A CONTENT ANALYSIS OF THE UNITED STATES'

TELEVISION NETWORKS COVERAGE OF THE

THREE WORLDS: A SURVEY OF THEMES

JUNE 11, 1983 to JANUARY 1, 1988

By

MACCAMAS MYINAGA EMBERGA IKPAH

Bachelor of Arts
Eastern Washington University
Cheney, Washington
1985

Master of Education
Gonzaga University
Spokane, Washington
1986

Ihasus
1989D
1999c

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Thesis Approved:

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Thesis Advisor

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Dean of the Graduate College

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PREFACE

This study is concerned with the coverage the three US television networks (ABC, CBS and NBC) devote to First, Second and Third World countries. The study is designed to see which of the worlds, if any, receives most coverage. The study's other concern include the frequency and distribution of crisis and non-crisis themes between the three worlds.

The author expresses much gratitude and appreciation to his thesis major adviser, Dr. Ed Paulin, for his insights, guidance, and assistance. The author extends the same appreciation and gratitude to Dr. Thomas A. Karman, Professor and Head of Department of Educational Administration and Higher Education, Dr. Larry Hynson, Dr. Marlan Nelson, Director, School of Journalism and Broadcasting. Professor Schillinger was most helpful with her wealth of international experience. It was in her course on international communication that the author got the idea for this thesis.

Writing this thesis was the author's most trying period. The following saw the author through: his wife; Ngumimi, his boys; Guy, Tavershima, and SesooTer. Gratitude is expressed to Doofan Agundu for entering the data and typing most of this thesis.

Several other people were helpful by contributing

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CHAPTER I

INTRODUCTION

Controversy Surrounding the U.S. Television

Networks' Coverage of International News

Substantial debate rages between developed and
developing countries over the coverage of international news
by the three American television networks --American
Broadcasting Companies, Inc. (ABC), Columbia Broadcasting
System, Inc. (CBS), and National Broadcasting Co. (NBC).
Primary controversy centers around the nature and depth of
news coverage of developing countries by the American
television networks.

Crucial to an understanding of the debate are
perceptions of Second and Third World advocates.

Mustapha Masmoudi, former Tunisian information minister
and a leading spokesman for Third World communication issues,
stated that the West defines Third World news and distorts or
excludes authentic but non-Western values of the Third World:

> Information is distorted by reference to moral, cultural
> or political values peculiar to certain states, in
> defiance of the values and concerns of other nations.
> The criteria governing the selection are consciously or
> unconsciously based on the political and economic
> interests of the transnational systems and of the
> countries in which this system is established. (1)

In reporting on Third World news, Robert L. Stevenson

and Richard R. Cole explain that "the values imposed are the values of the First World and, that their cultures and cultural evolution are seen in the rest of the world only through Western filters." (2)

A second complaint against international news coverage by the American television networks centers on the fragile aspects of Third World countries. Masmoudi complains,

> The present -day information system enshrines a form of political, economic and cultural colonialism which is reflected in the often tendentious interpretation of the news concerning the developing countries. This consists in highlighting the events whose significance, in certain cases, is limited or even non-existent; in collecting isolated facts and presenting them as a 'whole'; in setting out facts in such a way that the conclusion to be drawn from them is necessarily favorable to in the interests of the transnational systems; in amplifying small -scale event so as to arouse unjustified fears; in keeping silent in situations unfavorable to the interests of the countries of the of origin of these media. (3)

Another facet of the controversy centers around the flow of news between East and West. This flow is small in both directions, and controlled in most cases by the receiving countries. According to Stevenson and Cole,

> The socialist countries of the Second World *are the invisible part of the world, in the news at least.* And it is this lack of visibility that is as striking in Latin America, Africa, Asia, and the Middle East as it is the countries of Western Europe and North America. (4)

Another reason for focussing attention on the coverage of international news by the American television networks is because of impact on audiences throughout the world. Also, the networks are considered the most credible news medium, trusted by an overwhelming majority of Americans. A study of

4,000 persons conducted by the Roper Organization in October
and December 1984 and commissioned by the Television
Information Office, showed television as the US public's main
source of news. (5)

Similarly, another study, commissioned by the American
Society of Newspaper Editors, showed that in 1984 Americans
were more likely to rely on television news than newspapers.
According to the study, when asked which source they were
most likely to believe--radio, television, magazines or
newspapers-- half the people in the sample said television.
About 25 percent said newspapers, 14 percent chose magazines,
and 9 percent radio. (6)

Since research findings show television news is
considered to be reliable and the main source of
international news among Americans, Third World countries and
their advocates feel that unless U.S. television gives a
"true" picture their countries, Americans will "form negative
images of the Third World." (7)

More importantly, American media have disproportionate
influence on other countries, including
Second and Third World countries. Jeremy Tunstall argues in
The Media Are American that the United States has immense
influence on the development of foreign media. That is
because the United States traditionally leads the way in the
development and advancement of news media in the world
today. (8)

This conclusion is supported by Elihu Katz and George
Wedell in their book, Broadcasting in the Third World:

Promise and Performance. In this study, the authors examine
the development of broadcasting in 11 nations. Their
findings indicate those nations patterned their television
news after the American model. (9) If that is the case, it
can be assumed that those countries' coverage of
international events would parallel that of US television
media and reflect similar biases.

Thirdly, findings of Philips W. Davison, Donald R.
Shanor and Frederick T. C. Yu in their book News From Abroad
and Foreign Policy Public make it clear that the content and
quality of international news could have influence on foreign
policy. (10) Public attitudes, these scholars indicate, are
largely formed by television and ultimately exert decisive
influence on public officials in the legislative and
executive branches of government.

Third World citizens fear that the supposedly negative
views the American people get from television news result in
foreign policy decisions that are not favorable to the Third
World. (11)

As W. P. Davison points out, government officials depend
on major mass media for intelligence reports and diplomatic
dispatches. For example President Lyndon Johnson had three
television monitors installed in the Oval Office so that he
could monitor all the networks evening news at the same time.
(12)

Background of the Study

Television serves as a 'window on the world' not only

for viewers in the United States, but also for
an increasing number around the world. (13)

The development of new technologies in mass media has
made it possible for television to serve as "the window to
the world." The first live television broadcast between the
United States and Europe came with the launching of Telstar 1
in July 1962, making it possible to transmit live television
from one part of the world to the other. (14) This
transmission was mainly in First and some parts of Second
World countries.

With the formation of the International
Telecommunications Satellite Organization (INTELSAT) in 1964,
and the owning and/ or leasing of earth stations by many
countries, live long -distance television communication was
made possible. Many more countries with these new
technologies could collect and broadcast international news.
Through the use of the INTELSAT global satellite system many
countries could effectively communicate with each other
beginning in the 1970s. Many Second and Third World
countries could now take
part in leasing INTELSAT facilities for world- wide
communication. As Wilbur Schramm, communication scholar and
a consultant with UNESCO, predicted in 1968, "satellites can
potentially make a real difference in news availability
throughout the world." (15)

This became a reality at the end of the 1970s. American
television networks could now offer instantaneous, visual
news from many parts of the world, especially where there

were up-link earth stations.

Similarly, the development of electronic newsgathering (ENG) equipments made possible the transmission of photographs and other visual forms from many countries across the world. With the use of satellites the news could be transmitted even faster. In fact the problem of film processing was completely eliminated by video tape. In 1977, the president of NBC News, Lester Crystal, said:

> Ten years ago, producers would have been worried about locations from where film of the event could be processed and transmitted. Not today. Water and chemicals won't be needed. Because of the electronic news camera, the lab is obsolete. Even the television station isn't necessary. The closest ground station will do...
>
> ... Ten years ago, there were ground stations only in Europe to transmit the daily reports of ... a presidential trip. Today, there are ground stations at every point along the way in Venezuela, Nigeria, India and Iran, as well as France Poland and Belgium. (16)

In 1980, Tom Fenton, a veteran correspondent for CBS News, commented on the effects of ENG equipments:

> The ability that we now have to provide today's foreign news *today*, with electronic cameras and satellites, means that we quite naturally devote most of our time and effort to the big, breaking stories, to 'hard news.' (17)

Despite the new technological developments in mass communication and the desire expressed by mass communication practitioners, US media have been criticized for providing inadequate coverage of the Second and Third World news.

In 1973, while addressing the Tampere Symposium on the International Flow of Television Programs, Finnish President Urho Kekkonen said:

> In the world of communication it can be observed how

> problems of freedom of speech within one state are
> identical to those in the world community formed by
> different states. At the international level are to be
> found the ideals of the free communication and their
> actual distorted execution for the rich on the one hand
> and the poor on the other. Globally, the flow of
> information between states -- not least the material
> pumped out by television -- is to a very great extent a
> one- way, unbalanced traffic, and in no way possess the
> depth.and range which the principles of freedom of
> speech require. (18)

A major flaw in the free flow of information principle

mentioned by Kekkonen is in its international implementation.

He points out the imbalance in the free flow of information

around the world.

The imbalance in the international news flow has been a

major international political issue noted by communication

practitioners and researchers since the 1970s. Stevenson and

Shaw noted that,

> regional meetings sponsored by the UNESCO as early as
> the 1960s identified problems with the inadequate flow
> of information within regions of the world, and a 1969
> meeting of communication experts in Canada called for an
> increase in the free flow of information from the Third
> World to the West. (19)

At the subsequent UNESCO General Conferences in 1974 and

1976, Western nations opposed efforts to debate the issue of

the free flow of information. The Western nations feared

that the issue of the free flow of information was a

euphemism for allowing different governments of the world to

control the media-- a measure that would never be accepted

nor tolerated by the Western media, especially the American

media.

The issue was not further pursued but a 16 -member

commission was set up, headed by Sean MacBride, an Irish

Statesman and Nobel Prize winner. The commission, which

became known as the MacBride Commission, was charged to,

> [S]tudy the current situation in the fields of
> communication and identify problems which call for a new
> action at the national level and a concerted, global
> approach at the international level. (20)

The commission submitted its report, International

Commission for the Study of Communication Problems 1980, and

recognized the need for improving the balance of

international communication.

Since the submission of the report, UNESCO has created a

new entity called the International Program for the

Development of Communication (IPDC). One responsibility of

the commission is to achieve the objectives of the New World

Information Order, which is to improve the flow of

information within and among the regions of Third World

countries. Efforts of the commission have been largely

stalemated because of opposition from Western governments and

the withdrawal of the U.S. and Britain from UNESCO.

One might wonder at this point the role the American

television networks could play in the free flow of

information. According to Larson, promotions for the three

television networks are meant to portray them as "the leading

source of international news." Larson continues:

> All three of the early evening network news broadcasts
> stress the global or worldwide nature of their news
> coverage in their titles or graphics. ABC titles its
> half- hour program `World News Tonight,' while both `The
> CBS Evening News' and `NBC Nightly News' use a globe or
> a map of the world in the visual graphics introducing
> and closing the programs. As of January 1983, ABC was
> promoting its television programs with the suggestion
> that ABC News is uniquely qualified to bring you the
> world. (21)

In a sense the three networks have boasted of promoting the free flow of information. The question is: have they adequately passed on information and news about developing countries?

According to Masmoudi,

> ... Moreover, they [Western media] often present these communities --when indeed they show interest in them--in the most unfavorable light, stressing crises, strikes, streets demonstration, putsches, etc., or even holding them to ridicule.... (22)

How much of the coverage presents unrest and dissent; war, terrorism and crime; coups and assassinations; disasters?

Goals of the Study

This study will examine the coverage of international news by the three American television networks from June 11, 1983 to May 10, 1988. The aim is to determine from the data collected the validity of the three charges made by Third World spokesman about the nature and depth of the American television networks coverage of international news.

The study will also seek to determine if there is a significant difference between the amount of coverage given the First, to Second, and Third World by the US television networks.

A comparison will also be made of themes that appear in the news originating in the First, Second and Third Worlds.

Significance of Study

Media surveys and studies suggests that images Americans

have of other cultures are formed primarily by what they see
on television. Research shows that many Americans get
information about other countries on television.

