

A STUDY OF FOREIGN COVERAGE BY
TIME, NEWSWEEK AND U.S. NEWS
& WORLD REPORT IN 1985
AND 1989

By

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1987

Submitted to the Faculty of the
Graduate College of the
Oklahoma State University
in partial fulfillment of
the requirements for
the degree of
MASTER OF SCIENCE
December, 1990

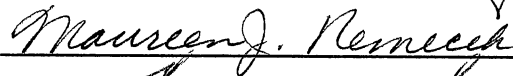
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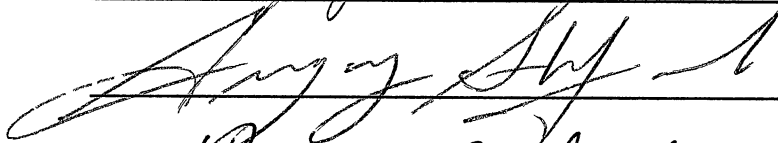
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Thesis Approved:



Thesis Adviser







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PREFACE

Why are there rigid stereotypes of foreign nations among people of the United States? Why in 1990 do some people in the United States still think that Taiwan is a police state?

And when the United States invaded Grenada and when Iraq invaded Kuwait, how many people in the United States knew the background of the two invaded nations and understood why instabilities in a remote region such as the Middle East or in a small nation such as Grenada could trigger military movements of their nation? In a global community, where people pay a price for changes and instabilities happening far away from their nations, are news media providing a representative picture of the community to audiences? These were the questions which this study intended to answer.

My sincere appreciation is expressed to Dr. Charles A, Fleming, my major thesis advisor, for his patience and guidance that helped me finish this project and many others. Much thanks are also expressed to Dr. Maureen Nemecek and Dr. Gregory Stefaniak for their giving me the honor of serving as my committee members.

Much gratitude goes to Viki Nighswonger and Yu-Pin Lin

for their help and support.

But the most thanks go to my parents, Huang Shu-Fang and Ting Chen-Cheng, for their encouragement and financial support in the past 25 years.

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CHAPTER I

INTRODUCTION

Background

As communication and transportation technology advances, today's nations have closer contact and more complicated relationships with each other than ever before. Continuous and fast flow of currencies and populations from one area to another have changed national problems such as poverty, overpopulation and political instability into international problems. And, issues such as the greenhouse effect and acid rain also show that no national boundaries can block the influence of one nation's environmental policies and problems on the other nations of the world.

In such a world of increasing international interdependence and intensifying interaction among nations, mass media play a role in framing people's perception and understanding of other countries and cultures and in framing their attitudes toward global issues and strategies of interaction.

Although there is still disagreement on the strength of the effects of mass communication on information receivers' perception and behavior, it has been found that the influence of mass media on people's images of reality

increases when people have no direct experience with the subjects of those images.¹

This conclusion carries great weight in terms of problems caused by unrepresentative foreign news coverage.

Few people have any direct experience with most of the 173 nations in the world. Thus, in many cases because of the lack of direct experience with a country reported in the news media, unrepresentative news of that country might be the single information source from which people frame their images and draw conclusions.

Because of its influence on people's perception of nations, unbalanced and crisis-oriented coverage of the Third World by the Western media could lead to international controversy. It is a problem which should be examined.

Purpose

Many basic studies, such as content analysis, of the news media's coverage of foreign news have been conducted to examine the world maps presented by United States newspapers and television networks. But, as a 1987 study showed, less than 15 percent of magazine research published in Journalism Quarterly from 1964 through 1983 concentrated on international problems.² And in 1988 and 1989 only about 5.2 percent of magazine research published in Journalism Quarterly had an international angle.

Newsmagazines are one of the major information channels for internationally-oriented government, business leaders

and educators to deal with economic and political issues and to seek foreign information. While the three major newsmagazines in the United States -- Time, Newsweek, and U.S. News & World Report -- serve readers with regular sections of foreign news in each issue, it may be that these newsmagazines do not provide a representative picture of the world in their coverage of foreign news. Instead, it is hypothesized that they provide a rather limited view of the world by focusing their coverage on quite limited topics about certain nations only.

This study also focused on several factors which might be associated with the amount of coverage a nation received from the three magazines. It was hypothesized that the extent of a nation's coverage by the three magazines was associated with the nation's geographical location, trade connections with the United States, and with whether it was a member of NATO or the Warsaw Pact.

The purposes of this research were to document and identify the pattern of foreign news reporting by Time, Newsweek and U.S. News & World Report, and to provide basic and current data about the foreign news coverage by the three major newsmagazines in the United States in 1985 and 1989.

Research Methodology and Objectives

Methodology

The research method was content analysis. The researcher examined all issues of the three magazines mentioned above published in 1985 and 1989.

Content analysis is explained by Budd, Thorp and Donohue as:

...a systematic technique for analyzing message content and message handling -- it is a tool for observing and analyzing the overt communication behavior of selected communicators.

Danielson mentioned that some researcher observed that "the trend in content analysis is toward hypothesis testing as opposed to purely descriptive research."⁴ Any feasible hypothesis still needs solid descriptive data as the basis. In a field like newsmagazine research, which has not been explored much, descriptive research is valuable for providing information from which many meaningful questions about the process and effects of this branch of mass communication could be developed.

Research Objectives

The questions this research answered were:

(a) Was the foreign news coverage by the three newsmagazines centered on certain nations? Were there any nations not covered by any of the three magazines in 1985 and 1989?

(b) Was the extent of a country's coverage by each of the three magazines associated with that country's geographical location?

(c) Was the extent of a country's coverage by each of the three magazines associated with that country's trade connections with the United States in the previous year?

(d) Did NATO and the Warsaw Pact members receive significantly more or less coverage than other nations?

(e) Were some topics covered more extensively for some nations than for others?

(f) Were there similarities and differences among the three magazines' coverage of foreign news in terms of the answers to questions asked above?

(g) Were there similarities and differences between the 1985 and the 1989 foreign news coverage by the three magazines in terms of the answers to questions asked above?

Significance of the Research

Readers of Time, U.S. News & World Report, and Newsweek have to recognize what the world maps presented by the three magazines limit the view of the world they receive from the three magazines.

Knowledge of the pictures of the world presented by these magazines may help readers avoid developing stereotypes from these news stories and avoid overgeneralizing these stereotypes. And, the findings about how factors like geographical location are associated with the extent of coverage a nation received may provide readers as well as researchers basic data about the editorial patterns of the three magazines.

Data provided by the research may serve as reference for further studies of the editorial patterns of the three magazines and of the effects of newsmagazine content on readers' perception of foreign countries.

The researcher does not suggest that responsible news media should cover all issues taking place in every nation in the world. But, as the Commission on Freedom of the Press pointed out in 1940s, "People make decisions in large part in terms of favorable or unfavorable images."⁵ News content, therefore, as a consumer product and an agenda-setting tool should be examined to see what kind of maps the media are providing to guide their audiences in making decisions.

Limitations of the Research

This study provided descriptive data and tested hypotheses of the patterns of foreign news coverage by Time, Newsweek and U.S. News & World Report. From its findings further questions should be raised and further research should be conducted to test and explore the results and to interpret the findings.

The study is limited by the characteristics of the research method. Generalization of the results to other newsmagazines, to other media or to other time periods should not be made.

Outline of Research

This chapter presented a general introduction to the research topic. Chapter II reviews academic research articles and popular literature relevant to the research. Chapter III presents the methodology of the research.

Chapter IV describes the research's findings. Chapter V discusses the findings, and presents a summary, conclusions, and recommendations.

END NOTES

¹ David K. Perry, "The Image Gap: How International News Affects Perceptions of Nations," Journalism Quarterly, August 1987, p. 417.

² Peter Gerlach, "Research About Magazines Appearing in Journalism Quarterly," Journalism Quarterly, Spring 1987, p. 182.

³ R.W. Budd, R.K. Thorp, and L. Donohue, Content Analysis of Communication (New York: MacMillan Company, 1967), p. 2.

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CHAPTER II

REVIEW OF LITERATURE

Introduction

Whether truth is a statement corresponding to reality as the correspondence theory defines it,¹ or a rational consensus reached in an ideal speech situation as Jurgen Habermas defined it,² (news media play an important role in deciding what is truth to their audiences, especially when dealing with subjects out of direct contact with most people such as foreign nations. Content of news influences people's perception and thus their criteria of reality; it also influences whether an ideal speech situation, which does not allow self-deception, stereotypes, neurotic or ideological distortions to exist, can be reached.)

In this chapter, popular and research articles are reviewed about mass media responsibility, the tendency toward negative and unbalanced foreign news coverage by the Western news media and the influence of this tendency, as well as articles about stereotyping and the agenda-setting function of the media.

Criticism of Western News Media

(Since the early 1970s, the Western news media have been accused of unfair news coverage of Third World countries.³ Most of the criticisms have come from the Third World, but some have come from the Western media themselves.

This criticism has focused on the "often negative and distorted" news concerning the Third World and has led to calls for a "New World Information Order (NWIO)."⁴ People who advocate a new world information order claimed that the Western news media have neglected domestic affairs of developing countries and have fostered a negative image of those countries.⁵)

One of the most frequently quoted supporters of the "New World Information Order" has been Mustapha Masmoudi, the former Tunisian minister of information, who regarded information in the world as being characterized by a basic imbalance between the developed and the developing nations.⁶ He wrote:

The Western media are selective in what they report and the criteria used are based on the political and economic interests of the transnational systems and the countries where those multinational corporations are located.⁷

The idea of NWIO itself has also been a target of criticism. These criticisms center on its vagueness and lack of detail and schedule for improving the situation.⁸ NWIO is also regarded as an attack on free and independent journalism. For example, an editorial in the December 16, 1983, New York Times accused NWIO of being "an effort to

legitimize state manipulation of international news."⁹

However, no matter how strong the counterattack is, research shows support not only for the criticism of unfair coverage of Third World countries by Western media but also for the unfair coverage of some First and Second World countries.

