidence level, this difference is significant. The difference between types of advertisements appearing in period six appears to be genuine. In period six, the greatest number of advertisements promoted “clothing accessories” (type 23).

Advertisement Type by Period Seven (September 1989-December 1989). Chi Square = 102.73. Degrees of Freedom = 24. At the 99% confidence level, this difference is significant. The difference between types of advertisements appearing in period seven appears to be genuine. In period seven, the greatest number of advertisements promoted “hygiene/diet” (type 22).

Advertisement Type 1 (Travel/Tourism) by Periods. Weighted Chi Square = 1.18. Degrees of Freedom = 5. At the 95% confidence level, the table value equals 11.1.

Therefore, this difference is not significant. The difference between type 1 advertisements appearing in the seven periods does not appear to be genuine.

Advertisement Type 2 (Hotels/Resorts/Night Clubs) by Periods. Weighted Chi Square = 1.25. Degrees of Freedom = 5. At the 95% confidence level, the table value equals 11.1. Therefore, this difference is not significant. The difference between type 2 advertisements appearing in the seven periods does not appear to be genuine.

Advertisement Type 3 (Airlines) by Periods. Weighted Chi Square = 1.29. Degrees of Freedom = 5. At the 95% confidence level, the table value equals 11.1. Therefore, this difference is not significant. The difference between type 3 advertisements appearing in the seven periods does not appear to be genuine.

Advertisement Type 4 (Car Rentals/Tips/Parts) by Periods. Weighted Chi Square = 1.12. Degrees of Freedom = 5. At the 95% confidence level, the table value equals 11.1. Therefore, this difference is not significant. The difference between type 4 advertisements appearing in the seven periods does not appear to be genuine.

Advertisement Type 5 (Clothing/Fabric/Patterns) by Periods. Weighted Chi Square = 8.98. Degrees of Freedom = 5. At the 95% confidence level, the table value equals 11.1. Therefore, this difference is not significant. The difference between type 5 advertisements appearing in the seven periods does not appear to be genuine.

Advertisement Type 6 (Alcohol) by Periods. Weighted Chi Square = 31.88. Degrees of Freedom = 5. At the 99.9% confidence level, this difference is significant. The difference between type 6 advertisements appearing in the seven periods appears to be genuine. *Ms.* contained the greatest number of type 6 advertisements in proportion to number of pages in period three.

Advertisement Type 7 (Food/Soft Drinks) by Periods. Weighted Chi Square = 8.82.

Degrees of Freedom = 5. At the 95% confidence level, the table value equals 11.1.

Therefore, this difference is not significant. The difference between type 7 advertisements appearing in the seven periods does not appear to be genuine.

Advertisement Type 8 (Perfume/Stationary) by Periods. Weighted Chi Square = 3.68.

Degrees of Freedom = 5. At the 95% confidence level, the table value equals 11.1.

Therefore, this difference is not significant. The difference between type 8 advertisements appearing in the seven periods does not appear to be genuine.

Advertisement Type 9 (Records/Tapes) by Periods. Weighted Chi Square = 3.92.

Degrees of Freedom = 5. At the 95% confidence level, the table value equals 11.1.

Therefore, this difference is not significant. The difference between type 9 advertisements appearing in the seven periods does not appear to be genuine.

Advertisement Type 10 (Movies/Publications) by Periods. Weighted Chi Square =

29.90. Degrees of Freedom = 5. At the 99.9% confidence level, this difference is significant. The difference between type 10 advertisements appearing in the seven periods appears to be genuine. *Ms.* contained the greatest number of type 10 advertisements in proportion to number of pages in period one.

Advertisement Type 11 (Cameras/Film) by Periods. Weighted Chi Square = 1.10.

Degrees of Freedom = 5. At the 95% confidence level, the table value equals 11.1.

Therefore, this difference is not significant. The difference between type 11 advertisements appearing in the seven periods does not appear to be genuine.

Advertisement Type 12 (Insurance/Financing) by Periods. Weighted Chi Square =

12.45. Degrees of Freedom = 5. At the 95% confidence level, this difference is

significant. The difference between type 12 advertisements appearing in the seven periods appears to be genuine. *Ms.* contained the greatest number of type 12 advertisements in proportion to number of pages in period two.

