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A COMPARISON OF VARIANCE IN COVERAGE  
OF PRESIDENT REAGAN BY NEWSWEEK, TIME  
AND U.S. NEWS & WORLD REPORT  
DURING TWO TIME PERIODS

THESIS

Presented to the Graduate Council of the  
University of North Texas in Partial  
Fulfillment of the Requirements

For the Degree of

MASTER OF ARTS

By

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December, 1989

Knight, Kathryn M., A Comparison of Variance in Coverage of President Reagan by Newsweek, Time and U.S. News & World Report During Two Time Periods. Master of Arts (Journalism), December 1989, 40 pp., 6 tables, references, 24 titles.

Data obtained through content analysis of articles about or concerning President Reagan in Newsweek, Time and U.S. News & World Report during two time periods indicated that no relationship existed between time and variance of news coverage given to Reagan.

Three content analysis measures were used: comparison of favorable and unfavorable statements, amount of coverage and number of quoted words. The study is composed of four chapters: Chapter I introduces the study, Chapter II presents the data, Chapter III evaluates the data and Chapter IV summarizes and makes recommendations.

## TABLE OF CONTENTS

	Page
LIST OF TABLES	iv
Chapter	
I. INTRODUCTION	1
Statement of the Problem	
Purpose of the Study	
Research Questions	
Review of Literature	
Definitions	
Justification	
Limitations	
Methodology	
Organization	
II. PRESENTATION OF THE DATA	15
III. EVALUATION OF THE DATA	27
IV. SUMMARY AND CONCLUSIONS	30
Conclusions	
Recommendations for Further Study	
APPENDIX A	32
APPENDIX B	38
REFERENCES	41

## LIST OF TABLES

TABLE	PAGE
I. PERCENTAGE OF TOTAL ARTICLES	17
II. SCORES OF ARTICLES	18
III. COMPARISON OF SCORE PERCENTAGES	20
IV. RANGE OF SCORES	22
V. COMPARISON OF PRINTED WORDS	24
VI. COMPARISON OF QUOTED WORDS	26

## CHAPTER I

### INTRODUCTION TO THE STUDY

The media are relied upon by most civilized people in the world to keep them informed of news when it happens in any location. Objectivity in news reporting is a difficult and often unobtainable goal toward which journalists strive to present the news in a fair and unbiased manner. There are, however, many factors affecting journalists that taint objectivity.

Journalists are not an entity separate from society; they are immersed in culture (Hennessey, 1965). Objectivity becomes, in light of the pervasiveness of society, impossible (Hennessey).

The pervasiveness of society and culture, a phenomenon of most cultures, reflects the wont of society to keep abreast of its own thoughts. This plays an interwoven part in the opinion of the reporter (Lerbinger, 1965).

Accounting for a large part of U.S. media reporting is the coverage given to the president of the United States. Because of the importance of the president and his office's highly public nature, both the media and the public are interested in seeing and hearing about the president. This

interest will peak and fall during the administration, therefore, the president does not always receive the same treatment from the media or the public at all times.

A president who has just been elected may be treated differently for several reasons. For one, presidential elections are major news items, so the reporters may pay more attention to a newly elected president. Another reason is his recent election. The American people obviously like him and are interested in him or he would not have been elected.

Concerning media coverage of the president of the United States, many scholars have dubbed the "honeymoon period" as a grace period which directly follows a candidate's election and inauguration during which the media tend to treat the newly elected president with white gloves.

This period of unusually friendly treatment may not be the only time when the media treat the president differently. There may be a fluctuation of the media's treatment of the president much like there is a fluctuation of the public opinion of the president.

During another twelve-week time period, from May 16, 1986, to August 29, 1986, the average approval rating for Reagan was 63.4 percent. From December 4, 1986, to February 26, 1987, the average approval rating for President Ronald

Reagan's job performance, as reported in several Gallup polls, was 47.5 percent.

Because these two time periods reflect the highest change in public opinion of Reagan, they were chosen to be representative time periods for evaluating the fluctuation of news magazine coverage of Reagan.

News magazines differ from other media in that they are presented in a weekly form, rather than on a day-to-day basis. The weekly format allows a longer time period to be studied. The three leading magazines, Newsweek, Time and U.S. News & World Report, have been found to be biased in several content analysis studies, but time variance coverage has not been studied.

In news magazines, the coverage has not always been objective. One directional content analysis study showed that of all media, news magazines were the most biased (Everts and Stempel, 1974). News magazines have been found to be biased in both a conservative and a liberal direction.

Among the three major news magazines, Newsweek, U.S. News and World Report and Time, there is a variance in objectivity (Hunnicuttt, 1976). Hunnicutt found U.S. News to be the most opinionated and Newsweek to be the most objective (1976). Variance in bias over time has not been studied, yet it is implied in some studies (Hunnicuttt, 1976; Westerley, 1963).

If time variance of presidential coverage by journalists exists, it warrants study so the media may become aware of content and methods and alter their judgment of how they should and should not report about a president.

#### Statement of the Problem

Are there differences in presidential news coverage of the three major news magazines, and if so, what are the differences? For example, did one or more magazine report more about the president during a certain time? How did each magazine's coverage compare with the other two news magazines' coverage?

#### Purpose

The purpose of this study was (1) to examine and determine whether a difference existed among three major news magazines, Time, U.S. News & World Report and Newsweek, in their coverage of President Reagan and (2) to determine whether the news magazines varied their own coverage during two time periods (December 4, 1986 to February 26, 1987; and May 16, 1986 to August 29, 1986).



## Research Questions

The following questions were asked:

1. What, if any, is the difference in amount of news coverage that each magazine gave the president during the two time periods under study?
2. Is there evidence that differences in their treatment of stories exist in these three magazines?
3. What is the difference in the number of quotes used during each time period?

## Review of Literature

Differences in news treatment have been a part of news reporting and journalism since its beginning. Stoler states that bias in media is an issue that just will not go away (1978). To present an unbiased report to the public, many scholars say that the media should be objective in their reporting. Although often lauded and sought after, objectivity often proves still to be elusive.

The reasons for bias and effects of bias in media have long been researched. Bias has indeed been found to exist, as in Hennessey's study, which shows that in the 1956 election, in which Dwight D. Eisenhower defeated Adlai Stevenson, 80 percent of this country's papers were biased

in presidential campaign coverage (1965). Grossman and Kumar also discuss biases that exist in coverage of the president (1981). They state that although the president tries to treat the media as "ambassadors and elites" to get the coverage he wants, there has traditionally been an antagonistic relationship between the president and the media (Grossman and Kumar, 1981).