(As John Lent, a professor of communication at Temple University, wrote in a 1977 article "Foreign News in American Media," international news coverage and publishing by United States mass media are often crisis-oriented.¹⁰ Both Tattarian and Aggarwale came to similar conclusions in their research indicating that most Third World news is about disasters, crises, famines and confrontation.¹¹)

Golding and Elliot also found that news of developing countries is mostly about countries with repetitive crises or military conflict.¹²

The tendency of the Western media to focus on crisis-oriented coverage of certain nations was also examined by Peterson. Using Mathisen's categories of national ranking which defined high-rank or elite nations as the United States, the Union of Soviet Socialist Republics, China, Japan, France, Great Britain, West Germany, Italy and India, Peterson's research showed for nations of low rank, negative news had a greater probability of publication than positive news. For high-rank nations, he found no difference in probability of publication between positive and negative news.¹³

Also using Mathisen's categories of national rank, McClelland and Young's study showed that, among the top ten nations with respect to frequency of appearance in news reports, the only four non-elite or low-rank nations included were all involved in national or international conflict: Egypt, Jordan, Israel, and Vietnam.¹⁴

Besides the criticism from mass media researchers, a poll was conducted by ABC News to examine the public's perception of United States' TV news coverage. Fifty-five percent of those polled agreed with statement that "television news only does stories about foreign countries when there's a war or some other violent crisis going on."¹⁵

Besides the emphasis on negative coverage of some foreign nations, especially Third World nations, the unbalanced attention paid to nations by the Western media also has been examined by some researchers.

Charles, Shore and Todd found in their study of the 1960, 1965, 1970, and 1975 New York Times coverage of equatorial and lower Africa that five out of 18 nations -- Angola, Kenya, South Africa, Rhodesia, and Zaire --accounted for more than three-fourths of all stories analyzed.¹⁶ While South Africa and Kenya received consistent coverage during this period of time, the other three nations received most of the coverage during periods of transitions in government and of violent political incidents.

And, in Gerbner and Marvanyi's research in 1970, news about Western Europe, South Asia and the Far East, North

America and the Middle East, was found to account for two-thirds of the foreign news coverage in the New York Times and the Christian Science Monitor.¹⁷

Another example of the under-reporting of certain nations is provided by Semmel's study which examined the foreign news coverage by the New York Times, Los Angeles Times, Miami Herald and Chicago Tribune in 1974. (The research found that about 50 percent of the foreign news stories published by the four newspapers were about events in or between Western Europe and North America.¹⁸)

Semmel also found that 10 percent of all the nations in the world accounted for 54 to 64 percent of all foreign news stories, and that 40 percent of the nations accounted for almost 95 percent of all foreign news stories run in the four dailies.¹⁹ One-third of the nations of the world were omitted from news coverage by these four newspapers during the period examined.²⁰ Semmel's study also showed that Great Britain, Union of Soviet Socialist Republics, France, Japan, Italy, West Germany, and Israel dominated the news in the United States, and nations in Central Africa, Northern Africa, parts of Latin America, Micronesia, and Scandinavia were neglected.²¹ In his conclusion Semmel described the "prestige" U.S. press as being "basically Euro-centric, big-power dominant, and Western-oriented."²²

From the studies mentioned above, it can be concluded that the United States press offers little geographic variation in its foreign news coverage, and under-reported

nations are not limited to Third World nations; they also include some Western, developed nations such as those in Scandinavia.

In terms of television news coverage of the Third World, there is also an emphasis on unbalanced and crisis-oriented coverage. In his study which examined CBS foreign news coverage from 1972 to 1976, James Larson found that Third World nations received less coverage than developed nations and that 74 percent of the stories concerning only the Third World nations were about crises, while the proportion of crisis stories were lowest in those stories concerning only developed nations.²³

Stereotyping

(One consequence of the under-reporting and the emphasis on negative news coverage is the development of stereotypes, which is defined as the "oversimplifications that we use in an attempt to make sense out of a complex social environment" by social psychologist Robert Feldman.²⁴)

One example of the American people's stereotypes of foreign nations was provided by Karlins, Walters, and Coffman's 1967 study. Fifty percent of American college students polled regarded Chinese as having strong family ties, 32 percent regarded Chinese as being tradition loving, and 23 percent said that Chinese were industrious. Germans were most frequently called science minded (47 percent), efficient (46 percent) and nationalistic (43 percent).²⁵

But since few people have direct contact with Chinese or Germans, from where do they get the information to develop such stereotypes? News media might not be the only sources but they are certainly important ones.

One reason for the dissemination of stereotypes by the news media might be that editors themselves are affected by stereotypes. For example, Richard O'Mara, the Latin America correspondent for the Baltimore Sun, criticized that reports about positive changes occurring in Latin America and Africa were seldom published because stories like these conflict with stereotypes held by editors and thus were discredited as being unreliable. As a result, correspondents for the Western news media tend to cope with these stereotypes by reporting more negative news events to get their editors' attention.²⁶

Thus, it is no wonder that after Mexico has had a stable government for 50 years, some British businessmen still refuse to invest in Mexico because they think that Mexico is still having revolutions.²⁷

In terms of the under-reporting of news about some nations, O'Mara wrote, "One [consequence] is that when rigid stereotypes develop, an aura of immutability falls over these forgotten regions, so that when significant changes do occur --the Cuban Revolution, the Brazilian economic surge --everyone is caught off guard."²⁸

\ One reason for the Third World to worry about the crisis-oriented and unbalanced coverage by the Western news

media might be prejudice, an "inevitable" consequence of stereotyping.²⁹ According to Devine, a researcher in psychology, once a person develops a stereotype, the "automatic stereotype activation" would be strong and inevitable. And, without proper control, this automatic activation would lead to prejudiced responses to the subjects of the stereotype.³⁰

This kind of automatic activation of stereotypes leads to selective perception, which is the tendency for people's perception to be influenced by psychological factors.³¹ Selective perception enhances the effects of under-reporting and negative coverage of foreign nations by making people perceive and distort new information which might be positive messages of these nations in accordance with stereotypes accumulated and developed from negative stories reported in the past.

And, as David Perry wrote, stories focusing on unusual and extreme events of developed nations cause fewer inaccurate judgments by people of the United States because they can use what they know about the United States as a reference for the characteristics of these developed nations. (This same type of unrepresentative stories could cause the United States media audiences to generalize from the content "more readily and less accurately" about a developing nation.³²)

Agenda-Setting

(Many arguments about the influence of news are based on agenda-setting theory which "investigates the relationship between issues and subjects prominently emphasized in the mass media and the salience of such topics in the minds of the public."³³ The basic hypothesis of the theory is that the emphasis placed on issues by the media could influence media users' judgment of the salience or importance of the issues.)

One of the most frequently cited studies about agenda-setting is the one conducted by McCombs and Shaw in 1968. (After their research on an election campaign, McCombs and Shaw wrote that the media seem to have "exerted a considerable impact" on voters' judgment of the salience of campaign issues.³⁴) The statistical correlation between the media agenda and the intrapersonal agenda was +.967, where 1.0 is perfect correlation.³⁵

McCombs and Shaw also reported in their research that the information provided by the mass media was the only contact many people had with politics.³⁶ This situation implied that the types of issues might have influenced the media's agenda-setting function, but McCombs and Shaw did not explore this implication in their research. As McCombs wrote in 1981, "...agenda-setting is not a universal influence affecting all issues among all persons at all times...."³⁷ There are many contingent conditions in the agenda-setting process. Amount of exposure to mass media, level of need for orientation, demographic characteristics

(sex, education, income, etc.) and types of issues all could influence the agenda-setting function.

(Winter divided those contingent conditions into two groups: those related to the stimulus and those related to the audience.³⁸) For example, demographic characteristics are conditions related to the audience, while types of issues are related to the stimulus.

With respect to the agenda-setting function of unbalanced foreign news coverage, the influence of the types of issues may play a more important role than other conditions. No matter how much money people earn, what their gender is, whether they read international news every day, or whether they are in need of information about foreign nations, the major or even the only channel where most of them can learn about foreign nations and events is the mass media. As Cohen wrote when he discussed the press and foreign policy, "... if we don't see a story in the newspapers (or catch it on radio or television), it effectively has not happened so far as we are concerned."³⁹

The criterion for the types of issues that influence the function of agenda-setting is whether a reported issue is obtrusive to the media audience or not. An obtrusive issue is defined as an issue directly and personally experienced by most individuals.⁴⁰ Thus, almost every international issue would be defined as being unobtrusive since few people have direct, personal experience with foreign nations and international problems.

The rationale of the obtrusiveness principle is that "the less direct experience the people have with a given issue area, the more they will rely on the news media for information and interpretation in that area."⁴¹ This rationale is supported by Eyal's research. As cited by McCombs, Eyal found no agenda-setting function for obtrusive issues, but rather significant effects for the unobtrusive issues.⁴²

(Thus, although some Western media also emphasize negative news when they report on their own national events, the influence carried by unbalanced coverage of the Third World nations is greater than the influence carried by unbalanced coverage of the Western nations.) As Manheim and Albritton reported, without personal direct contact people's "images of the actors and events on the international scene will be heavily, and unavoidably, media dependent."⁴³

The agenda-setting effect of mass media in terms of international issues is enhanced because people have limited ability and interest in devoting their energies and resources to foreign affairs,⁴⁴ and people tend to regard the news as being objective or factual and think of media persuasion as belonging to editorials.⁴⁵

There are some researchers who do not accept the idea that an issue is either obtrusive or unobtrusive and who proposed a more precise concept. For example, R.W. Blood made obtrusiveness "a continuum on which each individual locates each issue."⁴⁶

(M.B. Salwen also reported that research has shown that individuals have different levels of direct personal experience with issues in a presidential election.⁴⁷)

Interpersonal communication is also regarded by some researchers as a variable influencing the media's effect on the public agenda.⁴⁸ But as McCombs and Shaw wrote, in terms of unobtrusive issues, the information exchanged in interpersonal discussion is largely based on and dependent on mass media news coverage.⁴⁹

People might also argue that news coverage is in fact a mirror of reality and thus it is not the news coverage but the reality that influences the public agenda. Funkhouser rejected this proposition by finding that the coverage of issues such as the Vietnam War and urban riots reached their climaxes a year or two earlier than these events actually did.⁵⁰

Finally, as Cohen wrote in his book The Press & Foreign Policy, the news media "may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about."⁵¹

Responsibility of Journalists

Cohen wrote in his book "The Press & Foreign Policy,"

...each passing year pushes foreign policy ever closer to the central concerns of American public policy, as the difficulties and the costs of protecting our national values become greater and greater. As the issues become more clearly those of national survival, we can more readily appreciate the great importance that attaches to the foreign policy choices that we make....⁵²

The Hutchins Commission found that one of the responsibilities of good journalism is to provide full access to the day's intelligence. But sometimes journalists and the public have different definitions of "full access to the day's intelligence." It is journalists' responsibility to be aware of the difference.