The current study should prove useful to international
communications scholars, researchers, and others interested
in the free flow of information and predominant themes found
in the coverage of international news. In the final section
recommendations are presented that might help resolve
the controversy surrounding the coverage of international
news.

Limitations

The study will be limited to the three American
television networks' weeknight news. By selecting ABC's
"World News Tonight," "CBS Evening News" and "NBC Nightly
News" the author seeks to determine whether significant
changes may have occurred in the coverage of international
news by these networks and whether there are significant
differences between the networks' coverage.

Organization of the Study

Chapter II "Review of Literature"

The literature review concentrates on television news
selection, particularly on the characteristics of
international news which tend to make items newsworthy.

The role of Third World leaders in the news selection
process are also reviewed and their role in the free flow of

international news are indicated.

The news values which networks use to select news items are cited and discussed.

Chapter III "Methodology"

The survey population and the survey instruments are described in this chapter.

Chapter IV, Findings

This chapter consists of a presentation, analyses and description of the data collected.

Chapter V, Discussion, Conclusion, and Recommendations"

Conclusion drawn from the study and recommendations based on findings are presented.

CHAPTER II

REVIEW OF LITERATURE

Introduction

The literature review section is arranged in four
sections to enable the reader to understand the problems
involved with the method the American television networks use
to select and broadcast international news.

Phase one presents various interpretations of why some
items are regarded newsworthy and others are not.
Furthermore, since the Western media's ideas of news are
quite different from the rest of the world's, it is proper to
make this distinction at the outset of the literature review.
This overview is necessary and important at this juncture for
two reasons: first, it familiarizes the reader with the
enormous tasks gatekeepers must perform to select news events
which ultimately are broadcast; and secondly, it acquaints
readers with the principles gatekeepers follow in selecting
news items.

Phase two discusses the origins of the New World
Information Order. It also presents Second and Third Worlds'
complaints as they pertain to the coverage of international
news by the Western World in general and the American media
in particular. It should be noted that although this study

looks at thematic coverage of international news by the American television networks, Second World sources on the subject are limited, reflecting both difficulty in obtaining Socialist materials in Western libraries and the low profile of these societies.

The Western media's response to Second and Third World charges are also included here.

Phase three reviews the literature available on the coverage of international news. Several factors, other than news values, that influence the selection of international news are treated in this phase. Some of the factors are: gatekeeper's role as a selector and transmitter of international news, Third and Second Worlds governments' role in the free flow of international news, the role of logistics, elitism, cultural affiliation in the selection of international news.

<div align="center">Section One</div>

Definition of News

Arriving at a suitable definition of "news" has long been a thorn in the flesh of mass communication. That is because many people in the field have had different views and/or thoughts on the issue. Not only that, they have been wrestling with the issue for several decades. Journalists could be said to have been stuck with this problem as long as the profession has existed. For example, Charles A. Dana, who owned and published the *New York Sun* from 1869 to 1879

defined news as "anything that interests a large part of the
of the community." (23)

Stanley Walker, city editor of *The New York Herald
Tribune*, was among those who resorted to wit to define news.
According to Walker, news was based on three W's: "women,
wampum and wrongdoing." (24) David Brinkley, once said,
"News is what I say it is." (25) A contributor to the *New
York Sun* defined news by saying "if a dog bites a man, it is
not news. If a man bites a dog it's news." (26)

Over the years, more concrete and systematic definitions
of news have evolved. Mass communication practitioners in
the West have arrived at some shared guidelines which are
used today to decide what news is. The importance in
determining "what is news," according to Marlan Nelson and
George Rhoades, centers around the fact that the definition
media writers use determines how informed their readers are
on public issues. (27)

On the classification of news, Nelson and Rhoades say
that, "news can be classified as hard and soft. Hard news is
straight, factual accounts of events; soft news ranges from
human interest features to interpretation and analysis." (28)

In order to keep the audience well informed on public
and related issues, mass communication practitioners use a
list of traditional news characteristics. Nelson and Rhoades
lists the traditional news characteristics as timeliness,
proximity, prominence, impact, and human interest. (29)

Several other prominent people in the field of mass
communication place emphasis on different characteristics.

Human interest is dominant for some communicators. For example, William Randolph Hearst defines news as "what is interesting, not necessarily what is important." (30)

In reflecting Hearst's view, a commentator on the MacBride Commission's Interim Report, The International Communication for the Study of Communication Problems, remarked:

> So long as news is exclusively concerned with what is out of the ordinary, the ordinary becomes invisible to the media and to the audience. The trouble is that we have been culturally attuned to the theater of news and we find non-theater boring. (31)

Other scholars place more emphasis on timeliness. Edward Jay Epstein, for example, defines news as "what is new in the world since our last broadcast ... what has happened today." (32) Another mass communicator Herbert J Altschull uses a simile to define news.

> News is much like weather, about which Mark Twain once observed, a bit wearily, that nothing is done despite the complaining. There are, these days, almost as many complaints about the news as there are about the weather; and no one does anything about the news either. *As a matter of fact, no one is sure what he is talking about when he talks about the news.* Come to think of it the news may be a greater problem than the weather. (33)

These definitions have come about as reporters have sought to find justification and rationality for news selection. They have translated the news values to select international news items so as to cut across the dilemma of news definition.

These values, according to Nelson and Rhoades, and Melvin Mencher are: impact or importance of event; timeliness of the event; prominence of the people involved in the event;

proximity of the event to the readers and listeners; conflict and unusualness of the event; and currency of the event in the time context of world happenings. (34) (35)

Section Two

The controversy surrounding the coverage of international news is another problem that confronts mass communicators today in the United States. Like the definition of news, much has been written on international news coverage, and the American television networks' coverage of international news. Second and Third world countries accuse Western media of selecting and broadcasting only theater-like news items that portray them--Second and Third World countries-- in a bad light. While the Western media put the blame on the authoritarian nature of Second and Third World countries, Second and Third World countries are calling for a New World Information Order to redress the imbalance of Western news hegemony.

The New World Information Order (NWIO) (also known as the New International Information Order (NIIO) and the New World Information and Communications Order (NWICO)) is an amalgamation of two distinct sets policy recommendations that came out of two different organizations. But, the origins of the New International Information Order are ascribed to the Non-Aligned movement. However, United Nations Educational and Scientific Organization, (UNESCO) is the organizations usually associated with the NWIO debate.

The Fourth Summit Conference of Non-Aligned Nations held

in Algiers, Algeria, North West Africa, in 1973 is deemed NWIO's birthplace. (36)

This Algerian conference called upon developing nations to rally round each other to "promote a greater inter-change of ideas among themselves." (37)

The other lines of action decided upon at the conference were the:

> reorganization of colonially inherited communication channels that hamper information exchanges between Non-Aligned countries. (38)

Article X111 of the conference stated that,

> Non-Aligned countries should exchange and disseminate information concerning their mutual achievements in all fields through... the news media in their respective countries. (39)

The call was for the improvement of communication between developing countries--some Second World countries and Third World countries.

What is today known as New International Economic Order (NIEO) started after the Second World War and can be traced back to the General Agreement on Tariffs and Trade (GATT), International Monetary Fund (IMF), and the International Bank for Reconstruction and Development (World Bank). (40)

According to another scholar, Rohan Samarajiwa,

> The core ideas of national sovereignty and national control of economic development, proposed unsuccessfully by the poorer countries in the postwar economic negotiations, and later augmented, improved and justified by Raul Prebisch became the theory and ideology of a long campaign to reform international economic relations. (41)

Samarajiwa further contends that,

> Central to the Prebisch model is the difference in power between the center, which can influence events, and the

periphery, whose actors are mostly powerless
even with regard to their own affairs. (42)

The only way out of this predicament Samarajiwa

maintains is the coming together of different nations to

negotiate economic reforms or through individual state

negotiations. The NIEO was born therefore to provide an

amicable atmosphere for both the poorer and richer countries

to come together to iron out their economic differences.

According to Samarajiwa,

> To create a less hostile international environment, the
> state must then try to directly negotiate changes to
> existing center-periphery relationships,... try to
> indirectly influence these relationships by building
> countervailing power. (43)

Either of these methods require some form of

communication. That is, those who hold power must be

prevailed upon to give some of it up. Secondly, to build

countervailing power, Second and Third World countries must

be directly connected for better communication. (44) For

example, telephone calls within Africa would not be routed

through London, as they were until a few years ago.

The point of the preceding explanation is to show the

historical developments of the New World Information Order.

But the call for equitable communication that Masmoudi

advocated in 1969 at the Algiers conference was not new to

UNESCO. Since its inception in 1964, UNESCO had been

concerned about the free flow of communication, but the call

for an equitable flow was included on UNESCO's agenda only in

1969. (45)

Since the 1969 Algiers Conference, the NWIO has called

for a NWIO for an equitable and a more balanced information flow between the Northern industrialized countries and the Southern developing countries.

Early efforts to balance the flow of information from North to South centered on the use of the media in Third World countries to help build modern societies. Also the policy articulated the need for new communication technologies that would enable the Third World to compete effectively with the Western media in suppling more balanced and accurate information about their countries. In 1976, Third World countries started a Non-Aligned News Pool to integrate the Third World's news agencies and reduce the Third World's overwhelming reliance on Western media. (46)

UNESCO continued to sponsor a number of regional conferences to try to check the imbalance of information flow. However, since the withdrawal of the United States and Great Britain in the mid-1980s from UNESCO, the forum for debate is much diminished, being largely confined to academic treatises.

UNESCO has not been the only organization interested in knowing what blocks the free flow of information. International scholars have tried to discover what force might be impeding the free flow of information.

One such scholar, John McNelly, suggests it is the unpublicized "gatekeepers," operating on international level, who regulate the free flow of news. (47) According to this gatekeeping paradigm, gatekeepers might decide not to include some news events in the news packages they send to their home

offices not because they are unnewsworthy but because of their own personal grievances with leaders of the countries which they are assigned to cover. (48)

Complaints

Second and Third World complaints on the free flow of information have centered on saturated coverage, a directional one-way flow, and bad news.

While people and organizations try to figure out what prevents a free and an equitable flow of news, Third World spokespersons continue to accuse Western media of sloppy coverage of international news. They argue that when the Western press decides to cover international news at all, its coverage is such that is meant to ridicule or portray Second and Third World countries them in a negative light. (49)

Several other studies conducted by other communication scholars suggest the fact that international news coverage by the Western media in general and the U.S. media in particular stresses crises, street demonstrations and putsches. (50)

Larson's 1984 study shows that from 1979 to 1984 there was much improvement in the quantity and/or proportion of international news on American television networks on developing countries. However, the same study shows that the increase is mostly in the nature of conflict -oriented news. (51)

Wilhoit and Weaver's study on the same topic finds that although AP and UPI increased their coverage of developing countries during the 1970s, many of their stories are

conflict or crisis oriented. (52)

Other studies by Wilbur Schramm, (53) J. Hart, (54) and Al Hester (55), support the assertion that international coverage is underreported and negative. Similarly, J. M. Hamilton's 1977 study, asserts that news from Third World is underreported and negative. (56)

Third World countries complain of the quantitative flow of news between North and South and other researchers' findings support the view that the flow of news between the North and South is sparse. Masmoudi, for example, complains on the quantitative flow,

> This imbalance is created by the disparity between the volume of news and information emanating from the developed world, and intended for the developing countries, and the volume of the flow in the opposite direction. Almost 80 percent of the world news flow emanates from the major transnational agencies; however, these devote only 20 to 30 percent of the news coverage to the developing countries, despite the fact that the latter account for almost three-quarters of mankind. (57)

Others share Masmoudi's concern with the imbalances in news flow. The president of Finland, Urho Kekkonen, says for example, that because the flow of information is not balanced it demarcates the rich nations on one side and poor nations on the other. Kekkonen further says that the news flow "is to a great extent a one-way unbalanced traffic" but that the news flow "in no way possesses the depth and range of which the principles of freedom of speech require." (58)

Al Hester who completed a five- year content analysis of foreign news on the US television evening newscasts in 1978 concluded that,

> Many portions of the globe scarcely existed as far as
> viewers of US network TV news were concerned. Such
> areas ... included Latin America, much of Africa, much
> of Eastern Europe, and large parts of Asia. (59)

That conclusion show how little the American television
networks cover the world.