Drew found bias to be the result of psychological pressures that erode objectivity (1975). Others, too, have found that human nature and personal background in reporters play a great part in bias. MacDougall stated that the media are, after all, peopled with men, not dieties (1968). Childs wrote that the medium is directly influenced by the people it employs (1965).

The human element also plays a dramatically important role in gatekeeping. Hackett stated that news is characterized by systematic orientations which may be regarded as biases (1976).

Research has also been conducted on the direction of slant of bias in media. In a content analysis study of magazines, Evans found not only that the media are biased, but that they are biased in a decidedly anti-business manner (1984).

Hennessey, however, feels that the media as a whole is a business entity and, therefore, is more biased toward

business as a way of self-preservation (1965). In a directional content analysis study of news magazines, Hunnicutt found a variance in objectivity of Newsweek, Time and U.S. News & World Report (1973). Hunnicutt found U.S. News to have the strongest opinion, while Newsweek had the most neutral, or objective, coverage (1976). Hunnicutt used only one six-week time period, and found that the positive and negative scores were distributed evenly throughout the period (1976).

Hart conducted a content analysis study on national election coverage in the 1964 election (1965). He found that in four major U.S. newspapers, The Minneapolis Tribune, The Washington Post, The New York Times and The Philadelphia Inquirer, the losing party received more space than the winning party.

A content analysis study by Westerley found that the three news magazines were all biased in favor of the Republicans (1963). Another content-analysis study mirrored these results. Everts and Stempel's content analysis study showed that news magazines were the most biased of all media, and that Newsweek, Time and U.S. News & World Report were biased in favor of Republicans (1974).

Gregg's measures of editorial impact in county versus state elections found that California's press is Republican in bias: that editorial endorsements have greater influence

on local elections, and newspapers with a reputation for editorializing were more influential than others (1965).

Studies have shown both sides of the press-bias argument to be true, yet little has been studied about the change of bias over time within a particular medium.

An ERIC database search which cross-referenced president, media or journalism, bias, coverage and opinion revealed no research into the subject of presidential coverage variance over time. A similar search of Dissertation Abstracts International was equally void of research.

#### Definitions

**Bias.** Dictionary definition: a preference or inclination; especially one that inhibits impartial judgment; prejudice.

**Honeymoon period.** Dictionary definition: the early harmonious period of a relationship.

**Media.** Dictionary definition: a means of communication.

## Justification

In order for the public to remain informed, an objective press must exist, as much as possible, an entity not influenced by public opinion in the coverage that a president receives. Because this study measures favorability or unfavorability, it provides a way to measure whether some reporters use too many favorable or unfavorable statements or vary the coverage a president receives during different time periods, thus depriving individuals of an opportunity to draw their own conclusions from facts.

## Limitations

Two time periods will be measured using non-statistical measures. The first is from December 4, 1986, to February 26, 1987, almost two years after Reagan's re-election. The second period is from May 16, 1986, to August 29, 1986. Of these 24 weeks, all stories about Reagan and/or his administration were analyzed.

This study is limited (1) to the second presidential term of Ronald Reagan, and (2) to two time periods that represent two distinct times during Reagan's administration. The first period was in May 1986, while the second period was in December 1986. Thus, the time periods are not all-

inclusive of Reagan's administration, but are rather a representation of two different time periods.

Another limitation is the actual medium used. Only Newsweek, Time and U.S. News & World Report were used in this study.

The bombing of Libya in April of 1986 and the Challenger disaster, also in 1986, which were in the news at this time, were not studied because of the complexity and diversity of these news stories. Although stories concerning the bombing of Libya did deal with Reagan and his policies, these stories were too general and they dealt with too many other public figures and policy makers to be counted as stories about Reagan.

#### Methodology of Study

This study involves the use of content analysis to examine the treatment of Reagan in the material written during the second Reagan administration. For purposes of this study, material examined will be limited to three national news magazines: Newsweek, Time and U.S. News & World Report, for the time periods under study. To determine the following questions, three content analysis measures will be used.

1. A directional content analysis technique was used. Favorable and unfavorable news coverage was determined by using a whole article in a theme unit. All articles or opinion pieces in the magazines that were about Reagan and/or his administration were analyzed. Each article's opinion was determined by coding each different thought unit and determining the opinion of the whole article from comparison of favorable thought units to unfavorable thought units in each article. To determine the relative favorable or unfavorable news coverage of the magazines, two questions were asked:

- a. Which magazine had the most neutral opinion toward Reagan as a news item?
- b. Which magazine had the most unfavorable opinion toward Reagan as a news item?

The sample was taken from two twelve-week time periods of articles that ran in Time, Newsweek and U.S. News & World Report.

The unit used for measuring the direction of the content was the whole article. The direction of the entire article was determined by coding each thought unit and calculating the mean score of the whole article. The categories used for coding were developed by Budd (1967). Because of the explicitness of the directions for the use of each category and highly detailed description of each

category, it was determined that using a single coder would keep the data valid. The mean article score was measured by calculating the ratio of favorable units to the total and the ratio of unfavorable units to the total.



The following formula, developed by Budd to measure direction in content analysis studies, was used:

$$C_f = \frac{f - fu}{rt} \qquad C_u = \frac{u - fu}{rt}$$

f= favorable

u= unfavorable

C= Coefficient

t= total units of total content

r= total units of relevant content

(Value of article equals the directional score).

The scores were placed on a scale of +1 to -1, with zero (0) being neutral.

2. Space dedicated to the coverage of Reagan was measured by counting the total words printed. Determining how much space was devoted to the news coverage of Reagan will not indicate a favorable or unfavorable opinion. It will, instead, determine whether one or more magazines devoted more or less coverage to Reagan during one time period or the other. Because of the variance in column size, the content was measured in total number of words.

3. The number of quoted words attributed to Reagan was measured by number of quoted words printed per time period. This measure did not determine favorable or unfavorable coverage, but compared the magazines according to which one

used Reagan's exact words more often, thus allowing him to tell his own story in his own words.

All direct quotes by Reagan, whether a full or partial statement, i.e., any words attributed to Reagan and enclosed in quotation marks, will be counted.

### Organization

The study is organized into four chapters. Chapter I introduces the study; Chapter II presents the data; Chapter III interprets the data; and Chapter IV makes recommendations for further study.