A Louis Harris poll showed that journalism professionals believed only five percent of the public were very interested in the foreign news reported by the media, while 41 percent of the public expressed high interest in the reported international issues.⁵³

If the public's right to know of events of public importance and interest is legitimate, as the Code of Ethics of Sigma Delta Chi suggests, and the mass media are obligated to honor that right, then the possible negative influences on the public's right to know caused by negative and unbalanced foreign news coverage cannot be ignored.

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CHAPTER III

METHODOLOGY

Introduction

This chapter presents the methodology of the research. Content analyses were conducted and six hypotheses were tested in the study.

Selection of Sample

(In this study, the researcher conducted content analyses of the foreign news coverage of three newsmagazines -- Time, Newsweek, and U.S. News & World Report. To conduct the study, a random sample was drawn from the population, which,) for the purposes of this research,(was composed of all the 312 issues of the three magazines published in 1985 and 1989.) This sample period was selected to provide updated data of the patterns of foreign news coverage by the three magazines and to identify possible changes of the patterns over time.

(The sample was drawn by stratified random techniques with the magazines and the year of publication as strata.) The design was used to ensure tighter control over the influence of the possible content differences among these magazines and the possible changes of coverage focus at

different times of different years. In short, the design was adopted to present a representative sample.

The sample size in the study was 156 magazines, which is 50% of the population size. By taking a random sample this large, the researcher was assured that the probability of sampling error was about five percent or less. Twenty-six issues of each magazine were randomly selected from every 12 months of the two-year sample period. For the sampling a starting point, which in the study was "2," was randomly selected from a table of random numbers. The skip interval was 2.

Criteria for Selection of Articles

(The subject examined in the study was the coverage of foreign news by Time, Newsweek, and U.S. News & World Report.)

(The researcher defined foreign news as articles containing information about foreign topics, people, nations or regions)(Hong Kong and Macao). For example, a story about a foreign actor's performance in the United States would be defined as foreign news, so would be an interview of an American talking about a foreign nation.

(With this definition, editorials, soft news as well as hard news were examined and coded.) Items not coded were opinion letters, obituaries, advertisements, cartoons, photographs, charts, and headlines. The reason not to code these items was that with the limited time and help

available, the researcher had to focus on the major source of foreign information, which was the news content, instead of examining every possible source of information in these magazines.

(Because headlines are not always representative of an article's content, the researcher did not judge content only by the headlines, but scanned articles to find out if they contained any foreign references.)

Unit of Analysis

1. (For the length of coverage, square inches of each actual sentence with any foreign reference was the unit of analysis.) The square inches of these sentences were counted, no matter whether the nation mentioned was the major subject of the story or not. If the subject of one sentence was NATO, the square inches of that sentence would be counted for each nation of NATO. But, in the same story if in a part of the copy West Germany and France were the two nations identified, the square inches of that part of the copy would be counted only for these two nations.
2. (For the other dependent variable, topics of foreign news, the story was the unit of analysis.)

The Coding Categories

(Four categorical independent variables were coded in the study as follows:)

(Foreign Nations and Regions and the Nationalities of Foreign Individuals Covered in Foreign News.) References that provided information about a foreign nation or individual was coded according to the nation depicted.) Hong Kong and Macao were each counted as one independent region for the purpose of the study. Palestine was also counted separately from Israel, Lebanon and Jordan. No matter how many times a nation was mentioned in the sampled stories, it was counted once only.

Data produced were nominal data.

(Geographical Locations of Foreign Nations. Information about foreign nations and individuals was coded according to 20 categories of geographical location.)

1. North America: Canada, and Mexico.
2. Central America: Nations between Mexico and Colombia.
3. The Caribbean: The islands between the tip of Florida and the continent of South America.
4. South America: Nations from Colombia to the end of the continent of South America.
5. North Africa: Tunisia, Algeria, Egypt, Morocco, Sudan and Libya.
6. Central Africa: Angola, Chad, Cameroon, Equatorial Guinea, Gabon, Zaire, Congo, and Central African Republic.
7. Eastern Africa: Burundi, Ethiopia, Djibouti, Kenya, Madagascar, Mozambique, Rwanda, Somalia, Tanzania, and Uganda.
8. Southern Africa: Botswana, Lesotho, Malawi, Namibia,

South Africa, Swaziland, Zambia, and Zimbabwe.

9. Western Africa: Other nations on the continent of Africa.

10. Near East: Cyprus, nations from Iran to Israel, and from Turkey to South Yemen.

11. South Asia: Burma, India, Bangladesh, Bhutan, Nepal, Afghanistan, Pakistan, Sri Lanka, and Republic of Maldives.

12. Southeast Asia: Cambodia, Indonesia, Laos, Malaysia, Papua New Guinea, the Philippines, Singapore, Thailand and Vietnam.

13. U.S.S.R.

14. Far East: China, Mongolia, Taiwan, Japan, South Korea, North Korea, Hong Kong, Macao.

15. The Pacific: Nations in the Pacific Ocean but not covered by the above categories.

16. Northern Europe: Iceland, Denmark, Finland, Sweden, and Norway.

17. Central Europe: Austria, Liechtenstein, Poland, East Germany, West Germany, Switzerland, Czechoslovakia, Hungary.

18. Balkan Peninsula: Romania, Yugoslavia, Bulgaria, Albania, Greece.

19. Southern Europe: Andora, Malta, San Marino, Spain, Portugal, Italy, and Vatican City.

20. Western Europe: Ireland, Great Britain, and other nations on the continent of Europe but not mentioned above.

Data produced here were nominal data.

(Trade Connection With the United States. References that provide information about foreign nations and individuals were coded according to the dollar value of the United States' imports from and exports to the nation.) In this study, the researcher compared only the coverage of the 20 nations which lead in the dollar value of the United States' imports from and exports to the nations. Coverage in different years was coded according to the extent of trade with the United States in 1984 and 1988.

Data produced here were ordinal data.

(Membership in NATO or the Warsaw Pact. References that provide information about foreign nations and individuals were coded according to whether the nation was a member of either of the two major military alliances.) Three levels of this category were NATO, the Warsaw Pact, and other nations.

In the study, one categorical dependent variable was coded as follows:

The major topics of each foreign news story were coded. When there was more than one topic in a story, the researcher brought in another coder to review the content and when both agreed, the major topics were coded.

Each foreign news story was categorized according to nine topic categories:

1. Politics, which is defined as information about international relations, elections, law, military, government, political figures, government officials performing their duties, or assassination of

government officials or political figures.

2. Economy, which is defined as information about stocks, energy, business, trade, international debt, deficit, monetary and financial policies and situations of foreign countries.

3. Sports, which is defined as information about sports or athletes of foreign nations.

4. Entertainment and arts, which is defined as information about opera, movie, painting, sculpture, music, dance, entertainers and artists.

5. Disaster, which is defined as information about both natural and man-made disasters such as earthquakes, drought, airplane crashes, and famine.

6. Crime, which is defined as information about criminals, crimes, the police, law suits and court rulings, and terrorist activities.

7. Social issues, which is defined as information about overpopulation, animal protection, education achievement and other social, non-personal, issues not covered by the other categories.

8. Human interest, which is defined as information about personal profiles, scandals, personal and family finance, health, culture, religion, and other personal issues.

9. Science, medicine and technology, which is defined as information about knowledge, achievement, and development in the fields of science, medicine, and technology.

Data produced were nominal data.

(Reliability

Inter-coders' reliability of coding topics of news stories was tested by coding a randomly selected issue of 1990 U.S. News & World Report.) Of the 18 news stories coded, the coders agreed on 15 of them. The three cases of disagreement were caused by a difference in counting the number of major topics in these stories.

(The reliability of coding this dependent variable was .83. The following equation was used to calculate the reliability:

$$R = 2M/N1 + N2$$

where "R" is the reliability expressed in terms of percentage of agreement between coders; "M" is the number of coding decisions on which two coders agree; "N1" stands for the number of coding decisions made by coder #1; and "N2" stands for the number of coding decisions made by coder #2.)

(Hypotheses

Six hypotheses were tested in the study.

H1 - There are significant differences among the square inches of nations' coverage by the three magazines overall or individually during the sample period.

(The purpose of the hypothesis was to find out how unbalanced the foreign coverage by Time, Newsweek, and U.S. News & World Report was. Significant differences were expected to be found.)

H2 - The square inches of a nation's coverage by the three magazines were positively associated with that nation's trade connections with the United States.

Trade relationships with foreign nations have great influence on the American people's way of living. And, trade deficits with some nations are an issue of significance to the U.S. government as well as the public. Nations with a higher trade value with the United States were expected to receive significantly more coverage from the three magazines than nations of lower trade value with the United States.

H3 - The square inches of each nation's coverage by the three magazines were associated with that nation's membership in NATO or the Warsaw Pact.

Military relationships play an important role in world politics. The possible confrontation with the Soviet block costs a substantial percentage of the U.S. government budget every year, and thus influences other sectors of the society. Nations of NATO and the Warsaw Pact were expected to received significantly higher average coverage from the three magazines than other nations.

H4 - The square inches of each nation's coverage by the three magazines were associated with that nation's geographical location.

Proximity is a criterion of news value. A significant difference was expected to be found between the average coverage received by nations in regions nearer to the United States than nations in more distant regions.

H5 - Some topics were covered more extensively for some nations than for others.

Some of the stereotypes held by audiences about foreign nations are caused by the unbalanced coverage of different topics concerning these nations. A significant difference was expected to be found in the frequency of different topics covered for different nations.

H6 - There were no differences among the three magazines' coverage of foreign news for each year in the sample, nor between years for each magazine.

(Constraints

(Generalizability of the conclusions to other newsmagazines is limited because of possible different editorial patterns. Generalizability was also limited by the sample period of the study because that patterns of coverage of foreign news might differ from time to time.)

(But the internal validity of the study was strongly supported because of the 156-issue (about 50% of the population size) random sample drawn from a population of every issue of the three magazines published during the sample period.)