Third World countries accuse Western media, especially
American newsgathering organizations, of giving non-Western
countries copy that is too frequently colored by Western
perspective. As a result Third World countries "receive
little, if any, newscopy concerning cultures similar to Third
World nations." (60)

For example, in a study of 16 Asian dailies Schramm and
Atwood found that the world view the newspapers received from
the Western wire service was dominated by Western news. (61)

Several other studies have shown that the free flow of
information is one way --North to the South. The Twentieth
Century Fund Task Force, said for example,

> The Task Force believes that there is a serious
> imbalance in the flow of information between the
> developing and the developed nations.... (62)

Western Imperialism

Soviet communication scholars, A. Grachev and N.
Yermonshkin, complain that Western ideology dominates almost
all Third World countries. According to their assertion,
Western mass media and textbooks enforce Western standards
and values to Third World countries. In the past, African
television programs, for example, originated in France,
Federal Republic of Germany, and Britain, but he pointed out,

"... now the United States has pushed the former colonial powers aside and is foremost in television exports." (63)

These scholars continue that the flow of television news follow the same pattern:

> ... if a developing country commissions, say, Visnews to produce a special film, the cost is very high. British Visnews prefers showing a bank robbery instead of the way Tanzanian villagers or Indian craftsmen live.
>
> That is why Kenyan television shows British parliamentary debates and cannot report on an agricultural exhibition in neighboring Uganda.
>
> The above examples prove that communication imperialism operates in perfect harmony with Western political and economic objectives. These examples expose the "free flow of information" concept, demonstrating that a *flow directed by several transnational corporations is one-sided and reflects the political and economic interests of the of the imperial powers.* (64)

Similar to the above complaint about domination of Third World nations by the West is the domination of information bearing Western cultural imprint. US scholar Herbert Schiller supports some Third World leaders' views that Western nations use their communication expertise to dominate and / or shape the cultures of the developing countries. He states that information, like trade, strengthens the strong and further weakens the weak. He says,

> The powerful communication states overwhelm the less developed countries with their information and cultural messages." (65)

The General Manager of Reuters, a news agency based in the United Kingdom, echoed the allegations of misrepresentation by the Western world,

> The aspirations of those countries that feel they are badly reported, that they have too little possibility of being known to the rest of the world ... are entirely legitimate, many of the complaints that are made are

well founded, and it is the duty of all of us to help fulfill these aspirations.... (66)

On the same note Ministers of Information of the Non-Aligned countries stated:

> The present global information flows are marked by a serious inadequacy and imbalance. The means of communicating information are concentrated in a few countries. The great majority of countries are reduced to being passive recipients of information which is disseminated from a few centres. In a situation where the means of communication are dominated and monopolized by a few, freedom of information comes to mean the freedom of these few to propagate information in the manner of their choosing and the virtual denial to the rest of the right to inform and be informed objectively and accurately. (67)

Biased news

Although evidence of anti-Third World bias is inconclusive, available data tend to support the American media's exhibition of pro -Western orientation in their selection of subject matter of published news account.

Andrew Semmel's findings on foreign news reported in four U.S. elite newspapers, shows that the coverage was "Eurocentric, big-power dominated, and Western oriented. (68) Mort Rosenblum puts it this way on the issue of biased coverage:

> Even earthquakes, without politics and personalities to obscure issues, are often presented with unconscious distortion. If an earthquake kills 1000 people in Northern Italy, it is covered in graphic, gripping detail, and fresh stories are printed with each new discovery of victims. Some of the dead are named, and their destroyed villages are eulogized. A year later, stories are written describing the aftermath. But, if thousands are killed in Guatemala, the reporting is different. The dead are vague round numbers. Emphasis is likely to be on American aid for victims rather than on the victims themselves. And the story, generally, is

given less play. (69)

Rosenblum realizes the cultural and developmental
differences that exist between Italy and Guatemala:

> This double standard exists partially because Italy is
> easier to cover than Guatemala, and more reporters
> are immediately available. (70)

However, Rosenblum contends that the difference given to the
coverage is not necessarily because of the communication
problems but because:

> ... Italians are seen as individuals, with physical and
> cultural characteristics familiar to Americans. Many
> editors and readers have been to Italy, and they
> recognize place names in the stories. Guatemalans are
> seen, on the other hand, only as faceless residents of
> the underdeveloped world. (71)

Rosenblum goes on to say that this standard is part of
unwritten code in which,

> A hundred Pakistanis going off a mountain in a bus makes
> less a story than three Englishmen drowning in the
> Thames. (72)

It was in view of the glaring disparities in the flow of
news from the North to the South that Masmoudi enumerated the
following list of "musts" to check the free flow of
information:

> Third World countries must not be shown in a an
> unfavorable light.
> Third World media must reserve more space and time for
> news of developing countries.
> News flowing to a country must not clash with the
> nation's cultural and moral values.
> The content, volume, and intensity of flow between
> developed and developing counties must be "free and
> equitable." (73)

The whole idea of Masmoudi's musts is contrary to most
of the Western world's concept of news.

Western Reply

According to the Western media, certain philosophical assumptions have to be understood about the media operation before anyone can accuse them of what Rosenblum calls "cultural favoritism," and a hosts of other charges. (74)

The first assumption centers around news values. According to Straughan, "American journalists are trained to emphasize certain news values when writing a story, such as timeliness, prominence, conflict and proximity." If these are present in a story, it will probably make it through a gatekeeper. (75)

Third World journalists on the other hand are trained to emphasize development-oriented style of journalism, which emphasizes the positive aspects of the development process in Third World countries, instead of focussing only on problems.

Secondly, news values are thought of as news-selection criteria, the qualities of events which make them selectable for broadcast from a legion depend on the options available to the gatekeeper or a television news organizations. (76) According to Larson, these are "guidelines that tell the television journalist what to include, what to emphasize or omit in the treatment of a particular story. (77) Part of the gatekeepers' role is to select and emphasize the treatment of a particular story.

Bogart seems to best articulate the Western media's response,

> The tremendous time limitations and the episodic character of the television newscast format typically

reduces the presentation of each item to its skeletal essence. (78)

If the selection and broadcasting of news items depend on time and the sensation of an episode, it becomes obvious that Western media select and broadcast the news items on developing countries that are interesting to the audience. However, Larson's findings show that the proportion of time the American television networks devote to international news is higher than the proportion of space newspapers and magazines give to international news.

> On the average, 7 out of 17 news items, or nearly 40 percent of those broadcast on a typical weeknight newscasts, deal with international affairs. Of the 22 or the 23 minutes available for news, about 10 minutes or 45 percent of available air time will be characteristically devoted to international affairs. By either measure, this is a far higher proportion of international news than that which is printed in most newspapers. (79)

According to Straughan,

> Editor's perceptions of their audience's interest in news of developing nations certainly has an impact on whether those nations receive coverage. (80)

However, a 1977 Harris survey compared editors' perceptions with public interest in international news. Findings showed that 41 percent of the sample expressed interest in international news, but only five percent of the editors said their public was interested. (81)

Furthermore, a 1982 survey of newspaper readers conducted by the Newspaper Advertising Bureau showed that international news ranked international news as the second most interesting. (82)

If editors claim to broadcast what their audience wants and research shows that the audience ranked international news second only to human interest stories, why is it that international news receives so little coverage? Surely, there can be more than a dozen answers to that question, but three answers merit special attention.

First, the definition of international news and reader interest varies from one study to another. Secondly, according to Sparkes and Winters, reader interest surveys "paid very little attention to foreign news as a discrete category and have seldom broken the category down any further." (83) Several studies attempted to isolate factors which contribute to international newsworthiness. Most of these factors-- economic, political, social and geographic have been examined with mixed results.

Thirdly, developed nations object to the "must list" proposed by Masmoudi. They contend that unless developing countries set up *credible* news agencies, is completely impossible to balance the free flow of information.

Obviously, developed and developing countries' press ideologies differ. For example, in most Second and Third World countries, governments looks at the media as servants or partners in achieving state goals. Such media are neither free to express their own views nor to criticize the government or officials-- concepts distasteful to the Western media.

Similarly, the governments in developing countries control and/ or own the media and are hostile to Western

journalists who question the validity of facts or news releases by government-run press agencies or departments. For instance, two journalists from West Germany, Hans Borlinger and Wolfgang Steins, and two Swedes, Arne Lemberg and Earl Bergman, lost their lives in Uganda in 1969 when they tried to cross-check facts on President Idi Amin Dada. (84)

It would seem that the attitude of Third World leaders towards the Western gatekeepers have not encouraged the West to present balanced and unbiased news. Nor are Third World Leaders always receptive to Western Journalists' probing questions.

Countless examples of harassment of the Western journalists and their families in Second and Third World countries can be cited. For instance, Albania and Guinea for several years refused Western reporters entry visas to Tirana and Conakry. How could news events in those countries be reported on good authority and without bias? (85) In 1976, the Philippines forbade Arnold Zeitlin, a Manila based AP correspondent, from returning from a trip abroad. A year earlier, Edith Lederer had a week's notice to leave Peru. (86)

In the Central African Empire, a Western AP correspondent was brought before the Emperor Jean -Badel Bokassa I, in handcuffs. The Emperor and his party kicked and stepped on him until he lost consciousness. (87) The reporter, Micheal Goldsmith later commented on the incident,

> What happened to me could happen to any correspondent in
> countries where the ruler is unstable and regards
> objective reporting as hostile. I am concerned that
> is something that will spread. (88)

A 15- month survey in 1977-1978, found that at least 24
journalist around the world were killed, 36 were either
tortured by police or injured by violent attacks by political
extremists in the areas they were stationed. Twenty or more
were abducted. (89)

In the light of the Second and Third World countries'
abuse of First World journalists, it is very difficult for
Westerners to effect a free flow of information-- or to want
to do so.

Section Three

Factors Influencing the Coverage of International News.

The term gatekeeper is basically a sociological term
used in mass communication research. Kurt Lewin coined the
term in 1947 to describe the process by which food items,
travelling through channels, gains clearance at certain
checkpoints along the way to the consumer. Lewin referred to
those checkpoints as *gates*, and the individual(s) who give
clearance along the gates he labels as the *gatekeepers*.
According to Lewin, "food moves step by step through a
channel ... and does not move by its own impetus. Entering a
channel and moving from one section of a channel is affected
by a gatekeeper." (90)

Gatekeepers in the context of mass communication process

take different forms, such as magazine publishers, news editors, television news directors, radio station managers movie producers, public relations and advertising people. All must evaluate media content in order to determine its relevance and value to the audience. The gatekeepers power lie in the fact that they can cut off or alter information.

David White for example, sees any person in a newspaper office who makes news selection decisions as a gatekeeper. "A story is transmitted from one gatekeeper after another in the chain of communication." (91)

The gatekeepers' most important function is their ability to open and close the gate. A reporter on assignment in Nigeria for example, may witness a newsworthy event but decide not to open the gate of his or her discovery to the audience. Herbert Hiebert sees "deleting or stopping a message ... the most powerful force a gatekeeper has." (92) The function of the gatekeeper can be summarized as--having the power to delete a massage and increasing or decreasing the amount and importance of a certain kind of information.

It is from the perspective of the "gatekeeper" that McNelly uses the Westley-Maclean communication model to explain his point.