## CHAPTER II

### PRESENTATION OF THE DATA

This study does not purport to be an exhaustive content analysis of news magazine coverage of Ronald Reagan. It is, rather, an attempt to show, through three content analysis techniques, whether a pattern of bias and/or amount of coverage variance existed in news magazines during specific time periods.

Content analysis can have the obvious flaw of bias by the researcher in measuring expressed opinion. To alleviate this problem, the methods used herein have been proven to be an accurate measure of expressed opinion in print material (Budd, 1967).

The data were composed of 69 articles relevant to the study, i.e., articles about Ronald Reagan (see Appendix A). Of the 69 articles, 35 were printed in the time period from December 4, 1986, to February 26, 1987, hereafter referred to as TP1. The remaining 34 occurred in the time period from May 16, 1986, and to August 29, 1986, hereafter referred to as TP2.

In these two time periods, U.S. News had the most articles, 26 (37.7%), with 10 (14.5%) in TP1 and 16 (23.2%)

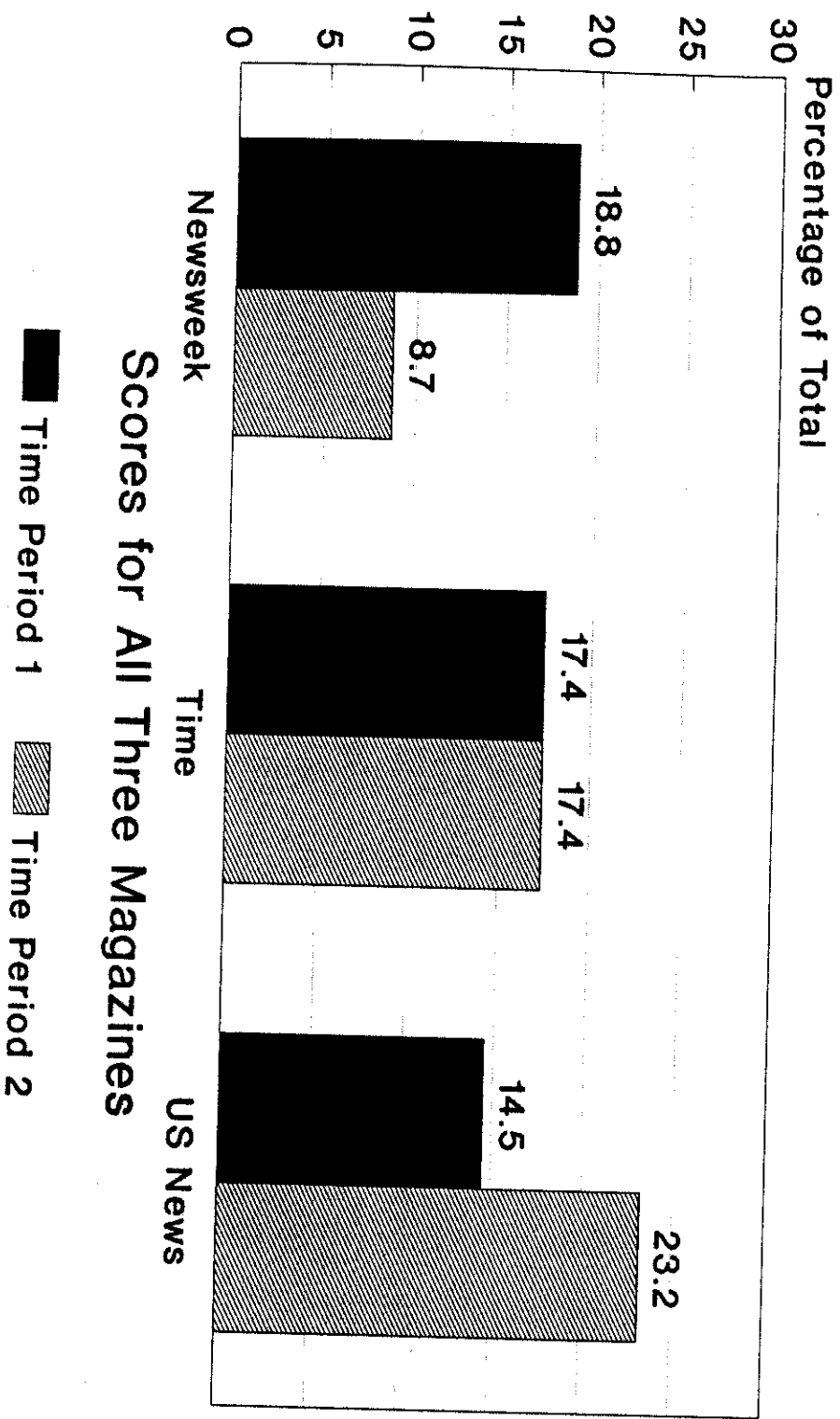
in TP2. Time had the second most articles, 24 (34.8%), with 12(17.4%) in each time period. The magazine with the smallest number of articles was Newsweek with 19 (27.5%) articles, 13 (18.8%) in TP1 and 6 (8.7%) in TP2. Table 1 shows the percent of articles for each magazine in each time period.

The articles were coded by the categories in Appendix B. The direction of each article was determined to be either favorable or unfavorable. Examples of unfavorable statements include "Reagan's dreamy detachment from the White House," and "He (Reagan) seemed more like a somnambulist feeling his way through rooms." An example of a favorable statement is "Remarkable ability to bounce back." Numeric value assignments made the articles measurable. The values were determined using established score measurements as explained in the Methodology Section.

Table 2 shows a comparison of the number of favorable and unfavorable articles for each magazine in each time period.