CHAPTER IV

FINDINGS AND ANALYSIS

Introduction

This study was a content analysis of articles randomly selected from three U.S. newsmagazines, Time, Newsweek, and U.S. News & World Report. The coder examined 156 issues of the three magazines, which was 50% of the population. Newsmagazine and the year of publication were two strata used in the sampling.

Two dependent variables were examined in the study: square inches of sentences with foreign references, and the frequencies of certain topics covered for foreign nations by the three magazines in 1985 and 1989.

For the first dependent variable, four independent variables were coded: nation, geographical location of the nation, trade connection with the United States in the year previous to the year of coverage, and the military relationship with the United States.

For the second dependent variable, one independent variable, nation, was coded.

One of the purposes of the study was to contribute to the understanding of how the leading national newsmagazines were reporting on foreign nations and people in the two-year

sample period. The study was also an effort to provide some analyses and insight into possible variables related to the unbalanced coverage received by foreign nations.

For the research, the level of significance was set at the 0.05 level of confidence.

Hypotheses Tested

The study was intended to examine the following hypotheses:

Hypothesis 1 - There are significant differences among the square inches of nations' coverage by the three magazines overall or individually during the sample period.

Analysis supported the hypothesis. Some nations received significantly lower coverage from Time, Newsweek, and U.S. News & World Report in 1985 and 1989 than others did.

Hypothesis 2 - The square inches of a nation's coverage by the three magazines were positively associated with that nation's trade connections with the United States.

Analysis supported the hypothesis with limits. Significant positive correlations were found between export rankings of the top ten nations to which the United States exported products in the year previous to the year of coverage and these nations' coverage rankings in 1985 Time, Newsweek, U.S. News & World Report and in 1989 U.S. News & World Report.

Hypothesis 3 - The square inches of each nation's coverage by the three magazines were associated with that nation's membership in NATO or the Warsaw Pact.

Analysis supported the hypothesis. Nations that were

members of the Warsaw Pact received significantly higher average square inches of coverage from the three magazines in both 1985 and 1989 than did nations of NATO and other nations.

Hypothesis 4 - The square inches of each nation's coverage by the three magazines were associated with that nation's geographical location.

Analysis supported the hypothesis. The Union of Soviet Socialist Republics as a geographical region and nations in the Far East and North America received higher average square inches of coverage than did nations in other regions.

Hypothesis 5 - Some topics were covered more extensively for some nations than for others.

Analysis supported the hypothesis. Some topics were covered more frequently for some nations than for the others.

Hypothesis 6 - There were no differences in the testing results of the above hypotheses among the three magazines for each year in the sample, nor between years for each magazine.

Analysis supported the hypothesis for hypotheses 1, ,3, 4, and 5. For hypothesis 2, differences in testing results were found between 1989 Time and 1989 Newsweek and others, as explained later.

Description of Newsmagazine Content. A total of 78 issues from the three newsmagazines in each of the two years was examined.

In both 1985 and 1989, significant differences in the total of square inches of foreign news were found among the three magazines. Using the chi square test, it was found that Time devoted significantly more space to foreign news than did the other two magazines in both 1985 and 1989. The differences were found to be at 0.001 level of confidence both years. In 1985, Newsweek devoted more space to foreign news than U.S. News & World Report did. The difference was significant at the 0.05 level of confidence. And in 1989, U.S. News & World Report had more foreign coverage than Newsweek with a difference at 0.01 level of confidence. But for both sample periods, no significant difference in the number of foreign nations reported among the three magazines was found.

Table I and Table II list the total square inches of foreign coverage and the number of nations reported on in 1985 and 1989 by the three magazines.

TABLE I
TOTAL SQUARE INCHES OF FOREIGN COVERAGE AND NUMBER
OF NATIONS REPORTED ON IN 1985

	Time	Newsweek	U.S. News
# of Issues in Sample	26	26	26
Square inches of Foreign news	8191.32	6706.72	6473.19
# of Nations/Regions Reported	119	110	123

TABLE II
TOTAL SQUARE INCHES OF FOREIGN COVERAGE AND NUMBER
OF NATIONS REPORTED ON IN 1989

	Time	Newsweek	U.S. News
# of Issues in Sample	26	26	26
Square inches of Foreign news	7526.77	5342.12	5752.81
# of Nations/Regions Reported	110	92	116

Comparison of Square Inches of Coverage of Nations. In a total of 59992.93 square inches of foreign coverage, 20 nations, 11.56% of the population, received no coverage from any of the three magazines sampled in the two-year period. See Table III.

All three magazines showed no significant difference between the numbers of the unreported nations in 1985 and in 1989. Fifty-four nations in 1985 and 63 nations in 1989 were unreported by Time. Sixty-three nations in 1985 and 81 nations in 1989 were unreported by Newsweek. And 50 nations in 1985 and 57 nations in 1989 were unreported by U.S. News & World Report. Table IV and Table V list square inches of coverage of nations by the three magazines.

These numbers showed that in each year about one third of the population was not reported by either of the three magazines, with the highest percentage (46.82%) of nations unreported by Newsweek in 1989 and with the lowest percentage (28.9%) of nations unreported by U.S. News & World Report in 1985.

The three newsmagazines had similar numbers of unreported nations in 1985 (Time: 54, Newsweek: 63, U.S. News: 50) while a significant difference at the 0.05 level in the numbers of unreported nations was found between Newsweek and U.S. News & World Report for 1989.

In 1989, 81 nations were unreported by Newsweek, which significantly outnumbered the 57 nations unreported by U.S. News & World Report.

By combining the numbers of nations receiving no coverage and nations receiving no more than one square inch of coverage together and by doing chi square tests, no significant difference was found in the numbers of these nations either between the same magazine in different years or among the three magazines in the same year. The three magazines were found to have similar patterns of reporting in terms of the number of unreported and under-reported nations. And these patterns did not change

While about one third of the nations received no coverage from each of the three magazines in each year of the sample period, there were nations that consistently received significantly high coverage from all the three magazines in both years. For example, the highest percentage of coverage devoted to the Union of Soviet Socialist Republics was 27.47% by U.S. News & World Report in 1985, and the lowest percentage devoted to the nation was 15.77% by U.S. News & World Report in 1989.

The three magazines showed great similarity in the number of nations which accounted for over 50% of its foreign coverage. Time and Newsweek sampled in 1985 and 1989, and U.S. News & World Report sampled in 1985 devoted over 50% of their coverage of foreign news to six nations. It took eight, which was not significantly different from six, nations to receive over 50% of the foreign coverage by U.S. News & World Report in 1989. Twelve nations made up those nations highly reported by the three magazines in the

two-year period: the Union of Soviet Socialist Republics, Great Britain, Japan, China, West Germany, East Germany, Palestine, Israel, South Africa, Lebanon, Vietnam, and France.

Twenty-two nations in 1985 and 21 nations in 1989 accounted for over 80% of the foreign coverage of Time each year. Newsweek devoted over 80% of its foreign coverage in 1985 to 19 nations and to 18 nations in 1989. And, U.S. News & World Report had 22 nations receive over 80% of its foreign coverage in 1985 and had 25 nations receive over 80% of its foreign coverage in 1989. There were no significant differences in the numbers of nations which accounted for over 80% of the foreign coverage either between magazines in different years or among the three magazines in the same year.

In summary, the three magazines had similar patterns of foreign news reporting on world nations in 1985 and 1989. And it was found that some nations consistently received less coverage than others from the three magazines in both 1985 and 1989.

TABLE III

REGIONS AND NATIONS RECEIVING NO COVERAGE FROM
TIME, NEWSWEEK, AND U.S. NEWS & WORLD REPORT
IN EITHER 1985 OR 1989

Region	Unreported Nation
The Caribbean	Antigua and Barbuda, Barbados, St. Christopher and Nevis, Saint Lucia, Saint Vincent and the Grenedines
Western Africa	Cape Verde, Sao Tome and Principe, Sierra Leone
The Pacific	Kiribati, Nauru, Tonga
Eastern Africa	Djibouti, Seychelles
South Asia	Bhutan, Maldives
Southern Europe	Andora, San Marino
South America	Guyana
Central Africa	Equatorial Guinea
Southern Africa	Swaziland

TABLE IV
 SQUARE INCHES OF COVERAGE OF EACH NATION IN 1985
 BY TIME, NEWSWEEK AND U.S. NEWS & WORLD REPORT

Nation	Time	Newsweek	U.S. News
Afghanistan	17.95	25.55	50.01
Albania	8.56	0	6.5
Algeria	1.45	1.32	1.62
Andora	0	0	0
Angola	7.39	24.39	2.23
Antiqua and Barbuda	0	0	0
Argentina	35.76	100.7	44.02
Australia	8.59	0	37.38
Austria	21.85	6.21	11.67
The Bahamas	1.25	3.28	0.95
Bahrain	1.15	0	0.12
Bangladesh	0	0	0.85
Barbados	0	0	0
Belgium	6.5	6.39	8.91
Belize	0	0	0
Benin	0.12	0	0.12
Bhutan	0	0	0
Bolivia	38.6	15.73	6.22
Botswana	5.42	0.72	0
Brazil	5.42	80.1	81.02
Britain	440.78	275.4	221.83

TABLE IV (Continued)

Nation	Time	Newsweek	U.S. News
Brunei Darussalam	2.5	17.53	0.12
Bulgaria	8.67	2.5	0.5
Burkina Faso	0.12	0.4	0
Burma	0	0	2.14
Burundi	0	0	0
Cambodia	29.47	122.1	8.27
Cameroon	13.02	0.25	0
Canada	88.2	45.71	98.96
Cape Verde	0	0	0
Central Africa Rep.	0.77	0.75	0.32
Chad	0.69	18.5	0.25
Chile	19	5.2	3.95
China	328.03	171.75	173.7
Colombia	81.62	81.88	12.22
Comoros	0	0	0
Congo	0	0	0
Costa Rica	4.6	13.85	1.47
Ivory Coast	0.72	0	0
Cuba	26	61.94	19.86
Cyprus	0.99	0	7.93
Czechoslovakia	7.14	2.73	1.05
Denmark	0.85	4.6	9.07

TABLE IV (Continued)

