

To the Graduate Council:

I am submitting herewith a dissertation written by Oscar Patterson III entitled "The Vietnam Veteran and the Media: A Comparative Content Analysis of Media Coverage of the War and the Veteran 1968-1973." I recommend that it be accepted in partial fulfillment of the requirements for the degree of Doctor of Philosophy, with a major in Communications.

Herbert H. Howard

Herbert H. Howard, Major Professor

We have read this dissertation
and recommend its acceptance:

Darrell W. Holt

Jack B. Haskin

Malcolm M. Jurnick

George A. Everett

Accepted for the Council:

Levans Roth

Vice Chancellor

Graduate Studies and Research

THE VIETNAM VETERAN AND THE MEDIA: A COMPARATIVE
CONTENT ANALYSIS OF MEDIA COVERAGE OF THE WAR
AND THE VETERAN 1968-1973

A Dissertation
Presented for the
Doctor of Philosophy
Degree
The University of Tennessee, Knoxville

Oscar Patterson III

August 1982

3063166

DEDICATION

This work is dedicated to all those men and women who served with honor and distinction in Vietnam.

ACKNOWLEDGMENTS

As with any major undertaking, this work could not have been completed without the assistance and encouragement of several people and organizations.

First, we must thank Dr. Herbert H. Howard for his constant faith in this project and his consistent encouragement. Without his continued guidance this project would not have been completed nor the degree obtained.

Second, special thanks must be extended to Mr. Douglas Murdock and the Veterans Administration for the financial assistance that paid the computer costs and other expenses incurred. In addition, the Veterans Administration provided financial aid in the form of tuition and fee payments that enabled us to continue in school as this project progressed.

Third, we would like to thank Dean Donald G. Hileman for his encouragement, his willingness to listen to our problems, and, most of all, for his help in terms of funds when circumstances forced our move away from Knoxville.

Fourth, we would like to extend our appreciation to the personnel at the Vanderbilt Television News Archives, Nashville, Tennessee, who prepared the video tapes utilized in this study. Their conscientious assistance in determining the sample dates and their duplication of the required television programs made the project move ahead at a pace that was very acceptable.

Finally, we must extend a very special thank you to our wife Lynn.

Without her constant faith in our ability to complete the program and without her continued encouragement at the darkest points in this study, this work would have been completely impossible. Not only did she give us the love and attention that was so often needed, but her hard work and devotion during the last months of this project provided the key-stone that completed the project within the timetable dictated by financial circumstances. Without her "we couldn't have done it."

ABSTRACT

There appears to be little doubt that the Vietnam War was the most unpopular war that American soldiers have ever fought. At the same time, little research has been conducted in the area of the media's treatment of what is described as our first truly media war.

This study applies content analysis to a stratified random sample of network television news programs for the period August 5, 1968, to August 15, 1973 and a sample of three major weekly news magazines--Time, Newsweek, and Life--correlated by date with the television sample. The analysis utilized 48 topic areas. Only the manifest content was studied and only non-advertisement portions of the programs and magazines were considered.

Each story that was coded into the topic category "Vietnam" was analyzed further using 45 content categories, 6 writing mode categories, and 10 presentations categories. The intent of the analysis was to report on the (1) number of Vietnam-related stories, (2) specific content of those stories, (3) placement of those stories, (4) percentage of items devoted to Vietnam, (5) content of other stories carried and (6) words used in relation to the parties involved. For the analysis, video tapes of the actual news broadcasts and back issues of the magazines were used.

The analysis revealed that Vietnam dominated television news programs to the extent that 24.2% of all stories aired were Vietnam-related. News magazines devoted only 6.4% of their stories to Vietnam-related events. Of the Vietnam-related stories aired, network television news programs devoted an average of 3.4% of their stories to combat with accompanying film or photographs. Weekly news magazines printed an average of 5.2% of their stories in this category.

Anti-war news reports received more coverage on a per-item basis on television and in news magazines than did combat. Television devoted an average of 9.0% of its Vietnam-related coverage to the anti-war movement, and news magazines gave 18.5%, on the average, to the same topic.

It was concluded that Vietnam was the dominant topic on regular evening network news programs for the period studied. Vietnam was not the dominant topic, though, in the weekly news magazines studied. And, as with the television coverage, graphic representation of battle or photographs of the dead and wounded were not predominant.

Those who cannot remember the past are condemned to repeat it.

George Santayana

While Americans sometimes rewrite their history, they seldom reread it.

Unknown

It is only after some 12 years that I can begin to tell my own story to those who want to listen--and I am continually surprised by the number of people who wonder what it was "really" like.

Maj. Douglas Martz,
U.S. Army

TABLE OF CONTENTS

CHAPTER	PAGE
INTRODUCTION.	1
I. PURPOSE AND SIGNIFICANCE.	3
II. PROBLEM	8
Research Questions.	10
Definitions	12
Assumptions	14
Limitations	16
Hypotheses.	17
Summary	19
III. LITERATURE.	21
Media Effects	22
Other Research.	27
Anecdotal and Impressionistic Works	34
Control of the Media.	39
Popular Media	40
The Rhetoric.	42
Other Books	43
The War Is Still With Us.	43
Critique of Studies	45
Summary	48
IV. METHOD.	49
Sampling.	51
Sample Selection.	52

CHAPTER	PAGE
Coding.	54
Summary	59
V. ANALYSIS.	60
Television.	62
Magazines	91
Comparison Data	119
Summary	128
VI. SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS	129
Summary	130
Conclusions	133
Recommendations	137
REFERENCES.	140
APPENDIXES.	148
APPENDIX A. ABSTRACTS AND INDEXES; KEY WORDS	149
APPENDIX B. SAMPLE DATES	151
APPENDIX C. MAJOR TOPICAL CATEGORIES	155
APPENDIX D. VIETNAM-RELATED CONTENT CATEGORIES	166
APPENDIX E. GENERAL TELEVISION DATA.	181
APPENDIX F. VIETNAM-RELATED TELEVISION DATA.	197
APPENDIX G. GENERAL MAGAZINE DATA.	210
APPENDIX H. VIETNAM-RELATED MAGAZINE DATA.	226
VITA.	239

LIST OF TABLES

TABLE	PAGE
1. Total Items, Total Vietnam-related Items, and Percentage of Vietnam-related Items Carried by the Network Television News Programs and the Weekly News Magazines Analyzed.	61
2. Total Number of Stories, Vietnam-related Stories, and Percentages of Vietnam-related Stories that Appeared on the Network Television News Programs Analyzed by Yearly Periods.	64
3. Total Number of Stories, Vietnam-related Stories, and Percentages of Vietnam-related Stories that Appeared on the Network Television News Programs Analyzed by Network and by Yearly Period.	66
4. Number and Percentage of Regular Network Television News Programs Analyzed on Which Vietnam-related Material Appeared During the First Third of the Broadcast by Network and by Year	77
5. Number and Percentage of Vietnam-related Items that Appeared on the Network Television News Programs Analyzed that Included Film or Photographs of Combat by Network and by Year.	79
6. Number and Percentage of Vietnam-related Items that Appeared on the Network Television News Programs Analyzed that Included Film or Photographs of the Dead or Wounded by Network and by Year.	82
7. Number and Percentage of Vietnam-related Items that Appeared on the Network Television News Programs Analyzed that Dealt with the Anti-war Movement by Year.	87
8. Rank Order of Words Used on Network Television News Programs Analyzed to Identify the Parties Involved in the Vietnam War.	91
9. Total Stories, Total Vietnam-related Stories, and Percentage of Vietnam-related Stories that Appeared in the Weekly News Magazines Analyzed by Yearly Periods . .	93
10. Total Number of Stories, Vietnam-related Stories, and Percentages of Vietnam-related Stories that Appeared in the Weekly News Magazines Analyzed by Magazine and by Yearly Period.	96

TABLE

PAGE

11. Number and Percentage of Weekly News Magazines Analyzed Which Printed Vietnam-related Material as the Lead or First Major Item.	105
12. Number and Percentage of Vietnam-related Items that Appeared in the Weekly News Magazines Analyzed that Included Photographs of Combat by Magazine and by Year.	107
13. Number and Percentage of Vietnam-related Items that Appeared in the Weekly News Magazines Analyzed that Included Photographs of the Dead or Wounded by Magazine and by Year	110
14. Number and Percentage of Vietnam-related Items that Appeared in the Weekly News Magazines Analyzed that Dealt with the Anti-war Movement by Year.	115
15. Rank Order of Words Used in the Weekly News Magazines Analyzed to Identify the Parties Involved in the Vietnam War	118
16. Comparison of Mean Coverage Given the 48 Major Topic Areas Between the Network Television News Programs and the Weekly News Magazines Analyzed.	121
17. Comparison of Mean Coverage of "Vietnam" Between the Network Television News Programs Analyzed and the Weekly News Magazines Analyzed by Year.	124
E-1. Distribution Across 48 Topic Areas - CBS.	182
E-2. Distribution Across 48 Topic Areas - ABC.	186
E-3. Distribution Across 48 Topic Areas - NBC.	190
F-1. Distribution Across 61 Content Categories - CBS Vietnam Stories	198
F-2. Distribution Across 61 Content Categories - ABC Vietnam Stories	202
F-3. Distribution Across 61 Content Categories - NBC Vietnam Stories	206
G-1. Distribution Across 48 Topic Areas - <u>Time</u>	211
G-2. Distribution Across 48 Topic Areas - <u>Newsweek</u>	215
G-3. Distribution Across 48 Topic Areas - <u>Life</u>	219

TABLE

PAGE

H-1.	Distribution Across 61 Content Categories - <u>Time</u>	
	Vietnam Stories	227
H-2.	Distribution Across 61 Content Categories - <u>Newsweek</u>	
	Vietnam Stories	231
H-3.	Distribution Across 61 Content Categories - <u>Life</u>	
	Vietnam Stories	235

LIST OF FIGURES

FIGURE	PAGE
1. Number of Vietnam-related Stories that Appeared on the Network Television News Programs Analyzed by Network and by Year	67
2. Percentage of Vietnam-related Stories that Appeared on the Network Television News Programs Analyzed by Network and by Year	68
3. Number of Vietnam-related Stories that Appeared in the Weekly News Magazines Analyzed by Magazine and by Year.	98
4. Percentage of Vietnam-related Stories that Appeared in the Weekly News Magazines Analyzed by Magazine and by Year.	99
5. Mean Percentage of Vietnam-related Stories that Appeared in the Weekly News Magazines and on the Network Television News Programs Analyzed by Year.	125
E-1. Distribution Across 48 Topic Areas - CBS.	185
E-2. Distribution Across 48 Topic Areas - ABC.	189
E-3. Distribution Across 48 Topic Areas - NBC.	193
E-4. Major and War-related Topics - CBS.	194
E-5. Major and War-related Topics - ABC.	195
E-6. Major and War-related Topics - NBC.	196
G-1. Distribution Across 48 Topic Areas - <u>Time</u>	214
G-2. Distribution Across 48 Topic Areas - <u>Newsweek</u>	218
G-3. Distribution Across 48 Topic Areas - <u>Life</u>	222
G-4. Major and War-related Topic - <u>Time</u>	223
G-5. Major and War-related Topic - <u>Newsweek</u>	224
G-6. Major and War-related Topic - <u>Life</u>	225

INTRODUCTION

There appears to be little doubt that the Vietnam War was the most unpopular war that American soldiers have ever fought. And the unpopularity of that war seems to have rubbed off on those who fought in it (Committee on Veterans Affairs, 1972). Jeffrey Jay (1978) notes that many Vietnam veterans perceive that the traumatic effects on the public, the guilt they feel about the war, and their failure to deal with either the trauma or the guilt have tended to cause the public to see the Vietnam veterans as the symptom carriers of society and, therefore, isolate them. Many veterans find themselves, or at least perceive themselves, to be ostracized, accused, defamed, and discriminated against as the general public, unable to cope with its own feelings about the war, transfers all its frustrations about the Vietnam experience to the veteran (Knoll & McFadden, 1970; Public Law 93-508, 1974). As James Kilpatrick (1980) comments,

perhaps the saddest aspect of the whole miserable experience came later, when hostility toward the war somehow got transferred to the men who served in it. Veterans who used their GI benefits to take college courses tended to be shunned by their fellow students, and several infamous colloquies made their rounds. (p. 28)

In addition, many Vietnam veterans perceived that, instead of the image of a returned warrior who faithfully served in a trying situation, they were portrayed, in both conversation and in the media, as losers, misfits, and even murderers; unable to function effectively in the present, and as perceiving their fellow men in a negative and unsynergistic manner (Barchard, 1976; Starr, 1973). The typical Vietnam

veteran has been brought up on the highly patriotic media portrayals of American soldiers which audiences grew accustomed to during and after World War II and Korea, and they perceived this to be in sharp contrast to the media's coverage of the military and the veteran both during and after the Vietnam experience (Adams, 1977).

Having anticipated the favorable, almost heroic, treatment that Vietnam veterans perceived was afforded to other American veterans of other wars, the Vietnam veteran, finding no such welcome, began to question why. And it was relatively easy, as the Committee on Veterans Affairs (1974) suggests, for the Vietnam veteran to place the blame on the media for what was portrayed as unfavorable public opinion. For instead of being portrayed as was anticipated, the veteran found himself depicted as part of the "greatest single setback to [U.S.] military power, political prestige and national self-confidence in this century" ("El Salvador: It is not Viet Nam," 1982).

Perhaps, then, one important reason Vietnam veterans received treatment different from veterans of previous wars lies in Buchanan's (1982) suggestion that "for the first time in modern history, the outcome of the war was determined not on the battlefield but on the printed page and, above all, on the television screen" (p. A4).

CHAPTER I

PURPOSE AND SIGNIFICANCE

It has now been almost nine years since the last U.S. combat troops left Vietnam and the last U.S. bombing mission was flown. Yet, there have been few studies conducted that deal with the actual media treatment of the war and the veteran. When we consider that the war in Vietnam lasted officially from 1964 to 1975, and unofficially from either 1955 or 1960, based upon source, to 1975, and that it was America's first truly media war, we must question the dearth of research into the actual content of the various media that covered the war over a period of at least 11 years.

In addition, as George Bailey (1976) notes, there is a need for substantial work in the area of the media's treatment of the Vietnam War so as to produce insightful, data-based information about the subject. First, it was an event that directly affected over three million American soldiers and indirectly affected many millions more, both soldier and civilian. Second, we must come to grips with this past war before the next one starts, and considering the technological advances of the past decade, any future war will probably again be a media war--but with new and greater impact, importance, and immediacy. Third, there is a sizeable segment of the population that feels that the media did, in fact, present distorted coverage of the war and the veteran for reasons other than that of factual reporting of the news; thus this segment has tended to suggest that the media have and do treat other events

and/or groups with less than total accuracy. For example, as Ralph White (1968) noted, we know there were distortions of the news on our own side. Some of it was attributable to deeply antiwar American reporters and some of it simply to overplaying what was most violent and dramatic (Jacobsen, 1975; White, 1968). Put more emphatically, Robert Elegant (1981) Los Angeles Times columnist and three-time winner of the Overseas Press Club Award for Best Interpretation of Foreign Affairs (an accomplishment equaled only by Walter Lippmann), states that "never before Vietnam had the collective policy of the media--no less stringent term will serve--sought by graphic and unremitting distortion the victory of the enemies of the correspondents' own side" (p. 73). And finally, it is time that a data-based history is written dealing with the media, the Vietnam War, and the Vietnam veteran. This study is one aspect of that data-based history.

It must be noted at this point, however, that several major problems face any scholar undertaking research on this topic. First, there is the overwhelming size of the subject. As Lichty (1975) notes, no other story so dominated the media, especially television, as did the war in Indochina. During Frank Blair's first appearance on the Today show in 1952, he read of the fighting in Vietnam, and 23 years later, during his last appearance on the same program, he reported on the continuing war in the same country. In addition, as Walter Cronkite stated on February 25, 1981, the first American advisors were actually committed to Vietnam by President Eisenhower on February 12, 1955, and the last troops withdrawn over 20 years later in 1975. It is evident, therefore, that the war in Vietnam was a long one. It is also evident,

through even a cursory review of the media during the period, that a large amount of time and space was devoted to the war.

Second, the scholar faces the fact that, in many instances, the primary source materials are no longer available. Even though news magazines are stored both in bound volumes and on microfilm, television and radio broadcasts have been lost, for the most part, to the ether. As Bailey (1976b) notes, the large majority of television and radio newscasts prior to 1968 were transitory images that no longer exist, except in memory. The remaining video file, excluding the Vanderbilt Television News Archives that began recording all three network newscasts on August 5, 1968, consists primarily of a set of kinescopes stored in the National Archives. These kinescopes, however, contain information that was cleared by the respective Washington stations and edited to fit the demands of the Department of Defense so as to include only Vietnam news with the emphasis on news of interest to the Pentagon. This video file, it is reasonable to assume, contains almost all of the Vietnam-related news of combat, diplomacy, and Washington affairs that was aired between August 20, 1965, and August 20, 1970. It does not contain, however, other Vietnam War-related stories such as antiwar demonstrations at home (Bailey, 1973).

Considering the obstacles, then, is the study worthwhile? We have already noted four reasons for this study. In addition to those four, two others must now be added. Generally, critics have attributed to media coverage of the Vietnam War great impact on public opinion, individual sensibilities, and even the actual conduct of the war itself. These critics, however, have tended to rely heavily not on empirical,

data-based research, but rather on anecdote and impressionistic memory for their material (Bailey, 1976a). In addition, some suggest, during the Vietnam War, for the first time in history, it became commonplace for the day-to-day events of a war to be brought in full color to a mass audience within hours of their occurrence. The implications of this happening have yet to be fully analyzed. Most people agree, however, that the media had a fundamental and profound effect on American attitudes and perceptions of the war (Jacobsen, 1975; Elegant, 1981). Jacobsen goes on to say, however, that in his opinion, the media produced an overall picture of the war that was far from accurate, especially on the part of television. They (the media) did this, he suggests, not by design, but through the very natures of the individual media themselves. Elegant, conversely, tends to suggest that the inaccuracies were deliberate attempts to distort the public's image of the war. Both of these reasons, then, lead to the essential question asked in this study: what exactly did the media cover during the Vietnam War and how did they do it?

This analysis, then, will answer, to some degree, questions about the actual content of certain media during the period August 5, 1968, to August 15, 1973. This study will be based on actual news programs (videotapes of programs recorded off the air) and original issues of magazines. By utilizing the actual record, we will be able to provide information not just about combat, diplomatic, or political material, but also about such other Vietnam-related items as anti-war demonstrations and stories that were edited out of the National Archives' kinescopes or did not appear on the editorial pages and in television

specials. In addition, this analysis will compare media treatment of Vietnam-related issues both across time and across media.

CHAPTER II

PROBLEM

Many Vietnam veterans returned to a society that, for whatever the reasons, they perceived as ostracizing them. Many of these same veterans also perceived that an unfavorable attitude existed toward the military in general, and that this negative attitude was more pronounced among the young, the college educated, and the non-veteran (Williams, 1970). In addition, these veterans tended to feel that the media had presented biased, unfavorable coverage of both the war and, more importantly, of those who fought in it (Committee on Veterans Affairs, 1974). So, in an attempt to account for this negative feeling, many Vietnam veterans blamed the media's coverage of the war (The Vietnam Veteran's Adviser, 1979).

This study, then, is designed to answer the questions of what, exactly, was covered in the media during the period August 1968 (the Vanderbilt Television News Archives begin on August 5, 1968) to August 1973 (our definition of the Vietnam War utilized 1973 for the final year) that related to the war in Vietnam or the Vietnam veteran, within certain limits. No attempt, however, will be made to evaluate the nature of the coverage in favorable or unfavorable terms. Instead, by specifically delineating the content of the newscasts and the news-magazines analyzed, this study will provide information about the type of event covered and the method--journalistic writing style and presentation technique--utilized in reporting the story. We have already

noted that much of the existing research into the actual media coverage tended to utilize anecdote and impressionistic memory rather than empirical research with the original material or sources as a base. This study will employ primary sources--original magazines and video tapes made off the air of the actual network newscast.

In addition, this analysis will investigate three other aspects of the media's coverage of the Vietnam War and the Vietnam veteran:

(1) a comparison of the coverage given the events by each network, each news magazine, and by the networks (television) and news magazines combined both across media and across time; (2) the other stories that were carried by the network television newscasts and in the news magazines; and, (3) the possibility that the media's coverage of war-related events changed at some point.

An investigation of the coverage differences is included in this analysis specifically because the majority of other studies completed to date tend to rely on only one medium, one very restricted period, one aspect of a medium's coverage, or all three of the above in varying degrees, but with no attempt at cross-media or cross-time correlation.

An analysis of the other topics such as "war," "terrorism," "crime," and "race relations," carried by the network television news programs and the weekly news magazines is included in this study because there is the possibility that the media had an influence on the public's perceptions of the war through coverage of non-Vietnam related events such as domestic terrorism or war in Bangladesh and Biafra. And, in turn, the public's perceptions of the war influenced the veteran's perception of the media coverage. Wright (1972) notes specifically

that, in his opinion, the media appear to have succeeded in effecting enormous opinion conversions among the high-status groups but little such change among the traditional working class. He also suggests that even though the "media elite" and its followers--the upper classes--tended to move from pro-war to anti-war between 1964 and 1968, the scant power of this group to effect national policy is amply evident in the government's war policy during and for four years after this period. Wright failed, however, to note that the middle and upper classes--those influenced most by the media, in his opinion--were involved in relief efforts for Biafrian refugees, marches for voting rights at home, and other movements that may have, inadvertently, influenced their perception of the war in Vietnam.

Finally, this study will investigate the possibility that the media's coverage of the war and the veteran changed at some point in time. Gitlin (1980) suggests that the various media networks, television in particular, though originally "hawkish" toward the war, were becoming more "dovish" by 1969 and had assumed a completely "dovish" posture by 1972 as indicated by coverage given the anti-war movement. And David Halberstam (1979) notes that in the beginning there was a consensus in the media for the war, but that as time passed that consensus was lost or changed from pro-involvement to anti-war and, again, was manifested by increasing coverage of the anti-war movement after 1969.

Research Questions

The specific research questions for this analysis are as follows:

(1) How many Vietnam-related stories were carried on the network television news programs and in the national news magazines in the research sample?

(2) What percentage of magazine issues and television news programs was composed of Vietnam-related stories?

(3) As the years passed, were more or fewer Vietnam-related items printed and broadcast?

(4) What was the distribution of story content across the 48 topic areas listed and defined in Appendix C for the respective magazine issues and television news programs analyzed?

(5) Where were the Vietnam-related stories placed in the newscasts and in the magazine issues?

(6) What was the content in terms of the sub-topic areas listed and defined in Appendix D for the Vietnam-related stories carried in the news magazines and on the television network news programs?

(7) What modes of journalistic writing--e.g., current information or opinion--were utilized in reporting the Vietnam-related stories by both network television news programs and weekly news magazines?

(8) How were the specific Vietnam-related stories reported in terms of presentation technique--e.g., talking head or voice over--by the network television news programs and weekly news magazines?

(9) What words were used to identify the parties involved in the war?

(10) What percentage of the magazine issues and television news programs carried Vietnam-related stories?

Definitions

For the purpose of this study, unless context otherwise requires:

(1) Vietnam veteran will refer to those members of the U.S. armed forces who actually served in Vietnam between August 5, 1964, and August 15, 1973; (2) interpersonal communication will refer to that communication that is direct communication between two or more people in physical proximity in which immediate feedback is present; (3) mass media or media will refer to print and electronic media to include newspapers, magazines, and television, primarily, with other mass media such as books, pamphlets, radio, and movies identified specifically within the study; (4) mass communication will refer to the process of delivering information, ideas, and images to a sizeable audience through the use of media; and, (5) Vietnam War will refer to that conflict that took place in the southeast Asian countries of South Vietnam, North Vietnam, Cambodia, and Laos between August 5, 1964, and August 15, 1973. Other concepts will be defined in the body of the study as needed for clarity.

A special note must be made at this point about two aspects of the definition utilized for the Vietnam War. First, the term Vietnam War will be utilized to describe the conflict in the Republic of South Vietnam and surrounding countries, not just that action confined to a single nation. The generic terms Vietnam War or Vietnam are generally accepted today to refer to what is also called the Indochina War, but common usage tends to suggest the use of Vietnam War or Vietnam to delineate the specific conflict regardless of the actual location of the fighting.

Second, the war in Vietnam is generally considered to cover the

period August 5, 1964, to May 7, 1975. We have already noted that American military personnel were actively involved in that nation as early as 1955, with regular commitments beginning under President Kennedy in 1961. However, the official starting date for the war is accepted as being August 5, 1964. It was on that date that President Lyndon Johnson sent to congress his request for authorization to increase troop strength in Vietnam. The measure, referred to later as the Gulf of Tonkin Resolution, was approved by the House on a vote of 416 to 0 and in the Senate by a vote of 88 to 2 ("Congress Backs President," 1964).

For this study we have selected August 15, 1973, rather than the generally accepted date of May 7, 1975, for the ending of the Vietnam War. It was on that date that the United States ceased all military action in Indochina with a halt of the bombing in Cambodia. All U.S. ground combat forces had been withdrawn by March 29, 1973 ("Bombing of Cambodia Stopped," 1973). It is our opinion, then, that the date August 15, 1973, is more representative of the actual end of the war in terms of American involvement that is the date generally accepted for that purpose.

Four other terms need to be defined in order to clarify the hypotheses and the discussion that follows. Regular television evening news, network television news, or, simply, television news will be used interchangeably to refer to the 30-minute news programs that generally appeared on all three major television networks--CBS, ABC, and NBC--on a daily basis between 6:00 p.m. and 7:00 p.m. eastern standard time. Vietnam-related will refer to all stories or items that had a direct

relation to Vietnam--e.g., combat or anti-war activity--and in which the main thrust of the story or the majority of the item was Vietnam-related. Story or item will refer to a complete unit which is delimited by the objects, events, or persons to which it refers (see Krippendorff, 1980, p. 61 for a more detailed discussion). And weekly news magazine will refer to those publications that appear on a regular weekly basis and which have a national or even international circulation. For purposes of this study, the weekly news magazines will be represented by Time, Newsweek, and Life, and references to weekly news magazines will be inclusive to these three publications.

