

Dissertation Abstracts

**Edited by
Won Ho Chang, Director,
Stephenson Research Center**

**School of Journalism
University of Missouri-Columbia**

Author Index

A	
Abbott, Jeanne	187
Abrams, Michael Elliot	153
Atkins, Imogene E.....	192
B	
Barney, Ralph Dale	94
Bell, William Jakson	11
Billings, Thomas Elwood	139
Black, John Jay	116
Boyer, John Harold	127
Brenner, Donald John	60
Brown, Richmond O.	161
Brown, Edward Dennis	91
Burke, Charles Edward	151
C	
Carlos, Ruotolo A.	164
Carr, Douglas	194
Carter, Shirley Staples	179
Chang, Shuhua(Samuel)	172
Chang, Yong	74
Chung, Man-Soo	185
Chunn, Calvin Ellsworth	14
Cope, Neil B.	90
Cordry, Harold Vincent	17
Covington, Jess Baker	54
Crumley, Wilma Jean Bruner	64
Cummings, Ernestine Estelle	56
D	
Delahaye, Alfred Newton	92

Derr, Raymond William	20
Downs, William David	125
Duhe, Sonya Forte.....	205
Dutta, Jyoti Prakash.....	147
Dvorak, John Edward.....	122

E

Eide, Richard B.	3
El-Fakih, Khalid	208

F

Farrar, Ronald Truman	58
Fields, James Edwin.....	149
Fisher, Paul Leslie.....	16
Flocke, Elizabeth Lynne	189

G

Grosswiler, Paul Ray.....	195
---------------------------	-----

H

Hagahmed, Gamaleldin Osman.....	168
Han, Jung-Ho.....	181
Haney, John Arberry.....	24
Harris, Lyle Everett.....	145
Hart, Jim Allee.....	41
Horton, Guy Mann	105
Housman, Robert Lloyd	1
Huffman, Suzanne	206
Husni, Samir Afif	163

I

Ingelhart, Louis Edward	26
Ingenthron, William James	82

J

Jones, Nancy Carol	70
--------------------------	----

Jung, Tae Chul	191
Jung, Girl-Jin	193

K

Kahle, Roger Raymond	114
Karmatz, Franklin Neil	113
Kennedy, George Penn	142
Kim, Jeong-Tak	165
Kim, Young-Khee	199
Kim, Seung Hyun	178
Kim, Hung Kyu	170
Kimbrell, Edward	101
Knight, Robert Patrick	84

L

Lambert, Edward Charles	22
Lanfranco, Leonard W.	133
Lee, Min-Kyu	203
Lee, Byung Soo	211
Levy, Doran Jay	96
Lewels, Francisco Jose	109
Lim, Sang Won	183
Lo, Ven-hwei	166
Lowenstein, Ralph Lynn	78
Luebke, Barbara Francine	154
Lumpp, James Andrew	141

M

Mahuran, Stuart Ansala	4
Markham, James Walter	18
Marler, Charles Herbert	118
Marshall, Max Lawrence	88
Mauldin, Charles Raymond	103
McDonald, Florin L.	2
Megwa, Eronini Ralphael	182
Morris, Daniel Neil	186
Mulligan, William Anthony	176

N	
Nasser, Munir Khalil	137
Nelson, Jack Adolph	99
O	
Odendahl, Eric Maxwell	66
Olins, Robert Abbot	97
P	
Paraschos, Emmanuel Evmenis	124
Park, Yong-Sang	157
Patterson, Joye	68
Peck, Ronald Lee	135
Pham, Rex Thien-Hung	159
Picard, Robert George	162
Price, Granville	30
R	
Ramos, Murlio Cesar Oliveira	155
Rampal, Kuldip Rai	129
Ranly, Donald P.	131
Rawlins, Mary Jane	50
Reddick, DeWitt Carter	6
Rogers, James Lloyd	32
Rucker, Bryce Wilson	43
Russell, Charles Clyde	86
S	
Saalberg, Harvey	76
Schreiber, Richard Arthur	106
Scott, Faron	204
Shaner, James Gerald	201
Shen, James Cheng-yee	28
Sherard, Regina Gaynelle	171
Shipman, John Marlin	190
Speckman, Karon Reinboth	209
Spencer, Otha Cleo	39

Subhag, Ram	10
Sumerlin, Claude Windell	80
Sunoo, Dong Hoon	72
Swindler, William Finley	8

T

Tassin, Raymond Jean	48
Taylor, Scroggins Albert	46
Taylor, Heber Alfred	36
Thomas, Erwin Kenneth	144

U

Underwood, Robert Bruce	62
-------------------------------	----

W

Wei, Michael Ta Kung	52
Westmoreland, Reginald Conway	44
Wete, Francis N.	174
Wilcox, Dennis Lee	111
Williams, Hebert Lee	37
Williamson, Mary Ellen W.	107
Willis, William James	156
Winter, William Edward.....	34
Woo, Byung Dong	198
Woods, Gail Baker	197

Y

Yan, Liqun	207
Yoder, Sharon Sheila Logsdon	180
Yoon, Suk-Hong	184

Subject Index

Advertising	56 72 96 97 106 133 185 193
Agenda-setting	180 182
Attitude Studies	32 64 68 72 113 114 135 153 170 181 193 204
Broadcasting	107 141
Business and Management	162 163 182
Communication Research	50 64 103 165 166 195 197 201
Developmental Journalism	147 168 174 199
Editorial Opinion	4 91
Editors and Editing	127 156
Foreign Journalism	
Africa	111
Brazil	155 164
China	172 176
France	101
India	144
Korea	74 170 184 191 199
Norway	36
Mexico	62
Bangladesh	147
Polynesia	94
Freedom of the Press	52 86 124 142 149 157 149 161 189 190 192
Graphic Arts	16
History	
Broadcasting	141 144
Newspaper	1 2 3 12 41 44 54 76 80 90 99 101 145
Magazine	14 24 163 180
Journalist	18 28 46 48 58 88 118 137 154
International Journalism	8 70 78 139 145 151 168 172 178 183
Investigative Reporting	145

Journalism Education	26 74 139
Military and the Media	135
Minorities	109
News Agencies	66
Newspaper Technology	203
Newspaper Analysis	10 30 34 92 105 120 125 211
Photojournalism	39
Politics in the Media	37 43 149 173 174 184 198 208 209
Press Criticism	131 179 191
Press Council	129
Press Theory	82 84
Propaganda	116
Public Relations	20 60
Readership Studies	135 171
Religion and the Media	153
Reporting	6
Science and Health	68 159 205
Student Press	122
Telecommunications	70
Television	22 194 206 207

Supervisor Index

Brenner, Donald J.	103 179 180 182 206 208
Chang, Won Ho	147 153 155 156 157 165 166 170 172 176 178 181 183 184 184 191 193 198 199 203 211
Ellard, Roscoe B.	2 3 4 6 8
English, Earl	12 16 22 26 30 32 43 131
Fisher, Paul L.	52 78 86 107 141 162
Knight, Robert P.	144
Lowenstein, Ralph L.	109 111 124 129 139
Martin, Frank L.	1
Merrill, John C.	70 84 91 92 94 99 101 116 137
Mills, Dean	207
Morgan, Ernest C.	114
Mott, Frank Luther	10 14 18 20 24 28 34 36 37 39 41 44 46 54 62
Patterson, Joye	155
Ranly, Don	187 195 197
Sanders, Keith P.	114 125 135 142 151 159 161 163 164 168 174 186 194 201 204
Spencer, Dale	171 173 189 190 192
Stephenson, William	50 56 60 64 68 72 96 97 103 106 113
Taft, William H.	48 58 62 66 74 76 80 82 88 90 105 118 120 122 131 133 144 145 149 153
Wilkins, Lee	205 209

Q-Methodology Index

- Abrams, Michael Elliot(1981). Religious Broadcasting: A Q-Methodological Study of Elderly Audience.153
- Boyer, John Harold(1975). An Intensive Study of Perceptions of News and Objectivity of Sixty Telegraph Editors.127
- Brenner, Donald John(1965). Anatomy of the Public Health Annual Report.....60
- Brown, Richmond O.(1983). The Effect of Freedom of Expression on Role Satisfaction.161
- Burke, Charles Edward(1981). The Caribbean News Agency(CANA): Perceptions and usage of a Regional News Agency in the Third World.....151
- Carlos, Ruotolo A.(1984). The Values of Reading: A Study of Newspaper Readers in Brazil.164
- Chung, Girl-Jin(1990). Attitudes Toward Advertising: A Q-Methodological Study of Consumers and Advertising Practitioners in Korea.193
- Crumley, Wilma Jean Bruner(1966). A Q-Methodological Study of Attitudes about Mass Communication.64
- Grosswiler, Paul Ray(1990). The Shifting Sensorium: A Methodology and Critical Theory Exploration of Marshall McLuhan's Visual and Acoustic Typologies in Media, Aesthetics and Ideology.195
- Hagahmed, Gamaleldin Osman(1985). Developmental Play: A-Methodological Study of the Role of Television in the Sudan.172
- Han, Jung-Ho(1987). Segmentation of Readers' Perceptions of Newspapers' Self-Advertising Messages Cognitive and Affective Levels of Attitude.....181

Huffman, Suzanne(1992), Attitudes Toward Television Remote Control: A Q-Methodological Study of Grazers and Their Families.	206
Ingenthron, William James(1968). The Free Index: A Q-Methodological Approach to the Measurement of Press Functionalism.	82
Joye, Patterson(1966). Attitudes about Science: A Dissection.	68
Kahle, Roger Raymond(1974). A Q-Methodological Study of Attitudes toward Water Resources and Implications for Using Mass Media in Dissemination of Water Research Results.	114
Karmatz, Franklin Neil(1974). A Two-Level Q-Methodological Study of the Attitudes of Pre-Journalism Students toward Business and Business-Related Press.	113
Kim, Jeong-Tak(1984). Alienation, Communication and Mass Media Behavior.	165
Kim, Young-Khee(1991). Mass Media and Enviromental Social Movements: A Q-Methodological Study.	199
Kim, Hung Kyu(1985). Crime News in Korea: An Attitudinal Study.....	170
Knight, Robert Patrick(1968). The Concept of Freedom of the Press in the Americas: An Exploratory Study.....	84
Levy, Doran Jay(1971). A Subjective Approach to Advertising Theories.....	96
Lim, Sang Won(1987). Ideology and International Information Flow: A Q-Methodological Study.	183
Lo, Ven-hwei(1985). Scientific Method as a Journalistic Tool: A Q-Methodological Study.	166
Mauldin, Charles Raymond(1972). A Subjective Systems Approach: Application of an Image Study to Aggregate Behavior in a Socio-Economic System....	103

Morris, Daniel Neil(1988). The Anvil Writers: Oral History and Quantification Conjoined.	186
Olins, Robert Abbot(1971). A Model Study of an Advertising Campaign.....	97
Park, Yong-Sang(1983). The Concept of Freedom and the Press: A Q-Methodological Study.	157
Peck, Ronald Lee(1977). Magazine Audience Attitude and Readership Behavior: A Q-Methodological Study.	135
Pham, Rex Thien-Hung(1983). A Two-Paradigm Science Exploration of Science Issues, Journalism and Q Methodology.	159
Rawlins, Mary Jane(1964). A Q-Methodological Study of Some Effects of a Fictional and Documentary Treatment of a Controversial Issue.	50
Schreiber, Richard Arthur(1972). A Subjective Investigation of Motorcycle Advertising.	106
Shaner, James Gerald(1991). Modeling Farm Management Decision-Making: A Q-Test of Adoption Methods Applied to Conservation Compliance.....	201
Sunoo, Dong Hoon(1967). A Q-Methodological Study of Consumer Behavior: Relationships between Consuming, Shopping, and Advertising within a Subjective Framework.	72
Yoon, Suk-Hong(1987). National Interest and Press: A Q-Methodological Study.	184

Preface

In 1934, journalism was still an unwelcome guest at most of the world's major universities. In that year, the University of Missouri continued to defy tradition by approving Robert Lloyd Housman's dissertation, *Early Montana Territorial Journalism as a Reflection of the American Frontier in the New Northwest*. Missouri thus granted the first doctorate in mass communication. Skeptics in both the academy and the industry derided the idea of a doctorate in journalism. Missouri was accustomed to skepticism. It had established, in the face of widespread criticism, the world's first journalism school in 1908. It had awarded the first master's degree in journalism in 1921.

Nearly sixty years later, scholars in all disciplines recognize that an understanding of mass communication is central to an understanding of modern society. Both professional journalism education and the scholarly study of mass communication are at home in the academy. Dozens of U.S. universities and many in Europe and Asia grant doctorates in the field.

But since Missouri was the first, the compilation of abstracts on these pages offers a unique longitudinal glimpse of the development of mass communication as a field of scholarly study. The early dissertations are largely narrative histories or pragmatic analyses of journalistic practice. Readers who leaf through this collection will note that histories, in the form of biographies of individual journalists or of journalistic institutions, continue to constitute an important part of Missouri dissertation production. But as the years tick by, the histories are joined by dissertations reflecting different methods, including media effects studies, survey research and legal studies. Shortly after William Stephenson joined the Missouri faculty in 1958, his devoted students began producing dissertations based on his unique Q-methodology. The collection is notable too for the large number of dissertations on some aspect of international communications.

Readers familiar with the history of journalism education may be surprised to see how many of the authors of these Missouri dissertations went on to become leading teachers, scholars and administrators in the field all around the world.

We owe this invaluable slice of U.S. academic history to Won Ho

Chang, who was determined to produce this volume as evidence of the long and rich history of doctoral studies at Missouri. Dr. Chang is himself the doctoral product of another of the early leaders in journalism education, the University of Iowa. But for 21 years, he has loyally served Missouri, as a teacher, a scholar, associate dean for research and graduate studies, and chair of the Department of Advertising. He is now director of the Stephenson Research Center in the school.

We are also indebted to Deirdre Shesgreen, Seung Koo Kang and Jong Chan Kim, research assistants of the Stephenson Research Center, for their hard work in collecting, scanning, indexing and editing abstracts.

R. Dean Mills
Dean

Early Montana Territorial Journalism as a Reflection of the American Frontier in the New Northwest

1934

Robert Lloyd Housman

Supervisor: Frank L. Martin

This is a historical analysis of frontier journalism in Montana. Original documents and newspapers were researched for this study.

It was in Virginia City, in January 1864, that the beginnings of frontier journalism were made in the soon-to-be Territory of Montana. The editor of the first news sheet (title unknown), Wilbur F. Sanders, furnished the news matter, as did most editors of this time.

The newspaper office and the newspaper routine in frontier Montana are inspected in this study. In the difficulties newspapermen encountered and the crudities they thrived on, there was no difference among the newspapers in the new territory during these beginning years. There also was little difference between newsmen and frontiersmen; the newsmen themselves were frontiersmen in search of adventure and profit. The roles of the editors, printers, proprietors and writers are discussed. The process of collecting the news and publishing it are also detailed.

This study chiefly examines the *Montana Post* because it carries the most sustained record of the period. The editor there had been given only one order by the proprietor: "Now just edit this paper to suit yourself and never ask me about anything but your salary."

Other newspapers or news sheets discussed are: the *News Letter* of Bannack (or the *Beaverhead News Letter*); the *Rocky Mountain Gazette* in Helena; the *Montana Democrat* of Virginia City, the *Lewiston Radiator* in Helena; the *Helena Herald*; the *Deer Lodge Independent* of Deer Lodge City; the *Missoula and Cedar Creek Pioneer*; the *New North-West* of Deer Lodge City.

(Call No: JOUR 071 H817e 1935)

Book Reviewing in the American Newspaper

1937

Florin L. McDonald

Supervisor: Roscoe B. Ellard

This historical analysis looks at the beginnings of the book review as a common practice in American newspapers.

The factors involved in book reviewing were: 1) the rapid increase in the number of books written and published; 2) the rise of newspaper popularity; 3) the increase in sensational fiction and; 4) the increase in literacy.

An increasing variety of books were being published during the first two decades of the 20th century requiring a critical analysis of the books on the market. The newspaper appealed to all classes of people and all tastes in reading, so it was only natural for the newspaper to take it upon themselves to publish book reviews for their readers.

This study analyzes the types of books which were reviewed and gives many examples of the early book reviewing by reproducing segments of actual newspaper book reviews.

The types of book reviews are classified as: book notices, factual reviews and critical reviews. By classifying in this manner, the author is better able to analyze the tendencies which appear in the modern newspaper book review pages and sections.

This study chronicles the gradual acceptance of the book review as necessary for a modern newspaper. It also details the pressures placed on newspapers by book publishers for favorable reviews. Criticism of the book reviewers are also discussed in this study. The author concludes that the book review has become a valuable and necessary segment of newspapers. Without it, the American public would have to rely on the publishers' notices and advertisements.

(Call No: JOUR 070.448 M145b)

The Influence of Editorship and Other Forces on the Growth of the St. Paul Pioneer-Press, 1849-1909

1940

Richard B. Eide

Supervisor: Roscoe B. Ellard

This historical analysis looks at 25,000 original copies of the *St. Paul Pioneer-Press* and allied newspapers in order to examine the influence of its editors during the 60-year time period of the study and to discover the impact of the time period and local environment on the newspaper.

By analyzing these factors, the author uncovers reasons for the survival of the *Pioneer-Press* in spite of frontier handicaps. The author examines how the editors saw and met the needs of their changing environment and how the newspaper made the successful transition from frontier weekly to metropolitan daily. He details adjustments made in news, opinion, features and advertising and the acquisition of up-to-date plant equipment.

The study shows the newspaper to be the rational product of four of its greatest editors: James Madison Goodhue, founder and first editor; Joseph Renshaw Brown, Goodhue's successor and second owner; Earle S. Goodrich, who bought the paper from Brown and saw the growth of St. Paul from frontier town into metropolitan city; and Joseph A. Wheelock, editor of the newspaper for 31 years, from 1875-1906.

This study, by looking at the actual newspapers, gives a valuable historical review of the frontier and the forces leading to the establishment of St. Paul as a metropolitan area. As the frontier passed, mainly because of the railroad, industrialization and population growth, St. Paul became a population center and industrial area. This study shows how the newspaper changed along with the times.

(Call No: Jour 378.7m71 Y1940 E126)

The Relation of Background Study to Editorial Effectiveness

1940

Stuart Ansala Mahuran

Supervisor: Roscoe B. Ellard

January 6, 1934, twenty-six editors, asked to criticize American newspaper editorials, declared their chief faults were superficiality, name-calling, carelessness and heaviness, and lack of attention to local issues.

In an attempt to apply these criticisms to a selected group of Missouri-Valley editorials published between September 20, 1937, and September 20, 1938, in *The Omaha (Nebraska) World-Herald*, *The Council Bluffs (Iowa) Nonpareil*, *The Atlantic (Iowa) News-Telegraph* and *The Adams County (Iowa) Free-Press*, standards were set up and applied to the editorials studied during that period of time.

Together with the editorials to which the standards had been applied the findings, each revealing the absence or presence of a fault previously ascribed to editorials in general, were submitted to authorities in the fields of history, English, logic, economics and journalism.

In most cases these authorities agreed with the conclusions obtained by application of the standards, in addition to a year's study of the newspapers observed, their ownership, history, location, editorial staffs and political affiliations.