Nation	Time	Newsweek	U.S. News
Djibouti	0	0	0
Dominica	0	0	0
Dominican Republic	0	0	0
Ecuador	2.15	4.62	1.57
Egypt	80.27	106.65	119.37
El Salvador	91.15	121.06	62.27
Equatorial Guinea	0	0	0
Ethiopia	39.32	48.22	54.95
Fiji	0	0	1.31
Finland	4.45	6.75	0.25
France	331.92	174.03	107.49
Gabon	0.4	0.6	0.9
The Gambia	0.12	0	0
E. Germany	105.35	20.67	14.2
W. Germany	260.28	148.08	224.98
Ghana	0.25	0.72	0.12
Greece	70.27	9.25	77.65
Grenada	0	0.37	0.36
Guatemala	30.42	0.15	25.39
Guinea	0	0.37	0
Guinea-Bissau	0	0	0.25
Guyana	0	0	0
Haiti	0	0	0.37

TABLE IV (Continued)

Nation	Time	Newsweek	U.S. News
Honduras	75.47	7.97	5.75
Hong Kong	6.47	11.57	14.1
Hungary	3.1	0.65	1.62
Iceland	3.4	0	0
India	156.46	120.84	154.91
Indonesia	3.4	1.79	15.1
Iran	76.1	83.64	40.78
Iraq	29.47	44.51	11.62
Ireland	2.25	11.75	1.9
Israel	314.14	274.4	308.66
Italy	147.15	74.75	56.01
Jamaica	5.9	14.95	9.12
Japan	639.01	426.97	361.15
Jordan	29.29	25.14	36.15
Kenya	33.37	1.11	3.98
Kiribati	0	0	0
N. Korea	0	0.75	17.03
S. Korea	74.91	36.38	39.94
Kuwait	6.91	1.5	6.27
Laos	3.47	0	0.52
Lebanon	314.47	263.6	137.98
Lesotho	0	0	0
Liberia	0.87	0	0.31

TABLE IV (Continued)

Nation	Time	Newsweek	U.S. News
Libya	17.8	20.42	29.95
Liechtenstein	0	0	0
Luxembourg	0.5	0	0
Macao	0	0	0
Madagascar	0	0	0
Malawi	0.6	0	0.12
Malaysia	7.42	14.59	13.34
Maldives	0	0	0
Mali	0	2.9	0.25
Malta	3.1	1.07	3.1
Mauritania	0	1	0
Mauritius	0	0	0
Mexico	34.83	223.06	88.5
Monaco	0	4.25	0
Mongolia	0	18.4	0.25
Morocco	9.17	0	0
Mozambique	6.87	7.26	1.55
Namibia	3.3	3.48	0
Nauru	0	0	0
Nepal	4.46	0	0
Netherlands	12.57	0.7	10.21
New Zealand	15.28	3.65	29.11
Nicaragua	225.15	213.09	172.16

TABLE IV (Continued)

Nation	Time	Newsweek	U.S. News
Niger	0.12	2.9	0.25
Nigeria	31.04	30.38	10.29
Norway	18.5	2.75	14.85
Oman	17.06	0	1.25
Pakistan	77.69	18.84	73.23
Palestine	149.04	166.28	131.43
Panama	10.45	20.7	21.43
Papua New Guinea	0	0	10.01
Paraguay	4.15	7.79	0.12
Peru	46.28	19.25	45.49
Philippines	193.94	252.16	70.45
Poland	73.79	48.71	51.6
Portugual	13.68	2.17	12.23
Qutar	0	0	0
Romania	9.85	2.7	4.65
Rwanda	0.75	0	0.72
St. Christopher and Nevis	0	0	0
Saint Lucia	0	0	0
Saint Vincent and the Grenedines	0	0	0
San Marino	0	0	0
Sao Tome and Principe	0	0	0

TABLE IV (Continued)

Nation	Time	Newsweek	U.S. News
Saudi Arabia	34.65	21.75	38.11
Senegal	0	0	0
Seychelles	0	0	0
Sierra Leone	0	0	0
Singapore	39.95	7.53	26.16
Solomon Islands	3.05	0	0
Somalia	0	1.75	0
South Africa	324.72	677.69	442.11
Spain	39.61	21.02	29.3
Sri Lanka	27.35	0	7.25
Sudan	49.64	25.07	29.18
Suriname	0	0	0
Swaziland	0	4.6	0
Sweden	14.97	6.52	16.67
Switzerland	43.95	5.78	43.17
Syria	39.32	30.7	64.35
Taiwan	7.89	14.7	33.27
Tanzania	21.3	0.45	0.25
Thailand	223.48	18.98	14.22
Togo	0.24	0	0
Tonga	0	0	0
Trinidad and Tobago	0.25	0	0.5

TABLE IV (Continued)

Nation	Time	Newsweek	U.S. News
Tunisia	4.25	0.84	11.76
Turkey	44.6	7.01	39.48
Tuvalu	0	0	0.67
Uganda	12.25	24.67	3.87
U.S.S.R	2043.48	1455.08	1778.65
U.A.E	7.22	3.4	0.25
Uruguay	0	0.6	0
Vanuatu	0	0	0.31
Vatican City	120.06	70.97	55.8
Venezuela	2.15	2.02	6.86
Vietnam	11.92	57	238.93
Western Samoa	0	0	0.31
N. Yemen	0	0	0
S. Yemen	0	0	0.65
Yugoslavia	16.25	0.3	0.7
Zaire	3.02	9.21	1.99
Zambia	0.6	1.24	1.69
Zimbabwe	11.9	19.72	26.9
Total	8191.32	6706.72	6473.19

TABLE V
 SQUARE INCHES OF COVERAGE OF NATIONS IN 1989 BY
TIME, NEWSWEEK AND U.S. NEWS & WORLD REPORT

Nation	Time	Newsweek	U.S. News
Afghanistan	84.59	59.94	36.88
Albania	0	0	0.37
Algeria	0.5	0	3.25
Andora	0	0	0
Angola	2.22	14.76	7.05
Antigua and Barbuda	0	0	0
Argentina	80.47	50.62	80.49
Australia	74.26	10.92	1.25
Austria	4.37	0.98	2.97
The Bahamas	1.8	0	0
Bahrain	0	0	0
Bangladesh	0.57	0	0.37
Barbados	0	0	0
Belgium	12.55	0	2.27
Belize	0	0	1.85
Benin	0.66	0	0
Bhutan	0	0	0
Bolivia	1.4	1.4	3.25
Botswana	2.75	0.9	0.7
Brazil	113.23	0	74.72
Britain	605.99	459.03	188.59

TABLE V (Continued)

Nation	Time	Newsweek	U.S. News
Brunei Darussalam	0.25	6.68	0
Bulgaria	12.59	8.98	2.17
Burkina Faso	0	0	11.4
Burma	32.9	26.6	0.55
Burundi	4.2	0	0
Cambodia	41.02	47.2	62.38
Cameroon	0	0	11.12
Canada	9.2	1.3	25.28
Cape Verde	0	0	0
Central Africa Rep.	0	0	0
Chad	1.6	0	0.68
Chile	10.78	2.72	8.65
China	659.21	571.88	447.05
Colombia	119.88	169.63	40.12
Comoros	4.73	0	0
Congo	0.3	0.5	0.4
Costa Rica	5.72	3.6	0.96
Ivory Coast	0	0.42	12.52
Cuba	52.77	118.49	98.81
Cyprus	0	0	1
Czechoslovakia	89.18	49.34	157.97
Denmark	0.98	8.9	2.4

TABLE V (Continued)

Nation	Time	Newsweek	U.S. News
Djibouti	0	0	0
Dominica	0	0.5	0
Dominican Republic	0.5	0	1.37
Ecuador	0	0.9	0.6
Egypt	30.9	9.49	8.17
El Salvador	144.18	122.77	98.9
Equatorial Guinea	0	0	0
Ethiopia	13.57	1.9	29.66
Fiji	0	0	0
Finland	21.66	0.5	1.17
France	285.24	211.39	91.51
Gabon	0	0	0
The Gambia	0	0	0
E. Germany	379.4	200.95	125.74
W. Germany	323.8	236.64	193.2
Ghana	0	0	12.9
Greece	36.82	6	31.11
Grenada	0	0.45	0.92
Guatemala	2.92	2.86	6.9
Guinea	0	0	0
Guinea-Bissau	0	0.2	0
Guyana	0	0	0
Haiti	3.93	17.32	0.3

TABLE V (Continued)

Nation	Time	Newsweek	U.S. News
Honduras	9.07	4.59	0.26
Hong Kong	26.67	0.65	26.98
Hungary	35.54	67.87	83.34
Iceland	0	0	0.95
India	119.85	45.37	74.71
Indonesia	1.32	19.5	0.32
Iran	72.71	68.31	164.95
Iraq	31.4	4.24	8.75
Ireland	19	9.75	17.9
Israel	296.38	148.09	229.09
Italy	204.11	50.5	36.28
Jamaica	15.43	26.13	4.25
Japan	479.35	496.41	559.14
Jordan	28.89	0	13.19
Kenya	31.02	20.25	69.11
Kiribati	0	0	0
N. Korea	2.5	34.57	52.78
S. Korea	15.68	33.48	52.78
Kuwait	1.31	0	0.65
Laos	0.25	0	0
Lebanon	98.03	85.84	75.4
Lesotho	0	0.5	0
Liberia	0	0	0

TABLE V (Continued)

Nation	Time	Newsweek	U.S. News
Libya	14.1	4.1	26.42
Liechtenstein	0	0	0.25
Luxembourg	0	0	0.25
Macao	0	0.6	0
Madagascar	0	0	12.25
Malawi	0	0	11.12
Malaysia	24.55	2.15	1.4
Maldives	0	0	0
Mali	0	0	11.4
Malta	1.25	0	0
Mauritania	3.8	0	2.16
Mauritius	0.12	0	11.5
Mexico	101.9	55.52	132.06
Monaco	0	0	0
Mongolia	0.37	0.25	0
Morocco	3.3	0	3.3
Mozambique	1	0.52	0
Namibia	27.35	54.37	21.45
Nauru	0	0	0
Nepal	4.2	0	0.12
Netherlands	30.13	7.7	14.71
New Zealand	20.4	8.5	16.36
Nicaragua	152.4	23.25	36.34

TABLE V (Continued)