Advertisement Type 13 (Institutional Ads) by Periods. Weighted Chi Square = 12.95. Degrees of Freedom = 5. At the 97.5% confidence level, this difference is significant. The difference between type 13 advertisements appearing in the seven periods appears to be genuine. *Ms.* contained the greatest number of type 13 advertisements in proportion to number of pages in period six.

Advertisement Type 14 (Ideological Crusades) by Periods. Weighted Chi Square = 11.62. Degrees of Freedom = 5. At the 95% confidence level, this difference is significant. The difference between type 14 advertisements appearing in the seven periods appears to be genuine. *Ms.* contained the greatest number of type 14 advertisements in proportion to number of pages in period one.

Advertisement Type 15 (Cars/Trucks/Cycles) by Periods. Weighted Chi Square = 28.41. Degrees of Freedom = 5. At the 99.9% confidence level, this difference is significant. The difference between type 15 advertisements appearing in the seven periods appears to be genuine. *Ms.* contained the greatest number of type 15 advertisements in proportion to number of pages in period five.

Advertisement Type 16 (Electronics) by Periods. Weighted Chi Square = 10.10. Degrees of Freedom = 5. At the 95% confidence level, the table value equals 11.1. Therefore, this difference is not significant. The difference between type 16 advertisements appearing in the seven periods does not appear to be genuine.



Advertisement Type 17 (Patent Medicines) by Periods. Weighted Chi Square = 19.13. Degrees of Freedom = 5. At the 99.5% confidence level, this difference is significant. The difference between type 17 advertisements appearing in the seven periods appears to be genuine. *Ms.* contained the greatest number of type 17 advertisements in proportion to number of pages in period six.

Advertisement Type 18 (Furniture/Household) by Periods. Weighted Chi Square = 9.31. Degrees of Freedom = 5. At the 95% confidence level, the table value equals 11.1. Therefore, this difference is not significant. The difference between type 11 advertisements appearing in the seven periods does not appear to be genuine.

Advertisement Type 19 (Tobacco Products) by Periods. Weighted Chi Square = 22.91. Degrees of Freedom = 5. At the 99.9% confidence level, this difference is significant. The difference between type 19 advertisements appearing in the seven periods appears to be genuine. *Ms.* contained the greatest number of type 19 advertisements in proportion to number of pages in period two.

Advertisement Type 20 (Cosmetics) by Periods. Weighted Chi Square = 30.20. Degrees of Freedom = 5. At the 97.5% confidence level, this difference is significant. The difference between type 20 advertisements appearing in the seven periods appears to be genuine. *Ms.* contained the greatest number of type 20 advertisements in proportion to number of pages in period seven.

Advertisement Type 21 (Cleaning Products) by Periods. Weighted Chi Square = 0.92. Degrees of Freedom = 5. At the 95% confidence level, the table value equals 11.1. Therefore, this difference is not significant. The difference between type 21 advertisements appearing in the seven periods does not appear to be genuine.

Advertisement Type 22 (Hygiene/Diet) by Periods. Weighted Chi Square = 26.91. Degrees of Freedom = 5. At the 97.5% confidence level, this difference is significant. The difference between type 22 advertisements appearing in the seven periods appears to be genuine. *Ms.* contained the greatest number of type 22 advertisements in proportion to number of pages in period seven.

Advertisement Type 23 (Clothing Accessories) by Periods. Weighted Chi Square = 25.27. Degrees of Freedom = 5. At the 97.5% confidence level, this difference is significant. The difference between type 23 advertisements appearing in the seven periods appears to be genuine. *Ms.* contained the greatest number of type 23 advertisements in proportion to number of pages in period five.

Advertisement Type 24 (Appliances) by Periods. No articles of this type appeared in *Ms.* during the periods studied.

Advertisement Type 25 (Miscellaneous) by Periods. Weighted Chi Square = 2.73. Degrees of Freedom = 5. At the 95% confidence level, the table value equals 11.1. Therefore, this difference is not significant. The difference between type 25 advertisements appearing in the seven periods does not appear to be genuine.