Editorials studied, the standards used to evaluate them and individual comment and replies both as to procedure and results obtained are incorporated in the thesis. In addition each editorial writer's experience, education, methods of study, reading habits and access to library facilities, having been observed during the twelve-month period of time, is noted and made use of in the application of the standards.

Lists of books in history and economics, submitted by leaders in those fields as books editorial writers should read and know are both included and quoted to reveal either familiarity with their contents by individual editorial writers as their output was scrutinized.

Chapters in the thesis follow an Introduction which points to the requirement for thoroughly competent editorial analysis in a period of profound international and national governmental change. Chapter I considers the Problem and the Need; Chapter II takes up the histories of the newspapers studied; Chapter III sets up the Standards, and Chapter IV

applies the Standards.

Final chapters consider each newspaper's annual output of editorials with regard to strength or weakness of editorial interpretation and analysis. The conclusion offers suggestions for betterment and improvement, pointing to excellencies as well as deficiencies, proffering the hope that the study may be of use to publishers, to editorial writers, to students of journalism and to teachers of journalism.

(Call No: JOUR 070.432 M279r)

The Newspaper as a Recorder of Contemporary History: A Case Study of the Reporting of the French Occupation of the Ruhr in Three American Newspapers

1940

DeWitt Carter Reddick

Supervisor: Roscoe B. Ellard

Purpose: To analyze the material concerning the Ruhr printed in 1923, 1924 and 1925 in *The New York Times*, *The St. Louis Post-Dispatch* and *The St. Joseph (Mo.) News-Press*; to determine through this analysis the pattern followed by foreign news reporting at this time and thus to arrive at a clearer conception of the nature of foreign news, its limitations and its strong points; and finally, to test the truth of the statements in the news stories by weighing them against official records now available.

Procedure: Three basic classifications were made of the Ruhr material in each newspaper, and each class of material was checked by certain tests. The classifications were:

1. Explanations and interpretations concerning the cause of the occupation.
2. "The basic framework of the news"--that is, those statements of daily events in the Ruhr reported as statements of fact as distinguished from statements of opinion or interpretation.
3. Interpretative or speculative material concerning the execution of the occupation, including all material (exclusive of that belonging under the first classification) which was reported not as fact but as a quoted statement from a given source, a rumor, a prediction, interpretation or comment.

Findings: All three papers took definite editorial stands. The *Times* wholeheartedly supported the French action. The *Post-Dispatch* just as ardently sympathized with the Germans. The *News-Press* felt that both sides were at fault. All three papers, however, freely printed articles that contradicted their own editorial views, thus showing a willingness to permit expressions on various sides of the question.

The *Times*, editorially in support of the French, printed three times as much material from Paris as from Berlin. The *Post-Dispatch*,

editorially in support of Berlin, gave almost twice as much space to Berlin as to Paris. The *News-Press* devoted a proportionately large space to comments and opinions from Washington.

Statements of fact, printed as such rather than as quoted interpretation or speculation, constituted about 25 percent of the Ruhr material in the *Times*, 40 percent in the *Post-Dispatch*, 50 percent in the *News-Press*. Checked against authentic records, these statements proved to be better than 90 percent accurate.

In the interpretative and speculative material, constituting the bulk of the Ruhr matter in the papers, a high degree of inaccuracy was found. Much of the material in each article was contradictory, as might be expected when opposing sources are quoted. Such material, however, was for the most part plainly labeled as to source and nature, so that the discriminating reader might be able to accept material in the light of the source.

A detailed analysis of all the Ruhr material is given in the dissertation.

(Call No: JOUR 070.42 R246n)

Phases of International Law Affecting the Flow of International News Communications

1942

William Finley Swindler

Supervisor: Roscoe B. Ellard

It is the aim of the present study to identify some of the problems, primarily of public international law, presented by the modern business of international news communications. For a proper understanding of this subject it is desirable to begin with a general outline of the evolution and present nature of both public and private international law, together with an outline of the development of international news communications.

A glance back over this study indicates at how many essential points various phases of international law and of private international law come to bear upon the process of gathering and sending international news. The right of the press association representative to enter another land in search of copy, the degree of freedom with which he may move about and pursue his professional tasks, the identity cards which he secures to assist his work and to gain special concessions in the international cable and wireless systems, the very presence of the international communications systems themselves -- foreign property in a foreign land -- and the service guaranteed him in the forwarding of his messages -- all these are features of international legislation which perhaps seem obvious when identified but are indispensable to the most elementary type of commercial intercourse.

The problem of guarding property rights in the news commodity, of controlling abuses of international relations through propaganda and defamation, and the matter of censorship interference with the proper flow of news -- these are certainly more than routine concerns of the international press services and are problems whose complete solution still waits upon the future.

The press, as pointed out in the beginning of this study, is in a dual position -- a private business, yet a public service as well, and more of a public service than a common carrier or a typical utility. "A free press stands as one of the greatest interpreters between the government and the people," the United States Supreme Court has aptly said, and the concessions which are made to it are made not as to a business but as to a service essential to democracy.

This is why, of course, the concessions which have been made in international legislation with regard to the press have exceeded those granted any other private enterprise. Of the various types of messages which are accorded special rates in the international communication systems, the three lowest are government correspondence, meteorological correspondence and press correspondence. Other businesses may enjoy code privileges, are guaranteed secrecy and equality of service, but the news gathering industry receives the benefits of the lowest rates for its business commodity. The wording of the telecommunications conventions, however, as shown in Chapter VI, is designed to extend this benefit only to news -- to keep its flow as free as possible -- and not to purely business messages between newspapers and press association business managers.

With this view of the press, then, it is easy to understand how and why it has gained the concessions and created the problems it has in world affairs. A vigorous propaganda newspaper or radio attack may not precipitate an international crisis, but it may be an important sounding board for much more powerful forces at work. Conversely, a serious, factual presentation of the important news of the world from day to day, such as appears in the *New York Times*, the *London Times* and *La Prensa* of Buenos Aires, cannot but have a real effect upon the international-mindedness of the readers it reaches.

This study has already referred to various efforts, particularly in cooperation with the League of Nations, to solve some of the technical problems of world news gathering and to promote the flow of accurate news as an aid to international understanding and peace. If the efforts of these international conferences of press groups have fallen short of that goal to date, that does not necessarily disprove the theory behind it. The fact that the first modern attempt at world government, through the League of Nations after the first World War, has dissipated in the cataclysm of a second World War, does not mean that world government of some sort is impossible.

The Press Congress of the World, the Conference of Press Experts, the Conference of Press Bureau and Press Representatives and the first Pan American Congress of Journalists all contributed important suggestions in the matter of facilitating international news communications, and some of the suggestions were incorporated into municipal law or treaties. It is reasonable to believe that there will be opportunity for future congresses and that they will make further contributions to the solution of international news communications problems.

(Call No: JOUR 070.13 Sw63p)

A Study of American Agricultural Journalism with a View to Its Adaptation to Conditions in India

1949

Ram Subhag

Supervisor: Frank Luther Mott

The absence of self-rule in India until August 15, 1947, had stunted the proper economic growth of the country. The flourishing Indian industries such as textiles, shipbuilding, handicrafts, etc., were destroyed by the ruling power to make India a source of raw materials and a market for British manufacturers. Industrial workers became unemployed. They increased pressure on land, which resulted in fragmentation of land holdings. Consequently, farm size became uneconomic. Farmers became poor and indebted. They could not afford to make any improvement in their primitive methods of farming. Agricultural production, therefore, could not keep pace with the increase in India's population. Food shortage became chronic.

With the advent of independence, India turned its attention toward eradicating the chronic food shortage by improving its agricultural production with the aid of modern means of farming.

This changed condition requires a dynamic agricultural press which can approach and tell each Indian farm home the advantages of the improved methods of farming. The existing Indian agricultural press is unable to cope with the situation, an investigation into this matter suggests.

The American agricultural press has had a fair share in revolutionizing American agriculture by popularizing new inventions and new ideas.

A successful and smooth running farm paper in America requires complete harmony among its editorial, circulation and advertising departments. The editorial department produces a paper which attracts circulation, and the circulation in turn, as it increases in size, attracts advertisers, who are the chief sources of the paper's revenues.

News and feature stories of American farm papers are concerned with (1) the professional side of farming such as production, marketing and other purely economic aspects of agriculture; and the household subjects that interest farm women and children.

In order to gather material for news and feature stories the regular

reporters, correspondents and members of the editorial staffs of American farm papers make extensive tours of the areas of their papers' circulation. They usually carry cameras to take pictures for illustrating their stories.

Editorial writers of American farm papers always keep their finger tips on farmers' pulses. They constantly strive to understand problems which are of vital interest to the American farm and farm families and interpret the facts concerning those problems in due relation to other problems in concise, logical and pleasing order.

The entertainment aspects of American farm papers are enhanced by their publication of comic strips, cartoons, humorous notes, and verses of popular interest.

Some important American farm papers take reader interest surveys for the purpose of improving their content on that basis.

An Indian farm paper lacks most of the techniques, features and policies of American farm papers. Its advertising and circulation work is performed by the same managerial staff. This hinders the growth of efficiency in either of the two.

The very fact that seventeen out of twenty-five Indian farm papers are published in the English language indicates that the editorial departments of those papers rarely care about spreading new inventions and new ideas among Indian farmers who know no English. Besides, they publish no household subject matter, which means that the interests of farm women and children are given no consideration by them. Comic strips, cartoons and humorous notes are never seen in Indian farm papers. The reader interest survey is also unknown to them.

Under the circumstances, the techniques, features and policies of American farm papers could profitably be employed for the improvement of Indian agricultural journalism with a view to spreading the advantages of improved methods of farming to each farm home in India.

(Call No: JOUR 378.7M71 Y1949 S164)

A Historical Study of The Kansas City Star Since the Death of William Rockhill Nelson: 1915-1949

1949

William Jackson Bell

Supervisor: Earl English

The Kansas City Star, founded in 1880 by William Rockhill Nelson and Samuel E. Morss, was developed through the genius of Nelson. (Morss left the paper during the first year because of his health.) *The Star* early became the strongest paper in a highly competitive field.

Nelson first added a Sunday edition and later a morning paper without increasing the subscription cost. *The Star* developed a blanket coverage of greater Kansas City and soon was dominant also in Kansas and western Missouri. At Nelson's death *The Star's* two hundred thousand circulation was more than double that of the combined opposition.

The newspaper was operated by the Nelson estate for eleven years after his death. Since 1926 it has been operated by the employee company which bought it for eleven million dollars, the second highest price ever paid for a newspaper up to then. Payment was completed in 1939, four full years ahead of schedule.

Irwin R. Kirkwood, Nelson's son-in-law, made the staff purchase possible by arranging personal loans on easy terms. He was the only majority stockholder the company has ever had. The stock has not accumulated in the hands of a few; instead, from eighty-seven stockholders in 1926, the number has increased to two hundred fifty. A special provision prevents the stock from getting into the hands of anyone outside the firm.

Nelson refused to admit either halftone pictures or comic strips to his papers, and these were not added until 1921. The colored comic section was added in 1924, along with a fine four-color magazine, which was abandoned in favor of a rotogravure section in 1926.

The Star pioneered with a radio station in 1922, the first in the Midwest, and in 1949 it is bringing the first television to Kansas City.

Under Nelson there was never a time when some campaign was not being waged for what he thought was the good of Kansas City or its trade territory. *The Star* still crusades, but less continuously. One of these crusades for cheaper gas brought a libel suit for fifty-four million dollars, the largest

ever filed against an American newspaper. A crusade against medical quackery led to a suit for five million dollars. Another *Star* campaign played an important part in the destruction of the corrupt Pendergast machine. The paper's internationalist voice on foreign affairs has twice won Pulitzer prizes for Editor H. J. Haskell.

Its makeup has continued to be conservative, and there is no plan to change this trademark. The writing continues to be lively and interesting, stressing local news and human interest stories.

Three times since 1915 the publishing equipment has been modernized. In 1949 the new presses will give faster production and permit the use of color throughout the paper. In 1935 *The Star* was a charter member of the first wirephoto circuit. Radio-telephone equipment was added in 1946 to expedite local news.

The Star continues as an extremely successful newspaper enterprise with a profit every year since 1889. This profit is based on an excellent advertising lineage and exceptional circulation coverage. Both circulation and advertising are at all-time highs in 1949.

The Star has had an absolute monopoly in Kansas City since its last rival suspended in 1942, a monopoly that was brought home to Kansas Citians with force when the paper was strike-bound for seventeen days in 1947.

The Star is one of the great newspapers of the country, and its policies seem likely to continue much as in the past because its staff has grown up on *The Star* traditions.

(Call No: JOUR 378.7M71 Y1949 B413)

History of News Magazines

1950

Calvin Ellsworth Chunn

Supervisor: Frank Luther Mott

Modern news magazines are the culmination of two hundred and ten years of magazine publishing in the United States. They developed out of the need for a thorough interpretation of current events -- an interpretation which does not list isolated facts, but which completes the entire picture of a week's news in a rounded, interesting, entertaining, enlightening and comprehensible whole.

News magazines were slow to appear in the field of periodicals. They were not published during the early days of American journalism for several reasons:

1. Newspapers were already printing accounts of current happenings.
2. Nearly all magazines also printed current events in their "intelligence" departments.
3. Communications were so slow that an inadequate news supply handicapped editors.
4. The public was not ready for specialized periodicals.

After forty-five years of general magazine publishing, however, the first news magazines were introduced. Just after the Revolutionary War, in 1786, the *New-Haven Gazette* and the *Worcester Magazine* became America's first two news magazines. The third one was the *Balance and Columbian Repository*, 1802-08. Up to the time of the Civil War, the following general news magazines were published: *Niles' Weekly Register*, 1811-49; the *Boston Spectator*, 1814-15; *The Saturday Evening Post*, 1821 to the present (it was a news magazine for thirty years); *The Albion*, 1822-75; the *New Yorker*, 1836-41. The innovation of the illustrated news magazine came as early as 1848 and developed into a popular type of periodical in the 1850's with the *Illustrated American News*, 1851-52; *The Illustrated News*, 1853; *Frank Leslie's Illustrated Newspaper*, 1855-1922; *Harper's Weekly*, 1857-1916; *New York Illustrated News*, 1859-64; and the *Southern Illustrated News*, 1862-65.

As news magazines developed, and as the country grew, the general and special magazines found that they could no longer keep pace with the

march of the news and hence began to drop the "intelligence" departments which had been popular features. The trend toward specialization led to the development of more news magazines and to the disappearance of news sections in the general and individualized periodicals. News departments, however, continued to appear in some quality magazines and did not completely disappear until well into the twentieth century.

An innovation was the founding of news-opinion periodicals. *Public Opinion*, 1886-1906, and *The Literary Digest*, 1890-1938, were foremost in the field. They printed excerpts of editorial belief on matters of interest in the news and this formula kept the *Digest* popular for fifty years.

The news-opinion magazines in turn gave way to a more factual type of news journal now in demand. The *Pathfinder*, founded in 1894 and still being published, was the first of the modern type. *Time*, 1923, *U.S. News and World Report*, 1926, *Newsweek*, 1933 and *Quick*, 1949, are others in the present development phase of news magazines. The modern news periodical is devoted to a particular clientele: *Time* is written for persons who wish a racy, saucy journal with brilliant style; *Newsweek* for conservative general news seekers; *U. S. News and World Report* for readers of news and prophecy about governmental occurrences; *Pathfinder* for small-town America; *Quick* for the busy reader who wants his news in brief, condensed form.

This phenomenon on the American scene--the modern news magazine--performs a service in demand by about five million readers in the United States. It molds the information about current events into an understandable unit which may be absorbed in a matter of minutes if necessary. It is cleverly written and illustrated, it entertains while instructing, and it serves to make news intelligible.

(Call No: JOUR 378.7M71 Y1950 C472)

Modernism in American Typography: 1925-1934

1950

Paul Leslie Fisher

Supervisor: Earl English

After World War I, European typographers produced a style of printing that has since been catalogued as “modern typography.” The most noteworthy work on the continent probably was completed at the Bauhaus School of Weimar, later of Dessau, Germany, 1925-1929.

American display advertising was shortly interested in the new techniques of presenting printed communications. The asymmetric balances, elementary types, and apparently simple layouts featured by the new style caught the fancy of the advertising typographer. At the start, therefore, modernism in American typography was primarily significant in applications by the advertising industry, particularly in the field of “smart” magazine advertising.

Modern layouts, for maximum appeal based on tenuous spatial arrangements, were imperfectly understood by American typographers. The multitudinous type designs spawned by the modernists in the 1925-1934 period considered in the study were riotously employed. The result was that, in the earliest years, modernism in American typography was subjected to virulent criticism by many of the ablest men in the field. About 1930, the new typography commenced to show signs of maturity.

Of the three major vehicles of printed communication—the book, the newspaper, and the magazine—it was the magazine, particularly the magazine of sophistication and fashion, which most advanced the cause of modern typography. Less spectacular, and more lasting, were the facets of modern typography incorporated by the newspaper. Bookmaking experienced relatively little change.

Prosecution by the German National Socialist party in the early 1930's forced many outstanding European typographers and designers in the other graphic arts to America. It was this group of supremely gifted men that greatly contributed in bringing modern typography in America to its peak. Young designers became prone to espouse the illustrative-graphic techniques the Europeans favored. Unfortunately, these techniques were not easily mastered by the average fashioner of printed materials. The simple typogra-

pher lacked the knowledge or appreciation to modern art and psychology necessary to completion of printing in the modern spirit.

An assessment, undertaken 1949-1950, of the influences of modern typography indicated that certain modernist approaches to layout and selection of types had been assimilated into the mainstream of American typography. However, many of the procedures advanced during the dominant period of modern typography in America—1925-1934—seemed to have been repudiated.

There was evidence of a general lack of experimentation in typography by newspaper, magazine and book publishers. Even the pioneer of modernism in printing, display advertising, appeared to return increasingly to traditional practices. The tendency in type design was away from the functional and back once more to the ornamental. There were evidences of disillusionment with modern typography which had not conquered all the fields dreamed for it, a typography which, in 1950, seemed drained of all its early inventiveness, to which nothing new was being added. A cycle, a manner, a style to typography seemed quietly to slip away, leaving behind only interesting artifacts.

(Call No: JOUR 378.7M71 Y1950 F536)

Bovard of the *Post-Dispatch*

1952

James Walter Markham

Supervisor: Frank Luther Mott

Oliver Kirby Bovard, who served the *St. Louis Post-Dispatch* forty years, was the last of Joseph Pulitzer's great editors. Before his retirement from the managing editorship in 1938, he was widely recognized for his remarkable journalistic achievements and for the high quality of his professional standards. Because of his conviction that newspaper men must remain free from personal associations that might bias their news judgment, Bovard was little known to the public by his own choice; but members of the profession regarded him with great admiration and respect.

Bovard's rise to power was meteoric. Going to the *Post-Dispatch* in 1898 from an obscure reporter's position on the *St. Louis Star*, he advanced to the city editorship in only two years. From 1900 to 1908 he made the Pulitzer paper first in local news in the city. After a brief period of training on Pulitzer's *New York World*, Bovard returned to St. Louis to become the *Post-Dispatch's* managing editor in 1910. He established the paper's Washington Bureau and realized an ambitious policy of news coverage and function that lifted the paper out of its regionalism and made it a great journal of national influence. In the late twenties the *Post-Dispatch* came to be regarded by journalism students as one of the three or four foremost dailies in the country. Senator George W. Norris called it "the *Manchester Guardian* of America," because of its enlightened views, its independence and its courage.