Nation	Time	Newsweek	U.S. News
Niger	0.45	0.45	0
Nigeria	0	0.24	11.5
Norway	9.5	3.7	4.15
Oman	0	0	0
Pakistan	4.82	1.82	60.19
Palestine	148.21	61.27	253.6
Panama	96.8	93.65	111.79
Papua New Guinea	4.3	0	0
Paraguay	0	0	1.15
Peru	20.15	37.42	52.41
Philippines	79.34	47.44	67.6
Poland	167.74	207.53	122.23
Portugual	0.52	0.45	0.9
Qutar	0	0	0
Romania	5.91	42.49	8.76
Rwanda	0	0	11.12
St. Christopher and Nevis	0	0	0
Saint Lucia	0	0	0
Saint Vincent and the Grenedines	0	0	0
San Marino	0	0	0
Sao Tome and Principe	0	0	0

TABLE V (Continued)

Nation	Time	Newsweek	U.S. News
Saudi Arabia	4.75	9.39	13.65
Senegal	3.8	0	0
Seychelles	0	0	0
Sierra Leone	0	0	0
Singapore	4.09	0	3.1
Solomon Islands	0	0	0
Somalia	2.4	0	8.68
South Africa	130.03	86.29	176.73
Spain	35.17	47.57	53.68
Sri Lanka	3.3	0	0
Sudan	16.2	12.75	48.4
Suriname	0	0	0
Swaziland	0	0	0
Sweden	14.36	12.36	74.16
Switzerland	42.89	2.85	3.48
Syria	10.38	7.98	26.74
Taiwan	2.6	24.54	7.53
Tanzania	5.2	0.25	0.6
Thailand	4.1	0.4	3.42
Togo	0	0	0
Tonga	0	0	0
Trinidad and Tobago	0	0	0

TABLE V (Continued)

Nation	Time	Newsweek	U.S. News
Tunisia	0	0	4.3
Turkey	3.8	0	10.89
Tuvalu	0	0	0
Uganda	2.43	0	4
U.S.S.R	1349.85	871.94	907.3
U.A.E	0	0	0.6
Uruguay	2.2	0.87	17.19
Vanuatu	0	0	0
Vatican City	42.02	44.77	9.05
Venezuela	18.15	1.38	7.88
Vietnam	34.7	19.16	15.56
Western Samoa	0	0	0
N. Yemen	0	0	4.29
S. Yemen	31.6	0	0
Yugoslavia	5.31	0.39	20.8
Zaire	0	1.24	0
Zambia	0.45	0	0
Zimbabwe	2	1.86	11.7
Total	7526.77	5342.12	5752.81

Comparison of the Square Inches of Coverage Based on Nations' Trade Connections with the United States. By doing Spearman rho tests for the top ten nations ranked according to dollar value of goods bought from the United States in the year previous to the year of coverage, a significant correlation was found at the 0.01 level of confidence between these nations' export rankings in 1984 and their coverage rankings in U.S. News & World Report for 1985..

Significant correlations at the 0.05 level were found between these nations' export rankings and their coverage rankings in Time and Newsweek for 1985 and in U.S. News & World Report for 1989.

These findings showed that to these top ten export-ranked nations in 1984, 64.4% of the variance in their coverage rankings in 1985 U.S. News & World Report was predicted by the variance in their export rankings.

Forty-two point nine percent of the variance in these nations' coverage rankings in 1989 U.S. News & World Report was predicted by the variance in their export rankings in 1988.

And 49.9% and 40.3% of the variance in these nations' coverage rankings in 1985 Time and 1985 Newsweek were predicted by the variance in their export rankings in 1984.

No significant correlation was found between the import rankings of the top ten nations ranked according to dollar value of goods sold to the United States in 1984 and 1988 and these nations' coverage rankings in the sampled

magazines of 1985 and 1989.

Table VI, Table VII, Table VIII, and Table IX, list references for the trade data used in the analyses of the correlations.

Because the correlation tests between the trade rankings and coverage rankings were limited to ten nations for each magazine in each sample period, the significance of the correlation between nations' export and import values with the United States and their coverage received from the three magazines might change if all nations and regions were tested.

None of the 20 nations that received no coverage from any of three magazines in the two years was ranked among the top 15 trade partners with the United States in the year previous to the year of coverage.

In summary, nations' export rankings were found to be positively correlated with their coverage rankings in some cases; no significant correlation was found between nations' import rankings and coverage rankings.

TABLE VI

EXPORT RANKINGS IN 1984 AND NEWS COVERAGE RANKINGS IN 1985,
FOR TIME, NEWSWEEK AND U.S. NEWS & WORLD REPORT

Export Ranking In 1984	Nation	Coverage Ranking In 1985		
		Time	Newsweek	U.S. News
1	Japan	2	3	3
2	Mexico	37	8	16
3	Great Britain	3	4	7
4	W. Germany	9	13	6
5	Holland	61	98	61
6	France	4	10	14
7	S. Korea	25	30	32
8	Saudi Arabia	38	38	34
9	Taiwan	71	52	78
10	Belgium & Luxembourg	123	88	95

* "Export" means selling goods from the United States to other nations. Export rankings are from the Statistical Abstract of the United States (Washington: U.S. Bureau of the Census, 1988)

** The coverage ranking of Belgium & Luxembourg was the result of the average of the coverage rankings of the two nations.

TABLE VII

EXPORT RANKINGS IN 1988 AND NEWS COVERAGE RANKINGS IN 1989,
FOR TIME, NEWSWEEK AND U.S. NEWS & WORLD REPORT

Export Ranking In 1988	Nation	Coverage Ranking In 1989		
		Time	Newsweek	U.S. News
1	Japan	4	3	2
2	Mexico	18	20	11
3	Great Britain	3	4	7
4	W. Germany	6	5	6
5	Taiwan	84	37	70
6	S. Korea	52	34	29
7	France	8	6	17
8	Holland	41	54	58
9	Belgium & Luxembourg	84	94	101
10	Italy	9	24	35

* "Export" means selling goods from the United States to other nations. Export rankings are from the Statistical Abstract of the United States (Washington: U.S. Bureau of the Census, 1990)

** The coverage ranking of Belgium & Luxembourg was the result of the average of the coverage rankings of the two nations.

TABLE VIII

IMPORT RANKINGS IN 1984 AND NEWS COVERAGE RANKINGS IN 1985,
FOR TIME, NEWSWEEK AND U.S. NEWS & WORLD REPORT

Import Ranking In 1984	Nation	Coverage Ranking In 1985		
		Time	Newsweek	U.S. News
1	Japan	2	3	3
2	Mexico	37	8	16
3	W. Germany	9	13	6
4	Taiwan	71	52	78
5	Great Britain	3	4	7
6	S. Korea	25	30	32
7	Hong Kong	79	55	53
8	France	4	10	14
9	Italy	14	23	23
10	Brazil	16	21	17

* "Import" means selling goods from other nations to the United States. Import rankings are from the Statistical Abstract of the United States (Washington: U.S. Bureau of the Census, 1988)

TABLE IX

IMPORT RANKINGS IN 1988 AND NEWS COVERAGE RANKINGS IN 1989,
FOR TIME, NEWSWEEK AND U.S. NEWS & WORLD REPORT

Import Ranking In 1988	Nation	Coverage Ranking In 1989		
		Time	Newsweek	U.S. News
1	Japan	4	3	2
2	W. Germany	6	5	6
3	Taiwan	84	37	70
4	Mexico	18	20	11
5	S. Korea	52	34	29
6	Great Britain	3	4	7
7	France	8	6	17
8	Italy	9	24	35
9	Hong Kong	44	77	38
10	Brazil	17	14	21

* "Import" means selling goods from other nations to the United States. Import rankings are from the Statistical Abstract of the United States (Washington: U.S. Bureau of the Census, 1990)

Comparison of Square Inches of Coverage Based On the Membership in Military Alliances. In both 1985 and 1989, nations of the Warsaw Pact consistently received significantly higher average square inches of coverage from Time, Newsweek, and U.S. News & World Report than nations of NATO and nations not belonging to either military alliance. See Table X.

Nations of NATO received significantly higher average square inches of coverage from Time in 1985 and 1989 and from Newsweek in 1989 than nations in neither military alliance did.

No significant difference was found between the average square inches of coverage received by nations of NATO and the coverage received by nations in neither alliance from Newsweek in 1985 and from U.S. News & World Report in 1985 and 1989.

No significant difference was found by comparing the proportion of coverage devoted to nations in the same alliance by the three magazines in the same year.

None of the 20 nations that received no coverage from any of the three magazines in the two years studied was a member of NATO or the Warsaw Pact.

In summary, nations that were members of the Warsaw Pact consistently received significantly higher average square inches of coverage from the three magazines in both 1985 and 1989 than did nations of NATO and other nations.

TABLE X

AVERAGE SQUARE INCHES OF COVERAGE OF NATIONS IN MAJOR
 MILITARY ALLIANCES BY TIME, NEWSWEEK AND U.S. NEWS
& WORLD REPORT

Year	Military Alliance	Time	Newsweek	U.S. News
1985	NATO	98.62	51.45	60.70
	Warsaw Pact	321.62	236.17	264.49
	Other Nations	29.54	28.35	24.57
1989	NATO	108.52	68.87	43.74
	Warsaw Pact	291.45	207.01	201.11
	Other Nations	25.55	18.93	24.42

Comparison of Square Inches of Coverage Based on Geographical Regions. By doing a two-factor ANOVA and Tukey tests of the average square inches of coverage each nation in the same geographical region received in the two years, it was found that the Union of Soviet Socialist Republics as a geographical region received significantly higher coverage from the three magazines than did nations in other regions. The differences were significant at the 0.001 level of confidence. Table XI and Table XII list the 20 regions and the average square inches of coverage that nations in each region received.

The Union of Soviet Socialist Republics as a geographical region was the only region which received a significantly different amount of coverage from the same magazine of different years. The region received significantly more average square inches of coverage from Newsweek and U.S. News & World Report in 1985 than it did in 1989.

Nations in Western Africa and Central Africa were the only nations which received the lowest average square inches of coverage each year by all three magazines.

Central America and Western Europe, two regions geographically near the United States, did not receive significantly higher average square inches of coverage than other regions, with the exception of Western Europe in 1989 Time. In 1989, nations in Western Europe received significantly more average square inches of coverage from

Time than nations in Central Africa and Western Africa did.

Nations in the Far East received the second highest average square inches of coverage from the three magazines in 1989 and from Time and U.S. News & World Report in 1985. In 1985 foreign nations in North America had the second highest average square inches of coverage in Newsweek and U.S. News & World Report.