#### Type B Advertisements in *Ms.* (Examining All Periods)

##### Type B Advertisements by Periods

Table XXV. Table XXV illustrates the percentage of type B advertisements for each of the period studied both individually and together. During all periods, it appears that the largest percent of type B advertisements in *Ms.* (6.74%) promoted entertainment (type 4).

TABLE XXV

PROPORTION OF TYPE "B" ADVERTISEMENTS APPEARING IN MS.  
IN ALL PERIODS (1, 2, 3, 5, 6, 7) CONSIDERED TOGETHER

Ad. Type	Time 1 N=87	Time 2 N=197	Time 3 N=255	Time 5 N=191	Time 6 N=194	Time 7 N=55	Total N=979
1	20.69%	13.71%	29.80%	39.79%	35.05%	47.27%	6.32%
2	3.45%	23.86%	16.08%	16.23%	19.07%	10.91%	3.59%
3	2.30%	10.66%	12.16%	13.61%	25.26%	10.91%	2.93%
4	55.17%	43.65%	35.69%	25.13%	12.37%	23.64%	6.74%
5	18.39%	8.12%	6.27%	5.24%	8.25%	7.27%	1.70%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Chi Square = 5286.883 at 30df

A complex chi square analysis of type B advertisements by period produced a chi square value of 5286.883 at 30 degrees of freedom. This relationship is significant at the 99.9% confidence level. Therefore, the relationship between advertisement type and between the periods considered together appears to be a genuine relationship. However, it is important to note that one-fifth of the fitted cells are sparse (frequency < 5), making significance tests suspect.

For this analysis, the contingency coefficient (C) equalled .7312. The coefficient of determination equalled .53. With only 53% overlap, it is apparent that a moderate relationship exists between variables. In this case, 47% of the results could have been caused by factors other than those examined.

To determine where the differences existed, simple chi square tests were performed between all cells. Chi square tests for all periods considered together were weighted to account for the variation in the total number of pages studied in each period.

Advertisement Types by Period One (July 1972-May 1973). Chi Square = 79.49.

Degrees of Freedom = 4. At the 99.9% confidence level, this difference is significant. The

difference between types of advertisements appearing in period one appears to be genuine. In period one, the greatest number of advertisements promoted “entertainment” (type 4).

Advertisement Types by Period Two (July 1978-May 1979). Chi Square = 82.97.

Degrees of Freedom = 4. At the 99.9% confidence level, this difference is significant. The difference between types of advertisements appearing in period two appears to be genuine. In period two, the greatest number of advertisements promoted “entertainment” (type 4).

Advertisement Types by Period Three (July 1984-May 1985). Chi Square = 77.45.

Degrees of Freedom = 4. At the 99.9% confidence level, this difference is significant. The difference between types of advertisements appearing in period three appears to be genuine. In period three, the greatest number of advertisements promoted “entertainment” (type 4).

Advertisement Types by Period Four (July 1990-May 1991). No advertisements appeared in *Ms.* during period four.

Advertisement Types by Period Five (September 1987-July 1988). Chi Square = 65.99. Degrees of Freedom = 4. At the 99.9% confidence level, this difference is significant. The difference between types of advertisements appearing in period five appears to be genuine. In period five, the greatest number of advertisements promoted “personal appearance” (type 1).

Advertisement Types by Period Six (September 1988-July 1989). Chi Square = 43.78. Degrees of Freedom = 4. At the 99.9% confidence level, this difference is significant. The difference between types of advertisements appearing in period six appears to be genuine. In period six, the greatest number of advertisements promoted “personal appearance” (type 1).

Advertisement Types by Period Seven (September 1989-December 1989). Chi Square = 29.82. Degrees of Freedom = 4. At the 99.9% confidence level, this difference is significant. The difference between types of advertisements appearing in period seven appears to be genuine. In period seven, the greatest number of advertisements promoted “personal appearance” (type 1).