Bovard brought to newspaper work the zest and devotion of a dedicated man. He saw the newspaper reporter as a truth-seeker and the news as a shield against corruption and as a spear of progress. Recognizing no lesser authority than the public welfare, he believed and practiced the Pulitzer principle that news and editorial success for a newspaper assures business success. It was his aim to permit nothing to interfere with his single-minded determination to get and print all the news. Obviously he made great demands on his staff; and he could be cold, rude and even ruthless when condemning slovenly performance or interference. However, his men were loyal; and he

succeeded through the years in developing a distinguished staff. Bovard's news sense and professional skill were exceptional. Probably he was best as a "general" of a news campaign -- where his qualities of fearlessness, persistence, calm judgment and decision were demonstrated. Among his many campaigns were the expose of the Teapot Dome oil scandals, the unseating of a federal judge, George W. English, for official malfeasance, the disclosures of the Kelley kidnapping and Muench baby hoax, the crusade against padded vote registration lists, and the revelation of the Union Electric bribery fund. But Bovard was not satisfied with crusades against corruption in government and business. He sought to make his newspaper serve as "a people's university," interpreting complex social and economic problems, such as the great depression. Besides keeping his readers well informed and instructed, he succeeded phenomenally in improving conditions in his community and state, and helped make the federal government cleaner and more progressive.

Bovard was the greatest single personal force in the guidance of the *Post-Dispatch* in the period dating from the death of the founder in 1911 until he left the paper in 1938. He deserves to be ranked with Carr V. Van Anda, a contemporary managing editor of the *New York Times*, as one of the great managing editors of his time.

(Call No: JOUR 378.7M71 Y1952 M341)

A Study of the Missouri Farmers Association, with Special Reference to the Public Relation Aspects

1952

Raymond William Derr

Supervisor: Frank Luther Mott

From the first Farm Club, organized in the Newcomer Schoolhouse in Chariton County by Aaron Bachtel and six of his neighbors on March 10, 1914, the Missouri Farmers Association has grown to a statewide association of approximately 140,000 members.

Factors which brought about the success of this farm movement after the failure of the Farmers' Alliance, and to some extent, of the Grange and the Farmers' Union, largely have been the work of the late William Hirth. Hirth founded *The Missouri Farmer and Breeder*, later *The Missouri Farmer*, and began to preach cooperation. This led to Bachtel's organization of the first club, and, in 1917, to the formation of the state association. Hirth brought this about almost singlehandedly. He used his magazine and his own powers of oratory as the tools for success.

Hirth's frankness and willingness to take the membership into his confidence in print, through *The Missouri Farmer* and pamphlets and other literature, helped his cause tremendously. He thereby created a loyal, informed membership. By insisting that the Association limit its business efforts to products grown or needed by farmers, he allayed fears of small-town businessmen. By avoiding political activities of the earlier farm groups, the Association gained the friendship of other publics.

Hirth's successors, after 1940, recognized the need for a continuous program of information and explanation of the Association's objectives, not only to its rapidly growing membership, but also to the non-member farmer, and the state's non-farming population.

These present-day leaders recognize that the farmer, as a group, is now a minority, and that the favor of other groups is imperative. Accordingly, the Association's public relations activities are directed toward these publics, and, at the same time, more efforts are being made toward keeping the membership informed.

Today, the Association owns and operates a modern publishing and

printing plant and a powerful radio station, has an aggressive public information service, buys an average of four hours' radio time daily over more than a dozen stations for its affiliates or activities and utilizes a motion picture program to widen its scope of informational service.

The Association has a well-organized plan for orienting new employees, managers and affiliate board members. Its record of public service is among the best of such organizations in Missouri.

One of the Association's greatest contributions to public welfare has been its untiring work in the interest of what it believes to be proper legislation for the farmer and for the state as a whole. The Association can be credited with securing passage of the state's present school equalization laws and legislation requiring careful expenditure of public funds by state and local governments; and bringing about the passage of a soils conservation law, the King Road Act, and numerous acts designed to insure fair weights, fair grading and testing of farm products, feed, seed and fertilizer. Through William Hirth, the Association focused attention upon the undesirable boss rule which dominated state and metropolitan politics.

In recent years, the Association has fought for an enlarged road program and has supported additional rural electrification and rural telephone programs and the move for an enlarged state medical school. This study has provided ample evidence to justify the assumption that the public relations policy of the Missouri Farmers Association is of a high order, and that it has consistently set a high record for integrity, honesty, and service, not only to its membership, but to Missouri farmers generally and to the state. (Call No: JOUR 378.7M71 Y1952 D448)

The Organization and Administration of Television Programming for School Systems and Institutions of Higher Learning

1952

Edward Charles Lambert

Supervisor: Earl English

The Problem:

This study has two major purposes. First, to survey the organizational and administrative practices which determine the educational television activities of school systems and institutions of higher learning. Second, by virtue of this study, to expedite the use of television for educational purposes by supplying public spirited citizens, educators and commercial television executives with needed information that previously has not been available.

Method of research:

The normative-survey method of research was used in this study. Two Information Blank mailings were made – one to television executives in the nation's 107 TV stations and one to educational institutions listed by these executives or by the Federal Office of Education as actively engaged in educational television programming. Replies were received from eighty-one television stations representing a return of 75.6 percent of the stations queried. Responses were received from 152 of the 156 educational institutions queried for a 97.4 percent return.

Summary:

(1) Ninety-five and five-tenths percent of the 112 respondents who actively are engaged in educational TV activities use the facilities of privately owned and operated commercial stations.

(2) There are no strictly non-commercial, educational stations in operation at the present time.

(3) There are no educationally owned, commercially licensed stations in operation.

(4) Approximately nine out of ten of the educational institutions that

rely on commercial facilities produce the majority of their programs in the studios of cooperating commercial stations. Ninety-seven and nine-tenths percent of these stations furnish their facilities free as a public service.

(5) Cooperating TV stations furnish most of the equipment used by educational institutions in their video programming.

(6) Because of the newness of television as an educational tool, a number of control patterns are in evidence in the administration of television operations.

(7) Despite the variety of control patterns, nearly sixty percent of the TV operations are administered by one of the following three divisions: Administration, Radio and Television, or Speech and Drama.

(8) Only a small minority of the educational institutions pay their faculty for full-time work in educational TV. Almost a third of the institutions pay faculty members for part-time TV work.

(9) Only 3.8 percent of the institutions employ full-time professional television personnel.

(10) Educational TV is making the same mistake that was made by early radio -- a mistake that led to the demise of a majority of the early educational radio ventures. Too many faculty members are being given added TV loads with no extra remuneration.

(11) An encouraging sign is apparent in the amount of cooperation being given educators by commercial stations.

(12) Only one college and two universities grant degree credit for courses taken by television. These three institutions and two additional universities offer certificate courses.

(13) More than one-third of the educational institutions that are presenting video programs are doing so in the late morning hours.

(14) A majority of the educational institutions rely on live telecasts for their educational programming.

(15) Approximately three-fourths of the respondents whose educational institutions use films reported that they produce their own.

(16) Audience reactions to educational programs have been extremely favorable.

(17) The median cost estimate for establishment of an educational TV station is \$235,000. Median weekly operating estimate is \$4,000.
(Call No: JOUR 378.7M71 Y1952 L172)

A History of the Nationally Syndicated Sunday Magazine Supplements

1953

John Arberry Haney

Supervisor: Frank Luther Mott

The syndicated Sunday magazine supplement in the United States came about from the same causes that had created the Sunday newspaper - - the demand for news and related material to be read on the day of rest, when there was the greatest leisure and opportunity for reading.

Its first appearance occurred in 1869, when a supplementary section was added to the San Francisco *Sunday Chronicle* in order to attract more purchasers by providing them with a greater variety of contents.

From there, the idea spread slowly and independently, but by the early 1880s many metropolitan newspapers were utilizing the extra presses they had bought for emergencies to print during the week extra sections to supplement their Sunday issues. All that was needed to bring this growing section of the newspapers into full fruition was the master's hand--it was supplied by a young Dartmouth graduate, Morrill Goddard.

Goddard entered journalism as a freelance reporter for Joseph Pulitzer's New York *World*, and then rose swiftly to be its Sunday editor. Here he put into play his genius for attracting readers by a combination of lurid subject matter and lavish illustrations. Graphically pictured accounts of society, science, sex and scandal attracted ever-growing numbers of readers while lavish treatment of the clergy, their sermons and religion protected the supplement from the ire of the Sabbatarians.

When William Randolph Hearst entered New York journalism he bought Goddard away from Pulitzer to create such a supplement for Hearst's *Sunday Journal*. Later named *The American Weekly*, this supplement was sent immediately to Hearst's San Francisco *Examiner* and then later to other papers he added to his chain. Thus it became the first syndicated Sunday magazine supplement. Its contents were based on a sensational treatment of sixteen subjects which Goddard analyzed as most interesting to readers. They were love, hate, fear, vanity, evil-doing, morality, selfishness, immortality, superstition, curiosity, veneration, ambition and culture.

By the 1920s, the *Weekly*, through Hearst's Sunday papers, had the largest circulation of any weekly magazine in the world and was returning

tremendous profits to its owner.

This success gave rise to many imitators, but all failed until 1935, when Joseph Knapp and his associates created *This Week* and syndicated it to twenty-one metropolitan newspapers with a circulation of more than four million every Sunday. This supplement was vastly different from the *Weekly*—noncontroversial and unsensational—and planned to provide inspiration, information, and entertainment. By 1950 it had outstripped the *Weekly* in both circulation and advertising revenues.

Five years after the advent of *This Week*, an efficiency engineer, Ross A. Lasley, was employed by Marshall Field III to make recommendations for the reorganization of the newspaper *PM*. To salvage some of *PM*'s losses, Lasley created a new picture supplement, *Parade*, which would utilize for national distribution the excellent photography of *PM*. This third syndicated supplement began to breathe shortly before the United States' entry into World War II. Except for Field's strong financial backing, it would probably have perished because of war-time publishing difficulties; nevertheless, it survived, expanded and grew profitable.

Today these three supplements have a combined circulation of more than twenty-five million each week, have become profitable beyond expectation, and have become among the most widely read of all magazines in the world.

(Call No: JOUR 378.7M71 Y1953 H193)

Journalism in the American Teachers' College

1953

Louis Edward Ingelhart

Supervisor: Earl English

Problem and Method of the Study

The problem of this study was to discover the nature and scope of the journalism offerings and activities of the teachers' colleges. Prior to this survey, little attention had been given to the field. The method of gathering the data consisted of the following procedures: first, a review of catalogs from more than 200 colleges was made; second, a list of 240 institutions that could be considered as being "teachers' colleges" in 1950-1951 was compiled; third, information blanks were devised for the journalism instructors, the presidents and the directors of placement bureaus of teachers' colleges; fourth, information blanks were also devised for directors of professional schools of journalism and high school journalism teachers to obtain supplemental information; fifth, mailings of the information blanks produced a return of 73 percent of the possible information sources from the 240 teachers' colleges; sixth, the data was tabulated in terms of semester hours and the medians and means were computed; seventh, recommendations for teachers' college journalism programs were made on the basis of the data. Since the survey counted the entire population of the field, no sampling techniques were involved.

Summary of the Findings

The survey indicated that 159 teachers' colleges were offering 755 courses in journalism in 1951-1952. Fourteen colleges offered a major in journalism, forty-one maintained a minor, and four offered a study area as part of a broad language arts major. Journalism courses offered most often dealt with newswriting and reporting, introduction to journalism, editing, school journalism, editorial and feature writing, laboratory work, journalism and society, and public relations and publicity. The median college offered its first journalism course in 1932; the median minor was established in 1946 and the median major in 1945. Ten years elapsed between first courses and the beginning of minors; majors were started at the time minors were instituted. Thirty-three colleges planned to add fifty courses after 1951-1952.

Apparently, journalism activities would thus be increased 26.7 percent above 1939-1940 offerings. Sixty-eight instructors had sufficient backgrounds of professional experience, academic training, and student publications experience to claim qualification for college journalism teaching whereas forty-eight appeared unqualified. The median instructor usually served as adviser to student newspaper and yearbook staffs, directed the college's publicity and public relations program or taught English courses. Seventy colleges accepted or required journalism courses in their English majors or minors while seventy-six either did not accept journalism or failed to indicate its relationship to the English curriculum. Objectives named most often for the journalism programs were training high school teachers to teach journalism classes, handle student publications, or operate public relations programs; training students to produce college student publications; contributing to general or liberal arts training; enrichment of English curricula; professional or pre-professional training; meeting student interest.

Students in 286 courses were required to work on student publications. Fifty-four courses had formal laboratories. Forty-two colleges maintained 111 courses made up entirely of laboratory activities. Presidents of the colleges appeared cordial toward their programs. Directors of professional schools of journalism were neither enthusiastic toward nor antagonistic against teachers' colleges offering some journalism course work. They were willing to accept some courses for transfer to their departments. Teachers' colleges apparently had little objective data about the nature and scope of journalism activities of high schools within their service areas.

Teachers' colleges should arrange journalism curricula suited to their specific objectives and the student publications programs possible if qualified instructors can be retained; a journalism minor seems most appropriate for colleges training high school level teachers if they have enrollments of 800 or more students.

(Call No: ELLIS THESIS 378.7M71 Y1953 In4)

Liang Chi-Chao and His Times

1954

James Cheng-ye Shen

Supervisor: Frank Luther Mott

This dissertation deals with Liang Chi-Chao (1873-1929), the representative figure of the grand transition in modern Chinese history from monarchy to republicanism, a man of encyclopedic knowledge and the apostle of common sense and common knowledge for the common people. In him the old and the new, the East and the West, clashed, blended and effected a happy combination. To get an insight into modern China, there can be no better approach than through his works.

Liang's influence, which continued after his death until the 1930's, was exerted principally through the press. It is not too much to say that the press made him. Nor is it an exaggeration to say that he made the press, for Liang was the first Chinese who fully tapped its potential as a mouthpiece of public opinion and an instrument for political reforms and social crusades.

As a pressman, his influence may be said to be threefold – political, cultural and purely journalistic. Politically, it was felt through his virile editorials and essays. Having patriotism as the motif, they fall into four stages. First, from 1896 to 1898, he stressed the necessity of general reform. Second, after the Coup d'Etat of 1898 to 1902, he concentrated his fire on the Empress Dowager and the reactionaries, holding it to be essential to protect the Emperor Kuang Hsu in order to affect reforms. Third, as the prospect dimmed for a comeback of the Emperor, Liang started to agitate for a constitution and a parliament. Fourth, the Manchus having been overthrown, Liang wholeheartedly upheld the Republic, twice leading the nation against attempts to revive the monarchy.

Culturally, he was especially noted for his historical studies. He dismissed traditional historiography as pernicious, too concerned with names and isolated events, a mere compilation of dry bones and tomb tablets and a source of weakness for his people. He maintained that primary attention should be paid to causes and effects, under- and cross-currents of the times, instead of surface phenomena.

He was the first Chinese to attempt a systematic evaluation of Chinese culture. Among the works he wrote on this subject may be mentioned *An*

Outline of Cultural Development in the Ching Dynasty, and History of Chinese Political Thought (trans. by L. T. Chen; London, 1930). They are still standard works in this particular field.

Journalistically, Liang must be remembered for the creation of a newspaper style. He took the wrappings off the stiff, pontifical, classical Chinese language and turned it loose. He let in light where formerly opacity and obscurantism abounded. Under his hand, the language became easy, facile and lucid. He devised a highly compartmented way of writing. Though later writers tended to overdo it, it appealed to his contemporaries for its clarity and novelty.

His editorials, glowing with a sense of mission, are highly moral and authoritative in tone. He may be described as the Chinese Thunderer of his time, his journals the Chinese Moral Organs. His central idea was that domestically democracy should be realized, that internationally universalism should be the ultimate goal, and that patriotism and nationalism were merely steps to the One World Idea of Tatung. All his journals are bedewed with this idea of universalism. His Hsinmin Tsungpao comes closest to what he fondly cherished and constantly dreamed of as a world paper.

Liang's life was a continuous fight against bad government. The Press was his weapon in the fight. For his reformist ideas and inflammatory writings he had to lead a fugitive life abroad, mostly in Japan, for over ten years, a \$140,000 price on his head. He was in the United States for about nine months in 1903.

He edited altogether one daily and eight periodicals and served as the conscience of Chinese newspaperdom and of the whole nation. He harbingered, if not fathered, the Chinese Renaissance of 1917.

(Call No: JOUR 378.7M71 Y1954 Sh45)

An Analysis of Methods for Measuring Newspapers' Coverage of Presidential Election Campaigns

1954

Granville Price

Supervisor: Earl English

Criticism of newspapers' performance in the 1952 presidential election campaign pointed to the need of objective methods for reporting the differences among newspapers in the proportions of political direction in campaign news. This study compared the operation of a number of quantitative measures and assembled a battery of them that should give a valid picture of individual newspapers' performance in the context of group performance.

The term "differences" was used, in arraying newspapers' performance on continua between the extremes of party favor, to avoid the subjective implications of the word "bias." Statistical comparison identified measures that appeared both stable and economical in four areas of news treatment: reporting or omission of significant news, display and content of headlines, display and content of news stories, and pictures.

An objective formula for weighting of political campaign news in proportion to display in standard format newspapers was created, based on the relationship of reader effects and manifest content. A basic pattern of a difference of percentages of elements favoring the two parties was found to agree with respected measures already in use and to provide comparable scores from the four areas of news treatment.

Four quantitative measures of newspapers' treatment of campaign news would - in a large scale study - summarize much of what can be told objectively about comparative performance. The difference of percentages of significant events exposes extreme omissions favorable to one side. Headline treatment can be described by a relatively simple difference of percentages of display indexes, or by a more tedious counting of statements that will be closely parallel. It appears unnecessary to report measures of both content and display of headlines. News story content can be described by a difference of

percentages of column inches, or by a more tedious counting of statements with closely parallel results. If inches are the unit, it may be desirable to check statements of stories that are coded "neutral" for deviations from the partisan pattern. If statements are counted, the "favorable" and "unfavorable" totals of statements for the two parties will contain information about both the campaign and the newspapers' treatment of it that cruder measures will not show. For pictures, a simple difference of percentages of area appears as accurate as a weighted measure.

A composite score for a newspaper combining scores from the four areas was rejected as unsound. Instead, it was proposed that arrays of newspaper scores for each area be converted to Z scores which emphasize individual newspapers' relation to the means of the area arrays, and thus avoid the assumption that equal treatment of opposing sides is necessarily the ideal. On such arrays the reader can set his own limits of "fairness."
(Call No: JOUR 378.7M71 Y1954 P931)

A Study of Prospective High School Teachers' Attitudes Toward Daily Newspapers and Freedom of Information

1954

James Lloyd Rogers

Supervisor: Earl English

The purpose of this study was to determine the attitudes of prospective high school teachers toward American daily newspapers and toward freedom of information; to determine certain variables with which differences in such attitudes might be associated; and to reveal the extent of the prospective teachers' college training experiences with newspapers and the use of newspapers in the teaching program. Little attention had previously been paid to this problem.