Assumptions

In order to conduct a study of this type, a researcher must make certain assumptions. First, we must assume that the study of past events, some call it history, is a worthwhile undertaking. As Shafer (1980) notes, man has always tended to view his past, even his immediate past, with fascination. This fascination, when carried to its logical, scholarly ends produces information, based not on memory alone, but rather on empirical data gathered through various means. This information, Shafer continues, serves to broaden the base of experiences each individual used when making decisions; promotes sophistication and judgement in the contemplation of public decisions; tends to lead to reductions in parochialism and insularity; and, finally, aids in the consideration of grand decisions by, hopefully, eliminating the illusion that all current problems are unique in the history of man. In addition, Shafer also suggests that we must study history or past events empirically in order to prevent Orwellan rectification of our

past. Only by constant referral to the actual or primary source are we able to insure that events were as they are described at a later date. And only by rereading our history are we able to insure that revisionist historians do not so rectify our past as to make the experiences unusable in present or future situations.

Second, we must assume, as both Berelson (1952) and Krippendorff (1980) note, that inferences about the relationship in communication between intent and content and between content and effect can validly be made. This assumption, that knowledge of the actual content of communication can legitimately support inferences about non-content events, is basic to the central contribution of content analysis: the illumination of certain non-content events or areas through knowledge and study of communication content.

Third, we must assume that analysis of the manifest content of the media is meaningful. This assumption includes, or rather is based upon, another assumption: that there is a common "meeting-ground" for the communicator, the audience, and the analyst. In other words, we assume that there is a common universe of discourse among the relevant parties, so that the manifest content can be taken as a valid unit of study. This, of course, is based upon an additional assumption about the content: that the meanings which the analyst ascribes to the content, by assigning it to certain categories, corresponds to the meanings intended by the communicator and understood by the audience (Berelson, 1952).

Finally, we must assume that the quantitative description of communication content is meaningful. This is simply a matter of selecting

the important categories for analysis and of assigning the correct item to the proper category. This assumption does not involve, however, any implication that different items of the same length are to be given the same weight simply on the basis of length. For example, an item that appears on the front page of a newspaper is generally weighted differently from one which appears on an inside page. In addition, this final major assumption does not imply that all members of the audience, or even a typical audience member, were actually or necessarily exposed to the communication content in the proportions in which the designated categories appear. In other words, there is no assumption that audience exposure and content emphasis are necessarily parallel (Berelson, 1952).

Limitations

We have already noted two limitations facing this study: the overwhelming size of the topic, and the lack, in some instances--television programs prior to August 1968, for example--of primary source materials. Two additional limitations must also be considered.

First, the very nature of the subject area is a limitation, to some degree. The Vietnam War was a volatile issue during the late 1960s and throughout the 1970s, and is still volatile today. It is difficult for many individuals to make unbiased judgments on the topic even nine years after the war ended. Therefore, this analysis will not attempt to make value judgments about the nature of the coverage, but rather will be confined to an objective reporting of the content based upon categorization of the manifest content.

Second, the sample of the media content that will be utilized

in the analysis is representative of the media coverage of the war as carried in the national news magazines and over the national television network news programs as opposed to the totality of such coverage. It would be impossible to obtain and analyze all media content for the period or even that content specifically dealing with the war and war-related topics. In addition, this study will not analyze newspapers, television specials, or coverage that appeared in the media of foreign countries. It will not be, therefore, a complete analysis of the total media coverage of the war and the veteran, but rather an analysis of a randomly selected sample of such coverage as preserved on video tapes of network news programs broadcast between August 5, 1968, and August 15, 1973, and in correlated issues of selected weekly news magazines.

Hypotheses

Based upon a review of the available literature as reported in Chapter III immediately following, as well as personal insight, certain hypotheses can be posed about the nature of the content relating to Vietnam that appeared over the national television network news programs and in the national weekly news magazines.

H1_t: Coverage of the Vietnam War-related topics dominated network television news to the extent that a plurality of the total stories carried was devoted to Vietnam War-related news.

H2_t: Television coverage of the Vietnam War and war-related topics was at its peak in the period August 1968 to August 1969 and decreased steadily until the period August 1972 to August 1973.

- H3_t: No other event or series of events received television news coverage equal to or greater than that given Vietnam-related events during the period studied.
- H4_t: Network television news programs tended to carry Vietnam-related stories during the first third of each broadcast.
- H5_t: An absolute majority (51%) of the network television news stories that dealt with Vietnam-related topics was devoted to coverage of combat events and included film of actual battle.
- H6_t: Television network news programs tended to carry photographs or film footage of dead and/or wounded soldiers and civilians on a regular basis (regular being defined as on most newscasts).
- H7_t: Network television news increased its coverage of the anti-war movement steadily between August 1968 and August 1973.
- H8_t: National television news programs carried the same type of stories at approximately the same percentages that dealt with the Vietnam War and war-related topics in terms of the categories listed and defined in Appendix D.
- H1_m: Coverage of the Vietnam War and war-related topics so dominated magazine content that a plurality of all stories carried were devoted to that topic.
- H2_m: Magazine coverage of the Vietnam War and war-related topics was at its peak in the period August 1968 to August 1969 and decreased steadily until the period August 1972 to August 1973.
- H3_m: No other event or series of events received coverage in

the selected news magazines equal to or greater than that given Vietnam-related incidents.

- H4_m : News magazines tended to carry Vietnam-related stories as the lead or first major item in each issue.
- H5_m : Weekly news magazines covered actual combat and printed actual combat photographs in the majority (51%) of Vietnam-related stories carried.
- H6_m : Weekly news magazines carried photographs of dead and/or wounded soldiers and civilians on a regular basis (regular being defined as in most magazine issues).
- H7_m : Weekly news magazines increased their coverage of the anti-war movement steadily between August 1968 and August 1973.
- H8_m : Weekly news magazines carried the same type of stories at approximately the same percentages that dealt with the Vietnam War and war-related topics in terms of the categories and defined in Appendix D.

Summary

This study, therefore, will provide specific information about the content of the media sample analyzed as well as compare the content of the two media under investigation. It is not possible to analyze the entire universe of television news programs, both national and local, and weekly news magazines for the period--both time and money do not allow for such an ambitious undertaking--but it is possible to describe the content of the respective media under analysis and to provide answers based on the sample analyzed to the questions noted above.

The overall intent of this analysis is to provide as scholarly

and as detailed an analysis of the sample under study as is possible within the limitations of time, money, and human fragility. This study is designed, however, in such a manner that replication is possible for verification purposes; since a suitable data base for statistical inference and comparison is currently lacking.

CHAPTER III

LITERATURE

The war in Vietnam was a unique experience for the American public. As John Chancellor noted, what made it so strange, so unique, was our seeing it and hearing it every evening. For over ten years during family time on television the war was in our living rooms. And what we saw, says Chancellor, is impossible to forget (Lichty, 1975). In addition, as Halberstam (1979) suggests, it was the first time in American history that a war had been declared won or lost by a television news anchorman--Walter Cronkite.

The war in Vietnam was a unique experience as well for the men and women who fought in it. It was not only the longest war ever engaged in by an American government, but it was also the most unpopular war that American soldiers have every fought. This war appeared to divide the nation almost as severely as did the American Civil War. What was very special about this war, the war in Vietnam, however, was the extent of immediate media coverage to which the war effort, the soldier, and the veteran were subjected. And this media coverage has been referred to as a pivotal factor in the public's opinion about the war and the veteran.

An extensive search of available sources was made in order to determine the range of existing material on questions about the extent and nature of the media's coverage of the war; the effect of the media's coverage on the conduct of the war and the public's opinion about the

war and the veteran; and the nature of this coverage in both the news and the popular media. By utilizing a systematic manual and computer-assisted search of the available materials, an extensive bibliography of possible topics and articles, as well as books and dissertations, was established for examination. Appendix A of this study lists the specific data bases, indices, and abstracts consulted and lists the key words that were utilized in the computer search. This specific search utilized what could be called, in military jargon, saturation bombing. Every possible lead was checked for usability, and only after the saturation bombing had served its purpose of removing all cover, were specific topics followed to fruition.

This systematic search of the existing literature led to the establishment of eight topic areas. These areas include the effects of the media; other research into the media's coverage of the Vietnam War and the Vietnam veteran; anecdotal and impressionistic works about the media in Vietnam; assertions of government control of the media's coverage of the war; the image of the Vietnam veteran and the war in popular media; the rhetoric of the right and the left in respect to the war; the books about the war and the veteran; and suggestions that the war is still very much with us.

Media Effects

In his story of Biggy Muldoon, Warner (1964) notes that Biggy the man, living and acting out his life in his home town, disappeared, for all practical purposes, into the enlarged and greatly modified mold created for him as the public press and the other mass media re-formed

the real Biggy into the media image of Biggy. And for most people, then, the Biggy that existed was not the true man, but rather the media-created shadow.

Ball-Rokeach and DeFleur (1979) expand upon Warner's illustration by noting that we depend on the media as a source of information about a wide range of items, often becoming dependent on the media for information about people and events outside the realm of immediate social realities. They go on to suggest that when the necessary framework of experiences required in understanding events is missing, we have a tendency to become dependent upon the media for that framework thus allowing the messages received from the media to have definite effects on the audience. In this respect, then, the media message about an item, events, or person can be expected to alter the audiences' behavior toward that event, item, or person in terms of cognitive, affective, and/or overt behavior.

The impact of the media on the public's opinion about the Vietnam War and the veteran was discussed by Wright (1872) with the conclusion that the media appear to have succeeded in effecting enormous opinion conversions among certain groups. What is most interesting, however, about Wright's data and his interpretation of them is that he suggests that the media had a greater impact on the middle, upper-middle, and upper classes in regards to change in attitude toward the Vietnam War than it did on the lower classes. Wright notes that some segments of the population--the working class, for instance--appear to be resistant to media manipulation. In terms of opinion toward Vietnam, Wright states that the stable opinion about the war lay in what could be

called the preiphery of the population--the lower classes--while the central population--the upper classes--appear to have been manipulated in their opinion by the media. Wright does note, however, that though there was a definite shift in editorial opinion in the media from pro-war to anti-war over the course of several years, the continuation of the war despite media editorial opposition indicates that the media elite apparently possess little power in affecting change in political policy or the system for policy making.

Of course, the various theories about the effect of the mass media on the public's attitudes, behavior, and opinions appear to have moved in cycles from all-powerful to mediated to powerful again (Severin & Tankard, 1979). During the late 1970s and, now, into the 1980s the powerful effects model appears to be reemerging. The works of Mendelsohn (1973) and Maccoby and Farquhar (1975) suggest that the mass media do, in fact, have important effects on both attitudes and behavior in audiences. Both the "National Driver's Test" (Mendelsohn, 1973) and the campaign to reduce heart disease (Maccoby & Farquhar, 1975) seem to hint at a return to the idea of the media as a rather powerful entity. And, then, there is the work of Noelle-Neumann (1973) who suggests that the media have a powerful effect on the public and that these effects have been both underestimated and, to some extent, even undetected in the past because of the limitations of research conducted in this area. For the purposes of this study, however, we will assume the powerfulness of the media, because the majority of existing materials on the topic of the media's coverage of the Vietnam War assume the same thing.

For example, Compton (1965) notes that the American mass media,

and especially television, possess and deliver, in the form of news and public affairs, a massive political consensus and that this consensus affects the opinions of the American public. And Hollander (1971) refers to the mass media as a major factor in the lives of many adolescents. In his survey of high school seniors, Hollander found evidence that suggests that the mass media play a major role as a source of information in the socialization process of American youth. In fact, Hollander refers to the media as the "new parent" in the lives of the young, especially in terms of political and social acclimation.

The press has also been shown, it is suggested by Hines, Bachman, and Starr (1973), to have substantial influence on its readers' attitudes towards individuals accused of crimes. In their study of the cases of Army Lieutenant William Calley and Charles Manson, both accused of sensational murders, it was concluded that the media, through pre-trial publicity, tended to influence the attitudes of the general public about the guilt or innocence of the accused.

The press is not the only form of mass media, however, and it may be, especially in the case of Vietnam, that other media had as great or greater an impact on the public. In their study of the public's major news sources, Abel and Wirth (1977) initially noted that during the 1960s and 1970s television became the major source of news for the majority of Americans. According to information provided by the Roper Organization, television became the most believed medium in 1961 and by 1974 over 51% of the American public felt that television was more believable than the newspapers. It must also be noted that media utilization for information and opinions about the respective

medium's believability were even across a broad spectrum of education, age, income, sex, marital status, and even political party. Television, then, is perceived, according to Abel and Wirth's study, as more credible, truthful, and important as a news source by the general public than any other single medium.

Television has also been referred to as a "window on the world." Cater and Adler (1975) note that the television set has become the new instrument of reality in the modern world, of what's really happening. In this sense, then, according to Novak (1979), what isn't on television isn't quite real. In our society, an individual's most precious resource, however, is his or her grasp of the real world. This includes a confidence that one's firsthand reality and the world beyond one's firsthand vision are the same. Second to this is the individual's ability to comprehend reality (directly and indirectly) in a way that nourishes the ego, indulges fantasies, and sustains one's values and attitudes (Williams, 1975).

It appears logical to assume, then, that the media can serve at least part of the function of providing us with a grasp on reality by allowing us to see that which is outside our immediate environment. It also appears logical to assume that if the media do provide these experiences beyond the range of our immediate environment, as well as a sense of reality about those items, the media could easily influence or even establish attitudes and opinions about events, people, or things that are outside that immediate environment. There are endless references to studies and reports that suggest how and to what extent the media--especially television--influence our perceptions as well as

our attitudes and our opinions. Compton (1965), Noelle-Neumann (1973), and Lilly and Lilly (1976) are only three of the many, but they tend to convey the consensus about media effects on the audience.

Other Research

One of the first research studies to deal with the media and the war in Vietnam appeared in the 1966 issue of Journalism Quarterly. Colfax (1966) investigated the response to an advertisement placed in several newspapers in New England late in 1965. The specific advertisement was part of the protest movement and carried the names of more than 100 academicians who did not support the effort in Vietnam. Colfax suggests that those who were not sympathetic with the subject--immediate withdrawal from Vietnam--attended to the message at a significantly higher rate than did those who were sympathetic with the subject at a 38.5% to 7% ratio. It is interesting to note, however, that Colfax relied on recall of the advertisement, asking the subjects, who were contacted by telephone, whether they recalled seeing the advertisement and whether they supported the American effort in Vietnam. Colfax did not attempt to determine whether this advertisement had any effect on attitude or opinion.

Two years later, Hamilton (1968) published an article on mass support for "tough" military initiatives. This study of the public's reactions and opinions in the context of two wars, Korea and Vietnam, tends to suggest that the preference for a "tough" military policy is found most frequently among the highly educated, those with high status occupations, those with high incomes, and those who attend to

the mass media. This study appears to disagree with Wright's (1972) study and it is interesting to note that Hamilton found that public opinion regarding a "tough" military policy as of 1968 was not significantly different from that expressed in 1951 and 1952.

Russo (1971-1972), in his study of television bias, attempted to measure bias in national evening newscasts in terms of their coverage of the Nixon administration's war policies during 1969 and 1970. Russo reports that no bias was detected in the coverage given by either NBC or CBS (ABC was not included in this study) and thus no support could be found for the assertion that television news coverage tended to give more attention to those opposed to the administration's policies than to either the policies themselves or to those who supported them. Russo also suggests that not only were the broadcasts unbiased, but that, in addition, no mention of civilian casualties caused by U.S. ground troops in Vietnam was made in any broadcast until September 1969.

Another study of network television news coverage of the war in Vietnam was conducted by Shelton (1973). This study suggests that NBC was the least favorable toward the war and the most favorable toward the various anti-war movements. ABC was rated as most favorable toward the war and least favorable toward the anti-war effort in this country. ABC also tended to present the most dramatic coverage of the war, according to Shelton. CBS was rated as being more unfavorable than favorable towards the war, but also more unfavorable than favorable towards the anti-war activists.

Instead of examining television news coverage of the Vietnam War, McNulty (1975) examined television news specials. Utilizing scripts of

news specials broadcast by CBS between 1965 and 1969, McNulty suggests that there was a marked reduction in the number and scope of such specials between 1965 and 1969 with 16 being aired in 1965 and only three in 1969. In this study, McNulty also discusses the corporate decision-making process in terms of the coverage of the Vietnam War by documentary and regular news programming.

The study noted immediately above was based on a larger work also by McNulty (1974). In this larger work, he analyzed both CBS and ABC documentaries and news specials based on transcripts and interviews. This larger work suggests that the commentators of both networks appeared to be giving carefully balanced presentations of the Vietnam War except in 1966 when both networks displayed a very positive attitude toward American policy in Vietnam. McNulty (1974) does note, however, that ABC appeared more balanced in its presentations during the period studied, but that CBS tended to express a more positive attitude toward American policy. And, during the 1965 to 1967 period, only minimal attention was given to actual battle. This changed markedly, however, in 1968 with the Tet offensive.

Bacus (1974) departed from the study of television's coverage of the war to investigate press treatment of Nixon's statements on Vietnam between 1969 and 1970. The press, in this study, was represented by The New York Times and The Washington Post. Bacus suggests that the press appears to be a rhetorical agent, providing an interpretation of news as well as reporting it. She goes on to suggest that her analysis indicates that the Times had a "liberal bias" and tended to discredit Nixon by assigning ulterior motives to his actions. The

Post, on the other hand, appeared to be more analytical giving a balanced treatment to Nixon's statements and policies. The Times' extreme attitude on the war, according to Bacus, resulted in distortion and rejection of the Nixon plan. The Post, however, revealing no such extreme bias, presented fairer coverage, published a wide range of opinion on the topic, and tended neither to reject nor accept the Nixon war strategy.

Adams (1977) turned from investigating media content to analyzing perceptions of the media's coverage. Hypothesizing that combat veterans would appear more dissatisfied with television coverage of the war and more sensitive to its impact than would non-combat veterans, Adams surveyed a sample of combat and non-combat veterans. The results of this study suggest that the original hypothesis is accurate; that combat veterans did, in fact, appear more dissatisfied with television coverage of the war, specifically, and overall media treatment, in general, than non-combat veterans. Adams, however, relied on recall and did not present his subjects with copies of actual media coverage. In addition, over half of the non-combat veterans surveyed had belonged to the National Guard. Of this group of non-combat veterans, the majority attended college or graduate school during their tour in the Guard and utilized the tour as a deliberate means for escaping service in Vietnam.

Probably the most extensive studies of the media's coverage of the war in Vietnam have been conducted by Lichty and Bailey. Utilizing a set of kinescopes prepared for the American military by three Washington stations and the Pentagon, Bailey and Lichty analyzed the news coverage of the war from 1965 to 1970 (Bailey, 1973). It must be emphasized, however, that the kinescopes used were prepared for the military; thus

only the military aspect of the war news was covered to the exclusion of domestic protests and political activities.

The results of Bailey's (1973) extended survey of the material suggests that, generally, the anchormen on the three networks tended to cover the war in an uncritical manner, relying on press releases from the American military and government. Conversely, statements from the enemy were more likely to be interpreted with skepticism. This changed, however, after 1968 and the Tet offensive, with the anchormen becoming more likely to interpret stories with skepticism toward the American official line. Bailey (1976b) does note, however, in an excerpt published from the longer work, that during the covered period (1965 to 1970) war news appeared on CBS 80% of the days, on NBC 75% of the days, and on ABC 70% of the days. Only about 5% of the stories, however, were about the impact of the war back home and peace protests.

In Bailey's (1976a) article on the interpretive reporting of the Vietnam War, he notes the limitations of the initial study in that the prints utilized were edited to remove non-military information, but he goes on to state that, for the items analyzed, the network anchormen tended to read short stories about the war with little or no interpretation and without adversary challenge. Bailey (1976a) also notes that the film footage carried by the networks was taken from the various wire services, generally, and even the "body counts" were read as fact rather than as estimates. He goes on to state that the combatants were described as the Americans and the South Vietnamese against the communist or the Viet Cong. Of course, Bailey makes no attempt to analyze the various prose styles or physical postures utilized by the anchormen since, according to him, they could not be quantified for study.

One last article by Bailey and Lichty (1972) must also be mentioned. One of the most famous pieces of film to come out of the Vietnam War was the NBC clip of General Ngoc Loan holding his gun to the head of the suspected Viet Cong. The article describes in some detail the step-by-step, person-by-person decisions that led from the initial filming to the actual telecast. With its emphasis on the organizational gatekeeping function, this article provides interesting insight into cooperative news decisions. Lichty and Bailey do note, however, that as of 1971, the film of Loan and the VC had been broadcast only three times on a national basis and yet it is considered by many to be one of the four main images of the war in Vietnam (Lichty & Fromson, 1979).

Moving away from media coverage of the war itself, Showalter (1975) investigated the coverage American magazines gave to conscientious objectors to the Vietnam War. Analyzing 138 items extracted from 21 national circulation magazines, including editorials, articles, news stories, and letters, Showalter suggests that the magazines usually projected positive images of the objectors, and that these attitudes towards the objectors became more positive as the war progressed. Utilizing five judges and an assertion scale based on Osgood, Suparata, and Nunnally, Showalter (1976) suggested that 19 of the 21 magazines analyzed covered the objectors most favorably with the coverage of those who refused to serve only in Vietnam the most favorable and of those who evaded or deserted the most unfavorable. He goes on to submit that it is apparent from this study that American magazine journalists exercise more freedom in covering an ideological minority than had been theoretically or historically suggested by media critics. Showalter's study did note,

however, that those periodicals with fewer subscribers were most likely to be favorably inclined toward the objectors than those with large numbers of subscribers.

It is interesting to note, at this point, that Zook (1971) also analyzed magazine coverage of war objectors, but only of those who objected to service during World War II. This analysis of U.S. magazine coverage of conscientious objectors to World War II suggests that there was support for the objectors rather than non-support. Zook also suggests that the press looked favorably towards the conscientious objectors during the period with those periodicals that were religious in nature and content tending to be slightly more favorable than non-religious publications. This seems to indicate, then, that magazine coverage of true conscientious objectors changed little between World War II and Vietnam.

Two final studies must be mentioned in this review of research into the media's coverage of the Vietnam War. Nguyen (1977) analyzed the content of Voice of America (VOA) broadcasts to Vietnam between May 8 and May 17, 1972, and Roundy (1980) analyzed the images of Vietnam in modern literature. Basically, Nguyen's study deals only with Vietnamese language broadcasts to that country and is, therefore, outside the limits of this analysis. Roundy, however, suggests that during the 1960s the American people developed a new sense of amplified omniscience that derived from the electronic media and that through such works as Sacks' M (also called M Company) perceived as fiction that which was actually fact, and, in turn, perceived as fact that which was fiction. Roundy notes that, in his opinion, a new form of literature developed out of the Vietnam experience which he calls "jungle gothic." It includes such works as Herr's Dispatches (1977), which exhibits a

preoccupation with the supernatural and an obsession with death. This entire genus, including films such as Apocalypse Now, he suggests, has tended to create a warped sense of reality, blending fact with fiction into what he calls the postmodern imagination and, in turn, influencing the public's perception of the Vietnam War.

Anecdotal and Impressionistic Works

According to Russo (1971-1972), Senator Hansen of Wyoming, while speaking from the floor of the Senate, accused the network news programs of presenting only negative reports of the military effort of the South Vietnamese and U.S. forces. But as Trope (1978) notes, people tend to be more confident in their judgments that is usually warranted by their knowledge. In fact, he suggests that the reliability of information received is, in many cases, not properly integrated into the inference and memory process. We often do not, then, Trope states, differentiate in memory between reliable and unreliable information. Senator Hansen's remarks tend to come, therefore, under the heading of impressionistic. For as Lichty and Fromson (1979) note, the television news coverage of the war in Vietnam, on CBS and NBC anyway, is often remembered erroneously as hostile to the war effort.

Lichty and Fromson (1979) also note that four images of the war in Vietnam are remembered as the symbols of the war: the Buddhist monk immolating himself in 1963; General Loan "shooting" the Viet Cong suspect in 1968; the little girl accidentally napalmed (by South Vietnamese forces, incidently); and the Marine with the Zippo setting fire to a thatched roof. These images were seldom repeated and were the sensational rather than the common, but it is reported, they note, that these were the recurrent images, not the sensational extremes.

Just as there are impressionistic memories of media coverage, there are also impressionistic memories of what Jimmy Carter called "a governmental consciousness to deal in secrecy, to exclude the American people from the actualities of the war; even to mislead them" (Rainie, 1978, p. 23). Even Walter Cronkite said: "We the American people . . . cannot ever again allow ourselves to be misinformed, manipulated, or misled . . . the government must share with the people the making of policy, the big decision" (Lichty, 1975, p. 34). Cronkite concluded, then, that the government should be more candid with its people than had been the case during Vietnam. But, as Ted Koppel noted, the fault may lie not with the government but with the press. For as he states, the press was never once stopped from doing its duty--reporting to the people--and Lichty (1975) suggests that duty was, in fact, shirked.

Rainie (1978), however, notes that an examination of major publications yields a surfeit of evidence that we knew exactly what we were doing when the war in Vietnam was escalated. The national press matched the war planners tit-for-tat as new policies were developed. The public did know the situation and the stakes; and a vast majority of the public agreed with the war's aim. Rainie goes on to suggest that the publication of the "Pentagon Papers" tended, though, to give substance to the myth of public innocence (or ignorance) referred to by both Carter and Cronkite.

The American consciousness has now calcified around a myth about Vietnam: that we were maneuvered into the war by deceitful planners and a conspiracy of silence. The appeal of this myth is the moral and tactical formula: tell the truth and the wisdom of the people will prevail. The entire nation may believe this, but it simply isn't true.

In fact, as Rainie (1978) notes, an investigation of the nation's media content makes it apparent that the public did not rise up against the war because it (the public) was itself pro-war, or at least anti-antiwar.

Probably the most traumatic event of the Vietnam War was the Tet offensive of 1968. As Schroth (1977) notes, whatever the historical or military reality of that offensive, the journalists and liberal politicians made Tet the turning point in the Vietnam adventure. Braestrup (1977), in his book on Tet and the media goes further stating that much of what was being reported and watched during those months was as much journalistic myth as it was military reality. Hybels (1979) emphasized that Braestrup's study of the content of the media dealing with Tet 1968 leads to the conclusion that what actually happened was not what was actually reported to the American public. Of course, Braestrup devoted both volumes of his 1977 book to detailing how, in his opinion, the media presented biased and inaccurate coverage of the Tet offensive.

Keylin and Boiangiu (1979), in the introduction to their book on The New York Times' coverage of the war, state that even though the Tet offensive was a military defeat for the north, with consummate skill, they (the North Vietnamese) turned it into a resounding political and propaganda triumph. And Drew Middleton, in his foreword to Keylin and Boiangui's book, notes that part of this problem was the result of biased reporters who presented a slanted view of the actual events.