According to the Westley- Maclean model approach, a foreign correspondent notices a newsworthy event, he/she writes a story about the event and sends it to the regional bureau. The editor at the regional bureau or the rewrite person may cut the event down for transmission to the news

agency's central bureau, or may completely ignore the event. McNelly explains that at the central bureau, the desk person might forward the story intact or may combine it with a similar story from another region or country. A resulting story then moves to the national or regional bureau where it is pruned again by another deskperson who then relays it to a television editor, (in our example of television news) who may choose to broadcast it or completely ignore it. (93)

Gatekeepers therefore can influence the coverage or international news on the American television networks. If a television news gatekeeper fails to include an international news item on his or her evening news, the item, irrespective of its importance to the United States or any other country, might not see the light of day. That is because the reporter, in the words of David Brinkley, did not think the item was newsworthy, since a news item is such only when the reporter says it is.

Sophia Peterson cites unambiguity as another consideration in the gatekeepers perspective. "Unambiguity concerns the clarity or simplicity of an event." According to Peterson, "Complexity makes the interpretation of an event more difficult and reduces its newsworthiness." (94) David White's 1950 gatekeeper study supports Peterson's point. He found that the editor, the subject of the research, was disinclined to publish complicated stories. (95) Researchers Dunn and Sigal conducted similar but separate

studies in 1969 and 1973 respectively. Their findings also showed gatekeepers' preference for unambiguous news events. (96) (97)

Some studies have found cultural proximity between nations as a factor influencing the coverage of international news.

Ostgaard have identified cultural affinity as a factor affecting international news flow. (98)

Johan Galtung and Mari Holmboe Ruge acknowledge America's European cultural orientation as one of the influences on both news gatherer and processors in item selections. There is not much evidence of their probing this point. (99) However, Peterson adds that,

> one can only conjecture as to the possible effects of cultural difference between newsmen and individualized, complex, modern cultures of Europe and North-American region may predispose them to select news about their (almost all the home office staff and correspondents) and those of the cultures of the rest of the world (a large proportion of stringers." (100)

Schramm notes that if an editor identifies with a story culturally there will be more likelihood of the story's being selected and the more likelihood of its being sent through the news flow channel between countries. (101)

According to Ostgaard,

> things or issues with which those handling and those receiving the news are most familiar, find its way through the news channels easily than news concerning unfamiliar persons, or issues .... (102)

Anthropologists such as Heibert and Goodman suggested that modern Western culture is different from others in the world

in terms of the stress on individualism. This kind of value orientation may affect news selection and influence the preference of newspeople from Europe and North America. (103) (104) Since individualism entails greater competition and a great desire for change as compared to traditional societies, there is bound to be more conflict orientation. The consequences of this, to news selection, is that newspersons from conflict oriented cultures (Europe and U.S.) will be more prone to select reports that are conflict -oriented than other issues.

Competition and individualism drives the newspeople in the United States to write what the public wants to hear. This drive to excel makes the newspeople write to meet the perceived need of the American audience.

A study of foreign news flow in Israel and United States by Hicks Gordon found elitism and ethnocism to be the determining factors in news selection. (105)

The notion of "elitism" is mentioned, but is not well defined by Galtung and Ruge, as a factor in international news flow. (106) Sande identifies the Super Powers as the elite nations. (107) Rosengreen and Rickardson mention that volume of foreign trade is an indicator of an elite nation. (108) Because the gross national product and per capita income closely relate to the economic and political aspects of a nation, Hick and Gordon see these indices as factors that determines the flow of international news.

"The world flow of foreign news" they say, "deals chiefly with a group of highly developed countries which are

dominant in the world politics." (109) Ostgaard, Rosengreen and Rickardson concur that gross national product and a country's per capita income are determining factors in the flow of international news. (110)

Welch attributes the disparity in the flow news in terms of "organization constraints." That is, every organization has characteristics and attitudes which its workers have to follow. For example, key officials and others, irrespective of their own judgments, must make decisions that fall "within organizational context. . . organizations in their division of labor and responsibility inherently specify a set of limits on member's definition of reality." (111) In other words, whatever a reporter or a stringer perceives as real depends on his or her role in the organization.

Bogart argues,

The reliance upon traditional news criteria by the home office would presumably be challenged least frequently by actual confrontation with events. This is in contrast to the staff correspondence and stringers who, at least part of the time, directly observe the events they report and thus need rely somewhat less on traditional news criteria. (112)

CHAPTER III

METHODOLOGY

General

The study was designed to gather and analyze information
on the major international news themes which dominate the
American television networks' evening news broadcasts from
June 11, 1983, to January 1, 1988. Based on the findings of
the study an attempt has been made to predict themes which
the networks might use irrespective of the geographical
source of news.

The population of this study was made up of all news
stories on the American television networks' evening news
broadcasts during the 54-month period.

To the best of the researcher's knowledge the last
published study embracing a similar study of like duration,
and on similar subject matter, was performed by Larson and
reported in 1984. (113)

Population

The population was comprised of evening news broadcasts
of the three American television networks. Only regular-
scheduled programs were included thus, documentaries, current

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affairs or any other television networks' newscasts besides ABC's *World News Tonight, CBS Evening News* and *NBC Nightly News* were eliminated.

The method measured frequencies of news stories and attempted to present the overall distribution of international news reporting.

The selection of study period was based on the following procedure.

The researcher randomly selected five week nights per month for fifty-four months.

The following independent variables were considered along with the themes:

1) country where news occurred and nationality of the person involved in the news;

2) origination: where the news item originated. (114)

Operational Definition of Dependent

Variables

INTERNATIONAL NEWS: any news that mentions a country other than the United States, regardless of its thematic content or dateline, is considered an international news story. (115)

The above definition is consistent with those of other studies on the coverage of international news by the American television networks. For example, Stevenson, Cole and Shaw used a similar definition in a 1980 a paper, "Patterns of World News Coverage: a Look at the UNESCO Debate on the 'New World Information Order'" (116)

Larson gives the following reasons why the above definition of international news is one of the best and the

most appropriate.

> In a content analysis it is easily operationalized
> through the coding of only 'manifest' content and can be
> coded with a high degree of reliability.
> Second, it avoids the problems posed by too narrow or
> too restrictive a definition of international news, as
> discussed above.
> Third, since nations are the principal actors in foreign
> affairs, the coding of all nations mentioned in each
> news story captures a central dimension of international
> news. (117)

Different Worlds:

The definition of First, Second and Third Worlds used

here is a modified version of a widely-accepted global

trifurcation, used by: Chinese Chairman Mao, (1977),

Kubalkova and Cruickshank, (1971) Atwood/Bullion and Murphy,

(1982) and The Economist, (1982) Stevenson and Cole, (1984),

among others. (118), (119), (120), (121), (122)

Atwood/Bullion and Murphy for example, classify the

three worlds as,

> 1. A First World includes the two hegemonist
> superpowers of the United States and Soviet Union.
>
> 2. A Second World, composed of the affluent but less
> hegemonicly inclined Europe and Japan, is a potential
> ally of the Third World in its opposition to the two
> superpowers.
>
> 3. A Third World includes nations in Asia, Africa, and
> Latin America which have been emancipated from
> colonialism after the Second World War, and whose hope
> lies in building a united front against the First World.
> (123)

In this study, *First World* countries are the

industrialized countries of the West including Japan.

Second World countries are all communist and socialist

countries irrespective of the hemisphere in which they are

located. For example, countries like Nicaragua and Cuba are

regarded by most of the authors mentioned above as Third World countries, but for the purposes of this study they were categorized as Second World Countries.

The term *Third World* countries, as used in this study, refers to all the developing countries of the world. For example, all the countries in Africa excluding Angola and Ethiopia, which by our definition are Second World countries. South Africa was included in the First World category. Also, all South American, and Asian countries excluding such countries which, by the definition of this study fall under the Second world category.

Study Instrument

A content analysis of the *Television News Index and Abstracts*, a monthly publication of The Vanderbilt University, Nashville, Tennessee was used to answer the research questions.

Larson and Hardy conducted an initial content analysis using the same study instrument to test the abstract's reliability. They found that the instrument "revealed a very high degree of reliability." (124)

Content analysis is regarded by several researchers as one of the best methods of research. L. R. Gay calls content analysis "a systematic, quantitative description of the composition of the body of objects." (125)

Budd, Donohew and Thorp view content analysis as an effective and systematic method,

Content analysis is a systematic technique for analyzing

message content and message handling... without bias, something that would be difficult if the analyst were trying to watch at the scene. (126)

The total sample of each television network is expected to include an average of five weeknights per month of the evening newscasts. Since the study covered a fifty-four months duration, it was expected that the five weeknight generated enough data to answer all the research questions.

Research Questions

The study has sought to answer the following research questions:

1. Is the overall frequency of the First, Second, and Third World countries significantly different among the three television networks?

2. What is the distribution and frequency of themes in the international coverage of each television network?

3. Does frequency and distribution of themes for the three networks vary significantly between coverage of First Second and Third World countries?

Unit of Analysis

According to Ithiel de Sola Pool,

The smallest segment of content counted and scored in content analysis is the coding unit. The most common coding units are a word; a theme or assertion; paragraph; an item; a character group, object, or institution; and space or time. (127)

The unit of analysis in this study was the news item. According to Robert R. Stevenson and Donald Lewis Shaw,

For broadcast news, an item is all material following

an introductory statement on one topic. The
announcement of a new (though possibly related) topic
signals a new item that should be coded separately. The
use of a linking phrase between items, such as
"Meanwhile in Tel Aviv..." does not of itself mean
that the two topics should be treated as one item. (128)

Also, this research included events in a country in
which various foreign countries are represented, such as a
summit meeting of oil producing countries in Cairo.

Procedure

Pilot Study

According to Pool, a pilot study is necessary for the
researcher to be sure that his or her coders adhere to the
necessary items in the analysis for coder reliability.

When the analyst has drawn up a set of preliminary rules
for classifying direction, his next step is to conduct a
pilot study on the material to be analyzed.
The pilot study will also indicate whether the
prescribed coding and recording systems are functioning
properly and may suggest changes or alterations in the
initial plan. (129)

A day's broadcast schedule was given to the four coders
who analyzed and coded each item according to the coding
procedures already described. The author coded the same
material and all work was cross-checked for reliability, in
terms of coders, measuring instruments, and themes agreement.

Coding instructions were as follows:

First World Countries.

For the purpose of this research all North American
countries, Western European countries, the Republic of South
Africa, Australia New Zealand Japan and the nation of Israel

were considered First World countries.

Second World Countries.

The USSR and socialist countries of the world were considered communist countries. Also, countries that are more or less anti- West were considered Second World countries. Thus in addition to Eastern Europe, N. Korea, and Vietnam, the countries of Libya, Syria, Nicaragua, and Angola were considered Second World.

Third World countries.

All developing countries of Asia, Africa, South America and the rest of the world were considered Third World countries.

Themes.

The following themes, culled but modified from Larson's ten-year study on the similar subject matter, were used in the current study. The themes were categorized into crisis and/or negative themes and non-crisis and/or positive themes.

Crisis Themes

1. Unrest and Dissent were coded with the number one.

Unrest and dissent as used in this study had to do with any kind of civil or any kind of disobedience to a constituted authority due to disagreements. Examples of this were workers' strikes, street demonstrations, putsches etc.

2. War was coded with a two on the code sheet.

Any kind of military or armed combat involving one or more countries was regarded as war. Guerilla fighting

between a legally constituted governments --elected or

military --and rebels was categorized as war.

3. Crime was coded with a three on the code sheet.

Bank robberies, arrests involving the use and/or sale of

illegal drugs were considered crime. In several cases,

counterintelligence involving two countries was considered

as crime. In another instance unauthorized sale of arms was

considered a crime.

4. Terrorism was coded with a four.

Illegal and/or unauthorized arrests and/or detention

were considered terrorists acts. The use of explosives as in

South Africa and Ireland to make political statements, were

all considered terrorist acts, and were so coded.

5. Coups and Assassinations were coded with a five.

Any overthrow or attempt to overthrow a civilian

or military government by the military or other civilians--as

the case in the Philippines-- was regarded as a coup.

Illegal killings by people trying to overthrow a legally

constituted or elected government were considered

assassinations. A person or persons had to be killed to be

considered an assassination.