The procedure in gathering data was as follows: (1) Three unidimensional scales were constructed by the Cornell technique for scale analysis - attitude toward daily newspapers, attitude toward freedom of information, and information about daily newspapers. (2) The population studied was secondary education students in seven state-supported teacher-training institutions in Texas. The sample from each college was determined by the proportion of its students who had been issued secondary teaching certificates in the preceding year. The 686 students in the sample were given the three scales and asked to supply additional personal information. (3) The attitude scores thus obtained were submitted to intensity analysis to gain a picture of the structure of the attitudes. (4) The personal data were tabulated. (5) Scale scores were submitted to analysis of variance in a study of the correlates of attitude.

From this study, the following conclusions may be drawn. A greater percentage of responses favorable to newspapers was revealed in answers to highly abstract statements. It appears that the prospective teachers would show greater approval of the general value of daily newspapers than of the job they are doing in certain areas. Approximately half of the students under study can be said to have attitudes favorable to newspapers, the other half unfavorable. The attitudes of those occupying the middle third of the continuum could, however, be influenced to change in either direction. The population can also be said to be about evenly divided on attitude toward freedom

of information, although these attitudes showed even less stability, with about 40 percent of the sample failing to show real conviction in their beliefs. Approximately four-fifths of the respondents reported no college training experiences with newspapers or with how the teacher can utilize the newspaper.

The study found no evidence for belief that attitude toward newspapers changes as one progresses through college, that it differs among prospective teachers of different subject areas, or that those who possess greater information about newspapers show any more favorable or less favorable attitude than those with less information. The prospective teachers have been shown to vary in attitude toward freedom of information on the basis of the subjects they have been trained to teach. Those who plan to teach in the traditional areas possess more favorable attitudes than those trained to teach vocational subjects or physical education.

Political preference was found to be associated with both attitudes studied. In both cases Republicans showed more favorable attitudes and Democrats less. Independents were less favorable than Republicans toward newspapers, more favorable than Democrats toward freedom of information. The type of college training (excepting journalism) did not appear to be associated with an individual's knowledge of newspapers. Respondents' attitudes toward newspapers showed virtually no correlation with attitude toward freedom of information.

The techniques utilized in this study would seem to be worthy of investigation by newspapers in the study of reader attitudes and might also prove useful to those who place advertising in the mass media. Since the population in this study was confined to one group in one state, further investigations of the structure and correlates of attitudes toward newspapers and press freedom seem justified.

(Call No: JOUR 378.7M71 Y1954 R632)

South Carolina State Government News

1955

William Edward Winter

Supervisor: Frank Luther Mott

This study concerned itself with newspaper coverage of South Carolina state government news, the relationships of "capital newsmen" with members of the State Legislature officials of the various state agencies.

Basically, three groups were considered in conducting the study, which was devoted largely to a survey of conditions as they existed in the South Carolina state capital during late 1953 and most of 1954. These were members of the General Assembly, officials of the executive arm of state government, and the newsmen who reported state government affairs. Personal observations of the writer, who worked on one of the newspapers published in the state capital while the study was in progress, were brought into play occasionally.

Considerable attention was focused on the part that appointive and elective officials of South Carolina played in attempting to keep the public informed about activities of their government, and to discover something about their attitude toward the daily press and its coverage of state government. The study also sought to discover something of the background of capital newsmen; their education and experience qualifications; and what working newsmen found to be their greatest problems in reporting intelligently and fully state government news.

It appears that in South Carolina, few state agencies made a serious attempt to supplement newspaper coverage by a comprehensive public relations program. They generally expressed satisfaction with both the amount of news about their departments which found its way into newspapers and also with the way such news was presented.

The members of the state legislature, like state agency officials, seemed well satisfied with the performance of the press of South Carolina on the state level. Some legislators wished for better coverage of "local legislation," but a surprisingly large percentage of lawmakers seemed to feel they were treated fairly by most of the newspapers most of the time.

The fact that South Carolina has a one-party system, and that all newspapers subscribed to the same party faith, at least on the state level, would appear to be largely responsible for these areas of general satisfaction with

the press.

Despite the apparent satisfaction of state officials with the amount of news published, a measurement of the amount of state government news published by South Carolina dailies indicated that newspapers gave, on the average, relatively little space to state government news, particularly news about administrative agencies.

The thirteen reporters considered in the study were found to have a high level of formal education, with all the group having attended college, and all but two having four-year degrees. Several of the group had work in graduate schools. The educational level of South Carolina newsmen was above that of two other somewhat similar groups with which they were compared, but their experience level was somewhat below that of these groups.

There were some indications that the newsmen's background and training influenced their writings, but there was little in the way of glaring contrasts in the way newsmen handled their stories. The explanation for this seemed to lie in the relative homogeneity of the group and in the similarity of political and economic philosophies of newspapers served by the correspondents.

There was little in comments of the newsmen to lead to the conclusion there was any widespread practice of deliberately suppressing government news in the state, although there were some closed meetings and a few uncooperative officials. Apparently the degree of suppression of news was not sufficient to alarm the newsmen, who seemed to be on friendly terms with the majority of state officials.

(Call No: JOUR 378.7M71 Y1955 W735)

Morgenbladet in Norwegian Press History

1955

Heber Alfred Taylor

Supervisor: Frank Luther Mott

This study deals with the history of *Morgenbladet* (*The Morning Paper*), a conservative Oslo daily newspaper. In addition to the story of *Morgenbladet*, it includes considerable general press history. Chapter I tells of the Norwegian press from its beginning in 1644 until 1819, the year *Morgenbladet* was founded. Also, into the story of *Morgenbladet* proper is woven much material about other Norwegian papers.

Material for the dissertation was gathered by the author while he was in Norway on a Fulbright grant. He went through the files of *Morgenbladet*, read books and articles on the press and held many interviews to find the material that is presented.

The history is given in chronological order. It starts with the earliest press activity in Norway and traces the slow growth of the press until press freedom was guaranteed by the constitution of 1814. The story of *Morgenbladet* starts in 1819, and it predominates from that point in time.

The study introduces the men who have made *Morgenbladet* important for 136 years. Nils Wulfsberg, an ex-priest, was the enterprising founder who patterned the paper after English models. A. B. Stabell, who edited the paper from 1831 to 1857, made *Morgenbladet* influential by carrying it into partisan politics. Christian Friele, an eccentric journalist from Bergen, guided the paper when it was the most powerful press organ in Norway. After Friele's retirement in 1894, Nils Vogt modernized the paper in content and appearance.

A concluding section summarizes the highlights of *Morgenbladet's* history, as well as those of the Norwegian press generally. Basing his judgments on trends that are in evidence now, the author points to a few things that the future seems to hold for *Morgenbladet* and other Norwegian dailies. For example, he thinks that news writing will become crisper and more objective, while news display, for financial reasons, will become more sensational.

(Call No.: THESIS 378.7M71 Y1955 T212)

Truman and the Press

1955

Herbert Lee Williams

Supervisor: Frank Luther Mott

Since Harry S. Truman first became President of the United States on April 12, 1945, many conflicting expressions of opinion have been published with respect to the kind of relations he established and maintained with the press. Many of these reports have been based on limited observation, and in the majority of instances no evidence—historical, experimental or normative—has been presented to support the views expressed.

The purpose of this dissertation is to undertake an exhaustive study of the nature of the relations of Harry S. Truman with the American press during his tenure as President of the United States and to analyze the nature of these relations in the light of the accumulated evidence of the President's private and public utterances regarding the press.

Corollary to this general purpose of the study are the following integrated, but nevertheless distinct and specific objectives: (1) to define President Truman's concepts and theories concerning the press in general and the newspaper press of the United States in particular; (2) to describe his contacts and associations with the "working press"; (3) to explore the attitudes and personal feelings that grew out of his experience with what he considered an opposition press, and to review his criticisms of the press; and (4) to determine, by qualitative and quantitative measurement of the data, consistent and/or inconsistent tendencies in his press relations throughout the period of his Presidential career.

The primary source material presented in the body of the dissertation reveals, for the first time, some of the personal reactions, feelings and impressions of President Truman with regard to certain aspects of his relations with the press, as recorded in his own words. In only one other extant work are his references to the press liberally quoted.

In charting the history of a President's relations with the press of his time, it is impossible to ignore the general history of the period. While the present study does not propose to give a concatenated account of the happenings of the times, it nevertheless sheds new light on certain approaches to current events, particularly from the point of view of the Chief Executive. Neither is the thesis biographical in nature, but as it carries Harry S. Truman

through the mature years of his public life in an effort to discover the true nature of his relations with the press of the country, it presents some new information as to what manner of man he was. The recorded testimony affords valuable insight into little publicized facets of his character, his background, his tastes and his personality—all of which, in turn, bear on his relations with the press.

When the former President was first consulted by the writer at his home in Independence, Missouri, on his feeling with regard to the feasibility and the significance of an analytical research project in the area of his press relations, his reaction was one of enthusiasm. "Few Presidents," he remarked, "have been as misunderstood or as misrepresented in the press as I have. It is a story that needs to be truthfully told."

(Call No.: JOUR PN4731 Y1954 W5)

Twenty Years of Life: A Study of Time, Inc.'s Picture Magazine and its Contributions to Photojournalism

1959

Otha Cleo Spencer

Supervisor: Frank Luther Mott

For nearly eighty years the photograph has been a part of journalism. Since the *New York Daily Graphic* published the first halftone, on March 4, 1880, editors and publishers have had a new tool of communication – a tool which promised to be much more powerful and expressive than the words they had been using for hundreds of years. In the early days of the halftone, a few magazines and newspapers adopted photography, but the profession of journalism as a whole accepted the photograph only as a means of illustration or as a new method to vary typographical make-up.

This study makes a distinction in the definition of certain terms used in journalism. These are: “Pictorial Journalism,” “Photojournalism,” and “Photography.” The study explores the basic philosophy behind each and labels “Photography” as the latest development in reporting.

Twenty Years of Life outlines the expansion and evolution of photography into the field now identified as photojournalism and attempts to show the tremendous importance of the photograph to journalism. This has been done through the story of the highly successful magazine *Life*, the first publication to base its editing philosophy on the use of photographs as the primary means of conveying information and reporting news. This new approach to journalism makes *Life* a unique and valuable contributor to the field of mass communications and establishes its contributions as the beginning of a new era in journalism.

The study also attempts to show that the picture, made by a skilled photo reporter, is now ready to take its place on the same level with the printed word, written by an equally skilled word reporter. The final thesis of this study is that the melding of these two skills – photography and writing – has produced a result which is greater than the sum of its component parts. This result is photo-journalism.

In addition to the mere physical act of taking a picture and printing

it on paper, there is a tremendous amount of philosophy and psychology tied up in the problem of bridging the gap between an event, or an idea, and the mind of the reader. These inner processes are outlined in the elaborate planning that went into *Life*.

The use of photographs in journalism is not enough to gain the spectacular results achieved by *Life* and the other successful picture publications. New concepts of editing must be used, and the publication must support a photographic team in a manner beyond normal practices in journalism today. Editors must learn to "think" in pictures and form the completed story presentation around pictures with a minimum of words. Full support of a photographic team means that the publication must provide the situations which will allow the photographer to exercise his full abilities as a camera reporter. Following this formula, in its complexities, any publication can gain the huge benefits offered by photojournalism.

Life has grown into one of the world's most successful magazines, with a weekly circulation in excess of seven million copies. This has been done through the skilled use of photographs to report the events of the world. *Life* heralds photojournalism as a new type of reporting and a new concept of mass communications.

(Call No.: JOUR 378.7M71 Y1958 Sp34)

An Historical Study of the St. Louis Globe-Democrat, 1852-1958

1959

Jim Allee Hart

Supervisor: Frank Luther Mott

The *St. Louis Globe-Democrat* is now the only morning newspaper in a heavily populated metropolitan area. For more than a century, its contributions to American journalism have been outstanding. Its editors and publishers have been recognized as community, state national leaders and journalists. Their contributions to public service have brought renown to them and their paper.

Founded in 1852 as the *Missouri Democrat*, the journal, until 1879 was mainly a political organ. In a predominantly Southern state, it promoted Free-Soilism, advanced the idea of compensated emancipation, became the chief mouthpiece of the Republican Party, and later fathered the Liberal Republican movement.

After 1875, as the *Globe-Democrat*, it became a leader in the "new journalism" movement, an exponent of "yellow journalism," and finally a conservative newspaper. Its weak editorial policies led to a decline in its prestige. Now, however, as a member of the Newhouse group of newspapers, it is again becoming a forceful paper.

William McKee, publisher and majority owner, was the leading personality of the *Missouri Democrat*. Men who helped promote his paper with their political writings were prominent state and national leaders—Thomas H. Benton, Frank Blair, B. Gratz Brown and Peter L. Foy. McKee employed such nationally known journalists as James Redpath, Henry M. Stanley, John Hume and William Grosvenor.

In 1872, McKee and Daniel M. Houser, who owned a small share of the *Democrat*, sold their interests to George W. Fishback, a part owner since 1857. McKee and Houser then started a rival paper, the *St. Louis Globe*. The *Globe* was successful, and in 1875 McKee and Houser bought the *Democrat* and merged the two papers into the *Globe-Democrat*. McKee's complicity in the Whisky Ring Frauds and his death in 1879 brought a change in editorial policies.

Editor Joseph B. McCullagh was the dominant personality of the

Globe-Democrat until his suicide in 1897. Under him, the paper became less a party organ and more a modern newspaper, enlivened by all the characteristics of "new journalism." Through stunts and crusades, the editor created a paper with great reader interest. He can easily be credited with being the greatest contributor to what the *New York Times* called "the great tradition of St. Louis journalism."

Much of the financial success of the paper during its first fifty years can be credited to the business acumen of Daniel M. Houser, who believed in paying huge sums of money for news-gathering. It was he who advanced the idea of employing telegraph operators as correspondents.

Captain Henry King, editor from 1897 to 1915, coped with the terrific competition of the *St. Louis Republic* and the *Post-Dispatch* during the "yellow journalism" period. Under him, the paper broadened and departmentalized its news. At the same time, it exerted a conservative influence in comparison to its muckraking competitors.

The twenties brought "flush times" to the *Globe-Democrat*. E. Lansing Ray, McKee's grandnephew, gained control of the paper and engineered the absorption of its longtime rival, the *Republic*. Casper Yost, his editorial page editor, became nationally known for his work with the American Society of Newspaper Editors and for his contributions to developing a journalistic code of ethics.

But the paper suffered from the economic depression. A conservative editorial policy, born with the absorption of the *Republic*, a Democratic paper, and evolved in the depression and World War I, led to a decline in the prestige of the paper.

In 1953, the *Globe-Democrat* was sold to the Newhouse group of newspapers. Since then, positive editorial and news policies seem to be effective in regaining for the paper its former prestige in the journalistic world.

(Call No.: JOUR 378.7M71 Y1959 H251)

A Study of Associated Press, International News Service and United Press Reports of Attendance and Reactions of Crowds at Appearances of Eisenhower, Stevenson, Nixon and Kefauver in the 1956 Presidential Campaign

1959

Bryce Wilson Rucker

Supervisor: Earl English

Newspapers have been accused of being biased for or against candidates and political parties during every presidential campaign this century. Most of this criticism has been of news presentation, rather than editorial comment. Because most newspapers receive their campaign coverage from one of the national news services, it was felt desirable to study some phase of the news services' reporting.

This study concerned itself with the three major news services' reporting of sizes of crowds and the ways in which crowds acted at the appearances of Eisenhower, Stevenson, Nixon and Kefauver during the 1956 campaign. Crowd reporting offered an opportunity to determine the extent to which news services differed in their treatment of a subject which lends itself to subjective interpretations.

Ten major appearances of each candidate were designated. Crowd statements were abstracted from the three news services' reports of these appearances. They were submitted to thirty judges who rated each set of statements for each story on a scale of eleven values, ranging from "most unfavorable" to "neutral" to "most favorable" toward the story subject. Statements did not identify candidates, political parties or news services.
(Call No.: JOUR 378.7M71 Y1959 R828)

The Dallas Times Herald, 1879-1961

1961

Reginald Conway Westmoreland

Supervisor: Frank Luther Mott

The reputation of the Dallas *Morning News* has been such that afternoon journalism in Dallas has been almost completely neglected. The only existing afternoon daily in Dallas is the *Times Herald*, a newspaper which has outlasted two other energetic afternoon dailies.

The story of this newspaper presented one serious difficulty: There seem to be only seven copies of the Dallas *Times* (1879-1888). Filling in these years required the checking of local histories, city directories and news papers existing during that period. Certain feature stories in later issues of the *Times Herald* and the Dallas *News* also helped fill this gap. Files of the Dallas *Herald* (1886-1888) are fairly complete and also those of the combined papers which merged in January, 1888.

By far the most fruitful source of information were the newspaper files themselves. Another important source about the early years were long-time employees still living, who provided insights into *Times Herald* personalities and activities.

This research revealed a newspaper with a colorful and energetic background. In the early years, William Greene Sterett of the *Times* and C. E. Gilbert of the *Herald* stand out as excellent examples of individualism and personal journalism. Gilbert's stand on the side of Governor Jim Hogg in the 1892 campaign contributed to Gilbert's losing the newspaper.

Edwin J. Kiest, another "rugged individualist," began his forty-five year reign in 1896. Kiest emphasized thorough coverage of local news, and during the years 1900-1912, the paper experienced an energetic editorial period. It successfully withstood the competition of the *Dispatch*, begun in 1906, and the *Journal*, started by the Dallas *News* in 1914.

By about 1912, the *Times Herald* was supreme in local advertising among all Dallas newspapers, but its editorial policy weakened somewhat by the 1920's. During the 1920's the influence of Tom C. Gooch became more pronounced. He had joined the paper in 1902, and by 1919, was vice president.

Because Kiest paid cash for everything, the *Times Herald* entered the depression years with a new building, debt free, and in good position to weather the lean years. It was during the early 1930's that Gooch began his

front-page columns and editorials that offer a good insight into the paper's policies. Gooch became publisher upon Kiest's death in 1941, and in turn was succeeded by the present publisher, John W. Runyon, in 1952.

The 1950's marked the beginning of the *Times Herald's* greatest period of service. While maintaining its advertising supremacy in Dallas, the paper was turned to self-analysis to produce a better product. The team of President James F. Chamber, Jr., and Vice-President and Executive Editor Felix R. McKnight give the publication an enthusiastic and dedicated leadership that seems aware of the newspaper's responsibilities in today's complex society.

(Call No.: JOUR THESIS PN4731 Y1961 W4)

Nathaniel Patten, Jr., and the Missouri Intelligencer and Boon's Lick Advertiser

1961

Scroggins Albert Taylor

Supervisor: Frank Luther Mott

Nathaniel Patten, Jr., a well-educated, puritanic native of Roxbury, Massachusetts, issued a newspaper prospectus in the legendary Boon's Lick country of Central Missouri on February 11, 1819, preparatory to establishing the *Missouri Intelligencer and Boon's Lick Advertiser*. By the time the newspaper appeared, April 23, 1819, Patten had taken a partner, Benjamin Holliday, who retained some interest in the publication until the summer of 1822, when Patten took another partner, John T. Cleveland, for two years. He added only one other editor, John Wilson, and for only a twelve-month period in 1827-1828. Thus Patten was connected with, or owned the *Intelligencer* outright, for more than sixteen years, at a time in American history when a majority of newspapers were expiring within two years of their founding. Patten sold the publication on December 5, 1835.