With respect to the 20 nations which received no coverage from either magazine in either of the two years, no significant difference was found in the numbers of these unreported nations among the nine geographical regions to which the 20 nations belonged.

The Caribbean had five unreported nations; Western Africa and the Pacific each had three nations unreported; Eastern Africa, South Asia and Southern Europe each had two nations unreported; and South America, Central Africa, and Southern Africa each had one nation unreported.

But when chi square tests were conducted to determine whether certain regions had a significantly higher percentage of nations unreported, the Caribbean had significantly higher percentage (41.66%) of nations unreported than the other six regions with the exceptions of the Pacific (30%) and Southern Europe (28.5%).

In summary, the Union of Soviet Socialist Republics as a geographical region and nations in the Far East and North America received higher average square inches of coverage than did nations in other region. And nations in the

Caribbean had the highest opportunity of not being reported by the three magazines.

TABLE XI

AVERAGE SQUARE INCHES OF COVERAGE OF NATIONS IN EACH
 GERGRAPHICAL REGION IN 1985 BY TIME, NEWSWEEK AND
U.S. NEWS & WORLD REPORT

Regions	# of Nations In the Region	Time	Newsweek	U.S. News
N. America	2	61.51	134.38	93.73
C. America	7	62.46	53.82	41.21
The Caribbean	12	2.68	6.43	2.53
S. America	12	27.95	26.51	16.78
N. Africa	6	22.09	25.7	32.23
C. Africa	8	3.16	6.71	0.71
E. Africa	13	8.75	6.42	7.65
S. Africa	8	43.31	87.85	58.85
W. Africa	17	1.97	2.27	0.67
Near East	17	62.6	54.26	48.53
S. Asia	9	31.54	18.36	30.02
S.E. Asia	10	31.55	49.16	39.71
U.S.S.R	1	2043.48	1455.08	1778.65
Far East	8	132.03	85.1	79.63
The Pacific	10	2.69	0.36	6.9
N. Europe	5	8.43	4.12	8.16
C. Europe	8	64.5	29.1	43.53
Balkan Peninsula	5	22.72	2.95	18
S. Europe	7	46.22	24.28	22.34
W. Europe	8	99.42	59.47	43.91

TABLE XI (Continued)

Regions	# of Nations In the Region	Time	Newsweek	U.S. News
<hr/> Total	173	---	---	---

TABLE XII

AVERAGE SQUARE INCHES OF COVERAGE OF NATIONS IN EACH
 GERGRAPHICAL REGIONS IN 1989 BY TIME, NEWSWEEK AND
U.S. NEWS & WORLD REPORT

Regions	# of Nations In the Region	Time	Newsweek	U.S. News
N. America	2	90.59	28.41	78.67
C. America	7	58.72	35.81	36.71
The Caribbean	12	6.05	13.57	8.91
S. America	12	30.52	22.07	23.87
N. Africa	6	10.84	4.39	15.64
C. Africa	8	0.51	2.06	2.4
E. Africa	13	4.97	1.76	11.3
S. Africa	8	20.32	17.99	28.08
W. Africa	17	0.51	0.07	3.66
Near East	17	42.79	22.53	4.72
S. Asia	9	27.8	14.85	19.16
S.E. Asia	10	19.39	14.25	15.37
U.S.S.R	1	1349.85	871.94	907.3
Far East	8	148.3	145.29	137.19
The Pacific	10	9.46	1.94	1.76
N. Europe	5	9.3	5.09	16.56
C. Europe	8	130.37	97.02	85.76
Balkan Peninsula	5	12.12	11.57	12.64
S. Europe	7	40.74	20.47	14.27
W. Europe	8	119.33	85.97	39.4

TABLE XII (Continued)

Regions	# of Nations In a Region	Time	Newsweek	U.S. News
Total	173	---	---	---

Comparison of Frequency of the Coverage of Topics. In foreign news coverage in 1985 and 1989, Time, Newsweek, and U.S. News & World Report reported on politics significantly more frequently than they did on other topics. Tested by chi square, the difference was found to be significant at the 0.001 level of confidence. Table XIII lists frequency of topics reported on by the three magazines in 1985 and 1989.

Nine categories of topics were examined. Examples of the frequencies of each category of topics reported by the three magazines are listed in Table XIV, Table XV, Table XVI, Table XVII, Table XVIII and Table XIX. Twenty-two nations were selected as examples that some nations received coverage of some topics more frequently than other nations did. In all three magazines in both years, the topic of politics in the Union of Soviet Socialist Republics was reported on more frequently than any other topics. The difference was significant at the 0.001 level of confidence both years.

While nations such as Iraq and Costa Rica never received coverage of entertainment and art or human interest news, the Union of Soviet Socialist Republics as well as France received coverage of human interest topics both years. In 1985 and 1989 Time and in 1989 Newsweek, the Union of Soviet Socialist Republics received significantly more frequent coverage of human interest items (at the 0.01,

0.05, and 0.001 level) than coverage of news about the economy.

France and the Union of Soviet Socialist Republics did not receive coverage of entertainment and the arts in 1985 U.S. News & World Report.

Canada, another Western nation in the sample, unlike France, received no coverage of entertainment and the arts during the sample period. But it did receive coverage of human interest items in all three magazines both years.

Belgium, unlike France and Canda, was an example of a Western nation which did not receive in entertainment and art news and was mentioned only once in news of human interest items (in 1989 U.S. News & World Report).

Japan was an example of nations that received significantly more frequent coverage of the economy than politics. The level of significance was 0.001 in 1985 Time, and in 1985 and 1989 U.S. News & World Report.

Japan, like Canada, was mentioned in human interest news each year in the sample period. Unlike nations such as Romania, Japan received news coverage of science and technology every year from all three magazines.

Afghanistan, Czcheslovakia, Costa Rica, Iraq, Panama, Paraguay, Romania, and Lebanon were examples of nations without or with few economic news stories. In some cases, such as Romania in 1985, no significant difference was found between frequencies of reporting news about politics and news about the economy. The lack of difference, however,

may have been due to the small number of political news.

Gabon, Mali, and Niger, the three African nations in the example, were mentioned only in stories about disasters or about the economy.

Gabon received no coverage in 1989. In 1985, it received coverage only in news stories about its economy. In 1985 and 1989 Newsweek, Mali and Niger were mentioned only in disaster stories.

Egypt, another African nation in the example, appeared in stories of human interest each year like France and Canada. But it was not mentioned in any news about the economy in 1989.

Bolivia, Ecuador, Finland and Gabon were examples of nations without or with few stories about politics. For example, Gabon received no coverage of politics in the two years; Finland was mentioned three times in Time, and not reported on in Newsweek and U.S. News & World Report.

France, Lebanon and Mexico were examples of nations with stories about crime reported every year in all three magazines. Lebanon and Mexico, unlike most Third World nations, received coverage of human interest items both years. In summary, some topics were covered more frequently for some nations than for others. This situation could contribute to the development of stereotypes.

TABLE XIII

FREQUENCY OF TOPICS REPORTED ON IN 1985 AND 1989
 BY TIME, NEWSWEEK AND U.S. NEWS & WORLD REPORT

Year	Magazine	Topics								
		1	2	3	4	5	6	7	8	9
1985										
	Time	596	213	3	39	24	129	27	164	30
	Newsweek	688	99	3	21	27	84	38	109	19
	U.S. News & World Report	1039	568	---	---	21	51	6	69	9
1989										
	Time	600	156	6	35	36	51	56	172	14
	Newsweek	502	86	4	19	6	29	18	48	3
	U.S. News & World Report	708	289	2	6	12	66	63	136	11

* 1: Politics; 2: Economy; 3: Sports; 4: Entertainment and arts; 5: Disaster; 6: Crime; 7: Human interest; 8: Social issues; 9: Science, technology, and medicine.

TABLE XIV (Continued)

Nation	Topics								
	1	2	3	4	5	6	7	8	9
U.S.S.R	100	6	---	3	---	1	1	19	5

* 1: Politics; 2: Economy; 3: Sports; 4: Entertainment and arts; 5: Disaster; 6: Crime; 7: Human interest; 8: Social issues; 9: Science, technology, and medicine.

TABLE XV
 EXAMPLES OF FREQUENCY OF TOPICS REPORTED ON
 IN 1989 TIME, BY NATION

Nation	Topics								
	1	2	3	4	5	6	7	8	9
Afghanistan	7	---	---	---	---	---	---	---	---
Belgium	3	1	---	---	---	---	---	---	---
Bolivia	---	1	---	---	---	---	---	2	---
Burundi	---	---	---	---	---	---	2	---	---
Canada	4	4	---	---	2	6	2	6	1
Costa Rica	4	1	---	---	---	---	---	---	---
Czcheslovakia	12	---	---	---	---	---	---	5	---
Ecuador	---	---	---	---	---	---	---	---	---
Egypt	9	---	---	---	---	---	---	3	---
Finland	2	---	---	---	1	---	---	---	---
France	22	15	---	6	---	4	---	16	1
Gabon	---	---	---	---	---	---	---	---	---
Iraq	6	1	---	---	---	---	---	---	---
Japan	19	32	1	2	---	2	6	12	4
Lebanon	9	---	---	---	1	4	---	2	---
Mali	---	---	---	---	---	---	---	---	---
Mexico	2	4	---	---	2	5	---	1	---
Panama	9	---	---	---	---	2	---	2	---
Paraguay	---	---	---	---	---	---	---	---	---
Niger	---	---	---	---	1	---	---	---	---
Romania	3	---	1	---	---	---	---	---	---

TABLE XV (Continued)

Nation	Topics								
	1	2	3	4	5	6	7	8	9
U.S.S.R	82	6	---	3	6	---	1	16	5

* 1: Politics; 2: Economy; 3: Sports; 4: Entertainment and arts; 5: Disaster; 6: Crime; 7: Human interest; 8: Social issues; 9: Science, technology, and medicine.

TABEL XVI (Continued)

Nation	Topics								
	1	2	3	4	5	6	7	8	9
U.S.S.R	98	4	---	2	---	1	5	8	4

* 1: Politics; 2: Economy; 3: Sports; 4: Entertainment and arts; 5: Disaster; 6: Crime; 7: Human interest; 8: Social issues; 9: Science, technology, and medicine.