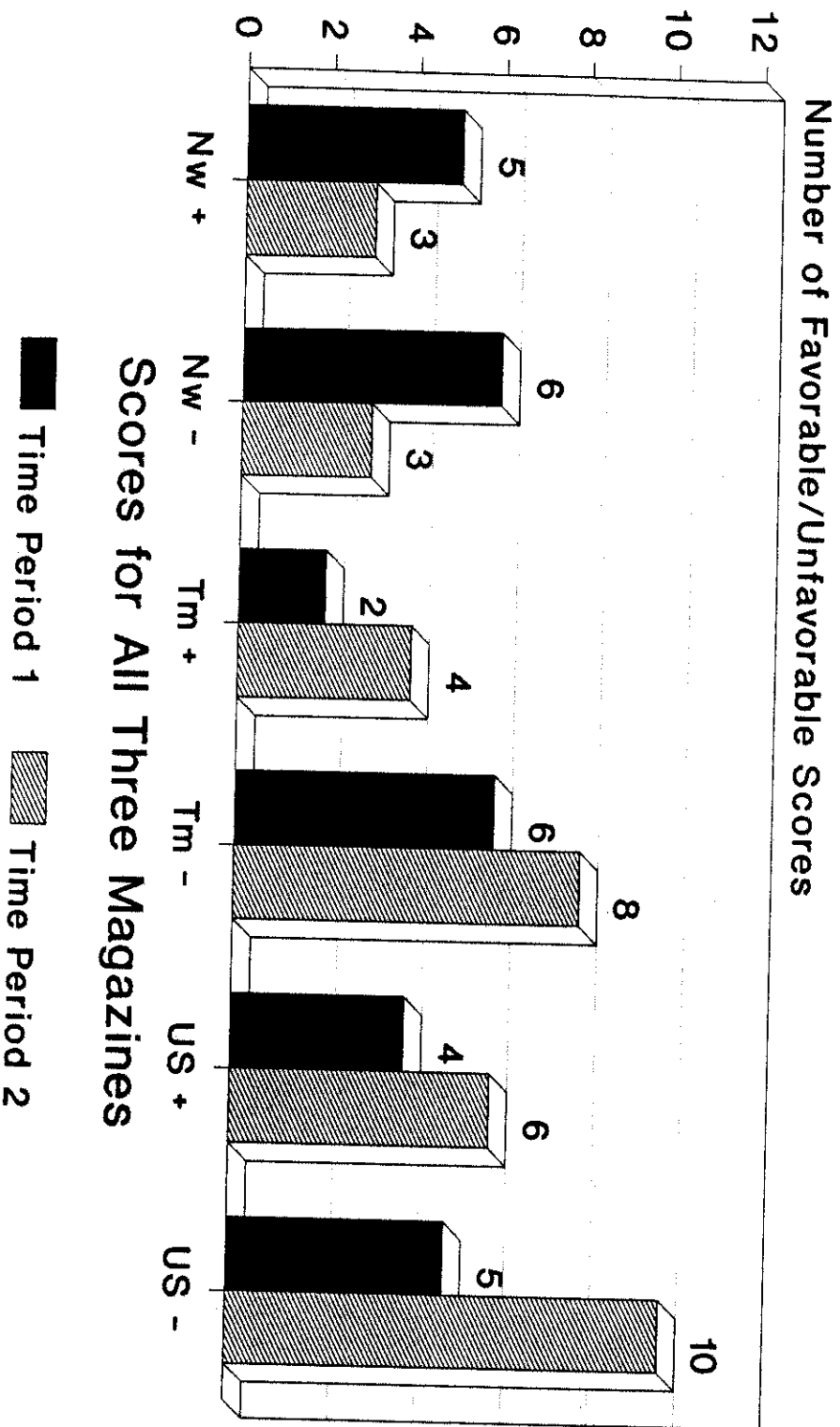
# Table 1

## Percentage of Total Articles Studied



# Table 2

## Favorable v. Unfavorable Thought Scores



There was a high occurrence of unfavorable statements in the articles in both time periods. Of all the articles for both time periods, 68.2% were measured as unfavorable. During TP1 Newsweek had 100% unfavorable content in thought units. 68% of the articles in Time scored had an unfavorable score. U.S. News had an unfavorable percentage of 60% in TP1.

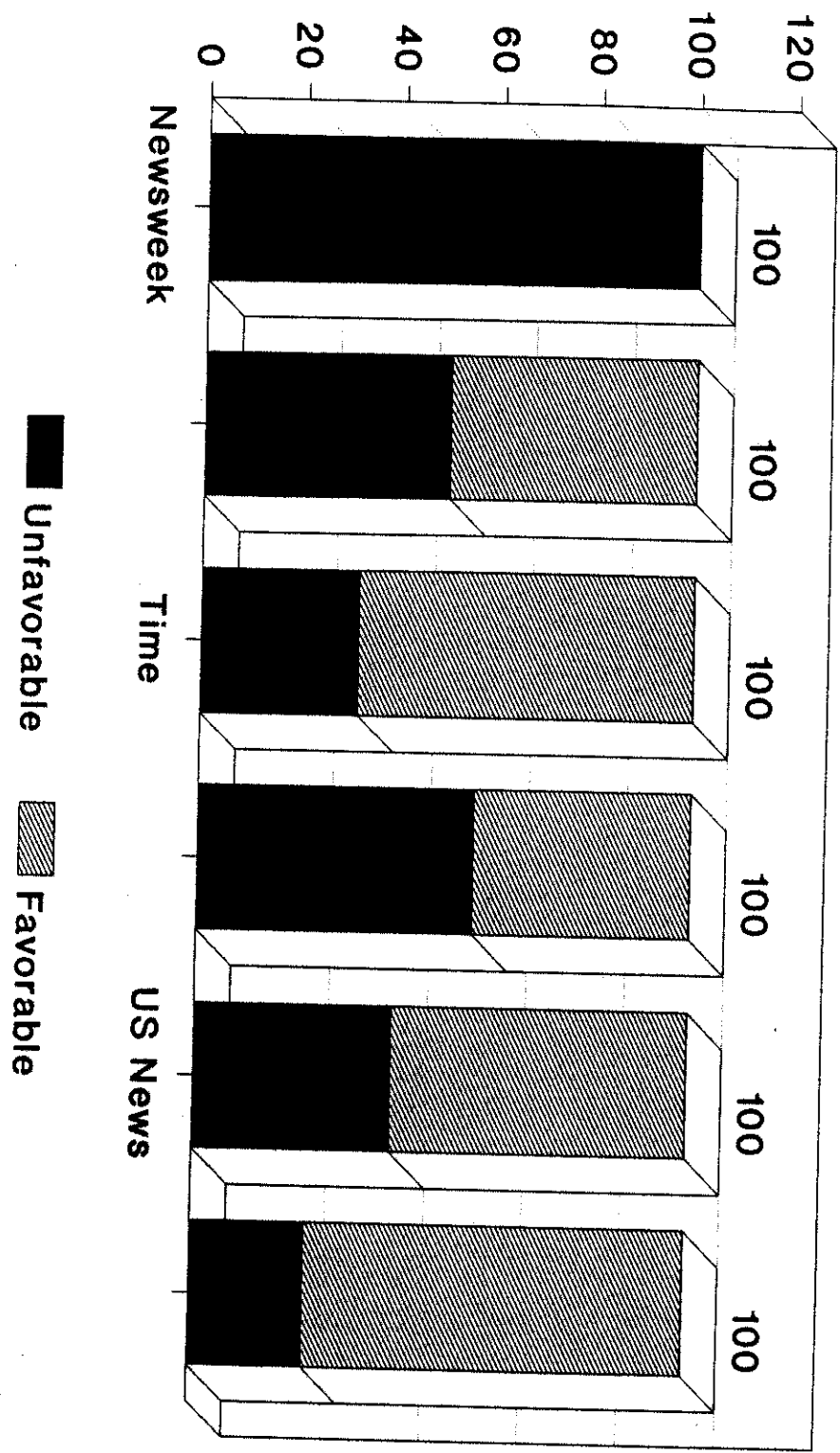
In TP2, Newsweek had the closest scores of the three magazines, with a 50%/50% division of thought units. U.S. News had a score of 77% unfavorable in TP2. Time had a unfavorable score of 54%.