The *Intelligencer* is significant for it was the first newspaper west of St. Louis, the first country newspaper in Missouri and the first newspaper north of the Missouri River. Patten, a remarkable editor for the period, brought impartial journalism to Central Missouri at a time when the country as a whole was engaging in highly partisan newspapering. He opened the *Intelligencer's* columns to all sides of political questions and asked for contributions from the creative talent in Boon's Lick. The result was notable local poems and stories of Santa Fe expeditions, Indian sacrifices, and hunters and boatmen, and essays on the manners and morals of Missouri society.

Patten became pro-Whig, anti-Jackson in politics in 1827, when a Jacksonian press, headed by James H. Birch, was set up to fight him in Fayette, where he had moved the *Intelligencer* in 1826. Patten opposed this newspaper, the *Western Monitor*, with all his energy until 1830, when he took his *Intelligencer* to Columbia, where it remained until he sold it to James S. Rollins and other Whigs in 1835.

Patten worked hard at making the *Intelligencer* attractive. He was progressive in his attitude toward timeliness in news and often printed stories of events the same day they occurred, or issued "extras" when the occasion

demanded. He was ahead of his day in encouraging advertisers to change their advertising copy frequently and often broke across column rules to run multi-column advertisements. He conceived of the *Intelligencer* as a kind of liberal arts educational institution and the conscience of Boon's Lick in matters of conduct and morals.

Continually plagued with sickness and bad luck, Patten was endowed with an unusual amount of fortitude and tenacity—attributes which helped him to overcome or endure the difficulties and frustrations of producing a newspaper more than one hundred and fifty miles from St. Louis, the nearest supply center. His problems were multiplied by the fact that the *Intelligencer* never had a circulation of more than 400. Many who did subscribe, or who ran advertisements, refused to pay their bills, which made the business a marginal one at best. The fact that the *Intelligencer* was able to subsist at all, is a tribute to Patten's resourcefulness and enterprise.

At the time he disposed of the *Intelligencer* in 1835, Patten was the best known newspaper man in Missouri. He was the senior publisher in point of time, and was respected by friend and foe alike. Patten had brought impartiality and integrity to Missouri journalism when it was needed most—in the formative period of statehood. After selling the *Intelligencer* in 1835, Patten soon published another newspaper, the *Clarion*, at St. Charles, in September, 1836. His ill health continued, however, and he died on November 24, 1837, at the age of forty-five.

(Call No.: JOUR THESIS PN4731 Y1961 S3)

Stanley Vestal: Champion of the Old West

1964

Raymond Jean Tassin

Supervisor: William H. Taft

The purpose of this study is to present a biography of Walter Stanley Campbell (Stanley Vestal), writer, historian and teacher of writers. It covers the many facets of his life and work, and his personality, character and philosophy. Data came from his twenty-four published books and 160 shorter pieces of writing, his 200 boxes of records, various newspaper and magazine articles about him, and from persons who knew him.

Born in 1887 in pioneer Kansas, Vestal moved to the last frontier -- Oklahoma Territory -- in 1898. As he grew to manhood, he spent more time among the plains Indians in western Oklahoma than he did at home. He learned to love their way of life and decided to tell the world the truth about them from their viewpoint. He also wanted to write about the white plainsmen and mountain men like Kit Carson who shared his preference for the Indian way of life.

As the first Rhodes scholar to Oxford University from the new state of Oklahoma in 1908, Vestal learned exhaustive library research methods to go with his field research among the tribes and frontiersmen. Marriage in 1917 and service in France as a captain of field artillery during World War I gave him the maturity he needed. From his parents and his contacts with literary greats of the day he developed an unquenchable thirst to write.

For 42 years Vestal taught literature and professional writing at the University of Oklahoma. From this base he roamed the great plains and Rocky Mountains, acquiring as complete a knowledge of the Old West as anyone is ever likely to have.

Vestal's seven biographies are his best work, particularly *Kit Carson* and *Sitting Bull*. The latter includes a chapter narrated by the Sioux warrior who killed General Custer in hand-to-hand combat, revealing for the first time how Custer and his men died. Vestal interviewed more than 100 Sioux who participated in the Custer battle. The biographies, and seven histories, are among the best ever published depicting life in the Old West. A major reason is that plains Indians gave him information previously unknown outside their tribes. They did so because they trusted and respected him. Two Sioux chiefs -- including the one who killed Custer -- adopted

him.

In 1938 Vestal founded his unique school of professional writing at the University of Oklahoma, based on a modified version of the Oxford Tutorial System and using four textbooks he wrote. In the next twenty years about half of his 2,500 students became successful free-lance writers, 250 full time, selling 250 books and 10,000 shorter items to 1,000 different magazines for \$2 million. He estimated this to be about half the total. One student published more than 500 short items, another sold two dozen books, a third received \$340,000 for movie rights to a single book.

Vestal was two people, not only in name. To many, he was the scholarly university professor, Walter S. Campbell. To others, he was the rugged outdoorsman, Stanley Vestal. Campbell was pure British, while Vestal -- like the frontiersmen he wrote about -- was pure Indian under the skin. He thoroughly enjoyed both sides of his nature.

From birth to death, just about every factor in the life of Vestal contributed toward making him a frontiersman in spirit, a historian by nature and a writer and teacher of writers by vocation -- a combination that produced a champion of the Old West.

(Call No.: JOUR THESIS PN4731 Y1964 T3)

A Q-Methodological Study of Some Effects of a Fictional and Documentary Treatment of a Controversial Issue

1964

Mary Jane Rawlins

Supervisor: William Stephenson

The purpose of the study was to examine reactions to filmed fictional and factual treatments of a controversial issue. The study was essentially methodological: It was hoped to find a method which would sensitively measure reactions to films.

The films used for the experiment were *Who Speaks for the South?*, a CBS documentary report on the controversy over desegregation of the schools in Georgia, and *A Raisin in the Sun*, a filmed adaptation of the Lorraine Hansberry drama. Both were concerned with the controversial desegregation problem.

The terms opinion, attitude and belief were carefully defined; opinions as the varied judgments held by a person without sufficient grounds of fact or authority; attitude as the manner with which a person regards or expresses his opinions; and beliefs as fundamental, ego-involving complexes of opinions, attitudes and values.

Subjects for the experiment were ninety-one freshman students at a large women's college and forty university graduate students. The experiment involved a pre-test, treatment (or "no treatment," for the control groups) and post-test design.

Q-technique was the major instrument of testing. With his Q-sort, each subject could provide a multi-valued "model" of his views, which involved his opinions, attitudes and beliefs.

The Q-sort data was supplemented by a questionnaire and by depth interviews.

The research yielded methodological conclusions and generalizations. With respect to the methodology, it was concluded that:

1. Beliefs and attitudes are grouped into types, and these types are distinguished as factors. Major factors reappear for similar groups of subjects.
2. There were more changes among treatment than among non-treatment subjects.

3. The fictional treatment resulted in a greater number of post-test changes and in more "negative" changes; method thus differentiated between the "fictional" and "documentary" treatment groups.

4. The method did not provide clear-cut distinctions between the "quality" or nature of the response to the documentary and to the drama. Post-film comments and interviews suggested that the documentary was effective in imparting information and rousing outwardly directed and gross emotions such as anger, hate, etc., while the more personal experience of the drama stirred non-aggressive, finer sentiments such as compassion, pity, etc. However, such suggested differences need further study, perhaps with a more subtle Q-sample or by other projective techniques.

The following interpretive generalizations serve as hypotheses for further study:

1. The data suggests that more rigidity of opinions, attitudes and beliefs is to be found among older graduate students than among the freshman students.

2. Many of the students showing significant post-test changes seem to have been uninformed or undecided about the integration issue, as judged by their pre-test data.

3. Segregationists are more defended in their beliefs than desegregationists. The segregationist's defenses and rationales may either change or break down at various times, causing variations in attitude.

4. The "fictional" treatment seemed to provide greater reinforcement of belief among desegregationists than did the documentary treatment. While both were subtly biased toward desegregation, the drama evoked more intense, emotional commitment to the cause than did the documentary.

In general, it was felt that this research represented an advancement over preceding attitude studies in that it approached opinions, attitudes and beliefs realistically as complex, interrelated phenomena and not as individual, isolated "bits" of judgment. It was shown in this study that Q-method allows a wide range of opinions to be brought under systematic control, so that the person's complex, overall views on a subject may be represented and examined. Although the study offers no definite conclusions as to differences in effects of the documentary and fictional treatments, it generated many suggestions for future research in the area.

(Call No.: JOUR THESIS PN4731 Y1964 R3)

Freedom of Information as an International Problem

1964

Michael Ta Kung Wei

Supervisor: Paul L. Fisher

The United Nations has declared that freedom of information is a fundamental human right -- the touchstone of all the freedoms to which the worldwide organization is consecrated.

In 1948, the United Nations sponsored a world-wide conference on freedom of information. Attended by 54 governments, it marked the first time that nations of the world had ever taken an active part in promoting freedom of information.

In the past 15 years, one of the major undertakings of the United Nations in this field has been to define the concept of freedom of information and to secure, by discussing and adopting conventions, the observance of legal obligations emanating from the concept. To achieve this aim, four types of instruments have been used:

1. **The Universal Declaration of Human Rights:** Although it dictates only moral principles, this declaration was proclaimed on December 10, 1948, by the General Assembly as "a common standard of achievement for all peoples and all nations." Article 19 of the declaration deals with freedom of information. Derived from Article 19 was an elaboration on moral principles known as the Declaration of Freedom of Information, proposed and adopted by the Economic and Social Council of the United Nations in 1960.

2. **The Draft Covenant on Human Rights:** This covenant is an international "Bill of Rights" dealing with all human rights including freedom of information. The rights in the covenant are broad enough to allow varying interpretations of their concepts, mainly by judicial decisions. In early 1964, this covenant on human rights was still in the drafting stage.

3. **The Draft Convention of Freedom of Information:** This convention is designed to achieve a common standard of national law in the field of freedom of information. It allows contracting states to assume certain obligations with respect to their domestic legislation and be entitled to take action against alleged violations of the convention. It defines the scope and limitations of freedom of information. It draws the line between rights and

duties, freedom and responsibility and, if adopted, would become the basic law on the subject. Its drafting has met great difficulty and confusion, and at present, only four out of the 19 articles have been accepted by the Third Committee of the General Assembly.

4. The Convention on the International Transmission of News and the Convention on the International Right of Correction: These conventions aim at putting forth a common standard for solving practical problems in the field of freedom of information. Almost all countries have an immediate interest in facilitating the transmission of news across their frontiers and also desire a remedy to correct misrepresentation of facts. The Convention on International Transmission of News has been adopted by the General Assembly but has not yet been opened for signature; the Convention on the International Right of Correction was ratified by the necessary six nations and entered into force as a treaty in 1962.

As a result of the cold war and differing ideology, the progress in the United Nations in this field has been quite slow. This study traces the development and collects the arguments about and definitions of freedom of information by nations divided on the issue. The basic division seems obviously to be that some countries emphasize freedom while others concentrate chiefly on responsibility.

(Call No.: JOUR THESIS PN4731 Y1964 W4)

A History of the Shreveport Times

1964

Jess Baker Covington

Supervisor: Frank Luther Mott

This study deals with the history of the *Shreveport Times*, Shreveport, Louisiana, from its founding in 1871 to 1962. A great, modern newspaper today, the *Times* since 1871 has been a recognized leader in its trade and circulation territory of Northwest Louisiana, Northeast Texas and Southwest Arkansas.

It was the purpose of this study to determine, in so far as possible, the contributions of the newspaper to its city, its state, its circulation territory and to American journalism. Editorial and news policies, management, innovations, additions and the development of the business side of the *Times* were charted through the years. Special attention was given to the newspaper's fight for good government.

The study was arranged chronologically. Files of the newspaper itself provided most of the information included in the project. Other sources included histories of Louisiana and Shreveport, official court records and interviews with persons who had special knowledge of the newspaper.

Founded during the difficult days of reconstruction following the Civil War, the *Times* somehow managed to weather all storms, and if the newspaper ever missed publishing a regular issue since its founding, the records do not indicate it.

Plagued by numerous management changes in its early years, the publication between 1871 and 1908 had more than a dozen changes in ownership. First real ownership stability came in 1908 when the *Times* was purchased by Colonel Robert Ewing, publisher of the *New Orleans States*, and a group of associates. Between 1908 and 1962, the newspaper, under the control of the Ewing family, had only three publishers.

In 1953 the *Times* joined with the *Shreveport Journal*, an afternoon daily, in a semi-merger. The two newspapers remained independently owned but pooled their mechanical, circulation, advertising and business departments to cut production costs. This semi-merger led to greater financial stability for both newspapers and there is no indication that it had any effect on the news and editorial departments of the two publications which are still strong competitors.

A shining star in the editorial crown of the *Times* has been its stand for law and order and good government. It denounced carpetbag government, lynching, the Ku Klux Klan and one of its biggest crusades was a bitter battle against the Huey P. Long political machine.

Founded as a "thoroughly Democratic" publication, the *Times* vigorously supported the National Democratic Party until 1944. Alarmed by what it termed socialistic and communistic trends in the Democratic administration, the newspaper edged closer to the views of the Republican Party. It formally endorsed General Eisenhower for President in 1952, the first Republican Presidential candidate ever to be supported by the *Times*. It also supported Republican Richard Nixon for President in 1960.

Comfortably housed in a new \$4,000,000 plant completed in 1962, the *Shreveport Times* today can look back on more than ninety years of successful growth as a newspaper contributing to the rich Ark-La-Tex area. The growth of the newspaper has closely paralleled the development of Shreveport. The publication has won many battles, and it has lost some campaigns. Always it stood for what it thought was good for the city, state and nation.

(Call No.: JOUR THESIS PN4731 Y1964 C6)

General Theory of How Ads Influence Consumers

1965

Ernestine Estelle Cummings

Supervisor: William Stephenson

Whether one looks at advertising as a matter of communication or sales results, a theory of how it works is urgently needed.

This study concerns a series of experimental steps leading to such a general theory. We asked, first, how people reacted ordinarily to ads as they read a mass magazine. A new magazine was handed to the individual, and he was asked to read it in his normal manner. Close observation and later questioning revealed few ads out of the total in the magazine were remembered under normal conditions of unintentional learning -- the median being three or four. In addition, these few depended upon visual communication and not upon any copy slogan or headline. The main part of the study was then to seek to explain why certain ads were recalled and others not.

Probing into this led us into consideration of how a person relates to such pictures: We asked whether it could be explained as being interested in them; or how far an attitude was generalized about them (to look at them aesthetically, critically, etc.); or how far deeper emotional values were involved, such as sentiments; how far a want of the individual decided response; and, more interestingly theoretically, how far ease of identifying with the substance of the picture was the key factor. There can be no doubt that all of these principles are involved to some degree, in one way or another. However, our initial guess, that identification with an ad's visual communication and feeling is of special importance, seems to be borne out by the probes we have made. Moreover, if the ad is a "good one" it leads to positive identification. If it is neither "good" nor "bad," but largely neutral, it has no effect upon the person, and he not only doesn't remember it, he almost doesn't see it. On the other hand he isn't likely to miss seeing ads with which he can identify (positively or negatively).

Thus, looking for evidence of identification, eight ads were selected to represent the range from ads readily recalled to ads not readily recalled. From the series of tests devised and further probing conducted, the study suggests the following principles:

(1) Wants, and interests, subserved no doubt by various deeper needs and sentiments, are the motivating factors in advertising. The various media would cease to exist without interest, and advertising would not sell without wants. (2) Ego-involvement, shown as positive identification, is a primary factor in want promotion. That is, if there is a want, an ad with which a person can identify positively in relation to it is effective; because (3) positive identification is conducive to memorability, not of the ad as such but of the product or service (Ford cars were recalled, not the ad as such; Campbell soups were recalled rather than tomato soup only). (4) What one can identify with tends to be pre-selected; one tends to what one can identify with, and one "overlooks" what one cannot identify with. (5) Not all communication judged to be "liked," or as having appeal, or as pleasant, is necessarily ego-involving or identified with. Nor is communication which is disliked or criticized necessarily not identified with -- it may be subject to negative identification. (6) There is some evidence that ads reacted to with negative identification are ineffective, as judged by low memorability.

(Call No.: JOUR THESIS PN4731.Y1965 C8)

Charles G. Ross: His Life and Times

1965

Ronald Truman Farrar

Supervisor: William H. Taft

Within hours after he had suddenly been thrust into the Presidency, Harry S. Truman summoned to the White House Charles B. Ross, his boyhood friend and classmate, and asked him to become his press secretary.

Ross agreed, although reluctantly, and went on to serve Truman not only as press secretary, but as advisor and confidant, until he died at his desk five years later.

Ross's White House responsibilities, however, were only a climax to distinguish career in journalism and education.

The author has attempted to describe the extraordinary life of Ross -- not only his contribution to the Truman administration, but his development as a man and the work he did as a teacher and journalist.

Ross was born in Independence, Missouri, in 1885. After compiling a brilliant scholastic record there, he went to the University of Missouri where he began to develop his talent for writing. After graduation he worked three years on newspapers and then returned to the campus to become a member of the original faculty in the world's first school of journalism. His academic career lasted ten years, and in that time he rose rapidly from instructor to professor, wrote a widely used textbook and spent a useful sabbatical year in Australia.

During World War I, however, Ross grew restless with his quiet academic life and accepted an offer to organize a Washington news bureau for the *St. Louis Post-Dispatch*. Under the dynamic leadership of Oliver K. Bovard, the managing editor, the *Post-Dispatch* developed into one of the nation's outstanding dailies. And Ross, as chief of its capital bureau, had earned a national reputation for thoughtful news analysis. During the Depression, Ross -- at Bovard's suggestion -- developed a definitive analysis of the economic situation; the resulting article, "The Country's Plight -- What Can Be Done About It?", was widely acclaimed, and Ross was awarded the Pulitzer Prize for reporting that year (1931).

Meanwhile, there was internal dissension on the *Post-Dispatch*, as the powerful personalities of Bovard, Clark McAdams, editor of the editorial page, and Joseph Pulitzer Jr., the publisher, clashed over the policy the paper

should follow during the Depression. Pulitzer eventually decided to relieve McAdams and replace him with Ross, who was liked and respected by the entire staff. Ross, who never enjoyed his duties as editor, nevertheless served five years in that capacity. In January 1939, with the crisis well past, Ross was allowed to return to Washington, where he resumed his political commentaries, this time with the title of "contributing editor." Ross assumed, and hoped, that he would continue this work until his retirement. But Truman's accession abruptly changed his plans.

As press secretary, Ross was a "buffer" between the press and the President. In addition, because of the respect Truman had for him, Ross became a trusted advisor and close friend. He was a great moderating influence on Truman, directly and indirectly, and as such a significant member of the administration team.

The study was drawn heavily from primary sources. Ross's papers, covering his years as press secretary, are in the Harry S. Truman Library and were used extensively. In addition, much of the account of his work as editor of the editorial page of the *Post-Dispatch* came from private correspondence between Ross and Pulitzer, letters in the possession of Joseph Pulitzer III. The earlier period was covered through private correspondence in the possession of Mrs. Mary Paxton Keeley, a friend of the youthful Ross. These materials were supplemented by other sources, primarily newspaper and magazine articles, and, to a lesser extent, statements from those who knew Ross and worked with him.

Anatomy of the Public Health Annual Report

1965

Donald John Brenner

Supervisor: William Stephenson

The aim of this study is to examine the annual report comprehensively, utilizing communications research methodology to gain theoretical insights into the problems surrounding annual reports – what to put into them, what forms to use, how to make them effective.