Several other researchers believe it probable that the media presented biased, unfavorable coverage of the war in Vietnam, but the majority of such researchers' material appears to be based on anecdote or impressionistic memory. For example, Lefever (1975) suggests that in 1972 CBS carried positive or supportive comments about the American

effort in Vietnam only 19.03% of the time and was critical of the effort 80.98% of the time. He goes on to accuse CBS of being highly critical of the South Vietnamese (83.33% of the time) but supportive of the North Vietnamese (57.32% of the time). Lefever even accuses CBS reporters of being exceeded as "anti-war and anti-administration [only] by the antiwar activists themselves" (p. 184).

Frank (1975) and Williams (1975) take issue with Lefever, however, noting that not only was Lefever working for a very conservative research organization, but that his (Lefever) study was methodologically unsound and did not come to grips adequately with the real problem. Frank explains that the categories utilized in the analysis were biased to the extent that they could not possibly yield fair and impartial data.

There is a consensus among the American people, Lewy (1978a) believes, to see the Vietnam War as a deserved national humiliation and as just retribution for what amounts to a moral outrage. This impressionistic view of the American record in Vietnam, according to Lewy, is widely accepted because it was fed by journalists who were generally critical of the American effort in Vietnam. Thus they tended to report every mistake, failure, and misdeed while ignoring the positive aspects of the war effort. Lewy goes on to state that the reporters in Vietnam "were so anxious to obtain pictorial proof of war crimes they had heard about . . . that they themselves actually incited the commission of some atrocities" (p. 43). He points out that attempts by researchers to develop an accurate picture of the conduct of U.S. troops in Vietnam have not been helped by the sensationalistic accounts found in the

majority of the media. Lewy concludes that the tendency on the part of all too many newspaper and television reporters and editors was to see the war in Vietnam as an atrocity "writ large" and to report allegations, even rumors, as if they were fact.

Of course, on the other side, writers such as Hart (1972) accuse newsmen of taking sides in the war by using "we" and "us" for American troops instead of a more general, less personal descriptor, and of being supportive of the war effort. Along the same lines, Compton (1966) considered noteworthy what he referred to as the American network shift after 1966 to allow a minimum of air time for dissenting opinion about the war.

One major anecdotal or impressionistic concept about the war, supported by writers such as Chomsky (1978) and Ziferstein (1967), was that reporters had difficulty obtaining press passes or in moving about once they were in-country. Knightly (1975) argues, however, that the mechanics of getting accredited were very simple and that, in fact, the war in Vietnam was better reported than any war to date. Knightly goes on to say that there was no censorship and almost absolute freedom of movement. If there were any problems, he asserts, they derived from the reluctance of the military brass and political figures to talk candidly with the press. But, as Rainie (1978) noted, there did not seem to be any shortage of information published in the States about the progress of the war.

There is a certain amount of speculation about the nature and causes of what is termed impressionistic memory of the media's coverage of the war. It could be accounted for by what Gitlin (1980) calls

focusing. In his work on the media and the new left, Gitlin suggests that the media tend to focus on the sensational and the extreme. It is possible, then, that the media did the same thing in Vietnam. But then, who defines what is sensational and extreme? Another possibility is explored to some extent by Kendrick (1974). He contends that the American public really did not want to know what actually happened in Vietnam and that this has contributed to the impressionistic recall of the war itself as well as to the recall of how the media covered it.

Whatever the factors may be, however, it seems safe to state that the war in Vietnam and the coverage of that war have been reported all too often in an impressionistic and anecdotal manner. Several studies, including Braestrup's (1977) and Lewy's (1978a), lead the reader to believe that they are based on empirical research and data, but a careful reading of each such report generally reveals that the work is either biased or filled with anecdote and impression, or both.

Control of the Media

We have already noted the accusations made during the Vietnam War that some journalists reported the war in a biased manner, while others had difficulty gaining access to materials. In addition to these accusations, another must be examined: that the news media were managed in their coverage of the Vietnam War. Ziferstein (1967) notes that this management of the media by the political elite was a means for undermining the average American's right to think for himself. Lifton (1968), moreover, charges that the media were represented in Vietnam by journalists who were numb to the realities of war and who utilized a form of "newspeak" approved and manipulated by the government to

create false images of the war. Braestrup (1977), on the other hand, takes exactly the opposite stance when he accuses reporters of being biased against the government and the U.S. military, thus reporting in a manner that eroded confidence in both in the minds of the majority of Americans.

Chomsky (1973) implied that the U.S. government manipulates the news media on a regular basis in order to create considerable public support for its efforts. In terms of the Vietnam War, Chomsky charges, the government used the media to support "the myth of U.S. intervention" in South Vietnam and as late as April 1973 it (the government) could have utilized the media (which Chomsky asserts the government controls) to create considerable public support for a renewal of "aggression" by America in Vietnam. Chomsky (1978) in a later article also claims that a careful study of the American media reveals that they rarely strayed from the system of "state propaganda." He notes that even in the 1970s, the media were remarkable in their willingness to accept the government version of events dealing with the war. He concludes by suggesting that media coverage of the war in Vietnam was never unfavorable, but only slightly pessimistic, and even that was late in the war.

Popular Media

The term "popular media" is used in this study to refer to those media outlets that provide other than what is commonly called hard news. In 1972, the Committee on Veterans Affairs presented a report on the problems facing Vietnam veterans as they attempted to readjust to civilian life. In that study, the Committee suggested that the unpopularity of the war seemed to have rubbed off on those who fought in it.

Starr (1973) helps us understand that idea: the image of the Vietnam veteran that pervades the stories on the six o'clock news and dominates the popular media portrayals as well as informal conversation is the Vietnam veteran as a misfit.

Moskos (Knoll & McFadden, 1970) suggested that the media, especially the popular media, tend to portray the military as a "grotesque malefactor" and the G.I. as a "butcher." Knoff and McFadden go on to suggest that Vietnam veterans are presented as negative stereotypes: heavy drug users, murderers, or people who are afflicted with a hair-trigger penchant for violence. And, they note, this image is promoted and exploited by the popular media. Other sources (The Vietnam veteran's adviser, 1979) go so far as to state that these scare stories dominate the popular media's treatment of the Vietnam veteran with television programs and even news broadcasts portraying the veteran as "a walking time-bomb."

The popular media, Aldrich (1975) notes, have also tended to glorify the anti-war effort while condemning the soldier. For example, the 1972 television memorial to the students killed at Kent State "consisted of 30 minutes of weeping parents, outraged and angered friends, and between sobs, bleary-eyed mothers telling where their children would be today [if they had] not [been] cut down and murdered by soldiers" (p. 98).

And finally, as the Committee on Veterans Affairs reported in 1974, the Vietnam veteran perceives that the problems that confront him as he attempts to readjust to society are compounded by the negative, sensational portrayals of the war and the veteran that are carried in the popular media.

The Rhetoric

By definition, any controversial issue or event involves two or more opinions in opposition. In the case of the war in Vietnam, the two sides--pro-involvement (or right) and anti-involvement (or left)--tended to split the nation almost in half. A great amount of rhetoric appeared dealing with the war in Vietnam and the Vietnam veteran. In this context, rhetoric means the use of language to influence and persuade, including the use of artificial eloquence in the process. In our opinion, it is not necessary for this study to investigate in depth the rhetoric of the right or the left, even though it must be mentioned if this literature review is to be complete.

The rhetoric of the left is represented by numerous publications from the works of Chomsky (1973; 1978) to the report of the Russell International War Crimes Tribunal (1968). This rhetoric tends to describe the war as the most barbaric and vicious in history, and refers to the need for revolutionary transformation in the government structure of this country (Committee of Concerned Asian Scholars, 1970). And the rhetoric of the extreme radical left often became entangled in the rhetoric of the more moderate anti-war movement resulting in, Gitlin (1980) contends, the media focusing on the radical extremes rather than on the conscientious center.

On the other side, of course, is the rhetoric of the right. Sharing techniques with the left, the right also tends to make use of a documentary writing style but presents a positive picture of the total American policy in Vietnam. The rhetoric of the right tends to make reference to the mythology, the half-truths, and the falsehoods that,

in their opinion, abound in the media and in popular opinion (Lewy, 1978b). And, whereas the rhetoric of the left accuses the journalists of being biased toward the government and the military, if not actually controlled by them, the rhetoric of the right accuses the same journalists of presenting biased information that was unfavorable to the war effort and the government, and of reporting actual falsehoods as facts because of their strong antiwar and anti-government feelings (Braestrup, 1977). It is not the intention of this study, however to deal with this rhetoric. Instead, this study will deal with the observed content of the media for the period studied.

Other Books

It is not to be assumed, however, that the Vietnam War failed to engender some amount of non-rhetorical literary effort. Several popular novels that deal with Vietnam have appeared as well as numerous short stories and magazine articles. Adams (1977) notes Peterson's review of the contemporary literature on the American soldier in Vietnam, and Sanders (1969) deals with the portrayal of the war and the soldier in novels published prior to 1969. Among the more popular works now available are Herr's Dispatches (1978), Caputo's A Rumor of War (1977), and Webb's Fields of Fire (1978). But, as Bailey (1973) notes, the definitive, factual history of the war and the media's coverage of that event has yet to be compiled.

The War Is Still With Us

On April 1, 1982, The Asheville Citizen carried as its lead editorial an item headed "TV Reporters Distort Salvadoran Coverage." In

this editorial, the Citizen states: "Far too much of the national press has already decided that El Salvador is on the verge of becoming another Vietnam; that the administration is panting to send in American military forces This is particularly apparent in television coverage of El Salvado." The editorial goes on to note that it was in Vietnam that "the TV mini-camera and the satellite front line report [originated]. An isolated foxhole view replaced the grand design report [giving us] a corporal's view of the situation not the general's."

Even though the war in Vietnam ended officially in 1975, it is still very much a part of American life. During the week of February 22 to February 28, 1981, for example, the war in Vietnam was mentioned in some context during every evening newscast on CBS. In addition, at least one war-related item appeared in the newspapers daily in Knoxville, Tennessee, during the same period. For an event that was so divisive, it is interesting to note how it remains so close to the surface. There is even a tendency to refer to pre- and post-Vietnam as we once referred to pre- and post-World War II. In addition, the media tends to constantly allude to the war, directly and indirectly, by comparing current events from the problem in El Salvador to the fire ant invasion in the southern United States to the Three Mile Island accident with the Vietnam War.

An interesting example of this tendency to compare current events, regardless of the appropriateness, with the Vietnam War is found in an article by Soxman (1980) which discusses the accident at Three Mile Island. Soxman asserts that the media portrayal of Tet 1968 was a product of reporters whose purpose was to dramatize a battle defeat for the

allies. He goes on to assert that when the biased nature of the reports was brought to the attention of NBC, the president of NBC news stated that since the public already believed that Tet was a defeat, it was a defeat. Soxman's purpose in this claim was, however, to assert that since the war in Vietnam received biased coverage, the accident at Three Mile Island (TMI) received the same. He accuses the press, in the cases of both Tet and TMI of distorting the truth and in so doing, molding an influential segment of opinion in this country for the purpose of undermining the development of nuclear power sources in America as it (the press) undermined U.S. efforts in South Vietnam.

And Soxman is not the only one with this opinion. Kasperon, Kasperon, Hohenemser, and Kates (1979) seem to share Soxman's notions about the media and their coverage of TMI and Tet. Kasperon et al. assert that, just like Tet in 1968, the media has cast doubt on the long-standing convictions of expert proponents, introduced doubt among the public, and redoubled the efforts of the opposition in regards to nuclear power and the nuclear power industry.

Critique of Studies

The existing research reviewed above does not, then, answer the questions posed in this study about the content of the media during the 1968 to 1973 period that related to the war in Vietnam and the Vietnam veteran. Each cited study tends to take either a restricted view of a large event or to utilize methodology that is limited and, to some degree, questionable.

Some of the studies tended to rely heavily on recall. Colfax (1966) and Adams (1977) both relied on subjects recall of published

material and both surveyed geographically limited areas--New England for Colfax and eastern Iowa for Adams. Others, Russo (1971-1972), Shelton (1973), and McNulty (1975) utilized the scripts of television broadcasts instead of video tapes of said broadcasts or even audio transcriptions of the broadcasts for analysis. And, as Bailey (1973) notes, live television broadcasts of the nature of news programs tend to vary from the written record (the script) and may well include visual materials and non-verbal communications not easily reflected even in a transcription.

Bailey (1973) did attempt, however, to analyze broadcast coverage without the limitations noted above. His study of the kinescopes prepared for the Defense Department is notable, but it must be kept in mind that the kinescopes were edited at three levels--the originating station, The Department of Defense, and The Department of the Army. In addition, the kinescopes Bailey utilized were not complete in that stories about domestic events related to the war were not included.

Russo (1971-1972), on the other hand, utilized a stratified sample of the evening newscasts for 1969 and 1970 in his study. He did not, however, actually view the broadcasts. Instead, he used scripts (not transcriptions or recordings) for analysis. And Shelton (1973) extended his study beyond the coverage given to Nixon's statements to include other war-related news. Shelton's study, however, was conducted using excerpts from a random selection of news programs. These excerpts were evaluated by a 14-member panel of experts selected by Shelton, who categorized each excerpt as one or more of the following: violent, dramatic, favorable, unfavorable, neutral, and skeptical. The resulting data

were then correlated with audience research data to determine viewer patterns for each network and the information that each network viewer could have received.

The press studies noted tend to present sounder methodology than do those of broadcasting, Bailey's excluded, but they do tend to analyze press content for relatively short periods or on relatively narrow topics. Bacus (1974), for example, analyzed only two newspapers over a period of one year. In addition, she looked only at the treatment given one person's statements--Richard Nixon--on one topic--Vietnam. Zook (1971) analyzed press coverage also, but restricted his study to U.S. magazines and their coverage of World War II objectors. And while Showalter (1975) did deal with the Vietnam War instead of World War II, he analyzed only American magazine coverage of objectors to that war and relied on extracts from specifically selected stories rather than entire magazines or even entire stories.

As can be seen, then, the documented research on the media's coverage of the Vietnam War and the Vietnam veteran is both sparse and incomplete. The proposed study will, to the extent possible, expand on the base laid by those noted above. This study will utilize entire 30-minute newscasts and entire news magazines, not just scripts or even transcriptions, or excerpts from magazine items.

Based on the research available, however, some tentative conclusions can be made. First, media treatment of the Vietnam War and veteran has been ubiquitous, existing across media and across time as defined in the study. Second, the existing research has not compared the various media in regards to their coverage of the war and the

veteran. Third, the emphasis in such research has been on broadcasting, especially television. And fourth, there has been no systematic attempt to compare media coverage across time or across media.

A fifth conclusion is probably necessary as well. It appears that there is no unanimous agreement about the role or nature of the media's coverage of the Vietnam War. It is our opinion that this lack of unanimity rests in two aspects of the research described: (1) the constant reliance on recall of events instead of exposure to records of the events prior to judgment, and (2) the lack of cross media analysis and of cross time analysis of the coverage.

Summary

The literature on the Vietnam War, then, runs the gamut from empirical data to anecdotal and impressionistic to rhetorical. The various existing studies have looked at rather limited aspects of the problem, but it appears evident that there is no comprehensive analysis across time and across media of the coverage given to the Vietnam War and the Vietnam veteran by the American media.

CHAPTER IV

METHOD

In the communication process a central position is occupied by the content of the message. By content is meant that body of meanings which makes up the communication itself (Berelson, 1952). And, since the content, the what in the communication process--who says what to whom, how, with what effect--represents the means through which one person communicates with another, it is important for communication research to describe with accuracy and clear interpretation the nature of that content.

Content analysis, for the purpose of this study, then, is defined as a "research technique that allows for the objective, systematic, and quantitative description of the manifest content of communication" (Berelson, 1952, p. 18). In this definition "manifest content" is accepted to mean what is said, not what is "between the lines" (Black & Haroldsen, 1975). Of course, though, as Carney (1972) observed, content analysts appear to have shifted focus with their major concern now being to be able to draw inferences from the manifest content.

Krippendorff (1980), however, tends to expand on Berelson's definition and describes content analysis as "a research technique for making replicable and valid inferences from data to their context . . . its purpose [being] to provide knowledge, new insights, a representation of 'facts,' and a practical guide to action" (p. 21).

Content analysis is the specific methodology selected for this study, then, because it allows us to produce an objective, systematic,

quantitative, replicable description of the content of the selected media communications. It is not the intent of this study, however, to suggest that the reader draw any inferences about the content other than those stated in the body of data and its analysis.

Content analysis was also selected because, as Budd and Thorp (1963) note, the techniques utilized in content analysis can be applied to the study of the content of various media to include books, newspapers, magazines, television broadcasts, and, even, motion pictures. Content analysis has even been applied to private correspondence and photographs. This study, then, will utilize this aspect of content analysis by crossing certain lines and by analyzing a combination of news magazine articles and network television news programs.

It must not be assumed, however, that content analysis simply allows for quantitative analysis of the media. Even though Berelson's (1952) initial definition implies strict quantitative limitations, content analysis has moved into the area of qualitative measures as Krippendorff (1980) suggests. And in Pool's (1959) review of the state of the art in content analysis, he notes that many cases of qualitative research falling well outside Berelson's original definition are to be found in the literature of content analysis. But, as Budd and Thorp (1963) note, any content analysis, be it quantitative or qualitative, must be so designed and executed as to allow for replication in order to test its validity and reliability.

This study utilizes quantitative analysis in order to report objectively and systematically the manifest content of the various news magazines and network television news programs under study. It is

designed specifically to allow for replication for verification purposes and for testing of both its validity and reliability.

Sampling

Since there is so much communication content, Berelson (1952) and Krippendorff (1980) note, and since content analysis is so time-consuming, it becomes necessary, in the majority of cases, to devise a representative and adequate sample for study which is economical for administrative purposes. For most such studies, Stempel (1952) and Jones and Carter (1959) suggest that an analysis of a small, carefully chosen sample of the relevant content will produce results that are just as valid as would analysis of a great deal more material--and with the expenditure of much less time and money. Stempel (1952) specifically noted that for a daily publication "our results indicate that . . . increasing the sample size beyond twelve [for a single year] does not produce marked differences in the results" (p. 334). Jones and Carter (1959) replicated Stempel's earlier study and found that, even though the data obtained from a random sample will never match exactly the true data, the estimates derived from the sample population using Stempel's sample size of 12 to represent one year's body of daily publications compares closely enough with the averages of the actual content of the entire universe under study as to make the sample statistically significant or representative of the entire universe.

Krippendorff (1980), in reference to sampling, notes that it is a technique whereby a large volume of potential data is reduced to a manageable size.

For this study, a stratified random sample of television news

programs and a correlated sample of news magazines was used. The universe for the study was defined as being represented by the national television network news broadcasts and three major national circulation news magazines for the period August 5, 1968 to August 15, 1973.

Sample Selection

Television sample. For the purposes of this study, the television sample was a stratified random sample selected from those dates on which all three major television networks--CBS, ABC, and NBC--carried regular evening news programs. The television sample was stratified by year but random within each year, and a table of random numbers was utilized in the random selection.

The sample was selected from those programs that aired between August 5, 1968 and August 15, 1973. The selection was done in such a manner that dates were stratified into twelve blocks--each block representing one year as suggested by Stempel and Jones and Carter--to allow for trend analysis on a per-year basis. For the purpose of this stratification, a year was defined as beginning on August 5 and ending on August 4 except for the period 1972 to 1973. For this last period, the ending date was expanded to August 15 (though no programs were selected from the period August 5 to August 15, 1973) so as to conform to the already established ending date for the war in Vietnam.

The television sample, then, is composed of 60 news programs selected from each of the three major networks for a total of 180 30-minute programs. Video tapes of the programs were obtained from the Vanderbilt Television News Archives. These tapes were "prepared

by the Vanderbilt Television News Archives. The items on [them] appear as broadcast and as recorded off the air." Appendix B contains a complete list of all sample dates utilized in the analysis.

Magazine sample. The sample of news magazines selected for this study is composed of issues of Time, Life, and Newsweek. These three magazines are the major national news magazines of their type based on subscription, circulation, and reputation. Actual issues of the magazines chosen were utilized in the analysis. The issues were obtained from the respective publishers and from The University of Tennessee Main Library. Actual magazine issues were utilized instead of facsimiles or microfilm reproductions.

The specific magazine issues were selected so as to correspond as closely as possible to the television sample. A complete list of the television sample dates was provided to the publishers of each magazine and they, in turn, were requested to provide us with a list of those issues of their magazine that would most likely carry information identical to that carried on the selected television newscasts. All three publishers provided us with such information as well as with all back issues available to them (Powers, Note 1; Adams, Note 2; Grosvenor, Note 3). Those back issues that were not in stock were available through standard library sources.

Magazine issues were correlated with television broadcast dates to allow for cross media analysis. This correlation did present one minor problem. Since the television broadcast dates were drawn at random within each yearly period, some dates fell consecutively or in such a manner that only one magazine issue would have carried the information

broadcast on more than one television date. Therefore, the sample utilized to represent the news magazines was composed of 55 issues of Time, 55 issues of Newsweek, and 50 issues of Life. Appendix B contains a complete list of the magazine issues analyzed correlated to the television sample dates.

One additional problem or limitation must also be noted. Life magazine ceased regular publication at the end of 1972. Therefore, no issues of Life were available for analysis for the period after January 1, 1973.

The sample analyzed in this study, then, was composed of a stratified random sample of television network news programs--N=180 30-minute programs--and correlated issues of weekly national news magazines--N=160. Original issues of the magazines and video tapes of the actual broadcasts were studied in order to create an analysis that utilized original or primary sources and only non-advertising portions of the programs and magazines were studied.

Coding

As both Berelson (1952) and Krippendorff (1980) note, the most common method of expressing content analysis data is through frequencies and percentages. Generally, frequencies are expressed in terms of absolute frequencies or actual numbers of incidents found in the sample. Percentages, on the other hand, are generally expressed in terms of relative frequencies or percentages of sample size. Frequencies, either absolute or relative, are generally utilized, noted Krippendorff (1980), in order to accommodate expressions of frequency of appearance so as to measure or interpret implied importance, attention, or emphasis.

Essential to this process are three prerequisites: unitizing, sampling, and recording. We have already discussed sampling in an earlier section though we must add that sampling units are to be regarded as independent of each other. For example, a television program or a news magazine issue is a single sampling unit. Recording units, on the other hand, are separately analyzable parts of a sampling unit. For example, a single story in a news magazine or a single item within a television news broadcast would be analyzed as a separate recording unit.

For purposes of content analysis, a unit can be defined in one of five ways. First, a unit can be a physical unit. Such units are obvious units in which the boundary of the message coincides with the boundary of the medium. Second, a unit can be a syntactical unit. Such units are natural units relative to the grammar of the language in which they appear. Third, a unit can be a referential unit. These units are defined by the objects, events, or persons to which they refer. Fourth, a unit can be a propositional unit. These units are more complex than referential units in that they are centered in structure. Finally, a unit can be a thematic unit. These units are related and identifiable on conceptual grounds (Krippendorff, 1980). This particular analysis of media coverage of the Vietnam War and war-related events will use the referential unit definition to delimit the individual recording units.

Recording, the third essential process in content analysis, in this study is based on two major goals: objectivity and systemization. These two goals are subsumed under the requirement that content analysis

be replicable. For as Krippendorff (1980) states, "content analysis is a research technique for making replicable and valid inferences" (p. 21) and for a study to be replicable requires that when other researchers, at different points in time and under different circumstances, apply the same technique to the same data, the results must be statistically the same. This study is designed so that such replication should be possible.

The coding process. The coding of the content of the media in this study falls into two distinct parts. First, each television news program and each news magazine issue was coded to provide the following general information: network or magazine name; network or magazine date; magazine cover information (Vietnam related or not); total number of stories (recording units) per program or per issue; and number of stories per issue or per program assigned to each of the 48 major topical categories listed and defined in Appendix C. It should be noted that "Vietnam" was one of the 48 topical categories.

The second part of the coding process involved only those stories that had been coded into the category "Vietnam" during the first step. These specific stories were further coded to provide information about: the number of such stories per program or per issue; the placement of each story coded into the category designated "Vietnam" per program or per issue; and then each story coded "Vietnam" was further analyzed by using a coding form that allowed each individual story or item (recording unit) to be sorted into one or more of 45 content categories, 6 journalistic writing style categories, and 10 presentation style categories. This breakdown into 61 categories allows for thorough analysis

of each individual Vietnam-related story. Appendix D provides a sample coding form and the operational definitions utilized while completing the form for each individual Vietnam-related story.

The coding process itself was relatively simple. The television network news programs were viewed at least twice. First, each program was viewed for general information and to allow the analyst the opportunity to become acquainted with the material. The second viewing allowed for coding into the 48 major categories. Each individual television news story was placed into one and only one category using the definition for unit discussed previously to establish individual stories and the definition for referential unit to determine topic. If, in the coder's opinion, additional viewings were required for this portion of the coding, they were conducted.

Second, each television program was viewed a third time specifically for the purpose of coding the Vietnam-related items. This viewing process utilized a stop-action approach in that each individual Vietnam-related item was viewed at least twice in succession, and more if necessary, until the coder was satisfied that all aspects of that single story had been coded. As is noted on the Vietnam story coding form, an individual Vietnam-related story could be coded into one or more of the 61 categories available. In addition, it was during this viewing process that the coder listed all words utilized in describing U.S. soldiers, U.S. forces, South Vietnamese soldiers, North Vietnamese soldiers, Viet Cong soldiers, North Vietnam, South Vietnam, and the others involved in that conflict.

Magazine issues were coded in a comparable manner. Each issue

was scanned at least twice to identify the total number of stories carried and the approximate number and location of Vietnam-related items. Next, each individual issue was evaluated in a thorough and careful analysis that allowed for the coding of all stories into one of the 48 major topic categories. Again, as in the television coding process, previously discussed definitions for unit and referential units were utilized to establish individual stories. It should be pointed out, however, that the nature of news magazines' composition also lends itself to a definition of an individual story based on physical unit. In the case of magazines, covers were coded as being either Vietnam-related or not Vietnam-related.

The second step in the magazine analysis was to study each individual story coded into the category "Vietnam." This analysis utilized the Vietnam story coding form already discussed in the explanation of the television coding process. Each individual news magazine story that had been identified as Vietnam-related was coded using one or more of the 61 content categories noted in Appendix D.

Once all coding was completed, five randomly selected news programs from each network and five issues, again selected randomly, of each magazine were analyzed a second time in order to verify the reliability of the original coding. This was necessary since funds did not permit the utilization of more than one coder. The results of this second analysis indicated that the original judgments were reliable. This process, which took place approximately one month after all coding was completed produced only one difference in categorization of an individual story using the 48 topic categories, and only three differences in the analysis of the content of the Vietnam-related items.

These differences are not considered significant and do not place in doubt the original analysis.