Advertisement Type 1 (Personal Appearance) by Periods. Weighted Chi Square = 62.85. Degrees of Freedom = 5. At the 99.9% confidence level, this difference is significant. The difference between type 1 advertisements appearing in the seven periods appears to be genuine. Period seven contained the greatest proportion per number of pages of type 1 advertisements.

Advertisement Type 2 (Business, Travel, Transportation) by Periods. Weighted Chi Square = 42.33. Degrees of Freedom = 5. At the 99.9% confidence level, this difference is significant. The difference between type 2 advertisements appearing in the seven periods appears to be genuine. Period two contained the greatest proportion per number of pages of type 2 advertisements.

Advertisement Type 3 (Home Products) by Periods. Weighted Chi Square = 55.99. Degrees of Freedom = 5. At the 99.9% confidence level, this difference is significant. The difference between type 3 advertisements appearing in the seven periods appears to be genuine. Period six contained the greatest proportion per number of pages of type 3 advertisements.

Advertisement Type 4 (Entertainment) by Periods. Weighted Chi Square = 92.79. Degrees of Freedom = 5. At the 99.9% confidence level, this difference is significant. The difference between type 4 advertisements appearing in the seven periods appears to be

genuine. Period one contained the greatest proportion per number of pages of type 4 advertisements.

Advertisement Type 5 (Other) by Periods. Weighted Chi Square =32.60. Degrees of Freedom = 5. At the 99.9% confidence level, this difference is significant. The difference between type 5 advertisements appearing in the seven periods appears to be genuine. Period one contained the greatest proportion per number of pages of type 5 advertisements.

## CHAPTER V

### SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

#### General

News articles on *Ms.*' relatively new advertisement-free format inspired this study. During its 20 years of publication, *Ms.* strived to be a leading forum for feminist political debate. However, this study demonstrates that *Ms.* worked as a powerful yet contradictory channel for the women's movement. It dramatizes how *Ms.* communicated a feminist vision while it concurrently mediated, controlled, and sometimes undermined its original promise to be a mass-media resource for women.

This thesis assumed that the mass media are capable of influencing women's values and beliefs. Meaning theories suggest that women's publications help to shape women's views of society and culture through the social roles portrayed in both advertising and editorial content. By setting the agenda, the media attempt to tell women what it is important for them to think about (DeFleur and Ball-Rokeach, 284-285).

This thesis predicted that in each time period *Ms.* would print a greater number of advertisements and articles which resembled traditional women's publications. It also predicted that in time period four (when *Ms.* contained no advertisements) *Ms.* would once again present a predominant version of feminist ideology.

This thesis employed content analysis to examine changes in the advertising and editorial content of three women's magazines: *Ms.*, *Mademoiselle*, and *Ladies' Home Journal*. It examined the content of the publications between July of 1972 and July of 1992. The primary study considered four time periods: July 1972-May 1973, July 1978-May 1979, July 1984-May 1985, and July 1990-May 1991. The secondary study, which

analyzed changes in *Ms.*' content due to ownership changes, considered seven time periods: July 1972-May 1973, July 1978-May 1979, July 1984-May 1985, July 1990-May 1991, September 1987-July 1988, September 1988-July 1989, and September 1989-December 1989.

Three judges coded advertisements and articles according to the categories of analysis described below. The coders examined entire issues of the magazines during each time period studied. Type A advertisements were classified into the following categories:

- |                               |                          |
|-------------------------------|--------------------------|
| 1) travel/tourism             | 14) ideological crusades |
| 2) hotels/resorts/night clubs | 15) cars/trucks/cycles   |
| 3) airlines                   | 16) electronics          |
| 4) car rentals/tips/parts     | 17) patent medicines     |
| 5) clothing/fabric/patterns   | 18) furniture/household  |
| 6) alcohol                    | 19) tobacco products     |
| 7) foods/soft drinks          | 20) cosmetics            |
| 8) perfume/stationery         | 21) cleaning products    |
| 9) records/tapes              | 22) hygiene/diet         |
| 10) movies/publications       | 23) clothing accessories |
| 11) cameras/film              | 24) appliances           |
| 12) insurance/financing       | 25) miscellaneous        |
| 13) institutional ads         |                          |