Together, the average score for all three magazines' statements in TP1 was 76% negative, and the score for TP2 was 60.3% of the articles having a higher number of negative thought units. Table 3 represents the percentage of negative scores and the percentage of positive scores for each magazine.

Each magazine had to score a 100% total of thought patterns for each time period. Each time period was plotted separately to show percentage of positive and negative scores for each magazine in each time period.

# Table 3

## Comparison of Score Percentages



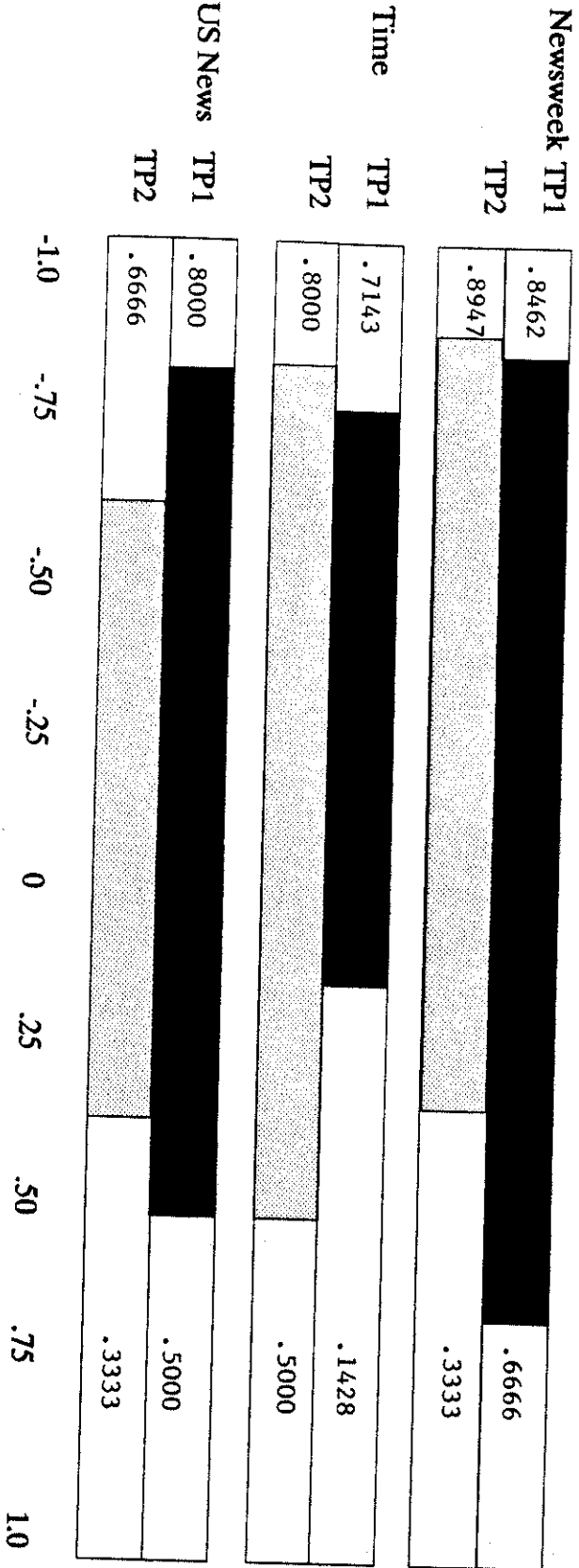


As shown in Table 4, there was a large range, or distribution, of favorable and unfavorable scores for the articles. The three news magazines had scores ranging from +.6666 to -.8947, with the scores ranging differently for each magazine. Time's range for TP1 was +.1428 to -.7143, and for TP2 was +.5000 to -.8000. Newsweek's range for TP1 was +.6666 to -.8462 and for TP2 was +.3333 to -.8947. U.S. News' range was +.5000 to -.8000 for TP1 and +.3333 to -.6666 for TP2.

The chart shows how the three magazines compared to each other and how they each differed during the two time periods.