Finally, the compiled data were prepared for entry into the IBM-360 computer and the standard SAS (Helwig, Council, & Reinhardt, 1979) package, program "Procedure Frequencies" was utilized for analysis.

Summary

The method selected for this study was traditional content analysis. Since the major thrust of the study is to answer specific questions about the manifest content of the media for the period August 5, 1968, to August 15, 1973, this method seemed most appropriate.

The analysis was conducted on a stratified random sample of 180 regular network television news programs broken into 12-month blocks and on national distribution news magazines correlated by date with the television news programs. Each individual story that appeared on the television programs and in the news magazines was coded into one of 48 major topic categories, and each Vietnam-related story was coded, additionally, into one or more of 61 content categories. The compiled data were then prepared for computer analysis utilizing the SAS program "Procedure Frequencies" and were entered into the computer for study.

CHAPTER V

ANALYSIS

The analysis of data obtained from the television programs (n=180) and the weekly news magazines (n=160) utilizing the method described in the preceding chapter will be reported in the following order: (1) general television data; (2) Vietnam-related television data; (3) general magazine data; (4) Vietnam-related magazine data; and, (5) comparison data. Information will be ordered to conform with the hypotheses and research questions given in Chapter II (p. 10 and p. 17). Each hypothesis and research question will be considered, and the data dealing with each will be reported at that point. To facilitate the analysis, research questions and hypotheses will be restated.

All data will be reported in terms of incidences of appearance, which is defined as a single news story or item that is delimited by the objects, events, or persons to which it refers (see p. 55, definition of referential unit). This report will emphasize frequencies and percentages, the most common analytical technique utilized in content analysis, as noted by both Berelson (1952) and Krippendorff (1980). For the remainder of this analysis, the terms "incidence of appearance," "item," and "story" will be used synonymously.

The research method (discussed in Chapter IV), as used to analyze 180 television news programs and 160 weekly news magazines, provided a total of 10,373 individual stories or items for analysis (see Table 1). Each story or item represents a single incidence of appearance and was coded accordingly. Of the total, 1283 of the coded stories fell into

TABLE 1

TOTAL ITEMS, TOTAL VIETNAM-RELATED ITEMS, AND PERCENTAGE OF
VIETNAM-RELATED ITEMS CARRIED BY THE NETWORK TELEVISION
NEWS PROGRAMS AND THE WEEKLY NEWS MAGAZINES ANALYZED

Source	Total Items	Vietnam-related Items	Percentage of Vietnam-related Items	Difference (<u>chi</u> square)
Television	3502	847	24.2	681.2***
Magazines	6871	436	6.4	
Total	10373	1283	12.4	

***Significant above the .01 level

the Vietnam-related category. These 1283 stories were analyzed utilizing the coding form and definitions given in Appendix D.

All data analyzed were subjected to the standard chi square test for the significance of the difference between the proportions reported. This test was utilized for several reasons. First, it allows for the conceptualization of variation in nominal data. Second, where the data are composed of observations on two nominal variables, as are the data in this analysis, the chi square test is frequently used. Third, because of the simple relationship for one degree of freedom between chi square and the normal deviate, this test provides an alternative but equivalent procedure for testing the significance of the difference between proportions (Ferguson, 1976). And of course, from a computational viewpoint the chi square test is the more convenient.

As Table 1 indicates, then, and as verified by the chi square

test, there was an extreme difference between the proportion of coverage devoted to Vietnam-related topics by regular evening television news programs and weekly news magazines. Whereas television tended to give 24.2% of its per-item coverage to Vietnam-related stories, weekly news magazines devoted only 6.4% of their per-item coverage to the same topic. This difference--847 items on television compared to 436 in magazines--resulted in a chi square of 681.2, which is significant at a level far beyond that noted in all standard tables. This leads to the observation that there was an extremely significant--beyond the .001 level--difference in the proportion of per-item coverage devoted to Vietnam between network television news programs and weekly news magazines.

Table 1 also provides data that answer research question 1: exactly how many Vietnam-related stories were carried on the network television news programs and in the national news magazines analyzed? Specifically, these network television news programs carried a total of 3502 stories of which 847 were Vietnam-related. The weekly news magazines, on the other hand, printed a total of 6871 stories of which 436 were Vietnam-related.

Television

General television data. In this study, 180 regular evening television newscasts were analyzed: 60 broadcasts for each network. As previously noted, those news programs were selected through a stratified random sample procedure--stratified by year but randomized within each year.

Hypotheses and related questions. Hypothesis one for television stated: coverage of the Vietnam War and war-related topics dominated network television news to the extent that a plurality of the total stories carried was devoted to Vietnam War-related news.

The 180 news programs analyzed contained a total of 3502 individual items, of which 847, or 24.2%, were Vietnam-related. These data indicate that Vietnam was a dominant topic on regular network television newscasts for the period studied. Indeed, as we shall see, Vietnam-related stories led all other categories by substantial margins (note Appendix E, Tables E-1, E-2, and E-3). Thus, the data affirm hypothesis 1 for television and answer research question two: what percentage of television news programs was composed of Vietnam-related stories?

Hypothesis two for television stated: television coverage of the Vietnam War and war-related topics was at its peak in the period August 1968 to August 1969 and decreased steadily until the period August 1972 to August 1973.

As shown in Table 2, Vietnam-related coverage varied from year to year, peaking in 1969-1970 at 27.3% of all items aired by the three network news programs represented in the sample. The average for the period studied was 24.2%. The smallest proportion of Vietnam coverage occurred during 1968-1969 (20.7%). Therefore, hypothesis 2 for television is not confirmed because the peak of Vietnam television coverage came a year later than the period hypothesized, and the year suggested by the hypothesis represented the low point for Vietnam coverage in the sample newscasts.

TABLE 2

TOTAL NUMBER OF STORIES, VIETNAM-RELATED STORIES, AND PERCENTAGES
OF VIETNAM-RELATED STORIES THAT APPEARED ON THE NETWORK
TELEVISION NEWS PROGRAMS ANALYZED BY YEARLY PERIODS

Identity	Yearly Totals, Percentages, and Differences					Total
	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	
Total Stories	714	758	712	676	642	3502
Vietnam-related Stories	148	207	192	145	155	847
Percentage of Vietnam- related Stories	20.7	27.3	27.0	21.5	24.1	24.2
Difference Between Yearly Periods (<u>chi</u> square)	8.7**	0.02	5.7*	1.4		

*Significant at .05 level.

**Significant at .01 level.

In addition, Table 2 provides data that answers part of research question three: as the years passed, were more or fewer Vietnam-related items printed and broadcast?

As can be seen, television news coverage of Vietnam fluctuated from year to year and the noted fluctuation was significant between 1968-1969 and 1969-1970, as well as between 1970-1971 and 1971-1972. An increase in coverage from 20.7% to 27.3% was revealed between 1968-1969 and 1969-1970, while the change between 1970-1971 and 1971-1972 was a decrease from 27.0% to 21.5%. Therefore, instead of a clear increase or decrease in Vietnam-related items broadcast on the sample newscasts, there was a fluctuating pattern of coverage during the period studied.

Further analysis of the frequency of appearance of Vietnam-related stories is contained in Table 3. This table expands upon Table 2, presenting the data not only by year, but also by network so that individual network performance may be studied.

In addition to Table 2 and Table 3, Figure 1 and Figure 2 provide graphic representation of the data obtained in the analysis of all three television network news programs across the period studied in regard to overall Vietnam-related coverage, Vietnam-related coverage across time, and Vietnam-related coverage across both time and network.

An extension of research question one (how many Vietnam-related stories were carried on network television news programs . . .?) logically would seek information about individual network coverage on a per-item basis both across time and across network. As can be seen, then, CBS carried the greatest number of Vietnam-related items (289). However, it did not carry the most news stories. That distinction belongs to NBC which aired 1236 total stories on the 60 programs analyzed compared to CBS's 1180 and ABC's 1086.

Looking beyond total data, however, certain trends appear when individual network figures are examined. As Figure 1 and Figure 2 graphically portray, supported by the data in Table 3, not only did CBS carry the most Vietnam-related items, it also carried the most such items in a single year--83 in the 1969-1970 period. ABC, on the other hand, carried the fewest total news stories (1086), but the largest percentage of Vietnam-related items--26.3%. And NBC, which carried the most total stories (1236), aired the smallest number of Vietnam-related items (272) as well as the lowest percentage of Vietnam-related

TABLE 3

TOTAL NUMBER OF STORIES, VIETNAM-RELATED STORIES, AND PERCENTAGES
OF VIETNAM-RELATED STORIES THAT APPEARED ON THE NETWORK
TELEVISION NEWS PROGRAMS ANALYZED BY NETWORK
AND BY YEARLY PERIOD

Source and Identity	Yearly Totals, Grand Totals, Percentages, and Differences						Difference Between Networks (chi square)
	1968-1969	1969-1970	1970-1971	1971-1972	1972-1973	Total	
CBS Total	248	276	241	228	187	1180	
Vietnam-related	46	83	70	48	42	289	
Percentage of Vietnam-related stories	18.6	30.1	29.1	21.1	22.5	24.5	
Difference Between Yearly Periods (chi square)	7.4**	0.07	31.8***	0.1			1.0
ABC Total	233	230	206	208	209	1086	
Vietnam-related	59		67	44	52		
Percentage of Vietnam-related Stories	25.3	27.8	32.5	21.2	24.9	26.3	
Difference Between Yearly Periods (chi square)	0.4	1.1	5.2*	0.8			5.9*
NBC Total	233	252	265	240	246	1236	
Vietnam-related	43	60	55	53	61	272	
Percentage of Vietnam-related Stories	18.5	23.8	20.8	22.1	24.8	22.0	
Difference Between Yearly Periods (chi square)	2.1	0.7	0.1	0.5			2.1

*Significant at .05 level.

**Significant at .01 level.

***Significant above .01 level.

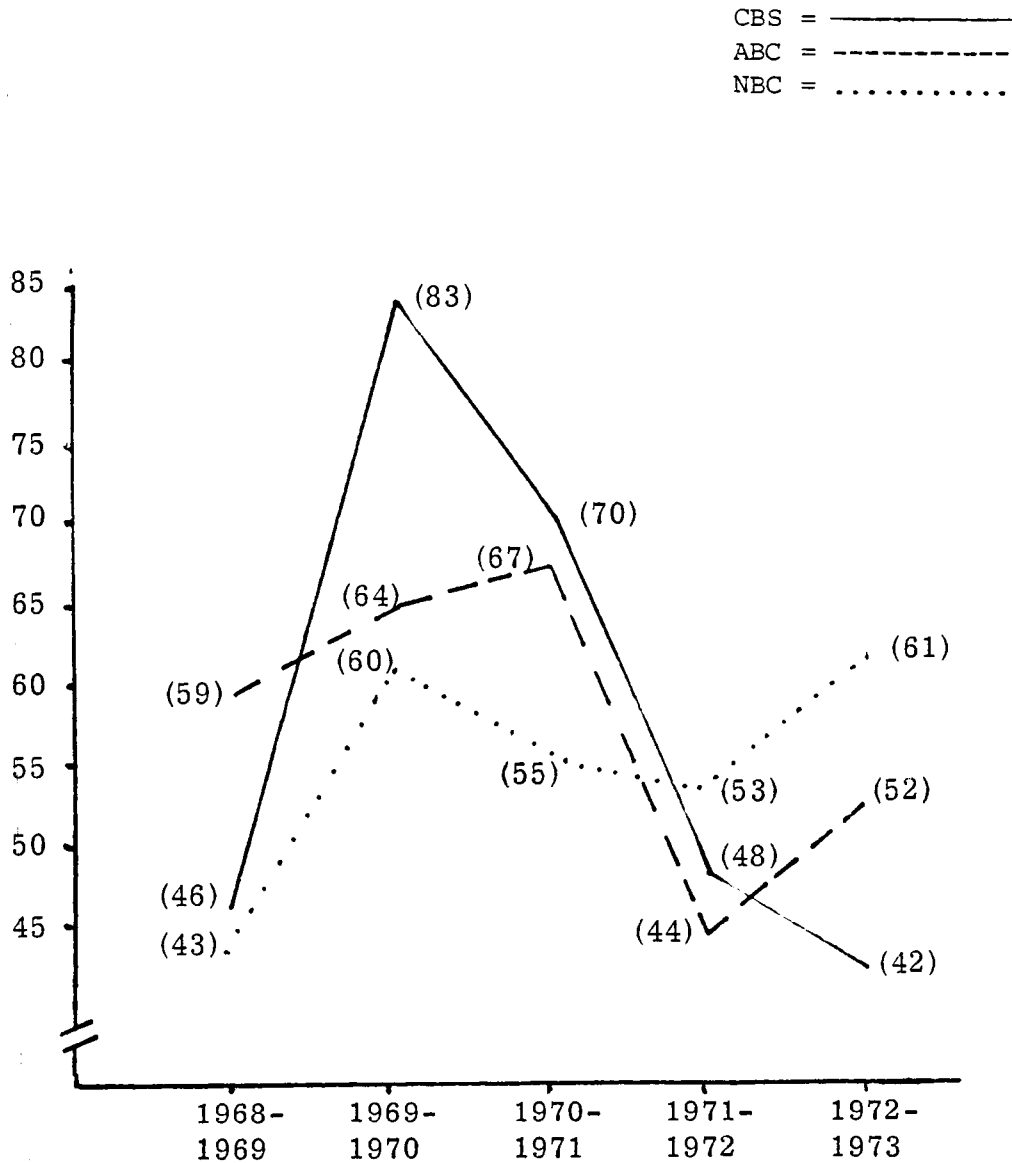


Figure 1. Number of Vietnam-related stories that appeared on the network television news programs analyzed by network and by year.

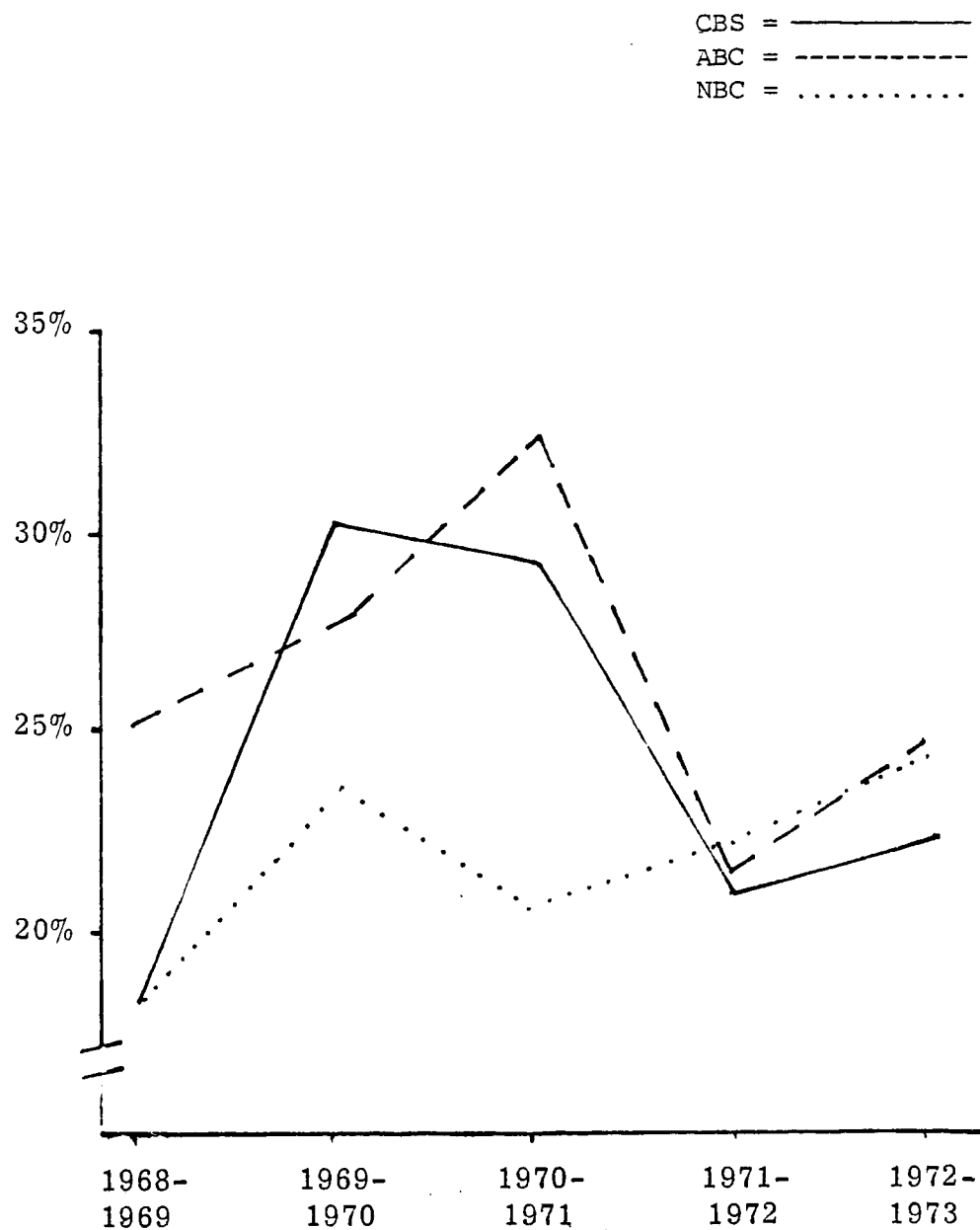


Figure 2. Percentage of Vietnam-related stories that appeared on the network television news programs analyzed by network and by year.

coverage. In terms of the significance of the differences in Vietnam-related coverage between networks, only the difference between ABC's and NBC's proportions proved statistically significant, and that was at the .05 level. Within networks, however, a different situation is evident.

As the chi squares given in Table 3 indicate, the proportion of coverage devoted to Vietnam-related items varied greatly on CBS. For the period 1968-1969, CBS devoted 18.6% of its coverage to Vietnam (46 items); but for the period 1969-1970, the same network gave 30.1% of its coverage to Vietnam (83 items). This was a significant change, but not as great as that which took place on the same network between 1970-1971 and 1971-1972. Whereas CBS's coverage had increased dramatically between 1968-1969 and 1969-1970, it decreased even more dramatically, based upon the significance of the chi square (significant beyond the .01 level), between 1970-1971 and 1971-1972. The only other network that displayed any significant variation in its Vietnam-related coverage was ABC for the period 1970-1971 to 1971-1972. And ABC's coverage for this period decreased just as that of CBS, though not as significantly. Because of this similarity, and the time-lag shown in Figure 2, it could well be argued that CBS served as the trend-setter and ABC followed that network's pattern of Vietnam coverage. NBC, however, established a pattern unlike those of either ABC or CBS.

Of interest also is the fluctuation in both items aired and percentages devoted to Vietnam by the individual networks. As can be seen in Figure 1, CBS carried both the largest number of items in a single year (83 in 1969-1970) and the fewest items (42 in 1972-1973). In

fact, CBS was the only one of the three networks analyzed that decreased its per-item coverage between 1971-1972 and 1972-1973. On the other hand, all three networks--CBS, ABC, and NBC--increased their Vietnam-related coverage between the first (1968-1969) and second (1969-1970) years of the study. The three networks, however, did not achieve their peak coverage of Vietnam on a per-item basis at the same time, nor did they "bottom out" together. CBS peaked with 83 items in 1969-1970; ABC aired 67 items, its highest for a single year, in 1970-1971; and NBC carried the most items in a single year during the last period of the study, 1972-1973.

Examination of Figure 2 and Table 3 provides an interesting variation of the data reported above and displayed graphically in Figure 1. While Figure 1 suggests that CBS tended to "bottom out" its coverage of Vietnam in 1972-1973 with the other two networks increasing their coverage, a different picture appears when the percentages of items carried is considered. As shown in Figure 2, all three networks increased the percentage of their Vietnam-related coverage between 1971-1972 and 1972-1973, with NBC increasing the percentage of its coverage steadily from the 1970-1971 period. Figure 2 also graphically reveals that while CBS may have carried the most Vietnam-related items, both overall and in a single year's period, ABC devoted a greater percentage of its coverage to Vietnam overall (26.3%) and in a single year (1970-1971). NBC, of course, with its relatively independent approach to news coverage, carried not only the fewest Vietnam-related items, but it also aired the lowest percentage of Vietnam-related stories. This latter fact could explain the significant difference in overall

proportions of Vietnam-related coverage indicated in Table 3 and verified by the chi square test.

Hypothesis three for television stated: no other event or series of events received television news coverage equal to or greater than that given Vietnam-related events during the period studied. And research question four asked: what was the distribution of story content across 48 topic areas listed and defined in Appendix C for the respective television news programs? Even though network television news devoted a plurality of its coverage to Vietnam-related stories thus confirming hypothesis three (see Table 1, page 61) Television Mean Totals and Mean Percentages), other topics were reported during the period under analysis.

The major topic categories listed in Appendix C, though original with the author of this study, are based upon a survey of various news sources including Time magazine, Newsweek magazine, and Life magazine. The definitions, again original with the author, were not based upon any general source: they were designed so that future researchers could utilize these specific definitions for replication of this study or, with refinements, for other, though similar, purposes.

For purposes of this analysis, it is not necessary to discuss all 48 topics on a per-network basis. Instead, an examination of those topics other than "Vietnam" that were reported at a level of 50 items or above per network will be included as well as a brief discussion of the two topics most closely related in composition to "Vietnam," namely "Terrorism" and "War (not Vietnam)." It should be noted that the decision to discuss only those topics that were reported at a level of 50 items or above per network was arbitrary and is not intended to

suggest that these topics are any more important than any other topic or topics. A complete breakdown of the 48 topics on a per-year and per-network basis may be found in Appendix E, Tables E-1, E-2, and E-3. The same appendix also contains Figures E-1, E-2, and E-3, which are graphic representations of the information contained in the aforementioned tables.

When "Vietnam" is removed from the list of categories under analysis, it is noteworthy that only two topics per network reached or exceeded a level of 5% of the total per-item coverage and that no more than five topics covered by CBS and NBC, and four topics covered by ABC achieved the 50 items per network level. Of the topics that surpassed the 5% level both CBS and NBC devoted the most coverage to "World." CBS gave 6.4% or 75 items to this topic and NBC devoted 6.1% or 76 items to "World." It is interesting that both networks devoted within one item the same number of stories to this topic. ABC, on the other hand, devoted no more than 5.5% of its per item coverage to a single topic and that was in the catch-all category designated "Special," which was reported at a level of 5.5% or 60 items.

While CBS and NBC paralleled each other in terms of the top category (excluding "Vietnam"), CBS and ABC paralleled each other on the second category that surpassed the 5% level of coverage. Both networks (CBS and ABC) devoted more than 5% of their per-item coverage to "Campaigns (political)." CBS led in this category with 5.7% of its coverage (68 items) going to political campaigns with ABC devoting only 5.1% (56 items) to this area. NBC diverged from CBS and ABC in this second area giving 5.6% (69 items) of its stories on the topic "Law/Courts."

It has already been noted that only two topics per network exceeded the 5% coverage level. Other topics for each network, however, did surpass the arbitrarily established level of 50 items. On CBS, "Stock market/Wall street," "Law/Courts," and "Economy" were reported at a level above the 50-item cut off. This network gave 4.9% or 57 items that fell into the category "Stock market/Wall street;" 4.9% or 57 items that fell into the category "Law/Courts;" and 4.3% or 50 items that were categorized under "Economy."

NBC paralleled CBS in this area in that it also devoted more than 50 items to three separate categories that did not exceed the 5% level but did surpass the 50-item cut off. NBC gave 4.8% of its coverage (60 items) in the area of "Stock market/Wall street;" 4.7% or 54 items to the topic "Campaign (political);" and 4.3% or 53 items to "Economy." It is interesting to note that both CBS and NBC carried five topics at a level in excess of 50 items per network and that these five topics were identical. And though they did not fall in exactly the same order for both networks based on count and percentage, CBS and NBC gave over 6% coverage to "World," and, in rank order, paralleled each other in coverage given to "Stock market/Wall street" and "Economy."

Just as ABC varied on the most coverage given to a topic other than "Vietnam," it also varied from CBS and NBC in terms of the topics that did not surpass the 5% level but did receive more than 50 individual stories. ABC gave 4.9% or 53 items that covered "War (not Vietnam)" and 4.7% or 51 items in the category "Essay."

Of the two categories defined in Appendix C that are most closely related to "Vietnam" in terms of composition--"Terrorism" and "War (not

Vietnam)"--only on ABC did either one achieve or surpass the level of 50 items per network. ABC devoted 4.9% or 53 items to "War (not Vietnam)." This fact became important when it is noted also that this level of coverage placed "War (not Vietnam)" among the top four categories covered by ABC (excluding "Vietnam"). While giving some coverage to these topics, neither CBS nor NBC devoted what would be considered unusual amounts of coverage to either area. CBS gave 3.3% or 39 items in the area of "Terrorism" and 2.2% or 26 items on "War (not Vietnam)." And NBC, though giving slightly higher percentages and actual counts (remember that NBC also aired the most individual stories), gave 3.6% or 45 items on "Terrorism" and 2.6% or 32 items on "War (not Vietnam)." Reference may be made at this point to Appendix E, Figures E-4, E-5, and E-6 for graphic representations of the data discussed immediately above.

It must also be noted that the analysis of "Terrorism" and "War (not Vietnam)" is included to allow for an investigation of the possibility that events other than Vietnam could have so impinged on the public's consciousness that they (the other events) became confused with and eventually amalgamated into the memory of the media's coverage of Vietnam thus creating a false impression of the amount and type of coverage carried. It appears, however, that simply based on the amount of coverage devoted to these two topics in comparison to that given Vietnam, the possibility that that amount of coverage alone influenced public recall of the media's coverage of Vietnam is greatly reduced. The possible impact of the type of coverage, however, is another matter and will be discussed in the conclusions.

To summarize, then, the data analyzed and discussed so far suggest the following. (1) Vietnam-related items constituted a plurality of network television news items aired during the period under analysis. (2) All three networks--CBS, ABC, and NBC--devoted a significant amount of their coverage to Vietnam-related events, with the only significant difference (greater than .05) between network totals being between ABC's coverage and NBC's coverage of "Vietnam." (3) While network coverage of Vietnam-related stories fluctuated from year to year in the study, the only significant differences were found in CBS's coverage between 1968-1969 and 1969-1970, and between 1970-1971 and 1971-1972; and ABC's coverage between 1970-1971 and 1971-1972. (4) While the three networks fluctuated from year to year in the number of items devoted to Vietnam, the fluctuation of percentage of items devoted to Vietnam differed from the per-items shift. (5) Even through Vietnam-related items were the dominant topic in network news coverage for the period analyzed, other topics were covered. Of these topics, only two per network surpassed the 5% level of coverage and only five for CBS and NBC respectively, and four for ABC exceeded 50 items per network. And finally, (6) the two topics considered most closely related to Vietnam in composition--"Terrorism" and "War (not Vietnam)"--did not occur at a level to suggest that they could have had a major influence on the public's recall of the amount of coverage devoted to Vietnam. Again, we must note, however, that no judgment is being made at this point about the possibility that those other topics did not impinge on the public's consciousness in other ways.