Category guidelines for type B advertisements included:

- 1) personal appearance
- 2) business, travel, and transportation
- 3) home products
- 4) entertainment (including cigarettes and alcohol)
- 5) other

In addition, magazine articles were classified into the following categories:

- |                   |                             |                                |
|-------------------|-----------------------------|--------------------------------|
| 1) diets          | 8) first-person experiences | 15) cooking                    |
| 2) health         | 9) human behavior           | 16) trends                     |
| 3) sex            | 10) marriage                | 17) sports                     |
| 4) money          | 11) children                | 18) hobbies/art                |
| 5) celebrities    | 12) travel                  | 19) animals                    |
| 6) how-to         | 13) fashion                 | 20) national problems/politics |
| 7) self-help      | 14) home furnishing         | 21) foreign news               |
| 22) fiction       | 23) history                 | 24) beauty                     |
| 25) miscellaneous |                             |                                |

The overall results indicated that the advertising and editorial content of the magazines did change between July 1972 and July 1992. Therefore, the results supported the hypotheses of this thesis.



## Summary of Findings

Analyzing the advertising and editorial content of *Ms.* magazine from its beginning as a publication supporting feminist ideology to its current status as an advertisement-free medium helped to determine if relationships existed between advertisers' ideology as depicted in advertising content and the articles that *Ms.* chose to print.

### Primary Study

It was first hypothesized that there were no changes in advertising content for all three magazines considered together. This hypothesis was rejected because the results indicated that changes in the frequency of type A and type B advertisements occurred in all three magazines considered together during time periods one through four. For all magazines considered together, the greatest percent of type A advertisements promoted “cosmetics” (type 20), and the largest percent of type B advertisements promoted “personal appearance” (type 1). Next, it was hypothesized that there were no changes in the advertising content of *Ms.* over time. This hypothesis was also rejected. The difference between the types A and B advertisements appearing in *Ms.* appeared to be genuine. During this time, the largest percent of type A advertisements in *Ms.* promoted “alcohol” (type 6), and the largest percent of type B advertisements promoted “entertainment” (type 4). The next two hypotheses stated that there were no changes over time in the advertising content of *Mademoiselle* and of *Ladies' Home Journal*. Both of these hypotheses were rejected. Differences between types of articles appearing in both magazine appeared to be genuine. The largest percent of type A articles in *Mademoiselle* and *Ladies' Home Journal* promoted “cosmetics” (type 20) and “food/soft drinks” (type 7) respectively. Similarly, the largest percent of type B articles in *Mademoiselle* and *Ladies' Home Journal* promoted “personal appearance” (type 1) and “home products” (type 3) respectively.

The fifth hypothesis stated that there were no changes in article content over time for all three magazines considered together. This hypothesis was rejected because the results indicated that changes in article types occurred in all three magazines considered together during time periods one through four. For all magazines considered together, the greatest percent of articles featured “fashion” (type 13). It was also hypothesized that no changes occurred in the article content of *Ms.* over time. This hypothesis was rejected. In *Ms.* a significant difference existed between article types. During this time, the largest percent of *Ms.*' articles focused on “national problems/politics” (type 20). The next two hypotheses stated that there were no changes in the article content of *Mademoiselle* and of *Ladies' Home Journal* over time. These hypotheses were also rejected. The largest percent of articles in *Mademoiselle* and *Ladies' Home Journal* focused on “fashion” (type 13) and “cooking” (type 15) respectively.

### Secondary Study

The secondary study examined changes in *Ms.*' advertising and article content during time periods of ownership change and in all time periods considered together.

First, it was hypothesized that no changes occurred in advertising content of *Ms.* during time periods of ownership change: five through seven. However, this hypothesis was rejected. The results indicated that changes in type A and type B advertisements occurred in *Ms.* during time periods of ownership change: five through seven. During all time periods considered together, the largest percent of type A advertisement promoted “cosmetics” (type 20), and the greatest percent of type B advertisements promoted “personal appearance” (type 1).