6. Natural and man-made disasters were coded with a six.

Typhoons, earthquakes, tornadoes, hurricanes, floods,

nuclear accidents, mine caveins and the like were considered

disasters. Collapse of soccer stadiums were also considered

under this theme.

Non-crisis Themes

1. Political was coded with a seven. This category referred to relations between nations. Talks between nations were considered political. The peaceful return of military rule to civilian administration was considered political. The recall of or postings of ambassadors from or to nations was all coded under this theme.

2. Military was coded with an eight.

Disarmaments talks, shipment of arms across continents, sale and buying of military hardwares between countries were considered military non-crisis items. Movement of troops to or from a country in which troops themselves were not involved in the dispute was also considered military.

3. Economics was coded with a ten.

Economic sanctions, foreign aid to nations, trade matters, all monetary matters were classified by this thematic category. All OPEC meetings were coded under this theme.

4. Technology-Science was coded with an eleven

Satellite deployments, space programs, and the transfer of technologies fell under this theme.

5. Human Interest and miscellaneous were coded with twelve.

Example of this flexible category are sale of used cars in the black markets and religious pilgrimages.

Whenever doubts or questions arose regarding theme or world designation, a vote was taken and the majority opinion prevailed. Discussion was used to establish consensus in some instances. For example, some coders wanted to code an

account of a bomb explosion as domestic unrest, whereas
others wanted to code it as a terrorist act. In such an
ambiguous item, it was decided to code 1/2 for terrorism and
1/2 civil disorder. This procedure has been used by
Elisabeth Schillinger and Joel Jenswold. (130) The rule
followed throughout the process was that given by Stevenson
and Shaw: "The overall rule is that the theme or reference in
question should be quite clearly present in the news item in
a way that would be recognized by almost anyone." (131)

If a news item involved two countries, instead of
splitting the item into two and awarding half to each
country, it was decided that the country with most emphasis
was to be coded. The only exceptions were in cases of war,
in which instances each of the warring countries was counted.
For instance, in coverage of the Iranian-Iraqi war, each of
the countries was awarded point instead of one country
getting a point and the other nothing. As a result the total
frequency of countries featured is greater than the number of
items.

Analysis

This study has several purposes:
1. to determine the themes the American television networks
use most;
2. to discover if certain themes predominate in the coverage
of Second World;
3. to discover if some or all themes are unique to each
world;

4. to learn which network has the greatest percentage of international news.

Conclusion

It should be realized that the controversy over the coverage of international news by the Western world in general and the American media in particular, has been going on for a long time. As already pointed out in the literature review there are several reasons both for the coverage of international news and for the lack of coverage.

The aim of this study was not to determine if some of the motives mentioned above are right or wrong. Neither was it the researcher's aim to ridicule the networks or those involved in the selection and broadcasting process of television news. The sole rationale for this study has been to advance knowledge.

CHAPTER IV

DATA ANALYSIS

General

The target population was comprised of news broadcasts from 237 weeks. The survey population was drawn from 54 randomly-selected weeks of five days each--Monday through Friday, beginning with June 11, 1983 and ending January 1, 1988. Survey dates are listed in Appendix A.

The study was designed to test four hypotheses explicitly and implicitly espoused by Third World press advocates. They are:

1. US television networks give significantly greater coverage to the First World than to the Second or Third Worlds and significantly greater coverage to the Second World than to the Third.

2. Distribution of items for the three Worlds are the same for all three US television networks.

3. US television networks report a higher proportion of crisis themes in news items about the Second and Third Worlds than non-crisis themes, whereas non-crisis items are reported more frequently than crisis themes about the First

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World.

4. Distribution of themes for the three Worlds are the same for all three US television networks.

In the following section, data generated by this study are presented to support or refute each hypothesis. Results of Chi square tests for establishing significant differences accompany each analysis.

Findings

Hypothesis one: *US television networks give significantly greater coverage to the First World than to the Second or Third* World and *significantly greater coverage to the Second World than to the Third.*

In 1979, Mustapha Masmoudi accused the American television networks of devoted "only 20 to 30 percent of the news coverage to the developing countries, despite the fact that the latter account for almost three-quarters of mankind." (132).

The three networks together reported 1,398 items which met this study's definition of international news. Of these 430 or 30.76 percent focused on First World countries, 393 or 28.11 percent were on Second World countries, and 575 or 41.13 percent were on Third World countries. Thus, the Third World received more network coverage than either the First or Second World (see Tables I and II) and the First World received more coverage than the Second World.

TABLE I

BAR GRAPH OF VARIABLE WORLD

```
------------------------------------------------------------------

    VALUE             COUNT        PERCENT

------------------------------------------------------------------

    First World        430         30.76  *******************
    Second World       393         28.11  ****************
    Third World        575         41.13  *************************

------------------------------------------------------------------

    Total Cases       1398         100.00
```

Difference in item distributed by World for all three networks combined were significant at the .001 level, producing a Chi square of 39.72 (df=2). Third World coverage was significantly greater than First or Second World coverage, producing Chi square coefficients of 20.92 and 34.22 respectively (df=1, p,<.001). Although more First than Second World items were reported, differences between these two were not significant.

Thus, finding fail to support the first hypothesis that US networks report a lesser proportion of Third World items than First or Second World items. Masmoudi's assumption that quantity of news coverage should parallel population is not accepted by US media. While no US news organization ascribes to any quota systems of international news distribution, it appears that distribution by Worlds provides some guidelines, the greater population of the Third World being offset by the

greater economic and political impact of the First and
Second.

TABLE II

FREQUENCIES FOR THE THREE WORLDS BY NETWORKS

WORLD	ABC	CBS	NBC	TOTAL
First	136 (.29)	171 (.34)	123 (.29)	430 (.31)
Second	128 (.28)	135 (.27)	130 (.30)	393 (.28)
Third	201 (.43)	199 (.41)	175 (.41)	575 (.41)
Total	465 (1.00)	505 (1.00)	428 (1.00)	1398

Hypothesis II A: *Distribution of items for the three
Worlds are the same for all three US television networks.*

Second and Third World press advocates do not
differentiate between international coverage by the three
major US networks. Data supported this hypothesis, as no
significant differences were found between proportional
distribution of items by World between the networks.

Hypothesis II B: There is no significant coverage
patterns in each networks' world treatment.

As data reported in Table 2 indicates, however,
significantly different coverage patterns between networks
emerge when examined within each World's treatment.

ABC reported a total of 465 international items, 201 focusing on the Third World, 136 on First World, and 128 on Second World. CBS reported a significantly greater 505 items, distributed 199 to Third World, 171 to First World, and 135 to Second World. NBC reported 428 international items, 175 Third World, 130 Second World, and 123 First World. Strength of differences between total international items reported is indicated by Chi square of 6.36, significant at .05 (df=2).

Analysis of ABC and CBS showed Third World coverage to be significantly greater than First or Second World coverage, but no significant difference was found between First or Second Worlds. CBS also gave greatest coverage to the Third World, but the difference between Third World and Second-ranking First World item counts was not significant. Unlike the other two network, CBS reported significant differences between frequencies of First World items and Second World items.

For ABC, differences in item frequencies by World produced a Chi square of 20.67, significant at the .001 (df=2). Differences between First and Third World frequencies produced a Chi square value of 12.54 between Second and Third Worlds, the Chi square rose to 16.2. In both cases, p<.001 (df=1).

NBC showed less overall variation between Worlds than ABC, resulting in a Chi square coefficient of 11.16, significant at .01 (df=2). For this network, differences between item

frequencies for Third and Second Worlds was significant at alpha .01, produced by a Chi square of 6.64 (df=1). First and Second World items frequencies were not significantly different.

The Chi square for CBS's distribution of items between Worlds was 12.23, producing an alpha of $p < .01$ (df=2). Between First and Third Worlds, differences were not significant, but between First and Second Worlds, a Chi square of 4.25 indicated significance at the .05 level (df=1); and Second and Third Worlds differences in item frequencies produced a Chi square of 6.13, for an alpha value of .02 (df=1).

Thus, data partially supports and partially refutes the Second hypothesis that no significant differences exist within the three networks' coverage patterns.

Hypothesis 3A: *US television networks report a higher proportion of crisis themes in news items about the Second than First World.*

The eleven themes identified in this study were telescoped into two general categories of crisis and non-crisis items. Crisis items consist of unrest and dissent, wars, crime, terrorism, coups and assassinations, natural and man-made disasters; non-crisis items are political, military, economics, technology/science and human interest/miscellaneous.

Coverage of First and Second Worlds.

All Chi square computation for ABC, CBS and NBC's coverage of crisis themes between First and Second Worlds indicated a significant difference.

In the case of ABC the Chi square of 21.602 indicated significance with (df=5) and p< .001. First World had more crisis themes than Second World. This hypothesis is not supported.

TABLE III

ABC'S COVERAGE OF CRISIS THEMES FOR FIRST AND SECOND
WORLD

Worlds	THEMES 1	2	3	4	5	6	Total
First	11	4	7	17	1	7	47
Second	6	13	8	1	0	2	30
Total	17	17	15	18	1	9	77

TEST STATISTIC	VALUE	DF	PROB
PEARSON CHI-SQUARE	21.602	5	.000

We found a significant difference in the coverage CBS'

coverage of crisis themes for the First and Second Worlds. The Chi square of 8.738 indicated a difference at the .013 level of significance, with (df=2). This hypothesis was not supported because First World countries had more crisis items than the Second World countries.

TABLE IV

CBS'S COVERAGE OF FIRST AND SECOND WORLDS ON CRISIS THEMES

	Crisis Themes			
Worlds	1&2	3&6	4&5	Total
First	33	24	29	86
Second	21	9	3	33
	54	33	32	119
TEST STATISTIC	VALUE		DF	PROB
Pearson Chi square	8.738		2	.013

The Chi square computation for NBC produced a significant difference at .05 level. The expected critical value was 11.070, and the computed critical value was 11.277 (df=5) and p=.046. Here too First World countries had more crisis themes than Second World countries.

TABLE V

NBC'S COVERAGE OF CRISIS THEMES: FIRST AND SECOND
WORLDS

```
------------------------------------------------------------
                        Crisis Themes
World       1       2       3       4       5       6     Total
------------------------------------------------------------

First      16       4       3      15       2       3      43
Second      8      11       7       8       0       6      37
------------------------------------------------------------
Total      27      15      10      23       2       6      80
```

TEST STATISTIC	VALUE	DF	PROB
PEARSON CHI-SQUARE	11.277	5	.046

As far as the Second World countries are concerned the
hypothesis was not supported because in all cases First World
countries had more crisis themes than Second World countries.

Hypothesis 3B: *US television networks report a higher
proportion of crisis themes in news items about the Third
World than First World countries.*

The hypothesis is supported in the coverage ABC devoted
to First and Third World countries. Overall, Third World
countries had more crises items than First World countries.

There was a significant difference at the .01
significant level in ABC's coverage of crisis themes for
First and Third Worlds. The computed Chi square showed
significance of 16.778 at the .01 level (df=5). The computed
value was higher than the 15.086 expected critical value at

the .01 significant level.

TABLE VI

ABC'S COVERAGE OF CRISIS THEMES FOR FIRST AND THIRD WORLDS

			Crisis Themes				
Worlds	1	2	3	4	5	6	Total
First	11	4	7	17	1	7	47
Third	20	40	20	20	7	10	117
Total	31	44	27	37	8	17	164

TEST STATISTIC	VALUE	DF	PROB
PEARSON CHI-SQUARE	16.778	5	.005

For CBS's coverage of crisis themes Third World items were found to be significantly more frequent than First World at the .001 level. The computation produced a Chi square value of 32.971 (df=5). This computation supports the hypothesis that said more crisis themes would be devoted to Third World than to First World countries.