TABLE XVII
 EXAMPLES OF FREQUENCY OF TOPICS REPORTED ON
 IN 1989 NEWSWEEK, BY NATION

Nation	Topics								
	1	2	3	4	5	6	7	8	9
Afghanistan	7								
Belgium									
Bolivia						2			
Burundi									
Canada		1						1	
Costa Rica	1								
Czechoslovakia	12	2		1					
Ecuador						1			
Egypt	5							1	
Finland				1					
France	10	2	1	6	1	2	1	7	1
Gabon									
Iraq	6								
Japan	17	23		2		4	5	9	4
Lebanon	8					2		1	
Mali									
Mexico	4	2				3	1	1	
Panama	8								
Paraguay									
Niger					1				
Romania	6	1							

TABLE XVII (Continued)

Nation	Topics								
	1	2	3	4	5	6	7	8	9
U.S.S.R	79	4	1	2	1	---	---	22	3

* 1: Politics; 2: Economy; 3: Sports; 4: Entertainment and arts; 5: Disaster; 6: Crime; 7: Human interest; 8: Social issues; 9: Science, technology, and medicine.

TABLE XVIII (Continued)

Nation	Topics								
	1	2	3	4	5	6	7	8	9
U.S.S.R	192	17	---	---	---	---	4	4	2

* 1: Politics; 2: Economy; 3: Sports; 4: Entertainment and arts; 5: Disaster; 6: Crime; 7: Human interest; 8: Social issues; 9: Science, technology, and medicine.

TABLE XIX

EXAMPLES OF FREQUENCY OF TOPICS REPORTED ON IN 1989 U.S.
NEWS & WORLD REPORT, BY NATION

Nation	Topics								
	1	2	3	4	5	6	7	8	9
Afghanistan	13	---	---	---	---	---	---	1	---
Belgium	3	1	---	---	---	---	---	1	---
Bolivia	---	1	---	---	---	---	1	---	---
Burundi	---	---	---	---	---	---	---	---	---
Canada	3	4	---	---	---	1	---	3	---
Costa Rica	---	1	---	---	---	---	1	---	---
Czechoslovakia	12	2	---	---	---	---	1	1	---
Ecuador	---	---	---	---	---	---	1	---	---
Egypt	9	---	---	---	---	---	---	2	---
Finland	---	2	---	---	---	---	---	---	---
France	16	7	---	2	2	4	4	8	1
Gabon	---	---	---	---	---	---	---	---	---
Iraq	5	---	---	---	---	---	---	---	---
Japan	19	66	---	---	---	1	3	9	4
Lebanon	18	---	---	---	---	6	---	2	---
Mali	---	1	---	---	---	---	---	---	---
Mexico	6	16	---	---	---	2	1	2	---
Panama	12	1	---	---	---	3	---	---	---
Paraguay	1	---	---	---	---	---	1	---	---
Niger	---	---	---	---	---	---	---	---	---
Romania	6	---	1	---	1	---	---	---	---

TABLE XIX (Continued)

Nation	Topics								
	1	2	3	4	5	6	7	8	9
U.S.S.R	115	14	1	1	---	---	3	18	---

* 1: Politics; 2: Economy; 3: Sports; 4: Entertainment and arts; 5: Disaster; 6: Crime; 7: Human interest; 8: Social issues; 9: Science, technology, and medicine.

CHAPTER V

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

Based on the concern for the influence of the content of news about foreign nations on stereotyping, the development of prejudice, and audience perception of the national as well as international agenda, this study was designed to identify the pattern of foreign news published by three leading U.S. newsmagazines, Time, Newsweek, and U.S. News & World Report.

A content analysis of the foreign coverage by Time, Newsweek, and U.S. News & World Report for 1985 and 1989 was conducted. Half of the population for the two years made up the random sample that was examined.

Findings showed that the coverage of the global community by the three magazines was unbalanced and that some nations and topics were reported on more frequently than others.

Conclusions

Data collected in the study supported the accusation made by some media critics that Western news media coverage of foreign news was unbalanced. In this study, Time,

Newsweek, and U.S. News & World Report for 1985 and 1989 were found to present a picture of the world with parts of it consistently missing.) In the sample, 20 nations were never reported on. None of the 20 nations was developed nations.

(Limited space seemed not to be a major factor in deciding how many nations would be reported on by the three magazines.) For example, although Time devoted significantly more space to foreign news than did the other two magazines in both 1985 and 1989, it did not report on significantly more nations than the other two. And, in 1985, Newsweek devoted significantly more space to foreign news than did U.S. News & World Report, while it did not report on significantly more nations than did U.S. News & World Report.

(It was found that the three magazines had similar patterns of foreign news reporting on world nations.) Although significant differences were found between the space devoted to foreign news by the same magazine in different years as well as among the space devoted to foreign news by the three magazines in the same year, no significant difference was found in the number of nations which accounted for over 50% of each magazine's foreign coverage each year. Neither was a significant difference found in the number of nations which accounted for over 80% of each magazine's foreign coverage each year. These findings showed that even with more space available, editors

of the three magazines devoted the increased space to nations that had already received correspondingly higher coverage instead of to those under-reported and unreported nations.

(It was hypothesized that three factors were associated with the extent of coverage a nation received from the three magazines.)

(Geographical location of the nation was one of the three factors.) The Union of Soviet Socialist Republics as a geographical region, the Far East, and North America were regions of high average square inches of coverage. Regions that were neglected most of the time were the Caribbean, Western Africa, and Central Africa.

Although significant differences were found among the average amounts of coverage devoted to each region, the coverage did not confirm to expectations.

Based on the "proximity" principle of news judgment, regions such as Central America and Western Europe should have received a significantly higher average amount of coverage than Southern Africa and the Near East. But in each year, no significant difference was found between the average coverage received by the former two regions and the average coverage received by the latter two.

Thus, geographical location was found to be associated with the amount of coverage a nation received from the three magazines, but a region's proximity to the United States was not a decisive factor in how much average coverage that

nations in the regions received. Prosperity, instability, and the strategic importance of nations in a region to the United States are other factors that could be associated with the importance of a region and thus the amount of coverage nations in the region received.

(Trade connections with the United States were also one of the three factors examined in the study.) It was a factor that had been examined by Charles, Shore and Todd in a 1975 study of New York Times coverage of Equatorial Africa. In their study, "trade" was defined as "import and export dollar values for each nation (with the United States), combined as a total index."¹ Significant positive correlation was found between trade value and number of stories devoted to a nation.

Unlike the way the correlation was tested in the research of Charles, Shore and Todd, correlation between amount of coverage and export dollar value and correlation between amount of coverage and import dollar value were tested separately in this study. As a result, significant positive correlations were found only between a nation's export ranking and its coverage ranking. No significant correlation was found between a nation's import ranking and its coverage ranking.

(Membership in NATO and the Warsaw Pact was the other factor examined in the study.) Findings of the study showed that the degree of military threat posed by a nation to the United States was correlated with the nation's news

value perceived by the three newsmagazines.

From the three magazines in both 1985 and 1989, nations of the Warsaw Pact received significantly higher average square inches of coverage than did the allies of the United States in NATO. These cases showed that a relationship involving higher degree of conflict and threats was perceived to be worthy of more attention than a relationship of cooperation and lower conflict.

(In conclusion, not a single factor but many factors likely decided the amount of coverage a nation received from the news media.) For example, of the 12 nations that accounted for over 50% of the foreign coverage by the three magazines in the two years, four were Western developed nations, four were communist nations, and four were non-Western, non-communist developing nations. The four Western nations (Great Britain, France, Japan, and West Germany) were deemed as newsworthy because they were major political and economic powers in the world. The four communist nations (the U.S.S.R, China, East Germany, and Vietnam) received much coverage because of their domestic political instability, or the threats to the United States posed by their political and military powers. And the four developing nations (Israel, Lebanon, Palestine, and South Africa) were reported on because of regional conflicts and political and social instability in the regions as well as within the nations.

Lazarsfeld and Merton wrote that communication is most

effective when there are no competing messages.² With respect to international news reporting, this type of communication may occur when a nation is under-reported or unreported; it may also occur when news stories of a nation are overwhelmingly focused on limited topics.

(Findings of the study supported the hypothesis that certain topics were more frequently reported on for certain nations than others.) But findings did not support the general conclusion reached by scholars such as Andrew K. Semmel that the U.S. press is basically Euro-centric and Western-oriented.³

After having been categorized into topics, not all foreign news was found to be Euro-centric and Western-oriented. For example, it may be more accurate to say that foreign news in the three magazines about disasters was Afro-centric than to say that it was Euro-centric. And to say that in the three magazines news about crime was Western-oriented was less accurate than to say that it was Third World-oriented, because many of the nations which received coverage of crime from all three magazines both years were Third World nations such as Lebanon, Mexico and Peru.

(The findings of unbalanced coverage and the coverage of limited topics received by some nations can explain to some degree how people of the Western world developed stereotypes about other nations, and as a result some Westerners' prejudice against people of other nations. The

influence of unbalanced coverage of foreign nations on audiences' perception made the pattern of reporting an issue of the responsibility of journalists.)

Recommendations

Further research on this subject is needed to provide updated information about the patterns of foreign coverage of the three magazines as well as of other news media and to monitor changes in the patterns. This information is and will be the base for understanding international communication, which plays a more and more important role in modern societies.

For further studies, it is suggested that some changes in coding categories of topics of news stories be made. It was found during the coding process that if political news had been divided into news about domestic politics and news about international politics, some developing nations would have been found to be reported on for news about international politics involving developed nations more frequently than for news about their domestic politics.

Based on findings of studies like this, further studies are suggested to explore the influence of foreign news on agenda-setting, stereotyping, and decision making.

End Notes

¹ Jeff Charles, Larry Shore, and Rusty Todd, "The New York Times Coverage of Equatorial and Lower Africa," Journal of Communication, Spring 1979, p. 153.

² Paul Lazarsfeld and Robert K. Merton, "Mass Communication, Popular Taste, and Organized Social Action," The Process and Effects of Mass Communication, eds. Wilbur Schramm and D. Roberts (Urbana: University of Illinois Press, 1972) as cited in Rina Alaalay, "The Impact of Mass Communication Campaigns in the Health Field," Social Science and Medicine, 17 (1983), 92.

³ Andrew K. Semmel, "Foreign News in Four U.S. Elite Dailies," Journalism Quarterly, 53 (1976), 736.

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