Vietnam-related television data. It has already been established that Vietnam-related items were a plurality of those items carried by regular network television news broadcasts for the period analyzed. The major thrust of this portion of the study is aimed at determining the content, within certain parameters, of the Vietnam-related coverage that appeared on regular network news programs for the period from August 1968 to August 1973.

Hypothesis four for television stated: network television news programs tended to carry Vietnam-related stories during the first third of each broadcast.

As shown in Table 4, each network indeed tended to broadcast Vietnam-related stories during the first third of their newscasts, the portion usually devoted to top priority stories. On a total basis, CBS and ABC each scored 55.0% and NBC averaged 58.3% in regard to the proportion of programs analyzed that carried Vietnam-related material during the first third of the broadcast. Thus, hypothesis four for television is affirmed.

Hypothesis five for television stated: an absolute majority (51%) of the network television news stories that dealt with Vietnam-related topics was devoted to coverage of combat events and included film of actual battle. And research question six asked: what was the content in terms of the sub-topic areas listed and defined in Appendix D for the Vietnam-related stories carried over the television network news programs? Both the hypothesis and the research question are related to the content of network broadcast Vietnam-related stories.

Of concern at this point, then, is the content of the Vietnam-related items broadcast on the newscasts examined for the period August

TABLE 4

NUMBER AND PERCENTAGE OF REGULAR NETWORK TELEVISION NEWS PROGRAMS
ANALYZED ON WHICH VIETNAM-RELATED MATERIAL APPEARED DURING
THE FIRST THIRD OF THE BROADCAST BY NETWORK AND BY YEAR

	Yearly Totals, Grand Totals, Percentages, and Differences						Difference Between Networks (<u>chi</u> square)
Network	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	Total	
CBS							
Number of Programs	6	8	9	3	7	7	
Percentage of Programs	50.0	66.6	75.0	25.0	58.3	55.0	
Difference Between Years (<u>chi</u> square)	0.7	0.2	6.0*	2.7			0.0
ABC							
Number of Programs	9	7	8	5	6	33	
Percentage of Programs	75.0	58.3	66.6	41.7	50.0	55.0	
Difference Between Years (<u>chi</u> square)	0.6	0.2	1.5	0.2			0.1
NBC							
Number of Programs	9	8	8	3	7	35	
Percentage of Programs	75.0	66.6	66.6	25.0	58.3	58.3	
Difference Between Years (<u>chi</u> square)	0.2	0.0	4.2*	2.7			0.1

*Significant at .05 level.

1968 to August 1973. Appendix D contains a sample coding form and the definitions used in this portion of the investigation. The first 45 categories are concerned with the content of the news item; the next 6 deal with journalistic modes of writing; and the last 10 deal with styles of presentation. Specific attention will be paid to the first six content categories--"ground action, film or photo" to "sea action, no film or photo"--and to those content categories specifically dealing with film or photographs of the dead and wounded.

In terms of actual combat coverage, none of the networks carried items which included film or photographs of combat the majority of the time. In fact, as the data presented in Table 5 indicate, items which carried such graphic coverage comprised only 4.2% of the total Vietnam-related stories aired on CBS, only 3.1% of that carried by ABC, and only 2.9% of the Vietnam-related stories carried by NBC. Thus, based on the sample data that were analyzed, hypothesis five for television is rejected.

Additional examination of Table 5 indicates that, in the sample, there were yearly periods in which no items appeared on an individual network containing film or photographs of combat. This was true during 1970-1971 for CBS, during 1969-1970 and 1972-1973 for ABC, and during 1968-1969 for NBC. And at no point did any single network for the sample analyzed give Vietnam-related items containing film or photographs of combat at a level in excess of 9.1% (ABC for 1971-1972) of its war-related coverage.

Coverage of combat that did not include film or photographs, however, presents a different situation. While CBS aired a total of

TABLE 5

NUMBER AND PERCENTAGE OF VIETNAM-RELATED ITEMS THAT APPEARED ON THE
NETWORK TELEVISION NEWS PROGRAMS ANALYZED THAT INCLUDED FILM
OR PHOTOGRAPHS OF COMBAT BY NETWORK AND BY YEAR

	<u>Yearly Totals, Grand Totals, Percentages, and Differences</u>						Difference Between Networks (<u>chi square</u>)
Network	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	Total	
CBS							
Number of Items	3	5	0	3	1	12	
Percentage of Items	6.5	6.0	0.0	6.3	2.4	4.2	
Difference Between Years (<u>chi square</u>)	0.0	4.4*	4.5*	0.8			0.4
ABC							
Number of Items	4	0	1	4	0	9	
Percentage of Items	6.8	0.0	1.5	9.1	0.0	3.1	
Difference Between Years (<u>chi square</u>)	2.7	1.0	3.6	4.9*			0.2
NBC							
Number of Items	0	2	2	2	2	8	
Percentage of Items	0.0	3.3	3.6	3.8	3.3	2.9	
Difference Between Years (<u>chi square</u>)	1.5	0.0	0.0	0.0			0.6

*Significant at .05 level.

12 items (4.2%) that included film or photographs of combat, it carried 61 items (21.5%) that reported on combat--either ground, air, or sea--without graphic assistance. And ABC, which aired only nine items (3.1%) with film or photographs of combat, reported 64 stories (22.4%) about combat without film or photographic assistance. However, NBC, which carried the least number and the lowest percentage of items containing film or photographs of combat (eight items for 2.9%), carried the most stories dealing with combat that did not include film or photographs--67--and achieved the highest percentage of coverage in this area--24.6%. Reference can be made to Appendix F, Tables F-1, F-2, and F-3, for a detailed breakdown of the Vietnam-related items carried by each network for each yearly period.

Hypothesis six for television stated: television network news programs tended to carry photographs or film footage of dead and/or wounded soldiers and civilians on a regular basis (regular being defined as on most newscasts).

A widely-held belief appears to exist that, as Dan Daley put it, "we had the [television] set next to the dinner table at night" and like most Americans watched the fighting and dying in Vietnam. "Steak and potatoes with body counts" (Fire from the Mountain: A country fiddler scores with a city boy's great tune," 1982, p. 108). More emphatic, however, is Stephen King's (1980) description of television coverage of the Vietnam War as "our daily dose of blood and gore" (p. 47) or Mark Baker's (1981) recall of "the technicolor blotch of napalm flickering the screen while Walter recited the day's body count like a grim blessing over our suppers. . ." (p. xiv).

Was television coverage of the Vietnam War a constant procession of the dead and dying, then, or was the major portion of daily network news coverage of this war composed of other material? The content categories utilized in this portion of the study specifically allow for analysis of this question. Note that the first three categories specify "film footage or photo" in regard to combat action and that four of the "wounded" and "dead" categories do likewise.

In answer to the question posed above, which relates directly to hypothesis six for television and, to some degree, to research question 6, an emphatic "no" must be given based upon the data analyzed in this study. In fact, there was little graphic (graphic defined as including film or photographs) coverage found in this sample. In terms of the content categories defined in Appendix D, the subject that received the most coverage by all three networks was the one defined as "Other." Keeping in mind that it was possible to code each Vietnam-related item into one or more of the content categories, 51.6% of CBS's stories, 70.3% of ABC's items, and 42.6% of NBC's Vietnam-related coverage contained information that was coded as "Other."

Utilization by the three networks of news items that included film or photographs of the dead or wounded in the Vietnam War was at an even lower rate than the utilization of items that included film or photographs of combat. As can be seen in Table 6, CBS presented nine items during the sample broadcasts that contained film or photographs of the dead, for an overall rating of 3.1%. ABC and NBC both aired five stories that contained film or photographs of the dead or wounded, accounting for 1.7% of ABC's coverage of Vietnam and 1.8% of NBC's.

TABLE 6

NUMBER AND PERCENTAGE OF VIETNAM-RELATED ITEMS THAT APPEARED ON THE
NETWORK TELEVISION NEWS PROGRAMS ANALYZED THAT INCLUDED FILM
OR PHOTOGRAPHS OF THE DEAD OR WOUNDED BY NETWORK AND BY YEAR

	Yearly Totals, Grand Totals, Percentages, and Differences						Difference
Network	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	Total	Between Networks (chi square)
CBS							
Number of Items	1	2	1	5	0	9	
Percentage of Items	2.2	2.4	1.4	10.4	0.0	3.1	
Difference Between Years (chi square)	0.0	0.2	4.8*	4.6*			1.1
ABC							
Number of Items	1	3	0	0	1	5	
Percentage of Items	1.7	4.7	0.0	0.0	1.9	1.7	
Difference Between Years (chi square)	0.9	3.2	0.0	0.0			42.7**
NBC							
Number of Items	0	0	0	3	2	5	
Percentage of Items	0.0	0.0	0.0	5.7	3.3	1.8	
Difference Between Years (chi square)	0.0	0.0	3.2	0.4			0.9

*Significant at .05 level.

**Significant beyond the .01 level.

Based on the data shown, hypothesis six for television must be rejected.

News items that reported on the dead or wounded but did not include film or photographs were much more common than those which included such film or photographs (see Appendix F, Tables F-1, F-2, and F-3). CBS carried 43 such items, representing 14.9% of the Vietnam-related stories reported. ABC carried only 23 such stories representing 8.0% of its Vietnam-related coverage, and NBC, while carrying more than ABC, still only utilized 29 items (10.7%) reporting on the dead or wounded without pictorial assistance.

Of course, the weekly "body counts" were a part of the overall experience of Vietnam. Generally reported in terms of total dead, wounded, and missing for the preceding week, and total dead, wounded, and missing to date, these items became common fare in the media coverage of the war. However, they usually appeared only once a week--generally on Tuesday--and they did not include pictures. For the period analyzed in this study, CBS carried 14 such items representing 4.8% of its Vietnam coverage, ABC carried 21 "body count" reports for a 7.3% reading, and NBC gave the "body count" report 10 times for 3.7% of its Vietnam stories.

Next, the journalistic mode utilized in reporting Vietnam-related stories carried on each network's newscasts will be considered. Research question seven asked: how were the Vietnam-related stories reported in terms of presentation technique--e.g., talking head or voice over--by the network news programs? And research question eight asked: what modes of journalistic writing--e.g., current information or opinion--

were utilized in reporting Vietnam-related stories on the network news programs?

The media, and especially television, have often been accused of reporting the Vietnam War in a manner more closely related to opinion than to objective presentation, and of being gullible when it came to verifying facts and reports. Herb Mock, a Vietnam veteran, recalls an incident in which persons he identifies as news men reported incorrect information that led to a senior NCO being unjustly awarded the Distinguished Service Cross (Santoli, 1981, p. 85). And David Halberstam (1982) suggests that it was the reporter's responsibility to utilize his conscience and his instincts to report what was happening in Vietnam, even if that reporting tended to go against the main currents of American opinion and the reporter's own beliefs, in such a way as to reveal what he (Halberstam) considered gross distortions and misinformation on the part of the government officials charged with informing both the press and the public about American involvement in that war.

In an attempt to answer those critics who suggest that Vietnam coverage on television exhibited more opinion than fact, each Vietnam-related television news story studied was analyzed to determine if it was presented as current information, interpretation, opinion, analysis, argument, or as a special plea. Of course, since only one coder was utilized in this study, determination of journalistic mode was strictly based on the definitions given in Appendix D and, unless there was overwhelming evidence to justify classifying an item as opinion, interpretation or in some mode other than one that strongly suggested the imparting of facts, the item was accepted as current information and so coded.

The analysis of journalistic writing mode reveals that the large majority, in fact nearly all, of the items analyzed were reported as current information based upon the criteria noted immediately above. CBS utilized this mode in 95.5% of its Vietnam-related items, or for 276 out of 289 stories aired in the sample. Only four of the Vietnam-related items (1.4%) aired by CBS were obviously "opinion," and only three (1.0%) were classified as being clearly "analysis." Six Vietnam-related items carried by CBS completely defied classification into one of the journalistic writing modes and were therefore not assigned to any one of the six categories.

On ABC, 275 Vietnam-related items fell into the category "current information," representing 96.2% of that network's war-related coverage. This network also devoted two items to coverage classified as "analysis," 13 to coverage classified as "opinion," and one to coverage that was coded as "special plea." These latter figures represent 0.7%, 4.5%, and 0.3%, respectively, of ABC's Vietnam-related coverage. It must be noted also, that unlike CBS, ABC carried five items (1.7%) that were coded as containing more than one journalistic mode of reporting.

Finally, NBC utilized the "current information" mode in 264 stories (97.1%), "interpretation" in one (0.4%) story, "opinion" in five (1.8%) of its items, and "special plea" in one (0.4%) other report. And, like CBS, NBC carried an item that defied classification into one of the six journalistic writing mode categories.

A complete breakdown by network and by year of the journalistic writing modes categorized in the sample is found in Appdenix F, Tables F-1, F-2, and F-3.

Just as each individual Vietnam-related item was coded into one or more of the journalistic writing mode categories, it was also classified into one or more of the presentation style categories. This information provides the answer to research question eight which asked: how were the specific Vietnam-related stories reported in terms of presentation technique--e.g., talking head or voice over--by the network television news programs? To summarize the findings, it can be noted that CBS utilized the "talking head" presentation technique in 95.5% of the Vietnam-related stories aired on that network and had the anchorman read 61.2% of the Vietnam-related items broadcast. ABC utilized the "talking head" format in 87.4% of its Vietnam-related stories, but had the anchorman read only 52.4% of the total Vietnam-related items. NBC, on the other hand, utilized the "talking head" format at some point in all 272 Vietnam-related stories reported for a level of 100%, while utilizing the anchorman alone to read 61.8% of the items aired. While it was possible to code each story into more than one presentation technique category, it is evident that the "talking head" format was utilized more often than the other presentation techniques at some point in a large majority of the Vietnam-related news aired during the sample period. It is also apparent that the anchormen of the respective networks read the majority of Vietnam-related stories aired and analyzed in this study.

Hypothesis seven for television stated: network television news increased its coverage of the anti-war movement steadily between August 1968 and August 1973.

David Halberstam (1982) asserts that by the late 1960s, there

were more journalists who opposed the war reporting on it than journalists who did not oppose the war. If, however, an attempt is made to utilize coverage of the anti-war movement as a gauge of the media's feelings about the war, Halberstam's comments appear faulty. Analysis of the data obtained from the television sample indicate that at no point did network television in total give more than 14.6% of its Vietnam-related coverage to anti-war events. On a per network basis, however, NBC did devote a total of 18.2% of its Vietnam coverage to the protest movement both at home and abroad during the period 1970-1971 (see Table 7).

TABLE 7

NUMBER AND PERCENTAGE OF VIETNAM-RELATED ITEMS THAT APPEARED ON THE NETWORK TELEVISION NEWS PROGRAMS ANALYZED THAT DEALT WITH THE ANTI-WAR MOVEMENT BY YEAR

Source		Yearly Totals, Grand Totals, Percentages, and Differences				
		1968-1969	1969-1970	1970-1971	1971-1972	1972-1973
Television	Number of Items	12	20	28	10	4
	Percentage of Items	8.1	9.7	14.6	6.9	2.6
	Differences Between Years (<u>chi square</u>)	0.3	2.3	4.9	3.1	
	Total					9.0

*Significant at .05 level.

Anti-war or protest movement coverage as part of overall Vietnam-related items did not, as originally hypothesized, increase steadily

between August 1968 and August 1973. Therefore, hypothesis seven for television is not confirmed. In fact, in the sample analyzed, anti-war movement coverage peaked during the 1970-1971 period and was at its lowest during the 1972-1973 period. And, the three networks, in general, appear to have followed no specific pattern in terms of anti-war movement coverage. CBS peaked its anti-war coverage during the 1971-1972 period with 14.6%, immediately preceded in 1970-1971 by a figure of 14.3%. CBS then turned completely, giving 0.0% to anti-war movement during the 1972-1973 period. ABC, varying from CBS, peaked its coverage of the protest crusade during 1969-1970 at 12.5% and bottomed out at 2.2% during 1971-1972. NBC, then, deviated from both CBS and ABC by peaking its anti-war coverage during 1970-1971 at 18.2% (the highest for a single network during a single yearly period) and attained its lowest point--1.6%, or a single story--during 1972-1973. A complete analysis of network coverage of the anti-war movement at home and abroad, with and without photographic assistance, by network and by yearly period is to be found in Appendix F, Tables F-1, F-2, and F-3.

Hypothesis eight for television stated: National television news programs carried the same type of stories at approximately the same percentages that dealt with the Vietnam War and war-related topics in terms of the categories listed and defined in Appendix D.

It is already apparent from the data contained in Tables 3 (page 66), 5 (page 79), and 6 (page 82), as well as in Figures 1 (page 67) and 2 (page 68), that no clear pattern emerges in terms of parallels between the three networks and their coverage of the Vietnam

War. For example, CBS carried its largest percentage of Vietnam-related stories during the period 1969-1970 (30.1%), while ABC carried its highest percentage (32.5%) during 1970-1971 and NBC followed ABC carrying its highest percentage (24.8%) during 1972-1973. Or, while both ABC and NBC carried their highest percentages of items which included film or photographs of combat during 1971-1972 (9.1% and 3.8%, respectively), CBS carried the most stories with film or photographs of combat during 1968-1969. And finally, both CBS and NBC carried their highest percentages of stories with film or photographs of the dead or wounded during 1971-1972 (10.4% and 5.7%, respectively), but ABC carried its highest percentage of such graphic coverage during 1969-1970. Further, in-depth examination of Tables F-1, F-2, and F-3, found in Appendix F, indicate that national television news programs did not carry the same type of stories at approximately the same percentages that dealt with the Vietnam War. This leads, therefore, to rejection of hypothesis eight for television.

To conclude this discussion and analysis of data related to network television news coverage of the Vietnam War, research questions nine and ten will be answered. Research question nine asked: What words were used to identify the parties involved in the war? And research question ten asked: what percentage of the total number of television news programs carried Vietnam-related stories?

Halberstam (1982) discusses briefly the utilization of the pronoun "we" in the reporting about Vietnam that was carried in this country. It is not the intent of this analysis, however, to look at the utilization of specific personal pronouns, adjectives, or modifiers.

It is possible, however, to discuss, to some extent, the words utilized to identify the parties involved. First, there was no clear pattern of usage by the television networks of any specific word or words, either across time or across network. Certain words or phrases did tend to be used more often, however, in reference to the Americans, the Viet Cong and the North Vietnamese, and the South Vietnamese. Table 8 provides a list (in rank order) of the top four words used in terms of frequency across all three networks. This list simply suggests that certain words, "Americans," "North Vietnamese," and "South Vietnamese," for example, were used more often than other words. And, as both frequency and percentage suggest, pronouns rather than nouns were probably used in reference to the United States forces more often than in reference to other parties. It must be noted that the frequencies reported in Table 8 are based on one occurrence of a word in a single story and are cumulative for all three networks across the entire five-year period. Multiple incidences of the same word in the same story were not noted.

And finally, for the sample analyzed, 97.2% of all television news programs carried Vietnam-related items. This means that 175 out of 180 newscasts reported, in some way, on Vietnam. CBS and ABC each carried Vietnam-related items on 59 programs, and NBC carried such stories on 57 programs. It must be noted, however, that the dates on which no Vietnam-related items were reported was not identical for the three networks except for one parallel date between ABC and NBC. To be specific, CBS carried no Vietnam-related items on September 6, 1972; ABC carried no such stories on July 18, 1973; and NBC carried no

TABLE 8

RANK ORDER OF WORDS USED ON NETWORK TELEVISION NEWS PROGRAMS
ANALYZED TO IDENTIFY THE PARTIES INVOLVED
IN THE VIETNAM WAR

<u>United States</u>	Frequency* Percentage	<u>Enemy</u>	Frequency Percentage	<u>South Vietnamese</u>	Frequency Percentage
Americans	85 10.0	North Vietnamese	437 51.7	South Vietnamese	268 31.7
American Forces	56 6.7	Enemy	268 31.7	Allies	85 10.0
United States Forces	42 5.0	Communists	254 30.0	Vietnamese	56 6.7
G.I.	28 3.3	Hanoi	98 11.7	Saigon	42 5.0

*Frequency is based on one occurrence of a word per story.
Multiple incidences of the same word in the same story were not noted.

Vietnam-related reports on August 1, 1969, November 29, 1971, and July 18, 1973. These data suggest that Vietnam was a ubiquitous topic throughout the period analyzed, but, as has already been noted, the sample analyzed suggests that the coverage was not rife with graphic representations of combat or of the dead and wounded as originally hypothesized.

Magazines

General magazine data. A total of 160 weekly news magazines was analyzed in this study: 55 issues of Time, 55 issues of Newsweek, and 50 issues of Life. As noted, the sample utilized was correlated directly

with the television program dates. In other words, only those issues of the respective magazines which could contain information that would parallel that broadcast by the television news programs sampled were analyzed.

Hypotheses and related questions. Hypothesis one for magazines stated: coverage of the Vietnam War and war-related topics so dominated magazine content that a plurality of all stories carried were devoted to that topic.

The 160 weekly news magazines analyzed contained a total of 6871 individual news items of which 436 or 6.4% were Vietnam-related (see Table 1, page 61). These data indicate that Vietnam was not a dominant topic in weekly news magazines for the period studied. In fact, as a close examination of Tables E-1, E-2, and E-3 found in Appendix E reveals, the topic "Vietnam" received relatively proportional coverage in comparison with the other 48 topic areas identified. Therefore, the data negate hypothesis one for magazines. These data do, however, provide a specific answer to research question two which asked: what percentage of magazine issues was composed of Vietnam-related stories?

Hypothesis two for magazines stated: magazine coverage of the Vietnam War and war-related topics was at its peak in the period August 1968 to August 1969 and decreased steadily until the period August 1972 to August 1973.

As shown in Table 2 (page 64), Vietnam-related coverage appearing in the weekly news magazines analyzed varied from year to year as did total story count. In terms of the most items printed that were

Vietnam-related, the period 1969-1970 was the peak for news magazines with 120 individual Vietnam-related stories appearing in the sample. In terms of percentage of total coverage, however, the period 1970-1971 was the apex for weekly magazines with 8.1% of total coverage devoted to Vietnam-related stories. Conversely, though, the period 1968-1969 saw both the smallest number of Vietnam-related items printed and the lowest percentage of magazine coverage devoted to that topic (56 items for 3.8%) (see Table 9).

TABLE 9

TOTAL STORIES, TOTAL VIETNAM-RELATED STORIES, AND PERCENTAGE
OF VIETNAM-RELATED STORIES THAT APPEARED IN THE WEEKLY
NEWS MAGAZINES ANALYZED BY YEARLY PERIODS

Identity	Yearly Totals, Percentages, and Differences					Total
	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	
Total Stories	1459	1551	1271	1238	1353	6871
Vietnam-related Stories	56	120	103	68	89	436
Percentage of Vietnam- related Stories	3.8	7.7	8.1	5.5	6.6	6.4
Difference Between Yearly Periods (<u>chi square</u>)	21.5**	0.1	6.7*	1.3		

*Significant at .01 level.

**Significant beyond the .01 level.

The data noted above and detailed in Table 9 thus lead to non-confirmation of hypothesis two for magazines. Even though the period 1969-1970 saw the most individual stories printed and the most Vietnam-

related items carried, it did not see the highest percentage of Vietnam coverage. Likewise, the period 1970-1971, which saw the highest percentage of Vietnam-related coverage, did not represent the period in which the most Vietnam War stories were covered in the magazine sample. And in addition, there was no clearly defined decrease in Vietnam-related coverage between 1968-1969 and 1972-1973 as originally hypothesized. The data contained in Table 9 do, however, provide part of the answer to research question three which asked: as the years passed were more or fewer Vietnam-related items printed and broadcast? As can be seen, there was no clear linear pattern for the number of items printed in the news magazines with the smallest number falling in the first year of the study, the second smallest in the fourth year, and the highest in the second year for the sample analyzed.

Certain significant variations in the proportion of coverage devoted to Vietnam by the three news magazines analyzed did appear in the data. For the period 1968-1969, all three magazines printed 56 Vietnam-related stories for a level of 3.8% of total coverage. In 1969-1970, on the other hand, the three magazines printed 120 Vietnam-related items for 7.7%. This variation between the coverage given Vietnam-related events in 1968-1969 and 1969-1970 was significant, based on the chi square test run, at a level above .01. And just as Vietnam-related coverage increased significantly between 1968-1969 and 1969-1970, it decreased significantly, though not as greatly, between 1970-1971 and 1971-1972, going from 103 stories or 8.1% to 68 stories or 5.5%. This decrease represents a variation, based on the chi square, that was significant at the .01 level.

Further analysis of the frequency of appearance of Vietnam-related stories in the three magazines studied is contained in Table 10. This table expands on Table 9, presenting the data not only by year, but also by magazine so that individual magazine performance may be studied.

It must be kept in mind, when reading Tables 9 and 10, as well as subsequent tables and figures related to weekly news magazines, that the percentages are more critical than the actual count. This arises from three facts. (1) Life magazine ceased publication at the end of 1972 thus contributing only 50 issues to the sample. (2) Even though Time and Newsweek published throughout the period, the correlation of dates with television dates caused the sample size to be only 55 per magazine as opposed to the 60 programs per-network sample. And (3), while television was restricted in its coverage by air time, magazines were free to add or subtract pages as needed, thus expanding or contracting to fit the amount of news available and, therefore, they (the magazines) were not confronted with limitations on the number of items covered to the extent faced by network news programs.