TABLE VII

CBS'S COVERAGE OF CRISIS FOR FIRST AND THIRD WORLDS

| | | Crisis Themes | | | | | |
World	1	2	3	4	5	6	Total
First	27	6	12	29	0	12	86
Third	17	36	23	19	5	8	108
Total	44	42	35	48	5	20 ˎ	194

TEST STATISTIC	VALUE	DF	PROB
PEARSON CHI-SQUARE	32.971	5	.000

Chi square computation of 17.103 (df=5), resulting in a p< .004 indicated a significant difference NBC's coverage of First and Third World in crisis themes.

This supports the hypothesis which states that NBC's coverage of Third World countries will be more crisis oriented than its coverage of First World countries.

TABLE VIII

NBC'S COVERAGE OF CRISIS THEMES FOR FIRST AND THIRD
     WORLDS

World	\multicolumn{6}{c}{Crisis Themes}	Total
	1	2	3	4	5	6	
First	16	4	3	15	2	3	43
Third	18	28	22	20	3	12	103
Total	34	32	25	35	5	15	146

TEST STATISTIC	VALUE	DF	PROB
PEARSON CHI-SQUARE	17.103	5	.000

The hypothesis is supported because all the networks
devoted more crisis themes to Third World than First World
countries.

Hypothesis 3C: *Non-crisis items will be reported more
frequently than crisis items about the First World by the US
television networks.*

Non-Crisis Themes

To test this hypothesis several Chi square tests were
computed. Non-crisis themes for one World were compared with
non-crisis themes of another World. For example, the
non-crisis themes for ABC's First World countries were
compared with the non-crisis theme for ABC's Second World
countries. The themes for the First World countries were
also compared with the Third World countries. The third

comparison for ABC was for the Second and Third World countries. A similar process was followed to compare CBS's and NBC's First, Second and Third World countries. There were on the whole nine comparisons between the networks.

First and Second Worlds' Non-crisis Themes

A Chi square for ABC's coverage of First and Second World countries was 16.875, p< .002 (df=4). This indicated a significant difference. However, the hypothesis, which suggests that non-crisis themes will be reported more about the First World is not supported than the Second World is not supported. Overall, 52 percent of non-crisis items for were devoted to Second World while 48 percent were devoted to First World.

TABLE IX

ABC'S COVERAGE OF NON-CRISIS THEMES FOR FIRST AND SECOND WORLDS

World	Themes 1	2	3	4	5	Total
First	17.11%	6.95%	9.67%	2.67%	11.23%	47.59%
Second	22.46%	12.30%	2.14%	6.95%	8.56%	52.41%
Total	39.57%	19.25%	11.76%	9.63%	19.79%	100.00%

TEST STATISTIC	VALUE	DF	PROB
PEARSON CHI-SQUARE	16.875	4	.002

CBS's coverage of non-crisis themes showed a significant difference First and Second Worlds. The difference was at the level of significance. The computed Chi square value was 10.957, p=.027, (df=4)

TABLE X

CBS' COVERAGE OF NON-CRISIS THEMES FOR FIRST AND SECOND WORLDS

| World | NON-CRISIS THEMES | | | | | |
	1	2	3	4	5	Total
First	18.08	5.65	11.86	1.13	11.30	48.02
Second	22.60	12.43	4.52	1.13	11.30	51.98
Total	40.68	18.08	16.38	2.26	22.60	100.00

TEST STATISTIC	VALUE	DF	PROB
PEARSON CHI-SQUARE	10.957	4	.027

The hypothesis is not supported because Second World countries had a higher percentage of the overall coverage. Whereas First World countries had 48 percent, Second World countries had 52 percent of the coverage.

No significant difference was found in NBC's coverage of non-crisis themes between First and Second World countries. The Chi square value of 5.92 was significant only at the .20

level (df = 1).

This does not support the hypothesis which indicates that more non-crisis themes will be reported for First World countries than Second World countries.

First and Third Worlds' Non-crisis Themes

A significant difference existed between the coverage ABC devoted to both First and Third World countries in its coverage of non-crisis themes. The Chi square produced a critical value of 13.972, alpha of .007 (df=4). This supports part of our hypothesis which suggests that non-crisis items will be reported more frequently than crisis items on First World.

TABLE XI

ABC'S COVERAGE OF NON-CRISIS THEMES FOR FIRST AND THIRD
    WORLDS

| | NON-CRISIS THEMES | | | | | |
World	1	2	3	4	5	Total
First	21.89	13.61	4.73	2.37	7.10	49.70
Third	18.93	5.92	12.4	1.18	11.83	50.30
Total	40.83	19.53	17.16	3.55	18.93	100.00

TEST STATISTIC	VALUE	DF	PROB
PEARSON CHI-SQUARE	13.972	4	.007

The Chi square for CBS's coverage of non-crisis themes between First and Third World was 15.833, producing an alpha of .003 with a (df=4).

TABLE XII

CBS'S COVERAGE OF NON-CRISIS THEMES FOR FIRST AND THIRD WORLDS

| World | NON-CRISIS | | | | | |
	1	2	3	4	5	Total
First	18.18	5.68	11.93	1.14	11.36	48.30
Third	16.94	18.68	5.68	7.57	9.66	51.70
Total	35.80	23.86	17.61	1.70	21.02	100.00

TEST STATISTIC	VALUE	DF	PROB
PEARSON CHI-SQUARE	15.833	4	.003

This hypothesis was not supported because 52 percent of the overall coverage of non-crisis themes were devoted to Third World, while 48 percent was devoted to First World countries.

A significant difference, at the .021 level of significance was found in NBC's coverage of non-crisis themes between First and Third World countries. The Chi square between First and Third Worlds' non-crisis themes produced a

value of 11. 550, and (df=4).

TABLE XIII

NBC'S COVERAGE OF NON-CRISIS THEMES FOR FIRST AND THIRD
WORLDS

World	Non-crisis Themes					
	1	2	3	4	5	Total
First	47.37	33.33	72.00	66.67	64.71	52.63
Third	52.63	66.67	28.00	33.33	35.29	47.37
Total	100.00	100.00	100.00	100.00	100.00	100.00

TEST STATISTIC	VALUE	DF	PROB
PEARSON CHI-SQUARE	11.550	4	.021

Thus the study of NBC's coverage showed only partial
support for the hypothesis that says more non-crisis themes
would be reported on First World news stories than crisis
news items.

TABLE XIV

ITEMS FREQUENCIES BY THEMES FOR EACH WORLD AS REPORTED
BY EACH NETWORK

Crisis Themes (1-6)   Non-crisis Themes (7-11)

ABC	1	2	3	4	5	6	7	8	9	10	11	Total
First	11	4	7	17	1	7	32	13	18	5	21	
Second	6	13	8	1	0	2	42	23	4	13	16	
Third	20	40	20	20	7	10	37	23	8	4	12	

CBS

	1	2	3	4	5	6	7	8	9	10	11	
First	27	6	12	29	0	12	32	10	21	2	20	
Second	8	13	9	3	0	0	40	22	8	12	20	
Third	17	36	23	19	5	8	31	32	10	1	17	

NBC

	1	2	3	4	5	6	7	8	9	10	11	
First	16	4	3	15	2	3	27	11	18	2	22	
Second	8	11	7	8	0	3	37	18	10	5	23	
Third	18	28	22	20	3	12	30	22	7	1	12	
Total	131	155	111	132	18	57	308	174	104	45	163	

Key

Crisis Themes

1. Unrest and dissent;
2. war;
3. crime;
4. terrorism
5. coups and assassinations;
6. natural and man-made disasters;
7. political;
8. military;
9. economics;
10. technology/science, and
11. human interest/miscellaneous.

Hypothesis four-- *Distribution of themes for the three worlds are the same for all three US networks.*

A Chi square computation of the eleven themes that comprised the crisis and non-crisis categories were analyzed individually to test the validity of the fourth hypothesis. No significant difference was found in support of this hypothesis. No evidence indicated the same distribution of themes for the three networks.

TABLE XV

BAR GRAPH OF VARIABLE   THEME
N =   1398

	THEMES	COUNT	PERCENT	
1.	Unrest & Dissent	131	9.37	******
2	War	155	11.09	*******
3.	Crime	111	7.94	*****
4.	Terrorism	132	9.44	******
5.	Coups & Assassination	18	1.29	
6.	Disasters	57	4.08	**
7.	Political	308	22.03	***************
8.	Military	174	12.45	********
9	Economics	104	7.44	*****
10.	Technology & Science	45	3.22	**
11.	Human Interest & Miscellaneous	163	11.66	********

Political theme received the highest overall networks coverage. With a count of 308, political items represents 22.03 percent of overall network coverage. The second most covered theme was *military* with 12.45 percent, *human interest & miscellaneous*, and *war* with 11.66 and 11.09 respectively.

The least covered theme was *coups and assassination*, disaster themes followed with 4.08 percent and *science/ technology*, had 3.22 percent. The least covered theme was coups and assassinations with 1.29 percent. Overall, there was no significant difference in the distribution of themes by the three television networks.

CHAPTER V

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

General

The study of the coverage of international news has been generating more and more interest among various people in the United States as world issues continue to generate debates on television and classrooms, and the ongoing change in the Soviet Union, China, Poland and other Communist or Socialist block countries. Scholars are continually trying to explain the nature of the coverage of international news by the three television networks in the United States.

The ongoing debates and/or studies on the networks' coverage of international news do not center only on types of news, emphasis given to international news, and the comparison of national and international news but also on the nature of themes to which networks are devoting their air time. That is, it is assumed that the television networks would cover certain themes irrespective of whether or not such themes have to do with First, Second or Third World countries.

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The purpose of this study has been to examine the extent of the coverage of international news that the three major television networks (ABC, CBS, NBC) in the United States devoted to First, Second and Third World countries. To do this effectively and successfully, eleven themes, were selected, and modified from Larson and divided into crisis themes, and non-crisis themes. (133)

Four hypotheses were used to aid, and focus the direction of the study. By selecting hypotheses that reflect Third World concerns it was believed that the research questions would be most effectively and objectively answered.

Findings Discussed

The first hypothesis suggested that US television networks give significantly greater coverage to the First World countries than to the Second and Third Worlds, and significantly greater coverage to the Second than to the Third. The three US television networks reported a total of 1,398 items. Out of these 430 representing 30.76 percent were on First World, 393 or 28.11 percent were on Second World countries, and 575 or 41.13 percent were on Third World countries.

The first hypothesis is not supported because Third World, and not First World received the highest total network coverage. The list of countries in the appendices show that only one Second World country--the Soviet Union has more items than almost all the items of the First World countries.

The second Hypothesis suggested that the distribution of items for the three worlds are the same.

As data in Table II show there is only a significant difference if within world coverage is considered. That is, ABS's 465 international items, 201 focused on Third World, 136 on First World and 128 on Second World. CBS reported a significantly greater 505 items, and NBC reported 428 international news items.

Both ABC and NBC showed Third World coverage to be significantly greater than First or Second Worlds coverage. CBS also gave the greatest coverage to Third World, however, no significant difference was shown between Third World and Second World-ranking First World count not significant.

Data partially supports, and partially refutes the hypothesis that no significant difference exists within the three networks' coverage patterns.

The third hypothesis suggested that the three US television report a higher proportion of crisis themes in news items about the Second and Third World than non-crisis themes, whereas non-crisis themes will be reported more frequently than crisis items about the First World.

As indicated earlier the eleven themes were telescoped into crisis and non-crisis themes. All Chi square computation for ABC, CBS and NBC's coverage of crisis themes between First and Third Worlds indicated a significant difference. We found a significant difference in the coverage CBS gave to First World and Third World. Also,

the Chi square computation for NBC produced a significant difference at .05 level.

Similar to the findings above, there was a significant difference in ABC's coverage of crisis themes for First and Third Worlds.

The hypothesis is supported in the coverage ABC devoted to First and Third World countries. Overall, Third World countries had more crisis items than First World countries.

There was also a significant difference in CBS's coverage of crisis themes between First and Third World. This computation supports part of the hypothesis that said more crisis themes would be devoted to Third World than to First World countries.