# Table 4

## Range of Scores for All Articles



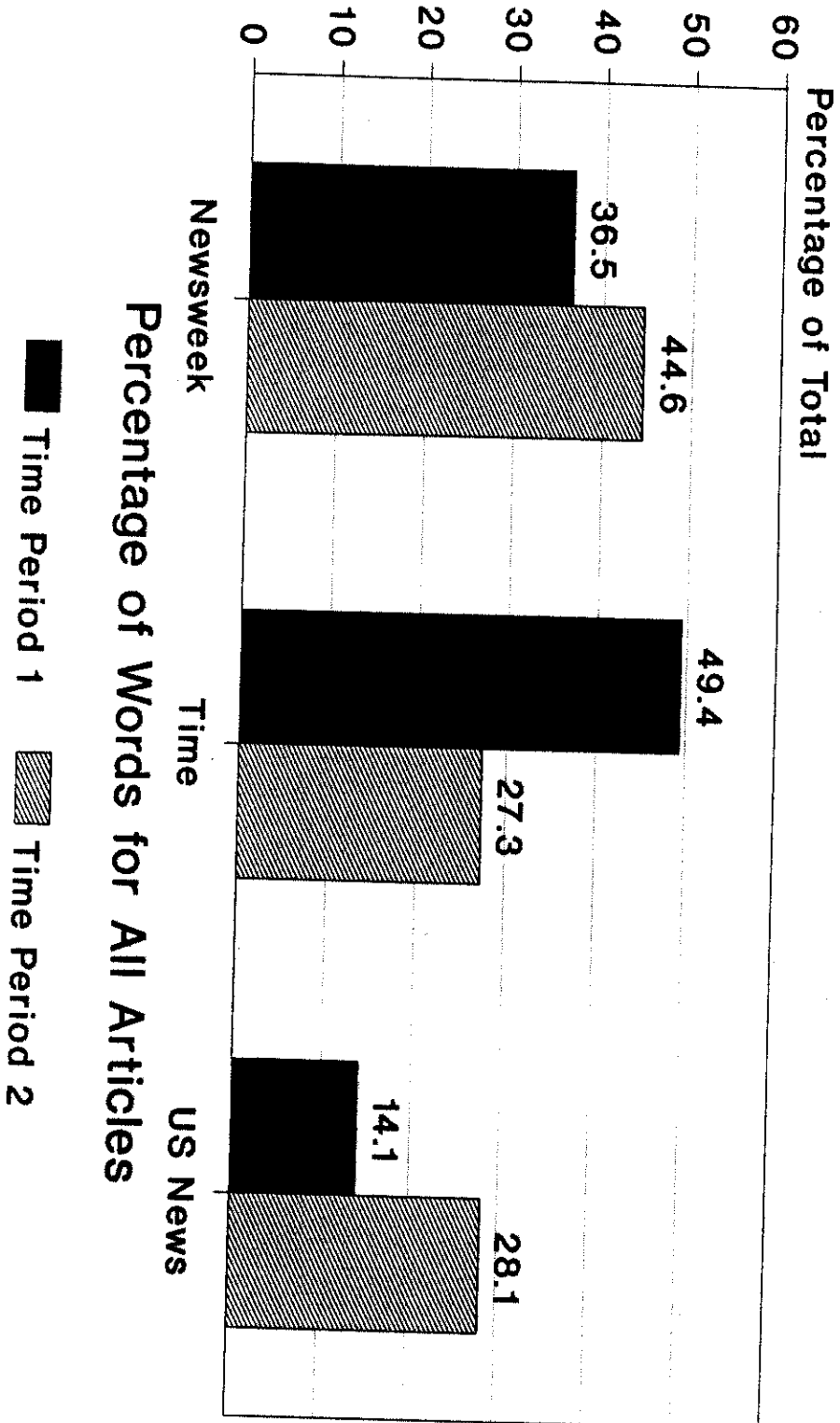
Time Period 1
  Time Period 2

The total number of words allocated to the coverage of Reagan in each time period was counted. During both time periods, 64,744 words were counted. Of these, 24,344, or 37.6%, were in TP1, and 40,400, or 62.4%, in TP2. Time printed the most words, 26,920 total. Of these, 8,892 (36.5%) were in TP1, and 18,028 (44.6%) in TP2. U.S. News was next with 23,062 total words: 12,028 (49.4%) in TP1, and 11,034 (27.3) in TP2. Newsweek printed the least amount of words, 14,762. Of these, 3,424 (14.1%) were in TP1, and 11,338 (28.1%) in TP2. Table 5 shows a comparison of these totals.

The total number of words printed during each time period by each magazine was plotted in this table. This shows how the magazines differed in both the amount they printed during each time period, and how they differed from the other two magazines.