To continue the analysis, however, Table 10 provides data that indicate that Vietnam coverage by weekly news magazines fluctuated from year to year and that the noted fluctuation was significant between 1968-1969 and 1969-1970 as well as between 1969-1970 and 1970-1971 for Time; between 1968-1969 and 1969-1970, and 1971-1972 and 1972-1973 for Newsweek; and between 1968-1969 and 1969-1970 for Life. Table 9, on the other hand, indicates that overall or total magazine coverage of

TABLE 10

TOTAL NUMBER OF STORIES, VIETNAM-RELATED STORIES, AND PERCENTAGES
OF VIETNAM-RELATED STORIES THAT APPEARED IN THE WEEKLY NEWS
MAGAZINES ANALYZED BY MAGAZINE AND BY YEARLY PERIOD

Source and Identity	Yearly Totals, Grand Totals, Percentages, and Differences						Difference Between Magazines (<u>chi</u> square)
	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	Total	
<u>Time</u> Total	608	678	512	476	669	2933	
Vietnam-related	20	50	36	24	52	182	
Percentage of Vietnam-related Stories	3.3	7.4	7.0	5.1	7.8	6.2	
Difference Between Yearly Periods (<u>chi</u> square)	10.4**	5.1*	1.7	3.3			0.1
<u>Newsweek</u> Total	622	662	558	586	601	3029	
Vietnam-related	30	55	47	31	30	193	
Percentage of Vietnam-related Stories	4.8	8.3	8.4	5.3	5.0	6.4	
Difference Between Yearly Periods (<u>chi</u> square)	6.3*	0.5	0.8	5.4*			0.1
<u>Life</u> Total	229	211	201	185	83	909	
Vietnam-related	6	15	20	13	7	61	
Percentage of Vietnam-related Stories	2.6	7.1	9.9	7.0	8.4	6.7	
Difference Between Yearly Periods (<u>chi</u> square)	4.9*	1.1	1.1	0.2			0.3

*Significant at .05 level.

**Significant at .01 level.

Vietnam varied significantly between 1970-1971 and 1971-1972, a fact that is not evident when the three magazines are considered separately.

In addition to Table 9 and Table 10, Figure 3 and Figure 4 provide graphic representation of the data obtained in the analysis of all three news magazines across the period studied in regard to overall Vietnam-related coverage, Vietnam-related coverage across time, and Vietnam-related coverage across both time and magazine.

While the direction of change in overall magazine coverage of Vietnam is of interest, the data reveal certain trends for the individual magazines which, when looked at in comparison, present an intriguing picture. As Figure 3 and Figure 4 graphically portray, supported by the data in Table 10, not only did Newsweek carry the most total stories and the most Vietnam-related stories, it also printed the most Vietnam-related items in a single year: 55 stories printed in 1969-1970. Time, on the other hand, while not printing as many total stories or as many Vietnam-related stories as did Newsweek, did print the most Vietnam-related items during the last year of the study: 52 items in 1972-1973. And Time was the only magazine analyzed that increased its per-item coverage of Vietnam during the last yearly period of the study.

Of more importance, though, are the percentage figures. As can be seen, no significant difference was found between the three magazines in terms of the proportion of total coverage devoted to Vietnam-related stories: Time devoted 6.2%; Newsweek devoted 6.4%; and Life devoted 6.7%. Individual magazines across time, however, did have significant fluctuations in Vietnam-related coverage as noted previously and as displayed in Table 10.

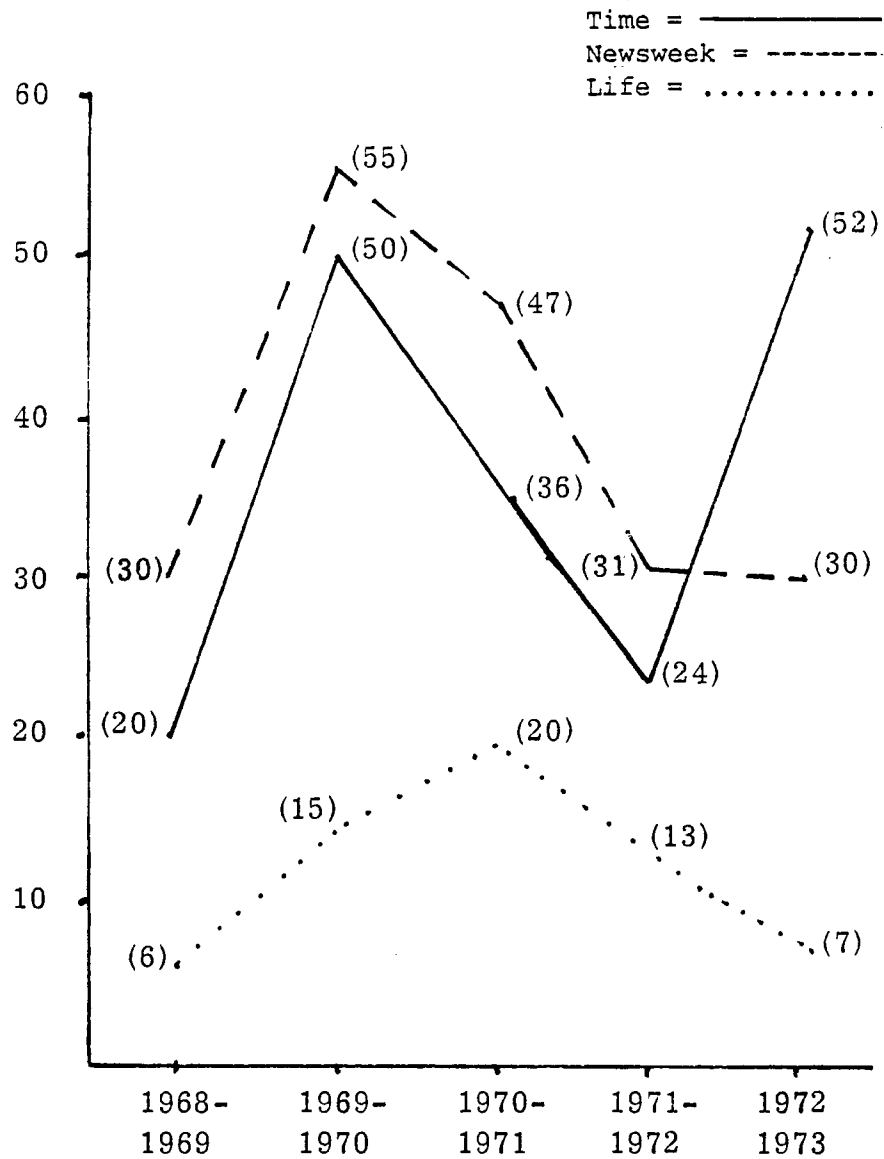


Figure 3. Number of Vietnam-related stories that appeared in the weekly news magazines analyzed by magazine and by year.

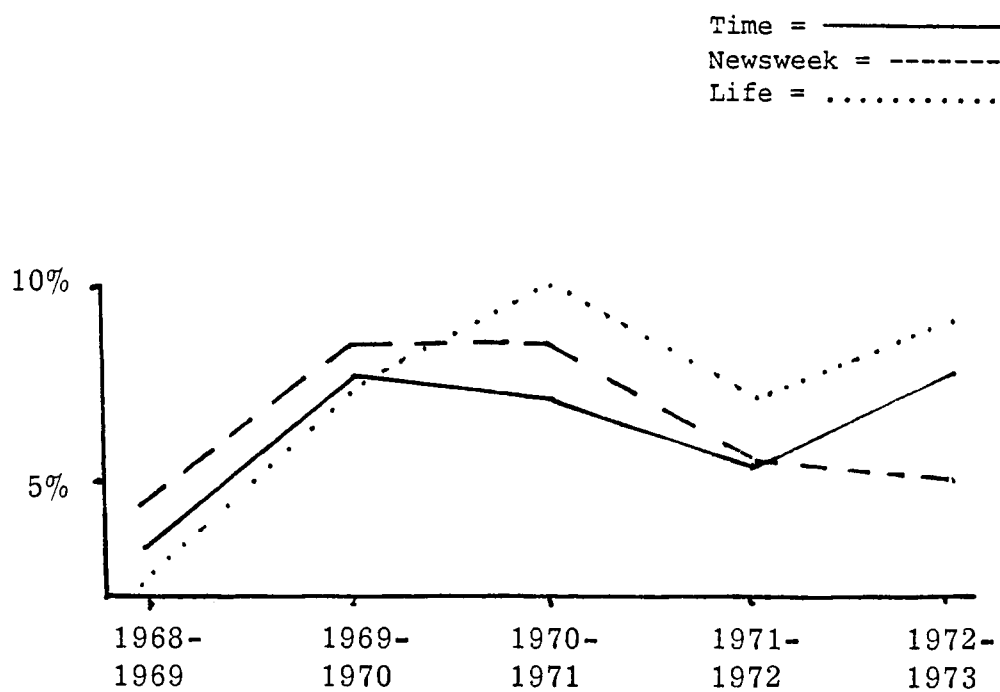


Figure 4. Percentage of Vietnam-related stories that appeared in the weekly news magazines analyzed by magazine and by year.

It is interesting that this fluctuation in the proportion of coverage devoted to Vietnam was not consistent between the three magazines. While all three did increase coverage between 1968-1969 and 1969-1970, only Life continued this increase between 1969-1970 and 1970-1971. Both Time and Newsweek decreased the proportion of their coverage devoted to Vietnam between 1969-1970 and 1970-1971 with only Time making the decrease in a significant manner. Between 1970-1971 and 1971-1972, however, all three publications decreased the proportion of their Vietnam-related coverage. Time went from 7.0% to 5.1%, Newsweek from 8.4% to 5.3%, and Life from 9.9% to 7.0%. None of these variations was significant, however, based on the chi square test applied to the data. And the decline in coverage noted for the 1970-1971 to 1971-1972 period continued for Newsweek which decreased Vietnam-related coverage from 5.3% to 5.0%. It did not continue, however, for the other two magazines analyzed. For the period 1971-1972 to 1972-1973, Time increased its Vietnam coverage from 5.1% to 7.8% and Life, which ceased publication at the end of 1972, still managed to increase its proportion of Vietnam-related coverage from 7.0% to 8.4%. It is noteworthy that only Newsweek's decrease for this specific period proved significant based upon the chi square test.

Hypothesis three for magazines stated: no other event or series of events received coverage in the selected news magazines equal to or greater than that given Vietnam-related incidents. And research question four asked: what was the distribution of story content across the 48 topic areas listed and defined in Appendix C for the respective magazine issues?

Unlike network television news, weekly news magazines did not devote a disproportionate amount of coverage to Vietnam. In fact, 93.6% of total news magazine stories covered topics other than those related to Vietnam. Therefore, hypothesis three for magazines is not confirmed.

For this study, 48 topic areas were devised and defined (see Appendix C) of which one was "Vietnam." And while it is not necessary to discuss the distribution of magazine coverage across all 48 topics (this information is available in Appendix G, Tables G-1, G-2, and G-3), a consideration of certain topics other than "Vietnam" which received specific degrees of coverage in the three magazines is included. The criteria utilized in determining those topics to be discussed is as follows. For Time and Newsweek, those topics which achieved a level of 100 individual stories or more are discussed. For Life, those topics which received 50 or more individual stories are included. And, finally, the two topics considered most closely related to "Vietnam" in terms of composition--"Terrorism" and "War (not Vietnam)"--will be considered.

Time, like Newsweek, devoted a larger percentage of its coverage to only one topic that surpassed the percentage given "Vietnam." Time carried 9.2% of its coverage (261 stories) in the category defined under "World." And Newsweek, which printed the most total stories, devoted 7.9% of its coverage to "World" by carrying 239 individual stories in this category.

Other topics that received more than 100 individual stories on a per-magazine basis included "Business" (5.6% or 164 stories), "People" (5.4% or 157 items), "Law, Courts" (4.5% or 131 items), and "Medicine"

(4.3% or 126 items) for Time magazine. Newsweek devoted 100 or more separate stories to six topics other than "Vietnam." The topics defined as "Special" (5.5% or 167 stories), "Business" (5.3% or 162 stories), "People" (5.2% or 158 stories), "Columns" (4.7% or 141 stories), "Medicine" (4.4% or 134 stories), and "Sports" (3.3% or 100 stories) achieved the established cutoff of 100 stories each.

Life magazine varied from Time and Newsweek in that it gave a higher percentage of coverage to three topics than it did to "Vietnam." And only four topics (excluding "Vietnam") received 50 or more individual stories in this magazine. Life devoted a greater percentage of its coverage to the topics defined under "Special," "American Scene," and "Books" than it did to "Vietnam." These three topics received 98 stories (10.8%), 68 stories (7.5%), and 68 stories (7.5%) respectively. Only one other topic carried in Life exceeded the 50-story cutoff and that was "Columns" which received 5.5% of Life's coverage or exactly 50 individual items.

It has already been suggested that a possibility exists that events other than Vietnam could have impinged on the public's consciousness so as to color their memory of the media's coverage of the war in Vietnam. The topics "Terrorism" and "War (not Vietnam)" were included in this study specifically to allow for investigation of this possibility. But, just as with the network news coverage reported earlier, news magazine coverage of these two topics appears to be at a level to suggest that no undue influence should have resulted unless, as previously suggested, the impact of such coverage was disproportionate to the amount of space devoted to the topics.

To summarize, then, the data analyzed and discussed relating to weekly news magazines to this point suggest the following. (1) Vietnam-related items were not a plurality of weekly news magazine items printed. In fact, in all three news magazines studied, the sample analyzed provided data that indicate that each magazine devoted more coverage to at least one other topic than it did to "Vietnam." (2) All three news magazines devoted approximately the same percentage of coverage to Vietnam-related events. (3) While weekly news magazine coverage of Vietnam-related stories varied from year to year, the significant variations occurred between 1968-1969 and 1969-1970, and 1969-1970 and 1970-1971 for Time; between 1968-1969 and 1969-1970, and 1971-1972 and 1972-1973 for Newsweek; and between 1968-1969 and 1969-1970 for Life.

(4) While the three news magazines fluctuated from year to year in the number of items devoted to "Vietnam," the fluctuation of percentage of items devoted to that topic differed from the per-item shift. (5) Other topics were covered by the news magazines at a higher percentage than "Vietnam," and several topics for each magazine were covered at a level above the established cutoffs of 100 items each for Time and Newsweek, and 50 items for Life. And finally, (6) the two topics most closely related to "Vietnam" in composition--"Terrorism" and "War (not Vietnam)"--did not occur at a level to suggest that they could have had a major influence on the public's recall of the amount of coverage devoted to Vietnam. Again, however, we must note that no judgment is being made about the possibility that those other topics may have impinged on the public's recall of media coverage of Vietnam in other ways.

Vietnam-related magazine data. It has already been established that, unlike network television news, Vietnam-related items were not a plurality of those items printed in the weekly news magazines analyzed in this study. The major thrust of this portion of the study is aimed, then, at determining the content, within certain parameters, of the Vietnam-related coverage that was published by the three weekly news magazines for the period August 1968 to August 1973.

Hypothesis four for magazines stated: news magazines tended to carry Vietnam-related stories as the lead or first major item in each issue. And research question five asked: where were the Vietnam-related stories placed in the magazine issues?

The data in Table 11 indicate that weekly news magazines tended not to utilize Vietnam-related stories as the lead or major item in their issues for the sample analyzed. This leads, then, to non-confirmation of hypothesis four for magazines. A review of the data presented does indicate, however, that Time carried Vietnam-related items as the lead or first major story in 27.3% of the issues studied; that Newsweek followed suit in 25.5% of its issues; and that Life emphasized Vietnam-related stories by carrying them as the lead or first major item in only 20.0% of the issues reviewed. This portion of the analysis assumes, of course, that placement as the first major or lead item imparts to that item a degree of priority or importance.

Hypothesis five for magazines stated: weekly news magazines covered actual combat and printed actual combat photographs in the majority (51%) of Vietnam-related stories carried. In addition, research question six asked: what was the content in terms of sub-topic

TABLE 11

NUMBER AND PERCENTAGE OF WEEKLY NEWS MAGAZINES ANALYZED WHICH PRINTED VIETNAM-RELATED MATERIAL AS THE LEAD OR FIRST MAJOR ITEM

	Yearly Totals, Grand Totals, Percentages, and Differences						
							Difference Between Magazines (chi square)
Magazine	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	Total	
<u>Time</u>							
Number of Issues	3	3	5	1	3	15	
Percentage of Issues	27.3	25.0	45.5	10.0	27.3	27.3	
Difference Between Years (chi square)	0.0	1.1	3.2	1.0			0.1
<u>Newsweek</u>							
Number of Issues	2	2	4	3	3	14	
Percentage of Issues	18.2	16.7	36.4	30.0	27.3	25.5	
Difference Between Years (chi square)	0.0	1.2	0.1	0.0			0.7
<u>Life</u>							
Number of Issues	1	3	4	1	1	10	
Percentage of Issues	8.3	25.0	33.3	10.0	25.0	20.0	
Difference Between Years (chi square)	1.2	0.2	1.7	0.5			0.8

Note: For the issues analyzed, no Vietnam-related item was coded as both the lead and first major item.

areas listed and defined in Appendix D for the Vietnam-related stories carried in the news magazines? Both the hypothesis and the research question are related to the content of weekly news magazine coverage of Vietnam-related stories.

Of specific concern in this study is the content of Vietnam-related stories printed in the weekly news magazines analyzed for the period August 1968 to August 1973. Appendix D contains a sample coding form as well as definitions for the categories used in this portion of the analysis. While identical to those utilized in the television analysis, it is believed that the coding form and definitions are sufficient for analysis of the two media. And, as previously noted, the coding categories are broken down to include 45 content categories, 6 journalistic writing mode categories, and 10 presentation style categories. In the analysis of news magazine coverage of Vietnam-related stories, special attention will be paid, as it was in the television analysis, to those content categories that deal with combat action--ground, sea, or air--and to those that deal with coverage of the dead and wounded.

In terms of actual combat coverage, none of the news magazines carried items which included photographs of combat the majority of the time. As Table 12 shows, items which included graphic (photographic) coverage of combat comprised only 4.9% of Time's total Vietnam-related coverage, only 4.1% of Newsweek's and only 6.6% of Life's. This leads, then, to rejection of hypothesis five for magazines.

Additional examination of Table 12 indicates that there were periods in which individual magazines carried no photographs of combat

TABLE 12

NUMBER AND PERCENTAGE OF VIETNAM-RELATED ITEMS THAT APPEARED IN THE
WEEKLY NEWS MAGAZINES ANALYZED THAT INCLUDED PHOTOGRAPHS
OF COMBAT BY MAGAZINE AND BY YEAR

	Yearly Totals, Grand Totals, Percentages, and Differences						
							Difference Between Magazines (<u>chi square</u>)
Magazine	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	Total	
<u>Time</u>							
Number of Items	0	2	1	4	1	9	
Percentage of Items	0.0	4.0	2.8	18.2	3.8	4.9	
Difference Between Years (<u>chi square</u>)	0.7	0.1	3.6	8.4*			0.0
<u>Newsweek</u>							
Number of Items	1	3	3	0	1	8	
Percentage of Items	2.8	5.5	6.4	0.0	3.3	4.1	
Difference Between Years (<u>chi square</u>)	0.2	0.7	2.1	1.1			0.7
<u>Life</u>							
Number of Items	0	2	1	1	0	4	
Percentage of Items	0.0	13.3	5.0	7.7	0.0	6.6	
Difference Between Years (<u>chi square</u>)	0.4	0.8	0.1	0.6			0.5

*Significant at .01 level.

1968-1969 for Time, 1971-1972 for Newsweek, and both 1968-1969 and 1972-1973 for Life. These last bits of data in reference to Life magazine are interesting since that publication was primarily a pictorial publication relying heavily on photographs and graphic presentation of stories. It is also noted in Table 12 that, statistically, there was no significant difference between the three magazines in their use of combat photographs, but Time magazine alone did exhibit a significant variation in such coverage between 1971-1972 and 1972-1973.

Coverage of combat that did not include photographs presents a different situation, however. Time printed 59 individual stories or 32.4% of its Vietnam-related coverage reporting on combat but not including photographs. Newsweek, the magazine that printed the most total items and the most Vietnam-related stories, utilized 44 stories (22.8% of its Vietnam coverage) that reported on combat and did not include photographs. Life, then, "brought up the rear" in terms of stories that reported on combat but did not include photographs. Life printed only three such items for 4.9% of its total Vietnam-related coverage. Additional reference may be made to Appendix H, Tables H-1, H-2, and H-3, which give a complete breakdown based on the Vietnam-related content categories by magazine and by year.

In terms of total content that dealt with Vietnam-related events and in answer to research question six as stated above, the data in Appendix H indicate that the largest percentage of coverage given to Vietnam-related events by all three news magazines for the period analyzed was coded "Other." To be specific, Time reported 42.8% of its stories in the category "Other," Newsweek had 49.7% fall into this

category, and Life topped the other two with 50.8% of its Vietnam War items categorized as "Other."

It is even more interesting, however, to note that topics that ranked second in terms of proportion of coverage were identical for Time and Newsweek, but different for Life. Both Time and Newsweek devoted the second largest percentage to "Ground action, no film or photo," with Time giving 20.0% of its coverage in this area and Newsweek doing the same--20.0%. Life, on the other hand, diverged greatly by devoting 16.4%, the second largest after "Other," to the topic defined under "Protest at home, film or photo."

Hypothesis six for magazines stated: weekly news magazines carried photographs of dead and/or wounded soldiers and civilians on a regular basis (regular being defined as in most magazine issues).

The existence of a belief about the nature of media coverage of Vietnam in terms of pictorial representation of the dead and wounded has already been discussed (see page 80--remarks made by Daley, King, and Baker--and pages 32-34--Lichty and Fromson's comments about the Shafer story and the recent history text). And while weekly news magazines did tend to include photographs of the dead or wounded at a higher rate than did network television news, such coverage was far from being a regular part of the magazines published during the period under analysis. Overall, as the data in Table 13 indicate, Time utilized photographs of the dead or wounded in 6.0% of its Vietnam coverage, Newsweek in 9.3% of its coverage of Vietnam, and the pictorial magazine Life in 18.0% of its Vietnam stories. This leads, therefore, to rejection of hypothesis six for magazines.

TABLE 13

NUMBER AND PERCENTAGE OF VIETNAM-RELATED ITEMS THAT APPEARED IN THE
WEEKLY NEWS MAGAZINES ANALYZED THAT INCLUDED PHOTOGRAPHS
OF THE DEAD OR WOUNDED BY MAGAZINE AND BY YEAR

	<u>Yearly Totals, Grand Totals, Percentages, and Differences</u>						
							Difference Between Magazines (<u>chi</u> square)
Magazine	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	Total	
<u>Time</u>							
Number of Items	0	3	0	0	8	11	
Percentage of Items	0.0	6.0	0.0	0.0	15.4	6.0	
Difference Between Years (<u>chi</u> square)	1.3	2.2	0.0	4.2*			1.5
<u>Newsweek</u>							
Number of Items	4	8	2	3	1	18	
Percentage of Items	13.3	14.5	6.5	9.7	3.3	9.3	
Difference Between Years (<u>chi</u> square)	0.0	3.0	0.9	1.0			3.6
<u>Life</u>							
Number of Items	1	5	4	1	0	11	
Percentage of Items	16.7	33.2	20.0	7.7	0.0	18.0	
Difference Between Years (<u>chi</u> square)	1.4	0.8	0.9	0.6			8.5**

*Significant at .05 level.

**Significant at .01 level.

The variations noted above among the three magazines in terms of percentage of overall coverage that included photographs of the dead and wounded were significant only between the coverage found in Life and in Time. And that significance, based on the chi square test, was at the .01 level.

In terms of variation within each magazine across time, however, a slightly different picture emerges. While Time printed no photographs of the dead and wounded in its Vietnam-related material during 1971-1972, it utilized photographs of the dead and wounded in 15.4% of its 1972-1973 coverage. And it is even more interesting to note that Time was the only magazine to carry its highest percentage of stories containing photographs of the dead and wounded during the last year of the study as well as the only one of the three analyzed to show a significant variation (chi square significant at the .05 level between 1971-1972 and 1972-1973) in such coverage between any two yearly periods. Both Newsweek and Life carried the most stories containing photographs of the dead and wounded during the period 1969-1970, with Newsweek printing 14.5% of its stories with such pictures and Life doing the same with 33.2%--the highest percentage for a magazine for a single yearly period--of its Vietnam-related stories. The fluctuation in coverage containing photographs of the dead and wounded did not present a coherent picture and, other than the fact that both Newsweek and Life carried their highest percentage of such coverage during the same period, there does not appear to be any relation among the three magazines analyzed in terms of coverage of the dead and wounded using photographs in the stories.

So again, as with network television news, an emphatic "no" must be given to the question about magazine coverage of the Vietnam War being a constant procession of photographs of the dead and dying.

Of course, as with television and newspapers (Patterson, 1981), weekly "body counts" were an integral part of the Vietnam experience. In the issues analyzed in this study, Time printed nine stories or 5.0% of its Vietnam-coverage containing the infamous "body count." Newsweek included this information in six of its stories for 3.1% of its Vietnam coverage; and Life, though devoting 3.3% of its stories to ones containing the morbid statistics of dead, wounded, and missing, printed only two items that included "body counts."

As with the analysis of network television news' coverage of Vietnam, it is necessary to look at both journalistic writing mode and presentation style for the Vietnam-related stories printed in the weekly magazines studied. Again, it must be noted that since only one coder was utilized in this study, determination of the journalistic mode was strictly based on the definitions given in Appendix D and, unless there was overwhelming evidence to justify classifying an item as opinion, interpretation, or in some other category, the item was accepted as current information and so coded. Of course, the length and complexity of the majority of magazine stories analyzed presented a situation in which many stories contained more than one mode of journalistic writing. In such cases, the item was coded into more than one journalistic writing mode category. And, unlike television, all magazine items were catalogued into one or more of the mode categories.

The most commonly utilized writing mode was that of "current

information." Time utilized this mode in 159 or 87.4% of its Vietnam-related stories; Newsweek used the "current information" mode in 166 or 86.0% of its Vietnam-related stories; and Life used this writing mode in 37 or 60.6% of its Vietnam-related items. The other journalistic writing modes that were used most often were "opinion" and "analysis." Time magazine used "opinion" in 13.2% and "analysis" in 19.8% of its Vietnam-related items. Newsweek utilized the "opinion" mode in 18.1% of its Vietnam-related stories and provided "analysis" in 45.6% of them. Life, presenting a situation almost opposite that of Newsweek, used "opinion" 42.6% of the time and "analysis" in 14.7% of its Vietnam-related coverage.

Each individual magazine story that related to Vietnam was also coded into one or more of the presentation categories. The most commonly used presentation style was the unsigned article. In Time, 174 articles, or 95.6% of its stories were unsigned, while only eight carried the names of their authors. Newsweek carried 75.1% or 145 of its Vietnam-related items as unsigned articles, with 48 stories including the identity of their authors. And Life utilized the "unsigned article" presentation technique in 43 stories or 70.5% of its Vietnam stories; printing only 18 articles without the authors' identity noted.

Hypothesis seven for magazines stated: weekly news magazines increased their coverage of the anti-war movement steadily between August 1968 and August 1973.

If the weekly news magazine's feelings about the war in Vietnam are to be judged by their coverage of the anti-war movement, as some

suggest (Gitlin, 1980; Chomsky, 1973), an analysis of data relating to coverage of the anti-war movement seems appropriate.