The study focuses on a particular kind of annual report, that of the State Division of Health. An attempt is made to determine what public “interests” in health exist and how a report – assuming the aim is to influence the public favorably – can appeal to such interests effectively. Previous studies have shown public interest in public health to be of low saliency.

A theoretical assumption is that the interests, or key concepts, must arise from the data, necessitating examination of the entire interest structure of subjects. Assuming further that interest structures are multidimensional, Q-technique seems to supply the necessary procedures. Q-technique, involving factor analysis, yields data in the form of self-descriptions and permits grouping of subjects by generally similar interest structures in the area of public health.

To determine what is at issue in the preparation of health reports the study includes a detailed examination of all published state health reports, and of preparation procedures for the Missouri report. These examinations are considered important to permit practical as well as theoretical suggestions for increasing the effectiveness of health reports.

The study employs three Q-samples, each administered to forty subjects: The first utilizes a sample of thirty-three section headings from health reports, gathered from the state reports. It is included to indicate the general scope of interests in public health. The second is a sample of thirty health report covers – five of them specially prepared – incorporating various visual and content effects: color, size, subject emphasis, etc. It is intended to yield data on more particular interests and on general public regard for health reports. The third Q-sample consists of statements concerning health reports and public health in general; the statements are drawn

largely from ten preliminary copy testing interviews using six of the state reports. Subjects sorting the Q-samples in each case are in "sets," including representatives from several pertinent backgrounds.

The contents Q-sorting indicated four groupings of interests: personal health and sanitation (both favored by the young), traditional public health matters and programs for parents. But the statements Q-sorts indicate that public health interests lack focus and saliency, and/or there is little in existing reports to satisfy them. Likewise, in the covers study greater importance is attached to attractiveness than to appropriateness of subject matter; visual aspects become important when the subject matter doesn't satisfy. More favorable expressed attitudes seem to be attempts to reply in socially approved ways.

The data indicate that the key to arousing interest in health through reports is compassion, subtly injected, with correlative emphasis on human interest. A rational rather than emotional appeal seems to be indicated.

Creating interest through the reports seems to require building on existing personal, practical interests in health. There is strong indication in the data that the negative persuasive approach -- showing health situations to be avoided -- does not succeed.

Evidence is that there can be no successful compromise between the comprehensive report for professionals and the attractive, "popular" report, but the former can be made more effective with visual attractiveness.

The study indicates that, to succeed as a persuasive, public communication instrument, a report should be personal, emphasizing brevity, visually but aesthetically attractive, and should be organized in summary form by reader-interest topics. The latter would include sections for young, active adults, for parents and for older persons.

(Call No.: JOUR THESIS PN4731.Y1965 B7)

A Survey of Contemporary Newspapers of Mexico

1965

Robert Bruce Underwood

Supervisors: Frank Luther Mott and William H. Taft

Although the first printing press in the Western hemisphere was set up in Mexico City about 1536, ruthless Spanish rulers successfully opposed the free dissemination of information. Nevertheless, journalistic media evolved from printed circulars to monthly journals, various government and literary organs and finally to daily newspapers.

Independence from Spain did not free Mexico from political turmoil and vacillating press freedom. During the French intervention, Emperor Maximilian gave lip service to press liberty while actually throttling newspapers. Early in the present century Rafael Reyes Spindola introduced modern newspaper equipment and methods into Mexico as publisher of the Mexico City daily, *El Imparcial*. The peaceful years following the twentieth century revolution have witnessed a multiplication of newspapers as well as of other types of media in the republic, the installation by many newspapers of more modern equipment and methods and the improvement of working conditions for newsmen.

International agencies which regularly transmit news to and from Mexico are: *Agence France-Presse*, Associated Press and United Press International. Two agencies of foreign governments--*Prensa Latina* of Cuba and the United States Information Service--distribute their articles free to Mexican newspapers.

The Federal District, with approximately one-sixth of the population of Mexico, publishes almost a third of the newspapers of the republic. Of the 40 general interest and 120 specialized newspapers of the Federal District, 16 are published five or more days per week. The specialized papers are devoted to labor, politics, religion and philosophy, regional interests, racial minorities, commerce, sports and entertainment, the federal government, education, fraternal groups, tourism, foreign countries, the cooperative movement, culture and legal matters. The Federal District also is headquarters for the Garcia Valseca chain of 31 publications and the Bercum chain of five newspapers. The Garcia Valseca group is the most extensive newspaper chain in the Spanish-speaking world.

Outside the Federal District 17 dailies and 356 other papers are published. Each state and territory publishes the following number of newspapers: Aguascalientes 3; Baja California 18; Baja California Sur (Territory) 2; Campeche 2; Coahuila 28; Colima 9; Chiapas 16; Chihuahua 26; Durango 4; Guanajuato 25; Guerrero 14; Hidalgo 9; Jalisco 37; Mexico 16; Michoacan 37; Morelos 16; Nayarit 16; Nuevo Leon 24; Oaxaca 10; Puebla 17; Queretaro 5; Quintana Roo (Territory) 0; San Luis Potosi 12; Sinaloa 21; Sonora 35; Tabasco 5; Tamaulipas 28; Tlaxcala 3; Veracruz 47; Yucatan 8; and Zacatecas 10.

Cities which publish more than 10 newspapers each are: Guadalajara, Cuernavaca, Monterrey, Mazatlan, Chihuahua, Morelia and Puebla.

Newspaper content mirrors the widely varying social and economic conditions; however, editors throughout Mexico show similar ideas of what makes news. While press freedom is guaranteed in the federal constitution, publishers almost never make adverse comments about the federal government, church or high government officials. The national government can influence newspapers by controlling the supply of newsprint, granting or refusing to grant loans through its *Financiers Nacional* or by other means.

Though most phases of newspaper publishing have shown signs of progress within recent years, Mexican media are hampered greatly by the lack of advertising, by small circulations and by the high cost of printing equipment, almost all of which has to be imported.

The further development of newspapers appears to hinge on two of the greatest problem areas of the nation—economy and education. Before its press approaches a high degree of freedom and efficiency, it appears that Mexico will have to raise its literacy and general educational level. At the same time it will have to produce and distribute more goods and services to its millions of underprivileged citizens.

(Call No.: JOUR THESIS PN4731.Y1965 U5)

A Q-Methodological Study of Attitudes about Mass Communication

1966

Wilma Jean Bruner Crumley

Supervisor: William Stephenson

This Q-methodological study of mass communication was considered preliminary, exploratory and prototypical in nature. Its concern was with the attitudes toward the mass media-mass consumption complex held by the literate public. A sample from this literate public, 45 academicians, were used as subjects. They were chosen to match a random sampling of academic interests within a major university.

In keeping with the concern for conceptual analysis rather than hypotheses testing, factor analysis and Q-methodology were employed. The assumption was made that there is a direct relation between broad attitudes of mind and acts subsequently taken. Therefore it was supposed that in the areas of mass communication people are pre-selective in what they read, hear and watch in relation to their basic belief systems and the broad attitudes of mind they hold.

The study proceeded using Q-technique to first operationally define attitudes of mind concerning social character and then those toward the mass media-mass consumption area.

The academic sample was found to be segmented into five factors (attitudes of mind) regarding the broad, general area of social character as encompassed by David Riesman's theory of tradition, inner and other directions of conformity. Two broad belief systems explain these five attitudes of mind. Four are largely based on inner-direction; one results from other-direction. Two of the inner-directed types show indications of movement toward autonomy.

Five factors defined the attitudes toward mass communication for the academic set of 45. One of the types (Mb) is strongly critical of the mass media and mass consumership. Another (Ma) shows little ego-involvement with the mass media, using it to pass the time as entertainment. Factor Md represents the "new mass consumption society" where the mass media is used as a way of life. The enjoyment of this use must be supposed to have ego involving roots. The mass media (particularly television and radio) are

supportive of old age for Me, while type Mc is anomie.

A near one-to-one relationship was found to exist between attitudes in the broad area of social character and those toward the mass media. The one exception was the overlapping of social character types of mass media factor Mb, the strongly critical of mass media factor.

Support was found in the study of factor Md for Katona's theories of mass consumption as well as for Riesman's theories of taste changing. The latter was found to have a broader base than the other-direction Riesman proposed. The suggestion is found in this study that also to be included are the types moving from inner-direction toward autonomy. The study also bears on theoretical matters concerning the elite, suggesting that the critical regard for the mass media must come from Md, the "cultural diffusionist" rather than from Mb, who is unsympathetic to the mass media and out of step with consumership. Areas of common agreement among the factors were defined, and these are suggested for bridging the attitudes of Ma, Mb and Mc in mass communication designed for the literate public.

In addition to the modeling of attitudes concerning mass communication, this prototypical, exploratory study has raised questions concerning theories that at this time must be put forward as hypotheses for future study. (Call No.: JOUR PN4731.Y1966 C7)

The Story and Stories of the Copley News Service

1966

Eric Maxwell Odendahl

Supervisor: William H. Taft

James S. Copley, chief executive of the Copley chain of newspapers in California and Illinois, on September 22, 1955, established the Copley News Service at San Diego, California, to fill what he and others in his organization felt was a "void" in reporting the major news trend of Latin America in particular and of the world in general.

From the beginning, CNS, as it came to be known, rarely reported on-the-spot news events. Rather, as a supplemental news service to the much-larger Associated Press and the United Press International, it generally provided interpretative background stories of newsworthy events or political, economic or social conditions in a region or country.

CNS began with a three-man staff of manager Russell Brines, military editor Rembert James and Latin American editor David Hellyer. In 1957, William Giandoni replaced Hellyer as the Latin American editor. Brines has since left the organization, and James now is CNS editor and general manager. Whenever possible, the picture of CNS for this study was painted by the editors and correspondents themselves. Emphasis was placed not only on specific stories but also on insights by correspondents about their work and lives.

In the beginning, CNS had about half a dozen parttime "string" correspondents in Latin America. Coverage expanded until there now are four fulltime correspondents covering that same area with bureaus in Mexico City, Caracas, Buenos Aires and Rio de Janeiro. There are other bureaus in Paris, London, Tokyo, Hong Kong, Beirut and Saigon. Domestic bureaus include the San Diego headquarters; Los Angeles; Sacramento, California; Washington, D.C.; Springfield, Illinois; Miami, Florida; and Honolulu, Hawaii. The present number of clients is 122, including the 16 Copley newspapers.

Stories about Latin America comprised at least 50 percent of the initial CNS output, and service was provided only by airmail. A Teletypesetter system of transmission in 1961 linked CNS headquarters in San Diego with

the Copley newspapers in Illinois and California. Now Copley editors get CNS stories on a "spot" basis, instead of by mail. *The San Francisco Chronicle* was the first newspaper to subscribe to CNS's leased-wire service early in 1965. Other wire clients are the *Detroit News*, the *Boston Herald-Traveler*, the *Amarillo (Texas) Globe-News*, the *Shreveport Journal*, *La Opinion* (a Spanish-language newspaper in Los Angeles), and the *Stockton (California) Record*.

The biggest "scoop" for CNS was claimed in 1962 when Charles Keely, then Latin American reporter in Washington, was two months ahead of the Cuban missile crisis with a story that there were 16,000 to 20,000 Russians in Cuba. Keely won an honorable mention in the Raymond Clapper annual awards of 1963 for his stories about the missile buildup.

Latest expansion of CNS is the translating of five or six stories daily into Spanish for Latin American clients. The young agency also is beginning to feel its strength with the hiring of Pulitzer Prize-winner Gene Sherman from the *Los Angeles Times* and a Paris correspondent from the *Chicago Tribune*.

Executive news editor John Pinkerman says that CNS, more than any other service today (including the Associated Press and the United Press International), is doing work almost exclusively in the interpretative, the background and the penetrative type of reporting. Editor and general manager Rembert James foresees the CNS operation built around a larger staff with more in-depth material on various stories that affect human life. (Call No.: JOUR PN4731.Y1966 O3)

Attitudes About Science: A Dissection

1966

Joye Patterson

Supervisor: William Stephenson

Beginning with C. P. Snow's thesis that a serious gulf in communication exists between science and literary intellectuals, a study was proposed to seek to determine empirically attitudes of the educated public about science. The second part of the proposal was to exemplify a method for arriving at key issues, knowledge of which could be helpful to the science writer in suggesting topics that might be most likely to produce lively, and common, discourse among scientists and educated non-scientists.

Following Q-methodology a sampling of opinions about science was collected. These were drawn from the science communication complex, i.e., from general magazines, newspapers, speeches and books on the subject. The Q-sort assembled in this manner consisted finally of 72 statements which represented a sampling of the large number of opinions held about the values and purposes of science.

Forty-five persons were interviewed for purposes of this study. They represented three interest groups: 1) scientists, 2) communicators (journalists, artists, novelists, English professors - all concerned with the communication of ideas to the public) and 3) educated members of the public, not employed in academic or communication fields but considered as opinion leaders in their respective areas.

Each of the participants was interviewed by the author and performed the Q-sort, i.e., ranked the statements to provide a model of his attitude about science. Factor analysis of the resulting data revealed four factors, or four attitudes, about science.

Results of the study appear to have a direct bearing on the two culture problem. Findings suggest that the educated public is indeed split, but into at least four segments and not just two. The factors can be summarized briefly:

A - Includes scientists, communicators and members of the general public, suggesting that the three interest groups can share an attitude of mind. They express an appreciation of the contributions of science and welcome it as an expansion of man's knowledge but appear to have little direct interest in science.

B - Public only. Economic-centered. They speak about science in

approving pat cliches but reveal little understanding of science or concern about it, except with the comforts and conveniences which it can provide.

C - Science-humanities conflictual, consisting both of scientists and humanists, with the two extremes indicated; the one pole all for science, thinking it can solve all man's problems; the other as strongly convinced that the humanists, rather than scientists, have the right answers.

D - Composed almost totally of scientists. Confident and enthusiastic about their work and riding high on the tide of prestige, they appear to be absorbed with probing the mysteries of space, the cell and the atom. More than any other factors, they are concerned that the public should know more about science.

Each of the factors appears to be anchored in a firmly held belief system. Since previous communications research suggests that such beliefs are not easily, if ever, changed, communication possibilities would seem to lie in steering clear of these belief systems and directing attention to issues about which people can share a common concern. Such issues are represented in the model by the consensus statements.

Two other findings are of possible interest. There is considerable evidence concerning play-theoretical aspects of science communication. However, more detailed investigation would be necessary for substantial conclusions to be reached. Another concerns the theoretical "watchdog" factor which was posed as the possible role for the responsible science writer. No such "critical concern for the public good" appears as the four factors. Each of these areas suggests problems for future study.

(Call No: JOUR PN4731.Y1966 P3)

The Role of the United Nations in Communications Satellites

1967

Nancy Carol Jones

Supervisor: John C. Merrill

The purpose of this dissertation is to survey and evaluate the work of the United Nations in the field of communications satellites and determine the prospects. Three areas of the UN work are considered: the space committee, the Office of Public Information and specialized agencies. In addition, chapters are devoted to national efforts and regional and international organizations in the field.

Birth and functioning of the UN Ad Hoc Committee on the Peaceful Uses of Outer Space in 1958-59 are traced. Debates on communications satellites in the permanent UN Committee on the Peaceful Uses of Outer Space, which was organized in 1960, are related. Under the chapter on public information, the satellite transmissions from the UN are discussed. Specialized agencies receiving main attention are the International Telecommunication Union (ITU) and the United Nations Educational, Scientific and Cultural Organization (UNESCO). ITU's high points in the field were the 1959 and 1963 conferences to allocate radio frequencies for space services. UNESCO played an important role in its 1965 Meeting of Experts on space communications. The interest of other specialized agencies dealing with such areas as aviation and shipping also are included.

Many nations are interested in operating communications satellites. Canada, France and Germany have proposed satellites. At one time the United Kingdom was interested in a Commonwealth communications satellite system. The USSR is operating its own network of orbiting "Molniyas" (Lightning). More than a dozen "comsats" have been launched in the past by the U. S. and the section on the U.S. experiences serves as a brief history of communications satellites.

Regional efforts covered include the European Conference on Satellite Communications (CETS), European Space Research Organization (ESRO), European Organization for the Development and Construction of Space Vehicle Launchers (ELDO) and the communications satellite system proposed by nine Communist countries.

Work of the International Council of Scientific Unions (ICSU) and

its Committee on Space Research (COSPAR) are sketched. The arrangements establishing Intelsat, a consortium of 56 countries which operates Early Bird, the two Lani Birds and Canary Bird, are analyzed. It is concluded that changes will be necessary before the arrangements become permanent in 1970. One solution proposed is making Intelsat a specialized agency of the UN. Another proposition is an experiment in "Univision," to promote world peace via satellite television.

Research for the study was conducted in New York and Washington, D.C., through interviewing officials of the UN, Intelsat and the U.S.'s Communications Satellite Corporation, which manages the present international system. A science grant from the University of Missouri made the research trip possible. Official documents and a variety of papers, newspaper clippings, articles and books were used.

Final conclusion of the dissertation is that the UN's voice in the communications satellite field has been muted by national interests, and the cold war has been carried into this area of outer space. But communications satellites should be truly internationalized through a specialized agency so that this technical achievement can be used to its fullest potential and for the greatest possible benefit of mankind.

(Call No: JOUR PN4731.Y1967 J6)

A Q-Methodological Study of Consumer Behavior: Relationships Between Consuming, Shopping and Advertising Within a Subjective Framework

1967

Dong Hoon Sunoo

Supervisor: William Stephenson

The purpose of the study was to reach identifiable segments of the consumer public as to its consuming, shopping, advertising conceptions, perceptions and images with the expectancy that any such could be explained in part by motives (needs/wants) and social character (inner/other direction). The problem was approached from the subjective framework. Images were modelled by Q-sorts; a test of the theory was provided by analysis of variance of structured Q-samples.

A total of 160 Q-sorts for two Q-samples (each with 48 statements in Fisherian factorial design) were performed by 80 persons who represented various "interest" groups ("special," "class," and "control").

Six significant factors emerged, three for each Q-sample design:

- AI. Inner-directed and the Common American type.
- AII. Other-directed and Happy Consumer type.
- AIII. Rational type; basically inner-directed, but accept other-directed affluence.
- BI. Want-oriented and Non-saver type.
- BII. Rational type for needs and wants.
- Bm. Need-oriented type; social critics.

The following factors are associated: AI and BII; AII and BI; AIII and BIII. Factors AI-BII indicate sensible planners or a stabilizing influence; AII-BI suggest a pressure toward consumption. These two pairs of factors are in fact active shoppers and readers or viewers of advertising. The last pair (AIII-BIII) are non-participant in consumer activity; they serve as social critics.

The study provided an operational definition of the individual's image of the consumer's behavior complex through Q- method.

The conclusion corresponds to that reached by Katona; that the American consumer is a sensible person, who with increasing discretionary income wishes to save money, yet also to buy more goods.

Conclusions of theoretical interest are: (1) there is an underlying image of rationality in the sample of subjects that must be considered in any future consideration of social character; (2) the affluent society concept involves a mixture of needs and wants, rather than of want-orientation primarily; (3) there is need for careful definition of needs, "needs," and wants – needs refer to more basic complexes, usually involving social controls; wants refer to specific wishes and convergent selectivity, the term "need" is best reserved for drive or immediate-action conditions. Thus, most adult Americans need an automobile but want very different makes, models, colors, etc. If one's automobile falls apart, one "needs" a new one as soon as possible; (4) the logical assignment of Q-statements into the categories of consuming, shopping and advertising-reading (or viewing) provides no significant effects as tested by analysis of variance, whereas the theoretical assignment of the statements into needs/wants, or inner/other, gives significant results.