# Table 5

## Percentage of Printed Words

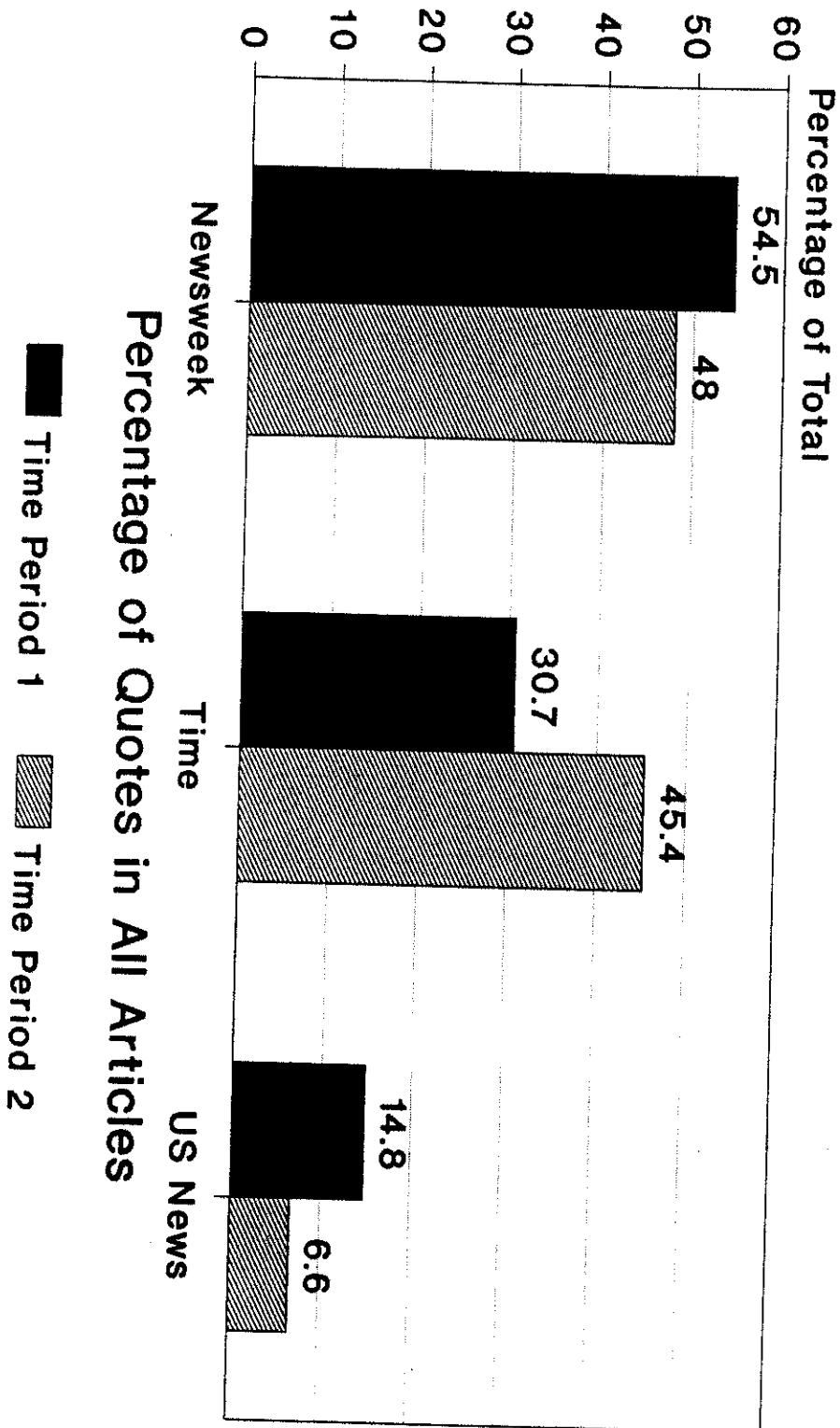


The number of Reagan's words quoted is represented in Table 6. The measurement was in the number of words attributed to Reagan as direct quotes. In TP1, with 101 total words, Newsweek quoted Reagan the most, with 55 total words (54.5%). Time was next, with 31 words (30.7%) and U.S. News quoted Reagan the least with 15 words (14.8%). In TP2, with 1,279 total words, the ranking remained the same: Newsweek quoted Reagan the most with 614 total words (48%). Time was next with 581 words (45.4%) and U.S. News quoted Reagan the least with 84 words (6.6%).

The total number of quoted words printed during each time period by each magazine was plotted in this table. This shows how the magazines differed in both the amount they printed during each time period, and how they differed from the other magazines.

# Table 6

## Percentage of Quoted Words



## CHAPTER III

### EVALUATION OF THE DATA

The data presented here does not show a clear difference in the amount or type of coverage President Reagan received from the three news magazines between the two time periods.

When viewed as two groups of articles, the amount of coverage varies little between the time periods: TP1 had 34 articles, TP2 had 35. Yet, closer study reveals that only Time had the same amount of coverage in the two time periods. U.S. News had more articles in TP1 and Newsweek had more articles in TP2. No reason for the difference was found; however, it may warrant further study.

The number of words contained in each time period was not directly related to the number of articles. While Time had the same number of articles in both time periods, 12, the range of total number of words was highest among the three news magazines: 8,900 in TP1 and 18,000 in TP2, a difference of 9,100 words. The number of articles printed compared to the number of words quoted in U.S. News and Newsweek were much more closely related.

Newsweek had slightly less variance in number of words printed: 8,100. The breakdown of these was 3,400 in TP1 and 11,300 in TP2. Yet Newsweek had a higher difference in the number of articles printed between the two time periods, 13 in TP1 and 6 in TP2. U.S. News had the least variance in the number of words printed; 12,000 in TP1 and 11,000 in TP2, yet there was a greater difference in the number of articles printed: ten in TP1 and 16 in TP2.

Another measure, the number of words attributed directly to Reagan, revealed a relationship between the total number of words and quoted words in a time period. Logic would dictate that if more printed words exist in one time period, then more quoted words would also exist, but not for U.S. News. But since U.S. News had almost the same number of total words in both time periods, with only a 1,000 word difference, then the relationship is still valid because this exception is not significant.

Between the two time periods, there was a fairly even number of favorable and unfavorable thought-unit scores. Overall, however, the news magazines were more unfavorable in coverage in both time periods.

There was no relationship between time and variance in amount of expressed thought units by any of the three news magazines. Newsweek varied the most between the two time periods. In TP1, all the thought units were unfavorable.



In TP2, the division was 50% favorable, 50% unfavorable. U.S. News had the next largest variance between time periods: 40% favorable and 60% unfavorable in TP1; 23% favorable to 77% unfavorable in TP2. Time varied the least: 32% favorable to 68% unfavorable in TP1 and 56% favorable to 54% unfavorable in TP2. There was no correlation between the two time periods in the relationship of favorable to unfavorable thoughts.

In contrast, an emerging thought pattern throughout the articles in both time periods was negativism. Of all articles for both time periods, 68.2% were negative. Each magazine varied in its expression of positive or negative thoughts, but the variance was too great to show a relationship.

CHAPTER IV  
SUMMARY AND CONCLUSIONS

The lack of relationship shows that the news magazines did not pay any greater attention to Reagan in one time period than in another. Indeed, they varied in coverage, but there was no relationship found in variance of amount of coverage over time.

Conclusions

1. Time does not necessarily change the amount of news coverage. During both time periods, the number of stories was the same. However, the total number of words varied more. A relationship does not exist between time and variance in coverage; the coverage is unpredictable.

2. News magazines were more unfavorable than favorable in their coverage of Reagan. Although objectivity is the goal in a news format, all three news magazines were decidedly unfavorable. Significant events were happening during both time periods; both favorable and unfavorable circumstances surrounded Reagan. Yet the coverage was not

really objective in coverage: it focused more upon the negative circumstances and stories.

3. The number of quoted words had a direct relationship to the total number of words printed. The logic of smaller entities increasing as the whole increases explains this: the more total words printed, the more likely the number of quoted words will also increase.

4. Time does not necessarily change the amount or type of news coverage. Although the time periods were both in the second administration of Reagan and thus shared many similarities, they were distinctly different eras in news happenings concerning Reagan. Although one time period was marked by a dramatic increase in public distrust of Reagan as measured by opinion polls, this did not seem to make it any more negative than the other time period.

#### Recommendations for Further Study

The study of news magazine coverage variance over time could be enhanced by extending the time periods. The results could thus be tracked for tendencies instead of being strictly a comparison.

A comparison of the coverage of another president would show more definitely if a variance in coverage over time existed.

**APPENDIX A**

**ARTICLES USED FOR STUDY**

- "\$1 Trillion Reagan Budget Heads for an Early Burial," U.S. News, December 22, 1986, p. 27.
- "A Blip on Reagan's Health Screen," U.S. News, December 29, 1986, p. 7.
- "A Dubious World Defies Reagan," U.S. News, February 16, 1987, p. 18-19.
- "A Failure to Communicate," U.S. News, January 26, 1987, p. 27.
- "A Growing, Dreamy Attachment," Newsweek, January 5, 1987, p. 26.
- "A Shield Against Arms Control," Time, February 2, 1987, p. 25.
- "A Sudden Thaw in the Cold War," U.S. News, June 30, 1986, p. 25.
- "America Plays Black," U.S. News, February 16, 1987, p. 24.
- "An American Friend in Need," Newsweek, May 26, 1986, p. 33-34.
- "Another Blow Coming to the White House?" U.S. News, January 19, 1987, p. 16.
- "Breaking Down," Newsweek, December 15, 1986, p. 100.
- "Breaking Off the Engagement," Newsweek, June 16, 1986, p. 36.