For this analysis, it is assumed that proportion of coverage devoted to the anti-war movement is an accurate gauge of the medium's feelings about the war and its opposition. And, for purposes of this brief discussion, all three magazines sampled are considered as a single unit. Data on individual magazine performance across the five-year period analyzed is available in Appendix H, Tables H-1, H-2, and H-3.

Table 14 contains data relevant to the number of stories that the three magazines printed during the period under analysis that reported on the anti-war movement. As can be seen, total magazine coverage of this movement composed only 17.2% of the overall Vietnam-related items printed. It is also evident that magazine coverage of the anti-war movement peaked in 1969-1970 at 29.2% of total Vietnam-related coverage, and hit its low point during 1972-1973. On a per-magazine basis, Time devoted the smallest proportion of its Vietnam coverage to the anti-war movement with 14.2%. Newsweek placed second in this area by devoting 18.0% of its Vietnam-related stories to the anti-war movement. And Life gave the most coverage to the anti-war movement printing 23.0% of its stories with information on this subject. Life also devoted the largest proportion of coverage for the three magazines to coverage of the anti-war movement at home--21.4%--and to coverage coded in the same category but with photographic assistance--16.4%.

Based upon this data, however, hypothesis seven for magazines is rejected since there was no evidence of an increase in coverage of the anti-war movement between 1968 and 1973. In fact, as Table 14 shows,

coverage of this movement fluctuated significantly from year to year, but especially between 1968-1969 and 1969-1970, 1969-1970 and 1970-1971, and 1970-1971 and 1971-1972.

TABLE 14

NUMBER AND PERCENTAGE OF VIETNAM-RELATED ITEMS THAT APPEARED IN
THE WEEKLY NEWS MAGAZINES ANALYZED THAT DEALT WITH THE
ANTI-WAR MOVEMENT BY YEAR

Source	Yearly Totals, Grand Totals, Percentages, and Differences					Total
	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	
News Magazines						
Number of Items	8	35	18	9	5	75
Percentage of Items	14.3	29.2	17.5	13.2	5.6	17.2
Difference Between Years (<u>chi</u> square)	4.6*	4.2*	17.1**	1.5		

*Significant at .05 level.

**Significant above .01 level.

Hypothesis eight for magazines stated: Weekly news magazines carried the same type of stories at approximately the same percentages that dealt with the Vietnam War and war-related topics in terms of the categories defined in Appendix D.

It is already apparent from the data contained in Tables 10 (page 96), 12 (page 107), and 13 (page 110), as well as in Figures 3 (page 98) and 4 (page 99), that no well-defined pattern emerges in terms of exact

parallels between all three weekly news magazines' coverage of Vietnam. Certain trends are apparent, however, in terms of certain topics and between two, though not all three, of the magazines sampled. This data, discussed below and detailed in Tables 10, 12, and 13, Figures 3 and 4, and Tables H-1, H-2, and H-3 in Appendix H lead to rejection of hypothesis eight for magazines even though, as noted, some trends are evident in the data.

While all three magazines did not parallel each other completely in terms of printing the same approximate percentages of the same story types, they did devote the largest percentage--42.8% for Time, 49.7% of Newsweek, and 50.8% for Life--to stories that were coded into the category "Other." Keep in mind, however, that any given story could be coded into more than one content category.

In addition to the parallel noted above, both Time and Newsweek devoted the second largest proportion of their Vietnam-related coverage to stories dealing with ground combat that did not include photographs. Time gave 20.0% of its stories in this area and Newsweek printed 14.5% of its stories containing ground combat information without photographs. Life, on the other hand, did not follow suit printing its second largest proportion of stories on the topic "Protest at home, film or photo." Life carried 16.4% of its Vietnam-related coverage as stories that were coded into this category.

Other parallels and differences are also evident. While both Newsweek, with 8.4%, and Life, with 9.9%, reached peak coverage in 1970-1971, Time, with 7.8%, peaked in 1972-1973. The magazines also varied in the number of stories printed that contained photographs of

combat. Time reached its peak in this area during 1971-1972 with 18.2%; Newsweek in 1970-1971 with 6.4%; and Life during 1969-1970 with 13.3%. And finally, whereas Time printed the most stories containing photographs of the dead and wounded during the 1972-1973 period (15.4%), both Newsweek and Life reached their peak in this type of coverage during 1969-1970 with 14.5% and 33.2%, respectively.

To conclude this analysis of weekly news magazine coverage of Vietnam-related events, research questions nine and ten will be answered. Research question nine asked: what words were used to identify the parties involved in the war? And research question ten asked: what percentage of the total number of magazine issues carried Vietnam-related stories?

There was no clear pattern of word usage by the respective magazines analyzed in terms of the manner in which they referred to the parties involved in the Vietnam War. Certain words were used more often in reference to the Americans, the Viet Cong and the North Vietnamese, and the South Vietnamese. Table 15 gives the most commonly used words in rank order with both frequencies and percentages noted. Only the top six words by count that were used to refer to each group are listed, however. Magazines did tend to utilize more different words in reference to the parties involved than did television, but that was done for the sake of a reduction in redundancy and to add variety to the articles. It is interesting to observe that the word "Americans" was utilized most often by both television and the news magazines when referring to the United States, and "South Vietnamese" was used most often in reference to that group by the two media.

References to the enemy, however, were different. While television network news tended to use the words "North Vietnamese" most often, the weekly news magazines utilized "Communists" and "Hanoi" the most often.

TABLE 15

RANK ORDER OF WORDS USED IN THE WEEKLY NEWS MAGAZINES ANALYZED
TO IDENTIFY THE PARTIES INVOLVED IN THE VIETNAM WAR

<u>United States</u>	Frequency* Percentage	<u>Enemy</u>	Frequency Percentage	<u>South Vietnamese</u>	Frequency Percentage
Americans	458 6.7	Communists	2290 33.3	South Vietnamese	1717 25.0
G.I.	458 6.7	Hanoi	2290 33.3	South Vietnamese	1606 23.3
U.S. Forces	458 6.7	North Vietnamese	2061 30.0	Saigon	1259 18.3
U.S. Troops	343 5.0	Viet Cong	2061 30.0	A.R.V.N.	1030 15.0
U.S. Marines	229 3.3	Enemy	572 8.3	Vietnam	572 8.0
U.S. Infantrymen	229 3.3	Reds	229 3.3	Allies	229 3.3

*Frequency is based on one occurrence of a word per story. Multiple incidences of the same word in the same story were not noted.

The list of words in Table 15 simply suggests that "Americans," "Communists," and "South Vietnamese" were used more often than other words in reference to the three groups categorized. And, as both frequency and percentage suggest, pronouns rather than nouns were probably

used more in reference to the United States forces than to the other parties involved.

Finally, for the sample analyzed in this study, 80.0% of the issues for a total of 128 copies carried Vietnam-related news. Newsweek carried Vietnam-related stories in the most issues: 54 out of 55 issues for 98.2%. The only Newsweek issue in the sample that did not contain a Vietnam-related story was dated January 26, 1970. Time magazine printed Vietnam-related stories in 53 of the 55 issues analyzed for a reading of 96.4%. The Time issues that did not carry Vietnam-related items were dated January 11, 1971, and December 13, 1971. Life varied greatly from both Time and Newsweek in the number of issues that contained Vietnam-related stories. Of the 50 Life issues analyzed, only 21 or 42.0% contained Vietnam-related items. This means that 29 Life issues or 58%--more than half--did not carry stories that were related to the war in Vietnam or other Vietnam-related events. Since so many Life issues did not contain Vietnam-related stories a list of those dates is not included here. Reference may be made to Appendix B, sample dates for Life magazine, for those dates on which no Vietnam-related stories were printed in Life magazine.

Comparison Data

As noted in Chapter II of this study, part of the analysis was to be a comparison between media treatment of Vietnam related items not only across time within a medium, but between media as well. Data presented so far make it evident that there was a very significant difference between the amount of coverage devoted to Vietnam-related stories

by network television news and the news magazines (see Table 1, page 61). This difference, which has a chi square value of 681.2 (signifying an extremely significant difference in coverage), indicated that while television devoted a large portion of its coverage to Vietnam-related stories, weekly news magazines in the sample analyzed did not follow suit. And, as the data reported in Appendix E, Tables E-1, E-2, and E-3 indicate, regular network television news tended to devote a plurality of its coverage to Vietnam, broadcasting stories devoted to this topic in substantially greater numbers than stories covering any one of the other 47 topic areas defined in Appendix C. Weekly news magazines (in this sample, anyway) did not devote a plurality of their coverage to Vietnam (see Appendix G, Tables G-1, G-2, and G-3).

In order to clarify the differences between the coverage given each of the 48 topics defined in Appendix C by network television news and the weekly news magazines, and to give statistical information about these differences, Table 16 is included in this section of the analysis.

The data in Table 16 compared the mean distribution of coverage given the 48 previously noted topic areas by the television news programs and the weekly news magazines analyzed. As can be seen from the chi squares calculated on these differences, coverage of 24 topic areas varied significantly at beyond the .01 level; 4 varied significantly at the .01 level, and 8 varied significantly at the .05 level. Of course, "Vietnam" again varied the most with a chi square for the mean difference of 227.1--significant well beyond the .001 level--as compared to a chi square of 681.2--again significant at well beyond the .001 level--for the difference between the total proportions of Vietnam-related

TABLE 16

COMPARISON OF MEAN COVERAGE GIVEN THE 48 MAJOR TOPIC AREAS BETWEEN
THE NETWORK TELEVISION NEWS PROGRAMS AND THE WEEKLY
NEWS MAGAZINES ANALYZED

Topic	Television		Magazines		χ^2
	Mean Total	Mean Percent	Mean Total	Mean Percent	
American scene	13	1.1	49	2.1	4.6*
Art	0	0.0	49	2.1	25.3***
Books	1	0.1	68	3.0	32.9***
Broadcasting	6	0.5	49	2.1	13.1***
Business/Finance	16	1.4	112	4.9	26.9***
Campaign (political)	59	5.1	40	1.7	30.4***
Cinema	1	0.1	57	2.5	27.1***
Cities	10	0.9	35	1.5	2.7
Columns	0	0.0	64	2.8	33.2***
Crime	28	2.4	44	1.9	0.9
Disasters	30	2.6	19	0.8	16.8***
Economy	47	4.0	46	2.0	12.0***
Education	12	1.0	59	2.6	9.2**
Editorial	1	0.1	15	0.7	5.4*
Environment (ecology)	15	1.3	46	2.0	2.3
Essay/Commentary	30	2.6	17	0.7	19.3***
Fashion	1	0.1	15	0.7	5.4*
Food	1	0.1	5	0.2	0.8
Government (U.S.)	37	3.2	44	1.9	5.3*
International relations	41	3.5	49	2.1	5.8*
Law/Courts	57	4.9	69	3.0	7.7**
Leisure	2	0.2	25	1.1	8.5**
Medicine	14	1.2	92	4.0	20.7***
Military/Defense	28	2.4	18	0.8	15.3***
Music/Dance	1	0.1	55	2.4	26.0***
Nation	18	1.5	57	2.5	3.3
People	39	3.3	120	5.2	6.4*
Politics	38	3.3	35	1.5	11.2***
Press	6	0.5	54	2.4	15.4***
Religion	7	0.6	51	2.2	12.4***
Race relations	33	2.8	25	1.1	14.1***
Science	2	0.2	35	1.5	13.4***
Sexes	0	0.0	7	0.3	3.6
Show business	1	0.1	5	0.2	0.8
Space	18	1.5	29	1.3	0.4
Sports	9	0.8	69	3.0	17.6***
Stock market/Wall street	48	4.1	27	1.2	31.4***
Technology	3	0.3	7	0.3	0.1
Terrorism (not anti-war)	43	3.7	39	1.7	13.1***

TABLE 16 (continued)

Topic	Television		Magazines		χ^2
	Mean Total	Mean Percent	Mean Total	Mean Percent	
Theatre	1	0.1	33	1.4	14.6***
Transportation	15	1.3	37	1.6	0.6
Vietnam	282	24.2	145	6.3	227.1***
War (not Vietnam)	37	3.2	26	1.1	17.9***
World	67	5.7	173	7.6	3.9*
World leaders	15	1.3	35	1.5	0.3
Weather	1	0.8	1	0.04	0.2
Other	10	0.9	42	1.8	5.0*
Special	26	2.2	107	4.7	9.8**

*Significant at .05 level.

**Significant at .01 level.

***Significant beyond .01 level.

coverage as reported in Table 1 (page 61). Other topics that varied significantly in the difference in mean coverage (a chi square of 30.0 or above is considered significant for this study) and a total of 36 topic areas showed a mean difference variation significant at or above the .05 level.

The topics, other than "Vietnam" which had the most significant variation in mean differences for the two media were "Books," "Campaigns (political)," "Columns," and "Stock market/Wall street," It also should be noted that the two topics most closely related to "Vietnam" in terms of composition--"Terrorism" and "War (not Vietnam)"--varied at a level that was significant at beyond the .01 level, but did not approach the chi square of 30.0 calculated for the four topics noted immediately above.

The major thrust of this analysis is towards an evaluation of the media's treatment of Vietnam-related stories. Therefore, it is important to compare mean totals and mean percentages on a yearly basis for television and news magazine coverage of Vietnam-related events. Table 17 contains data that do just that. And Figure 5 provides a graphic display of the differences in mean percentages between coverage of "Vietnam" by the two media across both time and across media. Note that this figure (Figure 5) contains a curve that appears parallel, almost, for the two media. The chi squares given in Table 17, however, indicate that the levels of significance of difference between mean proportions of the two media on a yearly basis in regard to their coverage of Vietnam-related stories were consistently at a value indicating a significance of difference above the .01 level.

TABLE 17

COMPARISON OF MEAN COVERAGE OF "VIETNAM" BETWEEN THE NETWORK
TELEVISION NEWS PROGRAMS ANALYZED AND THE WEEKLY
NEWS MAGAZINES ANALYZED BY YEAR

Source	Yearly Means, Mean Percentages, and Differences					
	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	Mean Totals
Television Mean Total	49	69	64	48	52	56
Mean Percent	20.8	27.2	27.5	21.4	24.4	24.0
Magazines Mean Total	19	40	34	23	30	29
Mean Percent	3.6	7.6	8.4	5.8	7.2	6.3
Difference between media per year (<u>chi</u> square)	181.3*	53.4*	43.4*	36.6*	41.8*	44.5*

*Significant beyond the .01 level.

A second comparison can be made between the percentage of television news programs analyzed that carried Vietnam-related items and the percentage of weekly news magazine issues that did the same. Of the regular network television news programs studied, 97.2% or 175 out of 180 programs broadcast Vietnam-related stories. Weekly news magazines, however, carried Vietnam-related stories in only 80.0% or 128 of the 160 issues analyzed.

Third, it is noteworthy to compare placement of Vietnam-related items in the news programs and the news magazines analyzed. While Vietnam-related stories fell in all sections of the news magazines and throughout the various television programs, certain trends are evident. As the data in Table 4 (page 77) show, network television news programs tended to carry Vietnam-related items during the first third of the

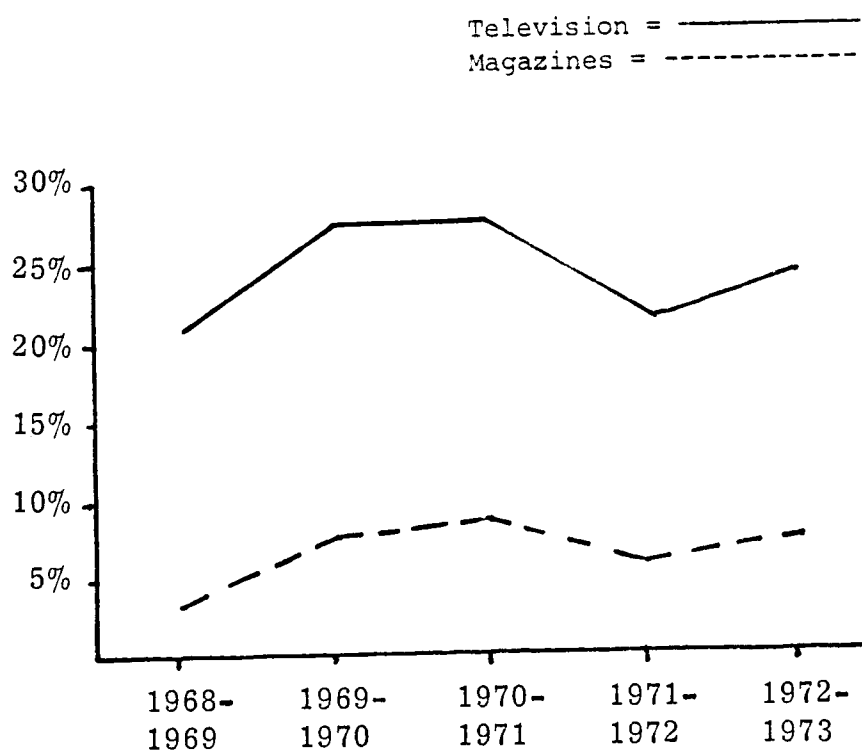


Figure 5. Mean percentage of Vietnam-related stories that appeared in the weekly news magazines and on the network television news programs analyzed by year.

broadcast--a priority position--in a majority of the programs analyzed (mean of 56.1%). Weekly news magazines, on the other hand, tended to carry Vietnam-related items as the lead or major item in less than 25% of the issues analyzed (mean of 24.3%). This data suggest that regular network television news programs tended to place a higher priority on Vietnam-related material than did weekly news magazines, assuming that placement in a priority position is a gauge of importance.

Fourth, a comparison can be made between network television's and weekly news magazine's coverage of the anti-war movement. While neither medium devoted more than 18.0% of its total coverage to this movement (see Table 7, page 87, and Table 14, page 115), weekly news magazines did give a significantly greater proportion of their Vietnam-related coverage in this area. In fact, the difference between network television news coverage of the anti-war movement which was 9.0% of overall Vietnam coverage and weekly news magazine coverage of the same content area which was at a level of 17.2% was significant, based on a chi square test, at a level above .01.

Fourth, the difference between network television news use of film or photographs of combat and weekly news magazines use of the same can be examined. Network television news programs in the sample analyzed utilized film or photographs in 3.4% of all Vietnam-related stories broadcast. The magazines that comprised the sample analyzed, however, utilized photographs of combat in 5.2% of all stories printed or in 52.9% more stories than network television.

The difference in coverage of Vietnam-related stories that contained film or photographs of the dead and wounded presents a fifth

point for comparison. While network television for the sample studied used such graphic representations in only 2.2% of all Vietnam-related stories, weekly news magazines used such material in 11.1% of all Vietnam-related items printed. This suggests that weekly news magazines utilized photographs of the dead or wounded in over five times as many stories as did network television news programs.

Finally, a sixth comparison may be made between the words used by the media analyzed in reference to those involved in the Vietnam War. As Table 8 (page 91) and Table 15 (page 118) show, both media tended to use the word "Americans" most often in reference to United States forces. But while network television used "American forces" as its second most common phrase alluding to U.S. troops, weekly news magazines used the contraction "G.I." And like network television news, weekly news magazines used "South Vietnamese" most often in reference to that group. The two media varied here too, as well, in choice of second most popular reference with television using "Allies" and the magazines using "South Vietnam." In reference to the enemy, however, no parallel exists. Network television news used "North Vietnamese" most often followed by "Enemy," while weekly news magazines tended to prefer "Communists" followed by "Hanoi."

What the data suggest, then, is that there were variations in the manner in which the media covered the war in Vietnam. But there were also variations in the coverage of other topics. This suggests that the two media tended to report different types of stories at different percentages, and did not parallel each other either in their treatment of Vietnam-related events or other topic areas.

Summary

To summarize the data analyzed and the results obtained, several concise statements can be made.

1. Network television news tended to devote a greater percentage of its coverage to Vietnam-related events than did weekly news magazines.

2. Hypothesis one for television was affirmed.

3. Both hypothesis three and hypothesis four for television were affirmed.

4. Hypotheses two, five, six, seven, and eight for television, however, were rejected based on the data analyzed.

5. All eight hypotheses for magazines were rejected based on the data obtained from the sample analyzed.

CHAPTER VI

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

The final chapter in this study of media treatment of the Vietnam War and the Vietnam veteran will contain three parts. First, the data analyzed will be summarized in order to bring together concisely and briefly the information presented in Chapter V. Second, the conclusions reached based on the analysis of the data and the literature will be presented. And finally, recommendations for future action and research will be stated.

It is necessary, before proceeding, to point out two limitations of the study, incurred during the research process, that could influence the data obtained and their interpretation. First, only one coder was available for the analysis. If the study were replicated, and if sufficient funds and time were available, a minimum of three coders would be used. This would allow for tests of inter-coder reliability that would assist in verification of the observations and the coding procedure. The current study must rely on explicit definitions that can be utilized by other researchers at other places at other times to replicate the study thus allowing for verification of the findings.

Second, if this study were to be redone, a different method of sample selection would be utilized. Ideally, the analysis of such information should use the total universe available--all network television news programs and all weekly news magazines for the period August 5, 1968, through August 15, 1973. Such a census was not practical, however,

so a stratified random sample was used in this study. It would have been possible, however, to stratify the sample further so that each month within each yearly period would have been represented. This would have also resulted in a full 60 issues per magazine sample for the three weekly news magazines analyzed. Of course, the limitation suggested--that each month within the sample period was not represented and that the news magazines were represented by a sample different in size from that of the television sample--is inherent in a stratified random sample as used. This is because the random nature of the yearly positions is not, and in this study was not, controlled to allow for pre-month representation.

Summary

Television. Of the eight hypotheses stated in Chapter II that related to television, three were confirmed and five were rejected. The data analyzed led to validation of the hypotheses that dealt with the extent of network television coverage of Vietnam-related stories; the predominance of Vietnam-related coverage over the other topics identified; and the tendency of the network television news programs to carry Vietnam-related material during the first third of each broadcast.

As originally hypothesized, coverage of the Vietnam War and war-related topics dominated network television news to the extent that a plurality of the total stories carried was devoted to Vietnam War-related news. As can be seen in Table 1 (page 61), network television news devoted 24.2% of its coverage to Vietnam-related stories. No other single topic received coverage that produced a mean percentage in

excess of 5.7% (see Table 16, page 121). And, as the data in Table 4 (page 77) indicate, network television news tended to carry Vietnam-related stories in the first third of the broadcast in over 55.0% of the programs analyzed.

Network television news coverage of Vietnam-related events did not, however, peak during the period 1968-1969, and decrease steadily until the period 1972-1973. As can be seen from the data contained in Table 2 (page 64) and Table 3 (page 66), television coverage of Vietnam tended to fluctuate from year to year, reaching peak periods at different times for the different networks. In addition, the sample analyzed in this study did not produce data that indicated that an absolute majority of the network television news stories that dealt with Vietnam was devoted to coverage of combat events and included film of combat. Nor did the data indicate that television tended to carry photographs or film of the dead and wounded on a regular basis. And finally, while the data analyzed in this study did not suggest that coverage of the anti-war movement by network television news increased steadily between 1968 and 1973, it did demonstrate that no clear pattern in terms of parallels between the three networks' coverage of the Vietnam War existed.

News magazines. Of the eight hypotheses stated in Chapter II that related to weekly news magazines, all were rejected based upon the sample analyzed. Unlike network television news, the three weekly news magazines--Time, Life, and Newsweek--were not dominated in their coverage by the Vietnam War and war-related topics. Nor did the news

magazines analyzed tend to give to Vietnam-related stories coverage that was consistently equal to or greater than that given the other topics defined in this study (see Table 16, page 121).

The three news magazines analyzed did, on the other hand, vary their coverage of Vietnam-related events in much the same manner as network television and did not peak their coverage during 1968-1969 decreasing steadily until 1972-1973. This point is graphically illustrated when Figures 1 (page 67) and 2 (page 68) are compared with Figures 3 (page 98) and 4 (page 99). It is noteworthy in this comparison to observe that while all three television networks increased the proportion of their coverage between 1971-1972 and 1972-1973, only two of the three weekly news magazines did likewise: Time and Life. And both of those magazines are published by the same parent organization.

Other rejected hypotheses dealt with the position of Vietnam-related items in the publications; the amount of coverage given combat that included photographs of "the real thing;" the number of stories that carried photographs of the dead and wounded; news magazine coverage of the anti-war movement; and similarities between the three magazines' coverage of Vietnam.

The data contained in Table 11 (page 105) indicate that less than 25.0% of the magazine issues analyzed carried Vietnam-related items as the lead or first major story. And the data contained in Tables 12 (page 107) and 13 (page 110) indicate that only about 5.2% of the magazine stories printed that dealt with Vietnam carried photographs of combat and that only about 11.1% contained photographs of the dead and wounded.

And finally, while the weekly news magazines did devote a greater proportion of their coverage to the anti-war movement than did network television news, this coverage did not increase steadily between August 1968 and August 1973 (see Table 14, page 115). Nor did the weekly news magazines tend to parallel each other in terms of their coverage of the Vietnam War and war-related topics. In fact, as the data presented in Tables 10, 12, and 13 (pages 96, 107, and 110, respectively), as well as in Figures 3 and 4 (pages 98 and 99), indicate there was no well-defined pattern of magazine coverage of this event even though certain trends were noted between two, but never among all three, magazines.

Conclusions

Two major conclusions have been drawn from this analysis. The first deals with both public perception and media reporting of news coverage of the Vietnam War. The second deals with the Vietnam veteran's perception of public opinion and its relation to media coverage of the war and the veteran.

There appears to be a generally held belief that "most Americans . . . watched the fighting and dying in Viet Nam on television" on a regular basis ("Fire from the Mountain: A country fiddler scores with a city boy's great tune," 1982, p. 108). Or that the U.S. public was treated to its "daily dose of blood and gore" (King, 1980) via the media during the Vietnam era. Lichty and Fromson (1979) suggest, however, that there were a few images of the war in Vietnam that are remembered by the public as symbols of that war: a Buddhist monk immolating himself; General Loan and the Viet Cong; the little girl accidentally hit by

napalm; and the Marine with the Zippo lighter. Add to this the photograph carried in Life magazine that shows the armored personnel carrier bringing wounded Marines from the citadel at Hue during the Tet offensive of 1968 and the cover of the same magazine for January 21, 1973, which carried the photograph of an American soldier and the headline "A weeks dead in Vietnam: the one boy who died," and a series of dramatic, striking, and memorable impressions emerge. But these images were not the stuff from which the daily media coverage of Vietnam was composed. They were the few highly dramatic events that occurred during a very long ten years.

It is concluded, therefore, that selective perception by the general public of certain highly dramatic events led to the public's projection of those events as characteristic of media coverage of the Vietnam War to a far greater extent than was actually true. And, this kind of projection, through selective perception, can alter our remembrance of history.