There was evidence that supports part of the hypothesis which says that NBC's coverage of Third World countries will be more crisis oriented than its coverage of First World countries.

Non-crisis Themes

ABC's treatment of non-crisis themes was significantly different for First and Second World countries. However, part of the third hypothesis, which suggested that non-crisis themes will be reported more frequently than crisis items about the First World, was not supported. Overall, 52 percent of non-crisis items for were devoted to Second World while 48 percent were devoted to First World.

CBS's coverage of non-crisis themes showed a significant

difference First and Second Worlds. No significant difference existed in NBC's coverage of non-crisis themes between First and Second World countries.

Thus the study did not support the hypothesis that more non-crisis themes would be reported for First World countries than Second World countries.

A significant difference existed between the coverage ABC devoted to both First and Third World countries in its coverage of non-crisis themes. This supports part of our hypothesis which suggests that non-crisis items will be reported more frequently than crisis items on First World.

There was a significant difference in CBS's coverage of non-crisis themes between First and Third World. This hypothesis was not supported because 52 percent of the overall coverage of non-crisis themes were devoted to Third World, while 48 percent was devoted to First World countries.

A significant difference existed in NBC's coverage of non-crisis themes between First and Third World countries. This is another partial support for the hypothesis that says more non-crisis themes would be reported on First World news stories than crisis news items.

Hypothesis four suggests that distribution of themes for the three World are the same for the three networks.

The only difference found in this hypothesis was in CBS and NBC's coverage of theme four.

On the surface, it would seem that Second and Third World critics are correct in arguing that there is a

significant difference in the nature of coverage the television networks in the United States devote to Third World countries compared to First World countries. And that the coverage given to Third and Second World countries is mainly crisis oriented.

No evidence supported the conclusion that First World countries got more coverage on US television than Third World.

In reflecting Second and Third World claims the researcher acknowledges the possibility of type 1 error, for example, rejecting a hypothesis which may actually be true. (134)

The following could account for type 1 error. First, the operational definition of the variables in this study could have influenced the scoring method used during coding, hence influencing the scores that were eventually used to compute the different tests. A discussion on the following themes will help clarify this point.

This study's definitions did not make provision for attempted assassinations. By the operational definition used, a person had to be killed before it would be accounted for as an assassination. The definition completely eliminated coding for the possibility of assassination attempts. This might have skewed the findings.

Secondly, error may have occurred because of the division of the worlds. Many of the countries classified as the Second World might be more realistically categorized as

Third World countries. Some economic books classify the world based on economic strength. In such cases, S. Korea is grouped in the Second World group, while countries like Cuba, Angola and Nicaragua, classified here in the Second World, are classified under Third World categories. (135)

It should be noted that due to criteria for news selection it would be difficult to have an equal spread in any network's coverage of both crisis and non crisis events. In addition, even when the sample is randomly drawn as was done in this study, there is a chance that a coincidence of crisis or non-crisis events may have skewed normal coverage patterns.

Another fact that may shade light on the validity of findings was a trend toward topical that was obscure as data were computed and analyzed. It appeared that the networks were most likely to give coverage to certain topical issues of the time. For example, over 50 percent of the coverage given to Iran was on its war with Iraq. The consequence of the war on the people in the United State seemed to focus on availability of mideast oil.

The Persian Gulf is the route followed by many ships sailing under the US flag. The presence of the US ships in that area seemed to suggest the interest of the people or government of the United State, hence the need for the coverage of the Iranian-Iraqi war.

The second trend in networks' coverage has to do with Lebanon, the country with the third highest combined network

coverage. Over sixty percent of the coverage on Lebanon had
to do with terrorism, an issue of interest to the American
people since terrorist acts of kidnapping, hijacking
frequently threatened US citizens.

Third, the coverage devoted to the Soviet Union both on
political and military themes seems to suggest an obsession
with the Cold War. The coverage seems have been on the
Soviet Union's deviation from its previously perceived
aggressive stance. Since General Secretary Mikhail
Gorbachev's "new thinking" international policy, much has
change in cold war attitudes. Over 60 percent of the news
items on the Soviet Union were on political and military
disarmaments talks.

Economics appears to have carried carry substantial
weight in news selection from First World countries. Over 80
percent of the overall coverage of Japan had to do with trade
or economics- related matters. Coverage by the American
television networks centered on its relative economic
standing in the world today.

With these caveats the author, nevertheless, rejects
Third World claims that

> [t]he criteria governing the selection are
> consciously or unconsciously based on the political and
> economic interests of the transnational systems and of
> the countries in which this system is established...
> (136)

and the assertion that news selection

> ... consists in highlighting the events whose
> significance, in certain cases, is limited or even non-
> existent; in collecting isolated facts and presenting

them as a 'whole'; ... in keeping silent in situations
unfavorable to the interests of the countries of
the of origin of these media. (137)

Evidence in insufficient to support the Third World's
contention that European countries are covered by the
television networks because most US citizens are of European
ancestry. (138) Our finding tend to show that most European
countries were covered because terrorist acts were
perpetrated in them.

All the terrorist acts committed in Britain, France and
Western Germany were committed by terrorist from Middle
Eastern countries who had grievances against either Britain,
France or Western Germany. These countries were not covered
because they were European countries but because coverable
events had taken place in them. Coverage also focussed on
terrorist acts involving the citizens of, and/or United
States' carriers. Topical themes, such as terrorism, were
covered irrespective of where they took place.

Another Third World charge, that they are covered only
when strikes, earthquakes and putsches occur in their
countries is not supported by this study.

Rather this study showed that strikes, earthquakes, and
calamities and disaster were reported no matter where they
occurred. For example, all networks covered the coal miners
strikes in Britain.

Secondly South African coal miners strikes, street
demonstration, and racial unrests were covered by all the
television networks.

Thirdly, just as the television networks covered

terrorist acts in Pakistan and Lebanon, they covered
terrorist acts in Britain, France, South Africa and Western
Germany, First World countries.

In addition to topical subjects, it appears that what
networks consider newsworthy is whatever seems to be of
interest to the American people.

Furthermore, throughout the study no military coup or
assassination occurred in the First World countries. There
were military coups and assassination in Third World
countries and they were reported-- presumably not because
they were in Third countries but because coups and
assassinations fit the news values that television networks
in the United States use to select news items for
broadcasting. (139)

There seemed to be no disaster coverage given to Second
World countries, presumably because of the closed nature of
those societies. Subsequent catastrophic events have
received vast coverage, such as the Armenian earthquakes,
although not analyzed in the timeframe of this study.

From the foregoing, it seems, therefore, that before the
Gorbachev era, that if it was the nature of Second World
countries to not report nuclear disaster that threaten their
health that could possibly kill them, one would wonder if
they would mention small scale disasters.

The study indicates therefore that both the Second and
Third Worlds' perception of that they do not receive adequate
coverage on the American television is unfounded.

The conclusion of this research is that there exists certain topics: oil, terrorism, cold war, military coups and assassinations, disasters, and terrorism that would be covered irrespective of where they occur, be it in capitalist, communist or nonaligned Third World countries.

Recommendations

The researcher concludes that there are themes that would be covered irrespective of where they occur. It is recommended that future studies should focus attention on identifying and exploring such topics.

One major disadvantage of nominal data quantifications is its inability to express the nature of the content. That is, the method obscures much of the richness of the data. This shortcoming reduces the effectiveness and force of conclusions from this study.

For example, we note that the country receiving the most coverage is the USSR (see Appendix D). We can also observe that the most covered theme on the USSR is politics followed by military. However, the method does not identify what kind of politics being featured. That is, did the politics involve the United States? Was it an election or what kind of political event was it? Neither can we say what aspects of Soviet military news were covered. Was it disarmaments, sale of arms, or Strategic Defense Initiative? Such are the problems with quantified studies.

It is because of the flexibility and crudeness of quantitatively derived data that it seems Second and Third

World countries make their generalizations on the coverage of international. Because of this further research is recommended to:

1. Redefine the variables used in this study in such a way that conclusions that will be drawn from it will not be as vulnerable to attack or question from any of the Worlds.

2. It is the recommendation of this study that either a field experiment should be undertaken by future researchers to observe the process that gatekeepers go through to select international news for broadcasting. A Q Methodology might be sent to network news people asking them to sort samples of news into *would* or *would not use* categories. Another suggestion is to send questionnaires comprised of themes or topics to the network news people in Washington or New York asking them to rank their newsworthiness. Further research on this is suggested because the researchers would be hearing From the source, instead of content analyzing after the news have been broadcast. While the current study addresses the question of "what" is covered, it can only speculate on "why" items are covered.