Development of Korean Journalism Education Based on American Practices

1967

Yong Chang

Supervisor: William H. Taft

As John Ruskin said, education and training make men happiest in themselves and most serviceable to others and to the nation. With this in mind, this study began with the objective of adapting suitable methods, techniques, policies and curricula of American journalism education to Korean journalism education at the university level.

This study first reviewed media legacies, present status and relationships from a panoramic view: The first invention of movable type in the world, the art of printing, proto-journalism (pre-press record) and the linkage between early and modern mass media; and an analysis of relationships between the mass media and journalism education in Korea.

This study also compared Korean journalism education at institutions of higher learning with her American counterparts to discover areas of similarity and dissimilarity and suggest possibilities for Korean adoption of American educational methods.

To evaluate the need of a healthy journalism-education program at the Korean university level, present journalism education at this level and other levels was examined by comparing its historical development with that of Korean education in general. To discover the general attitude toward journalism education in Korea, a questionnaire was mailed to eighty intellectuals, including high-ranking government officials, journalists and educators. Sixty-one of them replied. Their opinions were discussed in the study. Generally they view favorably the need for journalism education at various school levels.

The general world trend regarding journalism education was observed briefly. World organizations, such as UNESCO and the International Press Institute, have sponsored regional press institutes in several areas to train journalists to enhance the profession's standards. Five world-types of journalism education or training are found: (1) Training of apprentice-journalists with stress on technical training; (2) Educating student-novices on journalism's theoretical aspects; (3) Diversified training of all types; (4) A

mixed educational approach in training journalists (embracing apprenticeship and academic training); and (5) Academic training leading toward a bachelor's degree in journalism.

This study also made observations on journalism education at the American elementary and high school levels. An experimental test established correlation between IQ scores of elementary school children and their comprehension of newspaper headlines.

At the American university level, fifteen journalism departments or schools of journalism or communication, (representing different geographical areas), were surveyed to find methods that might be best adopted by Korean journalism schools to improve their journalism education.

On the basis of this study's findings the following proposals are made and discussed: (1) Establishment of a "Korean Council on Education for Journalism" with the cooperation of the Ministry of Education; (2) Establishment of various sequences, with a balance of the curriculum among these sequences; (3) Introduction of courses such as high school journalism and school publications for high school teachers; (4) Sponsoring programs such as "The Newspaper in the Classroom" by Korean newspaper organizations; (5) Recruitment of practitioners from the mass media to meet the shortage of journalism educators; (6) Encouragement of the translation of foreign journalism textbooks into the Korean Language; (7) Alteration of the student-quota system to meet larger journalism enrollment; (8) Discouragement of the concentration of journalism education in geographical areas via decentralization; (9) Establishment of a 25:75 ratio of professional education to liberal arts-humanities education as a requirement for a journalism degree; (10) Cooperation between owners and publishers of the mass media and journalism educators and administrators.

These recommendations are made and discussed after a careful and comparative study of journalism education in America and Korea. Their adoption would be only a short step toward the full development of Korean journalism education. This study has limitations and can be of little value unless educators and practitioners utilize its proposals.

(Call No: JOUR PN4731. Y1967 C5)

The Westliche Post of St. Louis: A Daily Newspaper for German-Americans, 1857-1938

1967

Harvey Saalberg

Supervisor: William H. Taft

The *Westliche Post* was a daily newspaper published in the German language in St. Louis, Missouri, from September 27, 1857, to June 14, 1938.

Although primarily serving the German immigrant, whose number was large in St. Louis during the latter half of the nineteenth century, the *Westliche Post* played an active part in the affairs of St. Louis and Missouri, as it guided the political directions of German-Americans to some extent.

The paper was involved in a number of historical events: the fall of Camp Jackson in 1861, the abandonment of the St. Louis County Court in 1871 and the founding of the Liberal-Republican Party in 1870, which saw B. Gratz Brown elected governor of Missouri that year but failed to see its 1872 candidate, Horace Greeley, ascend to the presidency.

The men most prominent in the history of the *Westliche Post* were Carl Danzer, the paper's founder; Dr. Emil Preetorius, editor-in-chief for 41 years; Carl Schurz, who was a co-owner for 10 years; and Joseph Pulitzer, who began his apprenticeship as a reporter on the German-American paper when he was twenty-one and became a co-owner within five years. Schurz very likely rose to United States senator from Missouri and ultimately to Secretary of the Interior under President Rutherford Hayes because of his association with the *Post*.

The *Westliche Post* saw the highpoint of its success as a business in the 1880s. As to its competitors, the paper either forced other German-American papers in St. Louis to close, simply by being a superior journal, or it absorbed them. Its most notable merger was with the *Anzeiger des Westens*, which in 1898 became the *Westliche Post*'s evening edition. Nine years later the German-American Press Association, publisher of the *Westliche Post* and the *Anzeiger*, broke into the English language field by founding the *St. Louis Times*, which it operated through World War I.

From its inception, the *Post* was a Republican paper, but after World

War I, it lost much of its political ardor and late in the 1920s termed itself independent.

During the war, the paper had lost thousands of subscribers and many of its advertisers, primarily because of its fanatical pro-German stand up to April of 1917. Then, anti-immigration legislation of the 1920s spelled the doom of the paper, which depended on first-generation Germans for its readership. Therefore, from about 1915 to 1932, the *Post* depended on two benefactors -- Oscar E. and Gustavus A. Buder, two St. Louis lawyer brothers -- for the assumption of its annual deficits. By 1932 the brothers could no longer furnish the large sums needed to keep the *Post* alive. Appeals to Germans to support the paper for sentimental and cultural reasons were without success. Thus in the early '30s the brothers turned the *Westliche Post* over to its employees.

But by 1938 the number of subscriptions and advertising column inches was so low that the paper, after a few months as a weekly, was forced to declare bankruptcy.

During most years of its life, the *Westliche Post* fought for human rights and efficient government. In fact, it had taken a staunch anti-slavery stance even before the Civil War. On the other hand, the paper was opposed to nativism, prohibition, woman suffrage and territorial ambitions of the United States.

In the course of the eighty-one years of its existence, the *Westliche Post* was run by eight editors-in-chief and located in six different plants. At this writing, the final home of the *Westliche Post*, 1130 Pine Street, St. Louis, is about to be razed.

(Call No: PN4731.Y1967 S2)

Measuring World Press Freedom as a Political Indicator

1967

Ralph Lynn Lowenstein

Supervisor: Paul L. Fisher

This dissertation describes an effort to design, execute and test a measurement system for placing all independent nations of the world with more than one million population in classifications on a free-controlled continuum. Called the Press Independence and Critical Ability (PICA) Index, the system utilized a questionnaire containing 23 criteria of press freedom. Each criterion was followed by a five-point verbal scale.

About 1,000 questionnaires were mailed to newsmen, broadcasters and journalism educators in 115 nations. More than 530 usable questionnaires were returned by 430 respondents, including natives of 85 different countries. The PICA Survey, which provided a "consensus index," had these two unusual features: (1) It attempted to use both native and non-native judges to rate a particular country, and (2) it essentially used a different set of judges for each country. The survey included the electronic as well as the print media and made no attempt to measure press "responsibility" and press "stability."

Enough information was received to assign a PICA score to 94 nations, representing 97 percent of the world's population. On the basis of their scores, the 94 nations were ranked into seven classifications of press freedom—three "free" levels, three "controlled" levels and one "transitional" (intermediate) level.

The PICA Survey was able to show the disposition of the world's population on the basis of press freedom. It was also able to contrast the five major regions of the world and show the relative position of each country on a free-controlled continuum. The dissertation includes 94 tables, which give the average scores of the native and non-native judges for each of the 23 criteria of press freedom.

In addition to specific findings regarding regions of the world and individual nations, the dissertation found:

(1) Press freedom can be measured and probably with a good degree of accuracy.

(2) The standards for judging press freedom are very similar in most countries of the world. This means that scores from different sets of judges

provide valid comparability between nations.

(3) Countries that have similar press structures appear to have similar degrees of press freedom.

(4) A very high degree of press control is more attainable than a very high degree of press freedom.

(5) There are indications that no nation will long remain half free, either in relation to its press or in relation to its politics. Those countries in the intermediate “transitional” zone are likely to show more press and political change than countries in other zones.

(6) The PICA Index is a good political indicator. Press freedom bears a closer relationship to democratization than does any other factor that can be frequently measured. An annual measurement of press freedom by methods described in this dissertation should permit observers to locate a country politically each year and also predict the country’s political direction. (Call No: JOUR PN4731.Y1967 L6)

A History of Southern Baptist State Newspapers

1968

Claude Windell Sumerlin

Supervisor: William H. Taft

This study attempts to present a comprehensive but not definitive picture of Southern Baptist newspapers from their beginning in 1802 through 1968. Most of the material in the study has come from primary sources with reference to secondary sources when primary sources were not available. General histories of the Southern Baptist Convention, of the South and of American journalism provided helpful background material.

Southern Baptist journalism began in 1802 with *The Georgia Analytical Repository*, a bi-monthly published and edited for one year by the Rev. Henry Holcombe at Savannah, Georgia. From this modest start, Southern Baptists in 1967 were publishing twenty-nine state newspapers, some of which served a multi-state area. The oldest extant of these was *The Christian Index*, founded by Luther Rice as *The Columbian Star* in Washington, D. C., in 1822 but published in Georgia since 1833. Among the many reasons for the establishment of Baptist newspapers, the most potent force seems to have been the desire to diffuse religious knowledge.

Inadequate finances plagued most of the Baptist newspapers until the promotion of the church-budget subscription plan begun by the Seventy-Five Million Campaign, a five-year program during 1919-1924 which provided greatly increased support for all Southern Baptist work. During this period, the majority of the newspapers passed out of private hands into ownership by their respective state conventions. In 1967, all of the twenty-nine newspapers were under state convention proprietorship.

Early newspapers had no news-gathering agency and extracted freely from both religious and secular newspapers. Many issues consisted mainly of letters from correspondents. During private ownership, written personal attacks by the editors upon each other were frequent and religious controversy was common. In their attempts to gain subscribers, many of the early editors sought to make their publications into family newspapers.

The slavery question became of primary importance immediately preceding the Civil War, with most of the editors openly defending it as an institution ordained of God. The Civil War forced most of the Baptist

newspapers to discontinue, but five did struggle through most of the conflict and played an important role in uniting the South in its fight against the North.

After the war, Southern Baptist newspapers performed a prominent role in helping to reorganize the denomination by their promotion of organizational work. At least one Baptist newspaper soon was established in each of the eleven states of the former Southern Confederacy and in three border states. Technological improvements were evident as many newspapers installed high-speed steam presses and increased their use of pictures. *The Christian Index* of Georgia in 1882 started the trend to magazine format which became common practice for Southern Baptist newspapers by 1900.

Organized work of the state and Southwide conventions were promoted even more vigorously in the Twentieth Century. The Cooperative Program, a centralized method of handling finances for all Southern Baptist agencies, received major support after its inception in 1925.

After convention ownership, the newspapers lost much of their independence and became mostly promotional organs. Some editors did follow the lead of the controversial Christian Life Commission of the Southern Baptist Convention and began to speak out on social issues, especially the race problem. The question of federal aid to education was debated frequently in the 1960s.

Although many of the newspapers had improved in typographical appearance by 1967 and were publishing sharper pictures through use of the offset method, most of them were weak journalistically because they were edited by ministers with little or no previous journalism training.

(Call No: JOUR PN4731.Y1968 S9)

The Free Index: A Q-Methodological Approach to the Measurement of Press Functionalism

1968

William James Ingenthron

Supervisor: William Stephenson

This study is an attempt to formulate a dynamic practical means of evaluating press freedom and responsibility on an international scale. Examination of existing literature on this matter produced evidence that this could best be achieved via abductive procedures which would isolate and identify clusters of attitudes about the functioning of the press as a "role set"—i.e., as a source of social positions as "editor," "reporter," "reader," etc. It was felt such clusters might be evaluated as "free" and/or "responsible" in terms of their inherent ability to join in empathy with press needs of their environments—plus their inherent willingness (overtly or covertly expressed) to fill such needs.

Search for the attitudinal clusters in question was undertaken via Q-methodological procedures. These involved initial compilation of a structured Q-sample presumably representing a universe of self-referent statements regarding press functionalism. Respondents representative of diversified press roles for five world continents were asked to perform Q-sorts with this sample according (i) to the intensity of their own agreement or disagreement with its statements, and (ii) to a corresponding evaluation of these statements as they feel would be done by members of the general public. Results were subjected to factor analytical and Varimax rotation procedures.

Seven factors emerged. They were classified, initially, into four categories presumably representing the belief systems of four cultural types: "Traditionalism," including Factors VI and VII; "Transitionalism," consisting of Factors I and III; "Reactionism," shown by Factors IV and V; and "Modernism," represented by Factor II. These factors, in turn, were identified as depicting "Conservative Professionalism" (FI), "Business Darwinism" (FIII), "Nihilism" (FIV), "Cosmopolitanism" (FV), "Political Agrarianism" (FVI), "Economic Opportunism" (FVII), and "Realism" (FII).

Perhaps the most obvious conclusion to be drawn from the findings

is that one cannot measure all world press systems by the same categorical yardsticks. *Pari Passu*, at least two types of such systems seemed to be at issue: One representing cognitions of underdeveloped areas (FVI and FVII); the other mirroring cognitive reactions to the technological emergence and industrialization of other areas. Respective of the latter type, it was felt cognitions of Factors I and IV were not likely to endure in a rapidly-changing world—hence they were termed “irresponsible” and/or “unfree.” Factors II, III and V, on the other hand, were considered as possessing (in combination with each other) necessary elements for press “freedom” and “responsibility.” It was recommended that representatives of these cognitive universes pool their talents to create an international press council, one which would foster press improvement and survival by facilitating the expression of all types and intensities of public opinion regarding the press. Such types and intensities, it was concluded, could be measured and remeasured in evolving forms, so as to facilitate, with maximum efficacy, desired directions of press advancement.

A final conclusion pertained to factors VI and VII: These cognitive states were viewed as having been misrepresented by individuals salient on other factors it was even suspected that interference from such individuals had hindered the development of a “free” and “responsible” press in “traditional” areas by fostering cognitive misunderstanding and friction between FVI and FVII representatives. It was therefore recommended that these areas be allowed to develop their own press “type”—such development being (in the absence of further research) without interference or unrequested advice from the outside.

(Call No: JOUR PN4731.Y1968 I5)

The Concept of Freedom of the Press in the Americas: An Exploratory Study

1968

Robert Patrick Knight

Supervisor: John C. Merrill

The purpose of the investigation was to explore the concept of freedom of the press, primarily as that concept is held by journalists and future journalists in the Americas.

The study was divided into three phases. The first, a Q-methodology approach, consisted of an intensive examination of the concepts of forty editors from fourteen countries. Each performed a Q-sort of fifty-four statements relating to the press and press freedom. Their responses were factor analyzed by computer, and then interpretation was made of the significant factors. Three such factors appeared, and they were viewed as having a regional basis: One was defined only by Latin American editors and two were defined principally by Anglo-American editors. The Latin American segment also was a common factor which represented the general belief of all the editors that a free press is essential for the preservation of democracy.

In its concept of freedom of the press, the Latin American factor appeared to be "principle-oriented." Respondents emphasized press freedom as a principle, and they were concerned about concomitant moral responsibilities. The more common Anglo-American factor was called an "institution-oriented" factor. Respondents seemed to consider press freedom itself as an "institution" they must protect in order to serve democracy. The final concept, also Anglo-American, was termed a "public-oriented" concept. Respondents emphasized the important leadership role the press should play as a means of serving the people. The other phases of the study appeared to substantiate and complement these findings.

In a paragraph analysis phase, content analysis was applied to paragraphs about press freedom written by almost 1,000 college-level journalism students throughout the Americas. A regional distinction also was detected although both the Latin American and Anglo-American students agreed that an important relationship exists between press freedom and democracy. Once again, the Latin Americans gave evidence of concern for

moral responsibilities, such as respect for persons. More than the Anglo-Americans, they spoke of freedom of opinion (as well as of information) for everyone. The Anglo-Americans expressed concern about possible dangers to freedom of the press from government. They endorsed the "watchdog" function of the press over government, whereas the Latin Americans failed to mention it as such.

An on-going review of the literature formed the third phase. A bibliography of more than 900 items was prepared, and some of the most pertinent items were examined in detail. Latin American entries tended to stress moral responsibilities, and it was suggested that further investigation needed to be made about the role of the religious and legal elements in Latin America. Anglo-American entries focused on the preservation of a free press.

The conclusions drawn from this study were that subtle regional distinctions appear to exist among journalists in the Americas as to their concepts of freedom of the press (as outlined for the Q-phase), and that any programs to promote press freedom should take these differences into account.

(Call No: JOUR PN4731.Y1968 K54)

An interpretative History of Citizen Pressure Groups in Their Efforts to Control Obscenity in Books

1968

Charles Clyde Russell

Supervisor: Paul L. Fisher

Pressure groups have tried for centuries to eradicate what they perceive as worthless and pernicious writing. Books that were anti-Christian in concept were banned when "books" were scrolls of papyrus. The *New Testament* (Acts XIX, 19) reveals that books were "brought together and burned before all men" in A.D. 59. As centuries passed and ideas evolved, transgressions multiplied in the marketplace of thought. Nonconformist literature was suppressed by the church to the extent that ecclesiastical courts imposed the death penalty on those who wrote and sold the objectionable books. Once man attained a literate state his actions indicate that he presumed a responsibility for the deliverance of his fellow man from impure and improper thoughts.

A rational, judicious, intelligent way to determine what is and what isn't acceptable as literature eludes the best of minds. The question of obscenity is a case in point. Four hundred years ago the Roman Catholic Church, with the approval of Pope Paul IV, established the *Index Librorum Prohibitorum*, a continuing list of banned books. Those who have examined this compilation of literature agree that obscenity has been difficult to define during the past four centuries as during the past four decades in the highest court. It was not until the law intervened to censor literature at the close of the nineteenth century that a definition of obscenity began to take shape.

Pressure groups in the twentieth century have forced the courts to delineate some aspects of obscenity in books. In the *Roth* decision the United States Supreme Court negated the long-accepted Victorian test for obscenity stated in the *Hicklin* case. Critics applauded this as a progressive step. Yet within less than a decade the same Supreme Court was accused of falling two steps backward with its majority opinion in the *Ginzburg* case. Members of the court are aware of the inconsistency. Justice Hugo Black was quoted in

Time (June 23, 1967) as saying that the Supreme Court is now helplessly struggling in the field of obscenity.

Despite the ambiguities, citizens organized specifically to combat obscenity--motivated by the premise that it was one of the causal factors in moral disintegration. Anthony Comstock emphasized this point in his fight against objectionable literature in the United States between 1873 and 1915.