It was also hypothesized that no changes occurred in advertising content of *Ms.* during all time periods considered together: one through three and five through seven. This hypothesis was rejected. The results indicated that changes in type A and type B advertisements occurred in *Ms.* during all time periods considered together. During all

time periods, the largest percent of type A advertisement promoted “alcohol” (type 6), and the largest percent of type B advertisements promoted “entertainment” (type 7).

Next, it was hypothesized that no changes occurred in the article content of *Ms.* during time periods of ownership change: five through seven. This hypothesis was also rejected. The results indicated that changes in article type occurred in *Ms.* during time periods of ownership change. During these time periods, the greatest percent of articles focused on “celebrities” (type 5).

Finally, it was hypothesized that no changes occurred in the article content of *Ms.* during all time periods considered together: one through seven. This hypothesis was rejected. The results indicated that changes in article type occurred in *Ms.* during all time periods considered together. During all time periods, the greatest number of articles in *Ms.* focused on “national problems/politics” (type 20).

### A Free Press?

This thesis also speculated that as *Ms.*' advertising policies gave way to the demands of advertisers, the advertisements and articles appearing in *Ms.* would begin to resemble those appearing in traditional women's publications. Although this relationship was not proved statistically, evidence exists to suggest that the theory may have merit.

By comparing the percentages of *Ms.*' type A advertisements in all seven time periods, it seems that advertisements did become more like those in traditional women's periodicals. Advertisements for food/soft drinks (type 7), furniture/household products (type 18), cosmetics (type 20), and clothing accessories (type 23) increased over time. Moreover, article types also began to resemble mainstream women's magazines. Until July of 1990 (time period four, when *Ms.* contained no advertisements), articles increased on celebrities (type 5), fashion (type 13), and cooking (type 15).

On the other hand, one can see that *Ms.*' advertisement and article content originally differed from other women's periodicals. By comparing proportions of type A

advertisements, it appears that advertisements for hotels/resorts (type 2), airlines (type 3), car rentals/tips/parts (type 4), cameras/film (type 11) insurance/finance (type 12), ideological crusades (type 14), and electronics (type 16) decreased over time. Likewise, article types changed considerably. Non-traditional articles tended to decrease until time periods of ownership change. However, after *Ms.* was reintroduced as an advertisement-free publication, its articles once again stood out from those in mainstream publications. Article types following this pattern included those on health (type 2), self-help (type 7), hobbies/art (type 18), national problems/politics (type 20), and foreign news (type 21).

### Recommendations

Further studies may wish to explore the relationship between advertising and editorial content in other women's publications, in general audience publications, and in other types of media.

In addition, it may prove worthwhile for other researchers to examine larger samples. This could include a greater number of publications or a greater number of time periods.

Researchers may also want to consider selecting their sample randomly. This could allow for the inclusion of a greater variety of issues and time periods studied.

Moreover, researchers may want to investigate the advertising and editorial content according to the images used. Studies on the portrayal of women in advertisements and on the language/rhetoric used in the articles may produce different and more detailed results.

After reading this study, editors of women's magazines may feel compelled to stand up to advertisers' demands of providing complementary copy. And advertisers may be less likely to make such demands.

### Concluding Comments

The findings of this study indicated that although *Ms.* sometimes compromised its original promise to be a mass-mediated forum for feminist, its current advertisement-free format has once again allowed *Ms.* to present a bold vision of feminism.

*Ms.*' status as a mass media magazine with a feminist slant gave it the power to reach a mass audience of women. However, it also created conflicting demands. In *Feminism in the Mass Media: Ms. Magazine, 1972-1989*, Amy Farrell wrote:

At the same time that *Ms.* promised its readers to be an "open forum" and to "work for a better world" it also had to survive in a media industry that dictated it attract as many advertisers as possible, many of whom were less than comfortable with its openly political perspective. Even in its years as a non-profit organization (from 1979 to 1987), *Ms.* needed to attract sufficient advertisers to support its mass circulation. Both a "marketing opportunity" for advertisers and a resource within the women's movement, *Ms.* magazine was an inherently contradictory text (15).