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APPENDIXES

APPENDIX A

THE STUDY SAMPLE

1. Monday, June 13, - Friday, June 17, 1983

2. Monday, July 11, - Friday, July 15, 1983

3. Monday, August 15, - Friday, August 1983

4. Monday, September 19, - Friday, September 20, 1983

5. Monday, October 17, - Friday, October 21, 1983

6. Monday, November 28, - December 2, 1983

7. Monday, December 5, - December 9, 1983

8. Monday, January 23, - Friday, January 27, 1984

9. Monday, February 13, - Friday, February 17, 1984

10. Monday, March 26, - Friday, March 30, 1984

11. Monday, April 2, - Friday, April 6, 1984

12. Monday, May 14, - Friday, May 18, 1984

13. Monday, June 18, - Friday, June 22, 1984

14. Monday, July 23, - Friday, July 27, 1984

15. Monday, August 20, - Friday, August 24, 1984

16. Monday, September 3, - Friday, September 7, 1984

17. Monday, October 8, - Friday, October 12, 1984

18. Monday, November 11, - Friday, November 16, 1984

19. Monday, December 31, 1984 - Friday, January 4, 1985

20. Monday, January 14, - Monday, January 18, 1985

21. Monday, February 18, - Friday, February 22, 1985

22. Monday, March 25, - Friday, March 29, 1985

23. Monday, April 29, - Friday, May 3, 1985

24. Monday, May 27, - Friday, May 31, 1985

25. Monday, June 17,- Friday, June 21, 1985

26. Monday, July 22,- Friday, July 26, 1985

27. Monday, August 19,- Friday, August 23, 1985

28. Monday, September 30,- Friday, October 4, 1985

29. Monday, October 28,- Friday, November 1, 1985

30. Monday, november 25,- Friday, November 29, 1985

31. Monday, December 30,- Friday, January 31, 1986

32. Monday, January 13,- Friday, January 17, 1986

33. Monday, February 17,- Friday, February 21, 1986

34. Monday, March 10,- Friday, March 14, 1986

35. Monday, April 14,- Friday, April 18, 1986

36. Monday, May 12,- Friday, May 16, 1986

37. Monday, June 16,- Friday, June 20, 1986

38. Monday, July 14,- Friday, July 18, 1986

39. Monday, August 11,- Friday, August 15, 1986

40. Monday, September 22,- Friday, September 26, 1986

41. Monday, October 27,- Friday, October 31, 1986

42. Monday, November 24,- Friday, November 28, 1986

43. Monday, December 29,- Friday, January 2, 1987

44. Monday, January 5,- Friday, January 9, 1987

45. Monday, February 9,- Friday, February 13, 1987

46. Monday, March 16,- Friday, March 20, 1987

47. Monday, April 20,- Friday, April 24, 1987

48. Monday, May 18,- Friday, May 22, 1987

49. Monday, June 1,- Friday, June 5, 1987

50. Monday, July 20,- Friday, July 24, 1987

51. Monday, August 10,- Friday, August 14, 1987

52. Monday, September 14,- Friday, September 18, 1987

53. Monday, October 26,- Friday, October 30, 1987

54. Monday, November 2,-Friday, November 6, 1987

55. Monday, December 28,- Friday, January 1, 1988

APPENDIX B

THE STUDY POPULATION

000. Monday- Friday June 13-17 1984

001. Monday- Friday June 20-27 1984

002. Monday- Friday June 27-July 1 1984

003. Monday- Friday July 4-8 1984

004. Monday- Friday July 11-15 1984

005. Monday- Friday July 18-22 1984

006. Monday- Friday July 25-29 1984

007. Monday- Friday August 1-5 1984

008. Monday- Friday August 8-12 1984

009. Monday- Friday August 15-19 1984

010. Monday- Friday August 22-26 1984

011. Monday-Friday August 29-Sept 2 1984

012. Monday- Friday September 5-9 1983

013. Monday- Friday September 12-16 1983

014. Monday- Friday September 19-20 1983

015. Monday- Friday September 26-30 1983

016. Monday- Friday October 3-7 1983

017. Monday- Friday October 10-14 1983

018. Monday- Friday October 17-21 1983

019. Monday- Friday October 24-28 1983

020. Monday- Friday October 31-November 4 1983

021. Monday- Friday November 7-11 1983

022. Monday- Friday November 14-18 1983

023. Monday- Friday November 21-25 1983

024. Monday- Friday November 28-December 2 1983

025. Monday- Friday December 5-9 1983

026. Monday- Friday December 12-16 1983

027. Monday- Friday December 19-23 1983

028. Monday- Friday December 26-30 1983

029. Monday- Friday January 2-6 1984

030. Monday- Friday January 9-13 1984

031. Monday- Friday January 16-20 1984

032. Monday- Friday January 23-27 1984

033. Monday- Friday January 30-February 3 1984

034. Monday- Friday February 6-10 1984

035. Monday- Friday February 13-17 1984

036. Monday- Friday February 20-24 1984

037. Monday- Friday February 27-March 2 1984

038. Monday- Friday March 5-9 1984

039. Monday- Friday March 12-16 1984

040. Monday- Friday March 19-23 1984

041. Monday- Friday March 26-30 1984

042. Monday- Friday April 2-6 1984

043. Monday- Friday April 9-13 1984

044. Monday- Friday April 16-20 1984

045. Monday- Friday April 23-27 1984

046. Monday- Friday April 30-May 4 1984

047. Monday- Friday May 7-11 1984

048. Monday- Friday May 14-18 1984

049. Monday- Friday May 21-25 1984

050. Monday- Friday May 28-June 1,1984

051. Monday- Friday June 4-8 1984

052. Monday- Friday June 11-15 1984

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055. Monday- Friday July 2-6 1984

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068. Monday- Friday October 1-6 1984

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082. Monday- Friday January 7-11 1985

083. Monday- Friday January 14-18 1985

084. Monday- Friday January 21-25 1985

085. Monday- Friday January 28-February 1, 1985

086. Monday- Friday February 4-8 1985

087. Monday- Friday February 11-15 1985

088. Monday- Friday February 18-22 1985

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095. Monday- Friday April 8-12 1985

096. Monday- Friday April 15-19 1985

097. Monday- Friday April 22-26 1985

098. Monday- Friday April 29-May 3, 1985

099. Monday- Friday May 6-10 1985

100. Monday- Friday May 13-17 1985

101. Monday- Friday May 20-24 1985

102. Monday- Friday May 27-31 1985

103. Monday- Friday June 3-7 1985

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108. Monday- Friday July 8-12 1985

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110. Monday- Friday July 22-26 1985

111. Monday- Friday July 29-August 2 1985

113. Monday- Friday August 5-9 1985

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122. Monday- Friday October 7-11 1985

123. Monday- Friday October 14-18 1985

124. Monday- Friday October 21-25 1985

125. Monday- Friday October 28-Nov 1, 1985

126. Monday- Friday November 4-8 1985

127. Monday- Friday November 11-15 1985

128. Monday- Friday November 18-22 1985

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133. Monday- Friday December 22-27 1985

134. Monday- Friday December 30-Jan 3,1985

135. Monday- Friday January 6-10 1986

136. Monday- Friday January 13-17 1986

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141. Monday- Friday February 17-21 1986

142. Monday- Friday February 24-28 1986

143. Monday- Friday March 3-7 1986

144. Monday- Friday March 10-14 1986

145. Monday- Friday March 17-21 1986

146. Monday- Friday March 24-28 1986

147. Monday- Friday March 31-April 4, 1986

148. Monday- Friday April 7-11 1986

149. Monday- Friday April 14-18 1986

150. Monday- Friday April 21-25 1986

151. Monday- Friday April 28- May 2, 1986

152. Monday- Friday May 5-9 1986

153. Monday- Friday May 12-16 1986

154. Monday- Friday May 19-23 1986

155. Monday- Friday May 26-30 1986

156. Monday- Friday June 2-4 1986

157. Monday- Friday June 9-13 1986

158. Monday- Friday June 16-20 1986

169. Monday- Friday June 23-27 1986

160. Monday- Friday June 30 -July 4, 1986

161. Monday- Friday July 7-11 1986

162. Monday- Friday July 14-18 1986

163. Monday- Friday July 21-25 1986

164. Monday- Friday July 28-August 1,1986

165. Monday- Friday August 4-8 1986

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198. Monday- Friday March 30-April 3 1987

199. Monday- Friday April 2-6 1987

200. Monday- Friday April 13-17 1987

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202. Monday- Friday April 27-May 1, 1987

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234. Monday- Friday December 7-11 1987

235. Monday- Friday December 14-18 1987

236. Monday- Friday December 21-25 1987

237. Monday- Friday December 28-January 1,1988

APPENDIX C

CODE SHEET

Dates: Monday........, to Friday........, 19...

Themes: Unrest and dissent= 1, War= 2, Crime= 3, Terrorism=
        4, Coups and Assasinations= 5, Dissasters=6,
        Political= 7, Military=8, Economics= 9 Technology-
        Science=10, Human Interest & Miscellaneous = 11

Worlds: First World= 1A, Second World= 2A, Third World= 3A.

Networks: ABC= 1B, CBS= 2B, NBC= 3B.

Nwork | Country | World | Theme| Mon | Tue | Wed | Thr | Fri

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Nwork ⌊Country ⌊World ⌊Theme ⌊Mon ⌊Tue ⌊Wed ⌊Thur ⌊Fri

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Nwork ⌊Country ⌊World ⌊Theme ⌊Mon ⌊Tue ⌊Wed ⌊Thur ⌊Fri

Nwork	Country	World	Theme	Mon	Tue	Wed	Thur	Fri

APPENDIX D

PERCENT OF COVERAGE BY COUNTRY

Count	Percent	Country	World
198	14.2	USSR	2
141	10.1	Lebanon	3
103	7.4	Iran	3
73	5.2	Israel	1
67	4.8	S.Africa	1
59	4.2	Nicaragua	2
49	3.5	Britain	1
48	3.4	France	1
46	3.3	El Salvador	3
36	2.6	W.Germany	1
35	2.5	Italy	1
33	2.4	Poland	2
28	2.0	Philippines	3
26	1.9	Iraq	3
24	1.7	Japan	1
23	1.6	China	2
22	1.6	S.Korea	3
21	1.5	Libya	2
20	1.4	Canada	1
19	1.4	Cuba	2
18	1.3	Chad	3
17	1.2	Mexico	3
17	1.2	Syria	2
16	1.1	Belgium	1
15	1.1	Australia	1
12	.9	Jordan	3
10	.7	Grenada	3
10	.7	Brazil	3
10	.7	Bangladesh	3
10	.7	Chile	3
10	.7	Kuwait	3
10	.7	Spain	1
9	.6	Greece	1
9	.6	Pakistan	3
9	.6	Vietnam	2
8	.6	Afghanistan	3
8	.6	Columbia	3
8	.6	India	3
7	.5	Ireland	1
7	.5	E.Germany	2

COUNT	PERCENT	COUNTRY	WORLD
7	.5	Jamaica	3
6	.4	Ethiopia	3
4	.3	New Zealand	1
3	.2	Denmark	1
5	.2	Ecuador	3
5	.2	Egypt	3
5	.4	Honduras	3
5	.4	Saudi Arabia	3
2	.1	Costa Rica	3
2	.1	Mozambique	3
2	.2	Bulgaria	2
1	.1	Burma	3
1	.1	Cambodia	2
1	.1	Fiji	3
1	.1	Finland	1
1	.1	N.Korea	2
1	.1	Netherlands	1
1	.1	Nigeria	3
1	.1	Venezuela	3

APPENDIX E

COUNTRY COVERAGE BY NETWORKS

COUNTRY	NETWORKS		
	ABC	CBS	NBC
Afghanistan	2	4	2
Argentina	2	3	1
Australia	4	7	4
Bangladesh	3	4	3
Belgium	5	7	4
Brazil	5	4	1
Britain	15	19	15
Bulgeria	1	–	1
Burma	1	–	–
Cambodia	1	–	–
Canada	7	9	4
Chad	6	7	5
Chile	3	3	4
China	4	9	10
Columbia	3	1	4
Costa Rica	1	–	7
Cuba	4	8	1
Denmark	1	1	1
E.Germany	3	2	2
Ecuador	2	1	2
Egypt	1	2	2
El-Savador	12	17	2
Ethiopia	2	2	17
Fiji	–	1	–
Finland	–	–	1
France	11	21	16
Greece	3	3	3
Grenada	2	4	4
Guatamela	–	1	–
Guinea	–	1	–
Honduras	–	–	1
India	4	1	3
Iran	39	34	30
Iraq	12	8	6
Ireland	–	3	–
Israel	30	24	19

COUNTRY	ABC	CBS	NBC
Italy	10	16	9
Jamaica	2	3	2
Japan	4	14	6
Jordan	7	2	3
Kenya	2	–	
Kuwait	1	–	2
Lebanon	49	51	41
Libya	8	6	7
Mali	–	1	–
Mexico	1	6	5
Mozambique	–	1	1
N.Ireland	2	2	1
N.Korea	2	–	–
Netherland	–	–	1
New Zealand	2	2	–
Nicaragua	–	21	22
Nigeria	–	1	–
Norway	1	1	1
Pakistan	3	3	3
Panama	–	1	1
Peru	1	2	1
Philippines	10	7	11
Poland	–	–	12
Portugal	–	–	1
S.Africa	20	25	22
S.Korea	7	7	8
Saudi Arabia	2	2	1
Spain	4	2	3
Sri-Lanka	3	3	3
Syria	–	–	6
Sudan	1	1	–
Taiwan	–	–	1
Switzerland	2	3	–
Syria	7	4	–
Taiwan	1	1	–
Thailand	2	1	–
Tibet	–	1	–
Turkey	–	1	1
Tunisia	1	–	–
USSR	67	72	59
Venezuala	–	–	1
Vietnam	3	3	5
W.Germany	13	11	12
Zimbabwe	–	1	1

VITA

Maccamas Myinaga Emberga Ikpah

Candidate for the Degree of

Doctor of Education

Thesis: A CONTENT ANALYSIS OF THE AMERICAN TELEVISION
          NETWORKS' COVERAGE INTERNATIONAL: A SURVEY OF
          THEMES JUNE 11, 1983 TO JANUARY 1, 1988

Major Field: Higher Education

Biographical:

    Personal Data: Born in Mkar, Benue State, Nigeria May
        26, 1955 of Mr Emberga Ikpah, and Lydia Dooishima
        (Akiga) Ikpah.

    Education: Graduated from Mount Saint Gabriel's
        Secondary School, Makurdi, 1973; School of Basic
        Studies Ugbokolo, 1978; received National
        Certificate of Education (NCE), English/History
        from College of Education, Katsina Ala, in 1981;
        received Bachelor of Arts degree in Radio-
        Television from Eastern Washington University in
        1985; received Master of Education in Teaching from
        Gonzaga University Spokane, Washington in 1986;
        completed the requirements for the Doctor of
        Education degree at Oklahoma State University in
        July, 1989.

    Professional Experience: Classroom teacher, Ipav
        Community College, August-December 1980;
        Government Community College Biu, 1981-1982; Gboko
        High School, July 82 -August 1982; News Producer,
        Nigerian Television Authority, Makurdi, 1981-1983.
        Video Producer, Dooishima Video Productions, 1981-
        1983. Graduate Assistant in Graphics
        Communication, 1987-1989