The rise in literacy and level of educational attainment throughout society changed the composition, personality and philosophy of pressure groups fighting obscenity. For example, men were the predominant force between 1802 and 1940. As women assumed leadership roles in society, they assumed the "responsibility for a general reformation of morals." Pressure groups came to be powered by the nervous energy of women who were convinced that the new freedom of expression would lead to a corruption of morals if left unchecked. Especially contagious was the terror they felt when a book suspected of containing obscene material was placed within reach of youth. The general feeling within such pressure groups was that youth could not be trusted to reject obscenity. Whether it was the terror of obscenity's possible effect that created a pressure group's fanaticism, or the pride in fighting something "evil" that attracted the fanatic to the pressure group, was not readily discernible.

Since 1950 pressure groups have added another dimension to their suppression efforts. They have begun posing threats to the professional security of key gatekeepers such as librarians and teachers. Where successful, the threats cast a shadow of fear which strengthens the arm of the suppressor. The major unresolved issue is whether the suppression of objectionable literature is a cultural obstruction or a saving grace.

(Call No: JOUR PN4731.Y1968 R8)

Frank Luther Mott: Journalism Educator

1968

Max Lawrence Marshall

Supervisor: William H. Taft

This study of the life of Frank Luther Mott seeks to describe and assess his contributions to higher education in general and to the discipline of journalism in particular.

Dean Emeritus Mott left behind more than two thousand file folders containing correspondence, diaries and related private papers, along with seventy-two volumes, which are deposited at the State Historical Society of Missouri. In addition, much material concerning Dean Mott is on file in the archives of the University of Iowa. Since many individuals who knew him are still alive, it was practical to make field trips to What Cheer and Marengo in Iowa, and to Iowa City, to accomplish research and conduct interviews. Also, correspondence with his many other friends and professional acquaintances across the country produced a substantial amount of additional information. For these reasons, it has been possible to draw heavily on primary source materials in conducting this study.

Because journalism is a relatively young discipline, and because Dean Mott figured so importantly in its growth and development, the story of his professional life is at once a partial history of the evolution of journalism as an academic field, as well as a more detailed account of the development of journalism at the University of Iowa and at the University of Missouri.

Nationally, Dean Mott played a key leadership role in the stormy history of the educator societies in which pioneering journalism professors joined together to improve standards so that the new discipline might wrest respectability and acceptance from a skeptical academic community, as well as from reluctant professional newsmen. For many years, both circles were inclined to believe that young people should prepare for a journalism career off-campus, by means of practical on-the-job training.

While others eventually convinced the working professionals concerning the value of teaching journalism in the nation's institutions of

higher education, Dean Mott, by means of his own Pulitzer and Bancroft prize-winning scholarship—and through his substantial influence in bringing forth a new generation of young journalism scholars—was instrumental in winning acceptance from the academic community.

Frank Luther Mott was an outstanding teacher and was nationally known in journalism circles for his courses in History and Principles of Journalism and The Literature of Journalism. But his teaching, scholarly pursuits and professional leadership left him little time to carry out the more routine responsibilities he held as administrator of two journalism schools. His part-time administrative efforts emphasized the essentials, however: building faculty and instituting a respectable graduate program.

Aside from his acknowledged contributions to scholarship, and because his personal characteristics enabled him to succeed professionally in many endeavors in behalf of education for journalism, Dean Emeritus Frank Luther Mott deserves to be remembered as much for being a great American educator as for being a great scholar.

(Call No: JOUR PN4731.Y1968 M35)

A History of the Memphis Commercial Appeal

1969

Neil B. Cope

Supervisor: William H. Taft

This newspaper history records the earliest journalistic efforts in Memphis, Tennessee, as background for the establishment of a strongly Democratic newspaper in the frontier town. It then takes the *Appeal* through its political trials under founder Henry Van Pelt until his death in 1851.

The paper faced strong Whig opposition in the two decades before the Civil War. Prior to the Civil War, the newspaper developed strong sectional views, although it insisted upon maintaining the Union until the Southern states began to secede. As Memphis fell to a Federal naval attack, editors John R. McClanahan and B. F. Dill took their paper out of Memphis for its famous exile through the South into Georgia and capture toward the end of the conflict. Re-established after the war, the paper experienced the first of several financial reverses in Reconstruction. Nevertheless, it exerted powerful influence under the direction of Matthew C. Gallaway and J. M. Keating toward stability and growth of its community. Keating is celebrated, in another romantic episode, for carrying on the paper with one printer during the 1878 yellow fever epidemic that took more than 5,000 victims and then for leading the city to build its sewers and health facilities.

A professional newsman of stature, C. P. J. Mooney next directed the destinies of *Commercial Appeal*, as it became known after various changes and mergers, from the "new journalism" period until 1926. Recognized as a builder of both the city and his newspaper, Mooney attracted much attention for his extended battle with Memphis political boss, E. H. Crump. Despite the reputation and value of the newspaper property at Mooney's death in 1926, the *Commercial Appeal* again entered a precarious period of financial struggle in the Depression years. It was eventually purchased by the Scripps-Howard chain in 1936 and soon thereafter began a period of growth and service that it enjoys today. It has been edited in the modern period by Frank Ahlgren, one of the nation's most "decorated" editors, to become an outstanding newspaper property in terms of community service, news functions and financial success. It has retained its interest in politics and shows continuous faith in its community, state and nation.

(Call No: JOUR PN4731.Y1969 C6)

The San Francisco Press in Two Presidential Elections: A Study of the Effects of Newspaper Concentration on Diversity in Editorial-Page Comment

1970

Dennis Edward Brown

Supervisor: John C. Merrill

Some media critics maintain that concentration of ownership in the newspaper industry impairs the public forum function of the press, while defenders of the industry argue that the monopoly press compensates for the loss of newspaper competition by bringing a diversity of opinion on public issues to its pages. This content analysis attempted to measure the exposure of San Francisco readers to competing points of view during two presidential elections, 1948 and 1968, under contrasting ownership patterns – competitive and non-competitive. The presence of strong minor party movements in both of these elections provided additional opportunity to assess the presence of ideological competition. In addition, diversity of comment on other public issues was considered. Two measuring devices were used to code editorial-page content for the months of October, 1948 and 1968, for the newspapers surveyed: (1) a count of the frequency of occurrence and the direction of mention of the names of presidential and vice-presidential candidates as “key” symbols; (2) a thematic analysis of assertions about the election contestants, using the paragraph as the coding unit. Most of the indicators in this case study were inconsistent with criticisms of newspaper concentration on the public forum question. The two newspapers of 1968, functioning under a joint operating agreement, tended to provide a more balanced editorial-page treatment of the election and to allow more reader participation than did the four newspapers of 1948, operating in a competitive situation. A subjective evaluation of non-election comment also pointed to the conclusion that more ideological competition was present in 1968.

(Call No: JOUR 4731.Y1970 B7)

Elite Catholic Newspapers of the United States

1970

Alfred Newton Delahaye

Supervisor: John C. Merrill

This study concerns excellence in the newspaper segment of the Catholic press in the United States; it attempts to define, to determine and to examine the elite Catholic newspapers.

Questionnaire responses received from Catholic editors, newsmen and college teachers of journalism established the following (listed in descending order) as the criteria of an elite Catholic newspaper: integrity (honest, accurate, responsible, fair), comprehensiveness (broad coverage which is not narrowly religious), editorial courage and freedom (including financial stability and no censorship by hierarchy), professionalism, service to community and to needs of readers, capacity to inform and to teach, effectiveness as a Catholic spokesman, enterprising and intelligent staff (knowledge of journalism and an understanding of theology), effective forum for opinion, typographic excellence, and Christian and ecumenical thrust.

Respondents, surveyed in the spring of 1969, indicated that the following newspapers (listed in descending order) meet most or nearly meet such criteria: *St. Louis Review*, *The National Catholic Reporter*, *The Long Island Catholic*, the *New Orleans Clarion Herald*, *The Monitor* of San Francisco, *The Catholic Messenger* of Davenport, Iowa, *The Cleveland Universe Bulletin*, *The Catholic Transcript* of Hartford, Connecticut, *The Pilot* of Boston, and *The Catholic Review* of Baltimore.

The results of interviews, content analyses, questionnaires completed by editors and librarians and panel evaluations establish the *St. Louis Review* and *The National Catholic Reporter* as primary elite. The other papers comprise secondary elite, although delineations in rank are not clear-cut and, because of instability in the diocesan press, are subject to almost sudden change. In 1969, there were one hundred and twenty-nine Catholic newspapers published in English; their combined circulation was 6,127,748.

At the time of the study, the *St. Louis Review* was clearly the leader among diocesan newspapers—innovative, open, professional, responsible, learned. *The National Catholic Reporter*—liberal, lay-owned, nationally circulated—performs a watchdog function and publishes in-depth reports and

erudite essays for an intellectual audience concerned about vital topics.

The study briefly traces the history of the Catholic press from the era of defensive organs with an immigrant orientation to the professional ones concerned with social, political, educational and economic issues. Contemporary concepts and problems were briefly examined, especially those concerned with freedom, finances and editor-bishop relations. The study concludes that elite Catholic newspapers have: enlarged the scope and the freedom of the Catholic press, prompted discussion and debate about significant matters, anticipated trends and developments, insisted upon professional journalistic standards, set an example for innovation and enterprise and made Catholics concerned about social issues and the need to shape society according "to the mind of Christ."

(Call No.: JOUR PN4731.Y1970 D4)

The Mass Media, Their Environment and Prospects in Western Polynesia

1971

Ralph Dale Barney

Supervisor: John C. Merrill

Designed to assess the developmental capability of a nation based on the achieved level and measured capabilities of its mass communications system, this study hinges on the observable phenomenon that no nation has been able to develop or modernize itself without a highly developed mass media system.

Moving a step beyond usual studies, which measure the media as they are, the effort here is to also measure attitudes to provide a predictor of mass media development capability and projected direction of development.

Four areas of analysis are utilized in attempting to make this determination for the four island areas of Western Polynesia, Fiji, Tonga, Western Samoa and American Samoa. A mass media history and media census were compiled to indicate depth of media penetration, a content analysis provides a view of current media performance in national development, an attitude survey of three opinion forming groups provides a predictor of capability and direction of development, and an analysis and comparison of national variables with similar statistics of other nations indicates a current level of development, both nationally and of the mass media, as well as provides correlative indications between media attitudes and national variables.

A Media Governance Scale allows for three basic results from the attitudinal sector. The opinion leaders and the influentials could demonstrate a Suspicious-Negative collective attitude, reducing the probabilities that the media would develop or be allowed a role in national development.

The two development oriented scale values are Pragmatic-Libertarian, an attitude which encourages media development and participation and also tends to stimulate political participation as well as economic development; and the Positive Control value which tends to indicate media development capability, but under some control, and an attitude which tends not to stimulate political participation. Developmentally, this attitude is eco-

conomic centered.

Two basic determinations of this study are that the island groups studied have experienced a history of shallow mass media penetration, particularly in the vernacular, either from printed or electronic media, and that the developmental performance of either of these forms is demonstrably low, leading to a conclusion that there is currently little, if any, purposeful and/or effective contribution by the media to national development.

In assessing prospects the hypotheses that all countries would demonstrate some degree of Media Appreciation is accepted. However, the values emerging from American and Western Samoa, which tend to place them in the Positive Control sector of the scale, leads to tentative rejection of two of four parts of a second hypothesis that Fiji, American Samoa and Western Samoa would demonstrate Pragmatic-Libertarian values and Tonga would fall in the Positive Control sector. Pragmatic-Libertarian values dominated in Fiji and Positive Control emerged in Tonga.

A widely held view that the press needs to be controlled, demonstrated by influence groups in all four countries, leads to a general conclusion of little hope for more participatory societies in Western Polynesia. In addition, the generally low level of Media Appreciation attitudes in both the Pragmatic-Libertarian and the Positive Control sectors, would lead to a conclusion that little positive use will be made of the media as a national resource for development.

An anomalous situation of inordinately high literacy and extremely low per capita income combined with the small sampling of nations to make meaningful correlations of the Media Governance and media performance values with other national variables across a broad range of countries statistically impractical.

(Call No.: JOUR PN4731.Y1971 B3)

A Subjective Approach to Advertising Theories

1971

Doran Jay Levy

Supervisor: William Stephenson

How consumers react to advertisements was studied using a subjective approach and intensive analysis. Four subjects were instructed to rate two Q-samples of advertisements in a Q-methodology framework. The 17 conditions of instructions which dictated the ways in which the subjects sorted the advertisements were based on theoretical positions.

According to P. G. Herbst, each person constitutes a behavioral universe operating on the basis of its own laws. By using Q-methodology and factor analysis it was possible to discover the operating laws governing each subject's mode of behavior concerning advertising and compare them with several heuristic models of advertising theorists.

Support was also given to Stephenson's Play Theory of Mass Communication. People appear to respond to symbols, in many instances, as a function of pleasure. Wants, rather than needs, seem to be at issue in advertising. Needs fall into the realm of social control or the deep-rooted belief systems that dictate how a person should act in society. Wants, to which advertising is most applicable, apply to convergent selectivity. This is the aspect of the individual that makes him buy one toothpaste over another. It is simply his own individual tastes. There is support for Gardner and Levy's position that brands have quality connotations. There is evidence that people have respect for particular brands in an advertisement, even when the particular product featured is not desired by name.

Acquisition of luxury goods and other high-priced merchandise is a necessity to achieving higher social status. Reference groups influence individuals to acquiring certain goods. Furthermore, the family is also a strong reference group influential in determining what goods are acquired.

The study indicates the very versatile nature of Q-methodology, an approach to studying images about products. Q-methodology uncovers subjective feelings unknown, in many situations, even to the respondents because of its projective qualities. Because of the low cost to administer and rich qualities of reactions to advertising it reveals, it is highly recommended to advertisers for product development.

(Call No.: JOUR PN4731.Y1971 L4)

A Model Study of an Advertising Campaign

1971

Robert Abbot Olins

Supervisor: William Stephenson

This experiment, in the form of a model study of an advertising campaign, substantially increased patient flow through the Outreach Centers of the Wayne Miner Neighborhood Health Center in Kansas City, Missouri. (The experiment was funded by the Department of Health, Education and Welfare, and the American Association of Advertising Agencies.)

The experiment showed the effectiveness of the advertising campaign in a closely monitored and carefully controlled situation around ongoing work in that campaign.

The question immediately arises, how does one test the effectiveness of advertising? Heretofore what had been lacking in advertising research was a sufficiently reliable and valid way to test anything that had been done. The experimenter was fortunate for he was dealing with a confined, local situation, under controlled conditions in relation to the subjective point of view in terms of specific paramedical personnel (the market segment).

The purpose was to afford, in microcosm, some insights into the nature and effectiveness of a specific advertising campaign; and thereby illustrate the pertinence of the particular methods and techniques that were involved therein to advertising campaigns in general.

The campaign

Through extensive in-depth interviewing and Q-testing, it was discovered that the Centers needed a personality or "image" in order to build up the morale of the people working in them; and that the problem of low patient usage of the Centers was directly related to the self image of the employees working in them. Systematic procedures were brought to bear on the matter of creating appropriate themes and related "imagery".

The campaign was designed around the main theme: "Pride in Ourselves, Compassion for Others" and was directed to the paramedical personnel. Pride and compassion were the keynote ideas and were integrated into all elements of the experiment in order to have an experimentally controlled "complete campaign."

Four virtually identical Centers were involved, two as experimental

and two as control. The experimental centers had the campaign treatment while the control did not.

The experiment involved objective measurement devices, as well as sophisticated subjective measuring techniques, the likes of which have not been previously recorded in any of the literature on advertising campaign effectiveness.

The campaign's effectiveness on the paramedical employees was evaluated by Q-methodology and was looked at from two standpoints; first, with the views held by the personnel about institutional matters. The second area of evaluation was the employees' imagery of compassion and pride as it related to their work. It was developed in order to test the effect of the campaign in the internalized (in terms of the employees) image-producing sense.

Conclusion and Discussion

The study illustrated that a carefully directed and monitored advertising campaign affected nearly a doubling in total patient recruitment through the experimental Outreach Centers. The extent of usage varied with the treatment groups with the experimental Centers gaining significantly more patients than did the control Centers.

The methodology employed offers a technique for the evaluation of a proposed campaign approach. Its application to advertisers, in terms of selling a single campaign or one campaign versus another to a client, cannot be overstated. It requires the advertiser to look at a campaign in terms of purposes and approaches and to ask whether or not some pretesting of this or that approach would not be worth the effort. This can be achieved at very little expense.

By examining the subjectivity of a market segment, the advertiser can hope to know the total effect of his advertisement or campaign on his projected market segment before he has committed his entire advertising budget to an untried key concept or theme.

(Call No.: JOUR PN4731.Y1971 O4)

The Pioneer Press of the Great Basin

1971

Jack Adolph Nelson

Supervisor: John C. Merrill

The press that developed in the vast wastes of the Great Basin frontier – present Nevada, Utah and parts of the surrounding states – offer some examples of extremes of early Western journalism. The *Deseret News*, established by the Mormons in 1850 in the wilderness of Utah, and the spritely *Territorial Enterprise* of Virginia City, Nevada, represent two major forces in the settlement of the West: the search for religious refuge and the quest for mining riches. But apart from the flamboyant papers of Virginia City and the conservative voice of the Mormons, the region was served by hundreds of struggling newspapers more typical of all frontier journalism.

This study investigates the kind of men that made up the editorial ranks in the Great Basin, their motives, their role in the building of their towns, their problems, their tools and methods of working, the nature of their publications, their effectiveness as agents of change and in general their place in frontier society. The portrait of the frontier editor that emerges is far different from that of the crusading editor usually depicted in most accounts. In Nevada, especially, where peculiar circumstances had placed that state at the mercy of railroad and mining interests, with corruption rampant, abundant evidence shows that most of the journals forgot any responsibility to the public and offered their allegiances for sale to the highest bidder. Thus they did far less than they might have to speed the development of their state.

On the other hand, in Utah the struggle was not with commercial interests, but with a sharp division along religious lines that for most of the century occupied the main interests of the newspapers of the state, draining the energies and best abilities in a useless and enervating battle.

The Great Basin was particularly rich in the writers that it produced, men like Mark Twain, Dan DeQuille, Fred Hart, Joseph E. Johnson, Charles King and “Lying Jim” Townsend. Their exaggeration, tall tales and colorful episodes set a pattern for a generation of Western editors. The motivation that activated these struggling editors in a business that was notoriously failure-prone appears to be the same that constantly moved the mining prospectors of the Basin – the overwhelming belief that they would finally be rewarded

with riches. They were caught up in the myth of an abundant and bountiful West that existed only rarely in reality, especially in the harsh geography of the Great Basin. Yet each new town and each new start renewed the dream.

But in spite of the weaknesses, the newspapers on the frontier filled a function of great importance. They boosted their towns, bringing in new settlers and investors. They provided leadership for civic improvements, added a sense of stability to their communities and were an educative and cultural influence. Yet, in retrospect, it is obvious that the papers were only an echo of public sentiment and not real leaders, for they seldom crusaded for unpopular causes. For instance, their treatment of minority groups such as the Chinese and Indians marks them as essentially lacking a social conscience, in common with frontier sentiment at that time.

While the frontier press of the Great Basin and the rest of the West was not so glamorous nor so crusading nor so wise as generally portrayed, it was infinitely human. Therein lies its value for the modern world, for those early papers offer the best contemporary mirror of the problems and the triumphs of settlement, economic growth, and social and political progress during the frontier period.

(Call No.: JOUR PN4731.Y1971 N4)