During the 1970s, *Ms.* published articles which broke most of the conventions of popular women's magazines. However by the 1980s, editors disguised any "feminist" articles behind more traditional women's topics, providing perfect set-ups for advertisers' products. For example, a 1973 article appearing in *Ms.*, "Alice in Cosmeticsland," ridiculed the use of makeup to please a man and detailed the harms of many cosmetics (Stewart, 68-71, 106-110). On the other hand, a January 1988 article, "Ode to Makeup," focused on the joys of Maybelline and other cosmetics. The author stated, "I wouldn't be caught, awake or asleep (or dead, even), without eyeliner" (Egan, 14-15). In contrast, "Faith Healers, Holy Oil: Inside the Cosmetics Industry," appeared in 1991. Through this article, the new advertisement-free *Ms.* once again uncovered the myths and fantasies of this multi-million dollar industry (Wolf, 64-67).

Likewise, *Ms.*' advertising content also changed considerably. Originally, *Ms.* attracted advertisements for traditional male products -- cars, travel, electronics, insurance, credit cards, etc. However, as *Ms.* strived to remain financially afloat and changes in ownership occurred, the editors began accepting more and more ads for traditionally

feminine products -- fashion, cosmetics, perfume, home products, etc. In *Ms.*' November 1974 report, "Everything You Wanted to Know About Advertising and Were Not Afraid to Ask," editors told readers, "We may no longer feel compelled to spend a self-defeating proportion of our hard-earned dollars on how we look, but we spend sensible amounts out of self-respect. This real-life approach benefits the reader by offering information on a full range of products. It benefits advertisers too" (90).

In *Ms.*' early days, editors encouraged readers to send in distasteful or sexist advertisements that they found in periodicals, and they included them in their "No Comment" section. Editors abandoned and picked-up this section from time to time throughout *Ms.*' 20-year history. In fact, the "No Comment" section reappeared in the first advertisement-free issue of the new *Ms.* However, this time the advertisements were not found in other publications but were *Ms.*' own (See Figure 2).

Throughout the years, the editors of *Ms.* found themselves caught between two worlds -- the world of the women's movement and the world of the mass-mediated magazine industry. Eventually, *Ms.* became the only representative of feminism on commercial newsstands. This allowed *Ms.* to reach women who would not necessarily have read *Ms.* for its political stance on feminism. However, its mass-mediated popularity also required the magazine to become a "cash cow" often yielding to the demands of advertisers. Farrell explained, "While the history of *Ms.* demonstrates the power of this 'double standard,' it also points to the larger problem confronting anyone attempting to use commercial media for a political movement. Commercial media demand an atmosphere conducive to a consumer ethic; they want to create a culture of commodities, not a culture of politics and social transformation which may either ignore, or perhaps even resist, a culture based on the purchase of goods" (245-246).

In July of 1990, *Ms.* re-emerged advertisement-free and subscriber-supported. Although *Ms.*' absence from the commercial arena may prevent it from reaching a mass audience, it is once again free to work toward the resurgence of feminist ideology. *Ms.* can finally assume a feminist perspective in its editorial content, rather than continually working to construct one.



Ms., DECEMBER 1987

Ms. AD FOR TRADE PUBLICATIONS, 1988

WHAT DO YOU CALL A WOMAN WITH SERIOUS MONEY TO INVEST?



Be a Ms. — An impressive as the woman who read



Ms., JUNE 1980

Ms., MAY 1983



NO COMMENT

This feature in the old Ms. showcased other people's bad ads. Now we can include some of our own . . .



Ms. AD FOR TRADE PUBLICATIONS, 1988

Ms., APRIL 1984

Follow the leaders.

For more information, Newsweek follows the leaders of the world and the nation. To name what to think and say, and do for yourself, the world and the nation.

For more information, Newsweek follows the leaders of the world and the nation. To name what to think and say, and do for yourself, the world and the nation.

At the world's largest newsstand, Newsweek is available for you. This week, Newsweek is back up Newsweek, and you'll be the first to know.



It's good for your funds. Newsweek



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