- "But Where's the Referee?" Newsweek, December 15, 1986, p. 100.
- "Crack Down," Time, August 18, 1986, p. 12-13.
- "Drugs: Now Prime Time," U.S. News, August 11, 1986, p. 16-17.
- "Escalating the Contra Battle," Time, July 7, 1986, p. 26.
- "Falling Short," Time, August 4, 1986, p. 12-16, 19.
- "Fandango Over the Budget," U.S. News, January 12, 1987, p. 45-47.
- "Federal Law Gets a Reagan-Meese Stamp," U.S. News, June 30, 1986, p. 21-22.
- "Going Nowhere Fast," Newsweek, February 9, 1987, p. 24-25.
- "Grand Compromise," Time, June 23, 1986, p. 22-25, 27.
- "Gulliver's Travels," Time, January 12, p. 18.
- "Honoring a Small Giant," Newsweek, May 26, 1986, p. 17.
- "How Reagan Will Deal with Sanctions," U.S. News, February 16, 1987, p. 16.
- "I Love People," Time, July 7, 1986, p. 16.
- "If He Would Just Get Interested," Time, January 19, 1987, p. 22.
- "Inching Toward a Summit," U.S. News, August 4, 1986, p. 23-24.
- "Is He More Out of Touch than Ever?" Time, January 26, 1987, p. 16-17.

- "Is this Any Way to make a Foreign Policy?" Newsweek, December 15, 1986, p. 29.
- "Justice," Newsweek, June 30, 1986, p. 14-19.
- "Mixed Blessing," Time, January 19, 1987, p. 16-17.
- "Moscow Touts in 87 Summit," Newsweek, January 12, 1987, p. 6.
- "No Win Battle Over Saudi Arms," Time, June 2, 1986, p. 19.
- "Pie in the Sky," Time, January 12, 1987, p. 52-53.
- "Reagan at Ground Zero," U.S. News, January 12, 1987, p. 20-22.
- "Reagan Feels the Heat," Newsweek, August 4, 1986, p. 12-14.
- "Reagan Holding a Hidden Ace?" U.S. News, June 16, 1986, p. 32.
- "Reagan Joins the Catastrophic Care Bandwagon," U.S. News, February 16, 1987, p. 8.
- "Reagan Stumbles and NATO Shudders," U.S. News, December 29, 1987, p. 52-53, 58.
- "Reagan Writes His Own Chapter II," Newsweek, August 25, 1986, p. 30.
- "Reagan's Message to Moscow," Newsweek, June 30, 1986, p. 22.
- "Reagan's Mr. Right," Time, June 30, 1986, p. 24-25.
- "Reagan's Rescue Mission," U.S. News, May 26, 1986, p. 16-17.
- "Reagan: Drugs Are the Number One Problem," Newsweek, August 11, 1986, p. 18.
- "Rekindling the Magic," Newsweek, July 7, 1986, p. 20.
- "Report Card on Reagonomics," U.S. News, December 11, 1986, p. 30.
- "Retraining: Reagan's Competitiveness Plan," Time, January 19, 1987, p. 22.

- "SALT: Treaty on the Rocks," Newsweek, June 2, 1986, p. 23.
- "Scrapping a Flawed Treaty," U.S. News, June 9, 1986, p. 18-19.
- "Shaking Hands, Not Fists," Time, August 25, 1986, p. 30-31.
- "Slouching Toward a Summit," Newsweek, May 19, 1986, p. 24.
- "South Africa Shifting Tactics," Newsweek, July 14, 1986, p. 46-48.
- "Star Wars at the Crossroads," Time, June 23, 1986, p. 17.
- "Star Wars Under the Gun," U.S. News, July 21, 1986, p. 23-25.
- "Strategic Questions," Time, June 23, 1986, p. 18-19.
- "Sunset for a Presidency?" U.S. News, February 9, 1987, p. 22-23.
- "Tax reform: The Winding Road Ahead," U.S. News, May 26, 1986, p. 37-39.
- "The Call to Reform," Time, February 9, 1987, p. 28-30.
- "The Last Battles," Time, January 12, 1987, p. 16-18.
- "The SALT Backlash," Newsweek, June 16, 1986, p. 23.
- "The State of Reagan," Time, February 9, 1987, p. 25.
- "Together Again," U.S. News, May 19, 1986, p. 33-34.
- "Topsy-Turvy Times," Time, January 5, 1987, p. 60-62.
- "Toting a New Magic Wand," Time, January 26, 1987, p. 17.
- "Trouble on the Right," U.S. News, December 29, 1987, p. 26-28.
- "Unmaking the Appointments," Time, June 23, 1986, p. 67.
- "Where Reagan and Congress Will Collide," U.S. News, December 29, 1986, p. 29-30.
- "Where They Stand," U.S. News, February 16, 1987, p. 33-34.



"Yankee Doodle Magic," Time, July 7, 1986, p. 12-16

APPENDIX B  
THOUGHT CATEGORIES

**Thought Categories**  
**Time Period 1**

Each category is listed with an example below it. Each use of a category by a magazine is listed in the appropriate column:

Category:	Favorable	Unfavorable
● Enemies of State (Iran)	Time	US News
● Allies (England)	Time US News	
● Other Nations (South Africa)	Time	Newsweek
● Governmental Acts (Iran "scandal" coverup)	Newsweek	Time
● Politics (Reagan's re-election)	US News Newsweek	US News Newsweek
● International Tensions (Libya)	All Three	US News Newsweek
● Defense (Strategic Defense Initiative)	US News	All Three
● Foreign Relations (Summit with Gorbachev)		US News Newsweek
● Economic Activity (Deficit)	US News	
● Taxes (New and current taxes)	All Three	US News
● Alcohol/drugs (Alcohol/drug solutions)		
● Health/personal (Reagan's cancer)	All Three	
● Health/public (Catastrophic care)		All Three
● About personality (Reagan's popularity as president)	Newsweek Time	
● Miscellaneous	Newsweek	US News

**Thought Categories  
Time Period 2**

Each category is listed with an example below it. Each use of a category by a magazine is listed in the appropriate column:

<b>Category:</b>	<b>Favorable</b>	<b>Unfavorable</b>
● Governmental Acts (Reduction of arms)	US News	Newsweek
● Politics (GOP's internal problems)		US News
● Defense (Nuclear Disarmament)	Newsweek	US News
● Foreign Relations (Summit with Gorbachev)		Newsweek
● Economic Activity (Deficit)	US News	
● Health/personal (Reagan's cancer)	US News	US News
● Miscellaneous	US News	US News Newsweek

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