It is not to be automatically assumed, however, that the media have done nothing to aid the selective recall of the general public. On May 25, 1982, Mort Cohen, General Manager of WLOS-TV, Asheville, North Carolina, in an editorial entitled "A Free Press," stated: "During the Vietnam conflict, we saw the horrors and death and destruction of war nearly every night on national television. It was this coverage that made the American public understand the hopelessness of that no-win situation."

The purpose of this study, then, is to set the record straight as to what the media actually covered, based upon an analysis of a

sample of that coverage. And opposed to popular belief and Mr. Cohen's aired statement, the media did not show us the "death and destruction of war nearly every night on national television," nor did Americans watch "the fighting and dying in Viet Nam on television" on a regular basis. Instead, a few graphic, highly dramatic events appear to have so impinged on the public's--and the media's?--consciousness as to drastically alter their recall of the daily media coverage of the Vietnam War and war-related events. For as already noted in Chapter V and in the "Summary" section above, film or photographs of combat or of the dead and wounded were not the common fare from which media coverage was composed.

In addition, it must also be suggested that faulty remembrance of past events is not unique to Vietnam. It may exist in regard to many other subjects from the past as well as the present. All that is needed to prove this point is to ask three witnesses to an automobile accident exactly what happened. It is good, therefore, to conduct research into other critical areas and issues about which public perception may be mistaken through an examination of media content in order to set the record straight.

The second conclusion reached in this study is based more on insight and opinion than on the data presented and analyzed. This conclusion deals with the treatment, real or perceived, that veterans of the Vietnam War received then and now. As Major Martz (Note 4) puts it: "It is only after some 12 years that I can begin to tell my own story . . . and I am continually surprised by the number of people who wonder what it was 'really' like." Add to this statement the current

outpouring of material that deals with the Vietnam veteran and the Vietnam experience such as Santoli's Everything We Had, Baker's Nam, and Newsweek's issue for December 14, 1981, and it becomes apparent that there is a new or renewed interest in the subject. This suggests that for the past 10 years or so, the American public has been much like King John in Shakespeare's King John. In Act IV, Scene 2, the king says: "Do not seek to stuff my head with more ill news, for it is full." Possibly, the public's head, which was full for 12 years, is now open to information about a most painful experience.

This does not explain, however, what both Vietnam veterans and some media writers perceive as negative attitudes towards those who fought in that war. Kilpatrick (1980) noted that "Veterans . . . tended to be shunned by their fellow students;" Adams (1977) suggested that Vietnam veterans perceived the treatment they received to be in sharp contrast to that received by other American veterans of other wars; and Ray Muller, Vietnam veteran and founder of the Vietnam Veterans of America, (A good year for Vietnam vets, 1982, p. 16M) states that "people think we're all junkies, psychopaths, killers of women and children--or worst of all, suckers for getting stuck in a lousy war."

If it is accepted that the media is the public's "window on the world," providing a wide range of information about items and events outside the realm of the immediate social realities and, especially with television, creating a dependence for one's framework of experiences in terms of evaluating and reacting to events and people beyond the range of immediate experience as Ball-Rokeach and DeFleur (1979), and Cater and Adler (1975) suggest, then it can also be accepted that the media influenced the public's opinion toward the Vietnam veteran.

The data presented in this analysis do not suggest, though, that regular coverage of the war itself was composed of a constant stream of gruesome accounts of battle and atrocities accompanied by technicolor pictorial evidence. In fact, as the data indicate, coverage of battle, and of the dead and wounded was actually relatively small, and the amount of such coverage that included film or photographs was even smaller. Nor did the media analyzed tend to devote a great deal of coverage to the veteran. Network television news gave only 2.7% of its total Vietnam-related coverage to the veteran and the weekly news magazines gave only 4.3%.

It was not the amount of coverage, then, that appears to account for the perceived negative image referred to by Kilpatrick, Adams, and Muller. Rather, it is concluded that the nature of media coverage given the Vietnam veteran, rather than the amount devoted to him or the coverage of the soldier in battle, provides the key to the perceived negative attitude. For example, on May 24, 1971, Robert Goralski summed up part one of a three-part report on returned Vietnam veterans by stating:

It may be comforting to think that these men are the worst of the psychiatric casualties of Vietnam. In fact, this is not true. They are receiving treatment. There are thousands of other drug addicted veterans who are not receiving treatment. And many other deeply troubled veterans who are not using drugs, who are walking the streets. (NBC Nightly News, May 24, 1971)

Recommendations

The research involved in this analysis, from the original review of the literature through the analysis of the data, leads to the recommendation that much more work and research be undertaken in the area of

the media coverage of Vietnam and in the total Vietnam experience. First, this research and study could lead to a qualitative assessment of Vietnam coverage and, thereby, assist in the establishment of a set of valid guidelines for journalists in terms of combat reporting. Such guidelines may assist in the elimination of "documentaries" such as that aired by CBS-TV on January 23, 1982. This "documentary," originally titled "The Uncounted Enemy: A Vietnam Deception," concluded that there had been a conspiracy to underestimate enemy forces prior to the Tet offensive of 1968. Reporters Don Kowet and Sally Bedell of TV Guide, however, assert that the program was full of "inaccuracies, distortions, and violations of journalistic standards" to the extent that it suggests the need for a tightening of "news 'safeguards' for fairness and accuracy" (Kowet & Bedell, 1982, p. 6).

Second, research and study in the area of media coverage of the Vietnam experience would assist the members of the world's press as they cover events such as the Falkland Island dispute, the trouble in Latin America, or the fighting in the Middle East. This could be done by utilizing past experiences to produce information and direction about the best methods for covering such controversial events.

And finally, research and study into the media's coverage of the Vietnam experience would provide the answer to several nagging questions about the role of the American media in the government's handling of the Vietnam War and the public's opinion about the war and its veterans.

Basically, then, what is now called for is an analysis of total media coverage of the Vietnam War and related-events between 1960 and 1975; a second study to investigate media treatment of the Vietnam

veteran; a third study to analyze the public's current opinion about the Vietnam War, the Vietnam veteran, and the media's coverage of both; and fourth, a study of the use of "Vietnam" as analogous to current situations and events.

REFERENCES

REFERENCES

- A good year for Vietnam vets. Newsweek, May 17, 1982, pp. 16F-16M.
- Abel, J. D., & Wirth, M. O. Newspapers vs TV credibility for local news. Journalism Quarterly, 1977, 54, 371-375.
- Adams, A. A. A study of veteran viewpoints on TV coverage of the Vietnam War. Journalism Quarterly, 1977, 54, 248-253.
- Adams, Y. M. Personal communication, November 17, 1981.
- Aldrich, P. The impact of mass media. Rochelle Park, N.Y.: Hayden Book Company, Inc., 1975.
- Bacus, K. P. The rhetoric of the press: Newspaper treatment of Richard Nixon's major statements on Vietnam, 1969-1970 (Doctoral dissertation, University of Kansas, 1974). Dissertation Abstracts International, 1974, 36, 593A. (University Microfilms No. 75-17, 568)
- Bailey, G. A. Interpretive reporting on the Vietnam War by anchormen. Journalism Quarterly, 1976a, 53, 319-324.
- Bailey, G. A. Television war: Trends in network coverage of Vietnam 1965-1970. Journal of Broadcasting, 1976b, 20, 147-158.
- Bailey, G. A. The Vietnam War according to Chet, David, Walter, Harry, Peter, Bob, Howard and Frank: A content analysis of journalistic performance by the network television evening news anchormen, 1965-1970 (Doctoral dissertation, The University of Wisconsin-Madison, 1973). Dissertation Abstracts International, 1973, 34, 4182A. (University Microfilms No. 73-21, 142)
- Bailey, G. A., & Lichty, L. Rough justice on a Saigon street: A gatekeeper study of NBC's Tet execution film. Journalism Quarterly, 1972, 49, 221-229; 238.
- Baker, M. Nam: The Vietnam War in the words of the men and women who fought there. New York: William Morrow and Company, Inc., 1981.
- Ball-Rokeach, S. J., & DeFleur, M. A dependency model of mass media effects. In G. Gumpert & R. Cathcart (Eds.), Inter/media: Interpersonal communication in a media world. New York: Oxford University Press, 1979.
- Barchard, D. C. Self-actualization in Vietnam veteran and non-veteran male college students (Doctoral dissertation, The George Washington University, 1976). Dissertation Abstracts International, 1976, 37, 3119A. (University Microfilms No. 76-31, 178)

- Berelson, B. Content analysis in communication research. New York: The Macmillan Company, 1952.
- Blake, R. H., & Haroldsen, E. O. A taxonomy of concepts in communication. New York: Hastings House, 1975.
- Bombing of Cambodia stopped, marking the official U.S. end of combat in Southeast Asia. The New York Times, August 15, 1973, p. 1.
- Braestrup, P. Big story: How the American press and television reported and interpreted the crisis of Tet 1968 in Vietnam and Washington (2 vols.). Boulder, Colo.: Westview Press, 1977.
- Buchanan, Patrick. Hanoi's indispensable ally--the media. The Knoxville Journal, February 5, 1972, p. A4.
- Budd, R. W., & Thorp, R. K. An introduction to content analysis. Iowa City, Iowa: University of Iowa School of Journalism, 1963.
- Caputo, P. A rumor of war. New York: Ballantine Books, 1977.
- Carney, T. F. Content analysis: A technique for systematic inferences from communications. Winnipeg, Canada: University of Manitoba Press, 1972.
- Carter, D., & Alder, R. (Eds.). Television as a social force: New approaches to TV criticism. New York: Praeger Publications, 1975.
- CBS evening news with Walter Cronkite. CBS Television Network, February 25, 1981.
- Chomsky, N. Reporting Indochina: The news media and the legitimization of lies. Social Policy, 1973, 4(2), 4-19.
- Chomsky, N. The U.S. media and the Tet offensive. Race and Class, 1978, 20(1), 23-39.
- Cohen, M. A free press. Asheville, N.C.: WLOS TV/FM Editorial, May 25, 1982.
- Colfax, J. D. How effective is the protest advertisement? Journalism Quarterly, 1966, 43, 697-702.
- The Committee of Concerned Asian Scholars (Eds.). The Indochina story: A fully documented account. New York: Random House, 1970.
- Committee on Veterans Affairs. A study of the problems facing Vietnam era veterans on their readjustment to civilian life. Washington: U.S. Government Printing Office, 1972.
- Committee on Veterans Affairs. Myths and realities: A study of attitudes toward Vietnam era veterans. Washington: U.S. Government Printing Office, 1980.

- Committee on Veterans Affairs. Source material on the Vietnam era veteran. Washington: U.S. Government Printing Office, 1974.
- Compton, N. Consensus television. Commentary, 1965, 40(4), 67-72.
- Compton, N. TV chronicle. Commentary, 1966, 41(4), 82-86.
- Congress backs president on southeast Asia moves. The New York Times, August 8, 1964, p. 1.
- Dennis, E. E. Paradigms lost and found: The media effects debate. In J. McKerns (Ed.), Fourth Annual Communications Research Symposium: A Proceedings. Knoxville, Tenn.: The College of Communications, The University of Tennessee, 1981.
- Elegant, R. How to lose a war: Reflections of a foreign correspondent. Encounter, 1981, 57(2), 73-90.
- El Salvador: It is not Viet Nam. Time, February 22, 1982, pp. 33-34.
- Ferguson, G. A. Statistical analysis in psychology & education. New York: McGraw-Hill Book Company, 1976.
- Figley, C. R., & Sprenkle, D. H. Delayed stress response syndrome: Family therapy indications. Journal of Marriage and Family Counseling, 1978, 4(3), 53-60
- Fire from the mountain: A country fiddler scores with a city boy's tune. Time, May 10, 1982, p. 108.
- Frank, S. R. The IAS case against CBS. Journal of Communication, 1975, 25(4), 186-189.
- Gitlin, T. The whole world is watching: Mass media in the making & unmaking of the new left. Los Angeles: University of California Press, 1980
- Grosvenor, J. M. Personal communication, October 15, 1981.
- Halberstam, D. A letter to my daughter. Parade, May 2, 1982, pp. 4.7.
- Halberstam, D. The powers that be. New York: Alfred A. Knopf, 1979.
- Hamilton, R. F. A research note on the mass support for "tough" military initiative. American Sociological Review, 1968, 33(3), 439-445.
- Hart, J. Set the watchdogs loose. Quill, 1972, 60(7), 4.
- Helwig, J. T., Council, K. A., & Reinhardt, P. S. SAS user's guide. Cary, N.C.: SAS Institute, Inc., 1979.
- Herr, M. Dispatches. New York: Avon Books, 1977.

- Hines, S. H., Bachman, M., & Starr, M. Trial by newspaper? The cases of Charles Manson and William Calley. Cornell Journal of Social Relations, 1973 8(2), 257-269.
- Hollander, N. Adolescents and the war: The sources of socialization. Journalism Quarterly, 1971, 48, 472-479.
- Holsti, O. R. Content analysis for the social sciences and humanities. Reading, Mass.: Addison-Wesley, 1969.
- Horowitz, M. J., & Solomon, G. F. A prediction of delayed stress response syndrome in Vietnam veterans. Journal of Social Issues, 1975, 31(4), 67-80.
- Hybels, S. When is a fact a fact? Journal of Communication, 1979, 29(3), 225.
- Jacobsen, K. C. Television and the war: The small picture. U.S. Naval Institute Proceedings, 1975, 101(3), 54-60.
- Jay, J. A. After Vietnam: In pursuit of scapegoats. Harper's, 1978, 257(1583), pp. 14-23.
- Jones, R., & Carter, R. Some procedures for estimating "news hole" in content analysis. Public Opinion Quarterly, 1959, 37, 102-109.
- Kasperson, J. X., Kasperson, R. E., Hohenemser, C., & Kates, R. W. Institutional responses to Three Mile Island. The Bulletin of the Atomic Scientists, 1979, 35(10), 20-24.
- Kendrick, A. The wound within: America in Vietnam 1945-1974. Boston: Little, Brown and Company, 1974.
- Keylin, A., & Boiangiu, S. (Eds.). Front page Vietnam: As reported by The New York Times. New York: Arno Press, 1979.
- Kilpatrick, J. J. A memorial to ease the wounds of Vietnam. The Knoxville News-Sentinel, May 8, 1980, p. 28.
- King, S. Stephen King's danse macabre. New York: Everest House, 1980.
- Knightly, P. The first casualty: From the Crimea to Vietnam: The war correspondent as hero, propagandist, and myth maker. London: Harcourt Brace Javanovich, 1975.
- Knoll, E., & McFadden, J. N. War crimes and the American conscience. New York: Holt, Rinehart and Winston, 1970.
- Kowet, D., & Bedell, S. Anatomy of a smear: How CBS "got" General Westmoreland. TV Guide, May 29, 1982, pp. 2-6, 9-15.
- Krippendorff, K. Content analysis: An introduction to its methodology. Beverly Hills, Calif.: Sage Publications, 1980.

- Lefever, E. W. CBS and national defense, 1972-73. Journal of Communication, 1975, 25(4), 181-185.
- Lewy, G. Vietnam: New light on the question of American guilt. Commentary, 1978a, 65(2), 29-49.
- Lewy, G. American in Vietnam. New York: Oxford University Press, 1978b.
- Lichty, L. The night at the end of the tunnel. Film Comment, 1975, 11(4), 32-35.
- Lichty, L., & Fromson, M. Comparing notes on television's coverage of the war. Center Magazine, 1979, 12(5), 42-46.
- Lifton, R. J. America in Vietnam: The circle of deception. Transaction, 1968, 5(4), 10-19.
- Lilly, J., & Lilly, A. The dyadic cyclone: The autobiography of a couple. New York: Simon and Schuster, 1976.
- Louis Harris and Associates. Unpublished poll conducted for the Veterans Administration, 1980.
- Maccoby, N., & Farquhar, J. W. Communication for health: Unselling heart disease. Journal of Communication, 1975, 25(4), 114-126.
- Martz, D. Personal communication, April 27, 1982.
- McNulty, T. M. Network television documentary treatment of the Vietnam War, 1965 to 1969 (Doctoral dissertation, Indiana University, 1974). Dissertation Abstracts International, 1974, 35, 2210A. (University Microfilms No. 74-22, 780)
- McNulty, T. M. Vietnam specials: Policy and content. Journal of Communication, 1975, 25(4), 173-180.
- Mendelsohn, H. Some reasons why information campaigns can succeed. The Public Opinion Quarterly, 1973, 37, 50-61.
- Nguyen, T. A content analysis of Voice of America news broadcasts to Vietnam. (Doctoral dissertation, The Ohio State University, 1977). Dissertation Abstracts International, 1977, 38, 2396A. (University Microfilms No. 77-24, 678)
- Noelle-Neumann, E. Return to the concept of a powerful mass media. In H. Eguchi & K. Sata (Eds.) Studies in broadcasting: An international annual of broadcasting science. Tokyo: Nippon Hoso Kyokai, 1973.
- Novak, M. Television shapes the soul. In H. Newcomb (Ed.) Television: The critical view. New York: Oxford University Press, 1979.

- Patterson, O. The Vietnam veteran and the media: An analysis of the content of three major newspapers. In J. McKerns (Ed.) Fourth Annual Communications Research Symposium: A Proceedings. Knoxville, Tenn.: The College of Communications, The University of Tennessee, 1981.
- Pool, I. S. Trends in content analysis. Urbana, Ill.: University of Illinois Press, 1959.
- Powers, M. Personal communication, October 18, 1981.
- Public Law 93-508. Vietnam era veterans readjustment act of 1974. Washington: U.S. Government Printing Office, 1975.
- Rainie, H. The myth of public innocence. Harper's, 1978, 257(1538), 23-25.
- Roudy, P. E. Images of Vietnam: Catch-22, new journalism, and the post-modern imagination (Doctoral dissertation, The Florida State University, 1980). Dissertation Abstracts International, 1980, 41, 3111A. (University Microfilm No. 8100650)
- Russell International War Crimes Tribunal, The. Against the crime of silence. Chicago: O'Hare, Inc., 1968.
- Russo, F. D. A study of bias on TV coverage of the Vietnam War: 1969 and 1970. Public Opinion Quarterly, 1971/72, 35, 539-543.
- Sanders, C. R. The portrayal of war and the fighting man in novels of the Vietnam War. Journal of Popular Culture, 1969, 11, 553-563.
- Santoli, A. Everything we had: An oral history of the Vietnam War by thirty-three American soldiers who fought it. New York: Random House, 1981.
- Schroth, R. A. The Tet offensive as media phenomenon. Worldview, 1977, 20(12), 45-46.
- Severin, W. J., & Tankard, J. W., Jr. Communication theories: Origins, methods, uses. New York: Hasting House, 1979.
- Shafer, R. J. (Ed.). A guide to historical method. Homewood, Ill.: The Dorsey Press, 1980.
- Shelton, J. S. A comparison of network television news coverage and audiences: The war in Vietnam February to May 1970 (Doctoral dissertation, The American University, 1973). Dissertation Abstracts International, 1973, 34, 3499A. (University Microfilm No. 73-28, 766)
- Showalter, S. W. Coverage of conscientious objectors to the Vietnam War: An analysis of the editorial content of American magazines

- (Doctoral dissertation, The University of Texas at Austin, 1975). Dissertation Abstracts International, 1976, 36, 6351A. (University Microfilm No. 76-8108)
- Soxman, K. A. TMI, Tet and the media. The Bulletin of the Atomic Scientists, 1980, 36(3), 3.
- Starr, P. The discarded army: The Nader report on Vietnam veterans and the Veterans Administration. New York: Charterhouse, 1973.
- Stempel, G. Sample size for classifying subject matter in dailies. Journalism Quarterly, 1952, 29, 333-334.
- Trope, Y. Inferences of personal characteristics on the basis of information retrieved from one's memory. Journal of Personality and Social Psychology, 1978, 36(2), 93-106.
- TV reporters distort Salvadoran coverage. The Asheville Citizen, April 1, 1982, p. 4.
- The Vietnam veteran's adviser. Penthouse, September 1979, 168-169.
- Warner, W. L. The world of Biggy Muldoon: Transformation of a political hero. In L. Dexter & D. White (Eds.) People, society and mass communications. New York: The Free Press, 1964.
- Webb, J. Fields of fire. New York: Prentice-Hall, Inc., 1978.
- White, R. K. Nobody wanted war. New York: Doubleday & Company, Inc., 1968.
- Williams, A. Unbiased study of television news bias. Journal of Communication, 1975, 25(4), 190-199.
- Williams, J. A study of University of Texas professor's attitudes toward the United States Air Force. Unpublished seminar paper, University of Texas, 1970.
- Wright, J. D. Life, time and the fortunes of war. Transaction, 1972, 9(3), 42-52.
- Ziferstein, I. Psychological habituation to war: A sociopsychological case study. American Journal of Orthopsychiatry, 1967, 37(3), 457-468.
- Zook, M. D. How U.S. magazines covered objectors in World War II. Journalism Quarterly, 1971, 48, 550-554.

APPENDIXES

APPENDIX A
ABSTRACTS AND INDEXES ;
KEY WORDS

Abstracts and IndexesAbstracts in AnthropologyAmerican History and Life IndexGuide to Social Science and Religion in Periodical LiteratureHistorical AbstractsInternational Political Science AbstractsJournalism AbstractsPopular Periodical IndexPsychological AbstractsReader's Guide to Periodical LiteratureSocial Sciences IndexSociological AbstractsThesaurus of Psychological Index TermsKey Words

Vietnam	Laos	Report?	Network?
Tet	Cambodia	Television	Medium
Indochina	Saigon	Frontpage?	Magazine
Siagon	Media	Journalist?	
Southeast Asia	News	Radio	

"?" refers to all possible endings for a given word.

APPENDIX B
SAMPLES DATES

Sample Dates

Television (ABC, CBS, NBC)	<u>Time</u>	<u>Newsweek</u>	<u>Life</u>
08-15-68	08-23-68	08-26-68	08-30-68**
09-23-68	10-04-68	10-07-68	10-04-68**
11-20-68	12-06-68	12-02-68	12-06-68**
01-29-69	02-14-69	02-10-69	02-14-69**
03-07-69	03-14-69	03-17-69	03-21-69**
03-25-69	04-04-69	04-07-69	04-04-69**
03-27-69	*	*	04-11-69
04-04-69	04-11-69	04-14-69	04-18-69**
05-12-69	05-23-69	05-26-69	05-23-69
06-09-69	06-20-69	06-23-69	06-20-69
07-09-69	07-25-69	07-28-69	07-25-69**
08-01-69	08-08-69	08-11-69	08-15-69**
08-07-69	08-15-69	08-18-69	08-22-69**
08-13-69	08-22-69	08-25-69	08-29-69**
10-10-69	10-17-69	10-20-69	10-24-69
12-16-69	12-26-69	12-29-69	12-26-69
01-12-70	01-26-70	01-26-70**	01-23-70**
02-09-70	02-23-70	02-23-70	02-20-70**
03-16-70	03-30-70	03-30-70	03-27-70**
04-08-70	04-20-70	04-20-70	04-24-70**
04-28-70	05-11-70	05-11-70	05-08-70
05-19-70	06-01-70	06-01-70	05-29-70

Television	<u>Time</u>	<u>Newsweek</u>	<u>Life</u>
06-09-70	06-22-70	06-22-70	06-26-70**
08-05-70	08-17-70	08-17-70	08-21-70**
10-20-70	11-02-70	11-02-70	10-30-70**
11-16-70	11-30-70	11-30-70	11-27-70**
11-25-70	12-07-70	12-07-70	12-04-70
12-08-70	12-21-70	12-21-70	12-18-70
12-09-70	*	*	12-25-70
12-31-70	01-11-71**	01-11-71	01-08-71**
02-08-71	02-22-71	02-22-71	02-19-71
03-09-71	03-22-71	03-22-71	03-19-71**
04-07-71	04-19-71	04-19-71	04-23-71
04-23-71	05-03-71	05-03-71	05-07-71
05-24-71	06-07-71	06-07-71	06-04-71**
07-09-71	07-19-71	07-19-71	07-23-71
08-27-71	09-06-71	09-06-71	09-10-71
09-09-71	09-20-71	09-20-71	09-24-71**
11-29-71	12-13-71**	12-13-71	12-10-71**
12-01-71	*	*	12-17-71**
01-07-72	01-17-72	01-17-72	01-21-72
02-17-72	02-28-72	02-28-72	03-03-72**
03-03-72	03-13-72	03-13-72	03-17-72**
04-28-72	05-08-72	05-08-72	05-12-72
05-99-72	05-22-72	05-22-72	05-19-72
06-21-72	07-03-72	07-03-72	07-07-72

Television	<u>Time</u>	<u>Newsweek</u>	<u>Life</u>
06-23-72	*	*	*
06-27-72	07-10-72	07-10-72	*
09-06-72	09-18-72	09-18-72	09-22-72**
10-03-72	10-16-72	10-16-72	10-13-72**
10-18-72	10-30-72	10-30-72	11-03-72
10-23-72	11-06-72	11-06-72	*
10-26-72	*	*	11-10-72
12-26-72	01-08-73	01-08-73	***
01-03-73	01-15-73	01-15-73	***
03-09-73	03-19-73	03-19-73	***
04-24-73	05-07-73	05-07-73	***
06-04-73	06-18-73	06-18-73	***
07-18-73	07-30-73	07-30-73	***
07-25-73	08-06-73	08-06-73	***

*Same as immediately above.

**No Vietnam-related story appeared in this magazine on this date.

***Life ceased publication at the end of 1972.

APPENDIX C

MAJOR TOPICAL CATEGORIES

MAJOR TOPICAL CATEGORIES

American scene	Leisure
Art	Medicine
Books	Military/Defense (not Vietnam)
Broadcasting	Music/Dance
Business/Finance	Nation
Campaign (political)	People
Cinema	Politics
Cities	Press
Columns	Religion
Crime	Race Relations
Disasters	Science
Economy	Sexes
Education	Show business
Editorial	Space
Environment (ecology)	Sports
Essay/Commentary	Stock market/Wall street
Fashion	Technology
Food	Terrorism (not anti-war)
Government (U.S.)	Theatre
International relations	Transportation
Law/Courts	Vietnam

Operational definitions for categories utilized in coding all stories that appeared on regular evening network television news programs and in weekly news magazines

Each individual story that appeared on a regular evening network news broadcast and in a weekly news magazine for the dates sampled was coded into one and only one of the categories listed below utilizing the criteria established in the operational definition for that category. Only those items that were coded into the category "Vietnam" were further analyzed by utilizing the coding form detailed in Appendix D.

Operational Definitions

American scene - Those stories of general interest to the reading or viewing public. Stories that would generally be referred to as "human interest" stories relating to various aspects of the American life style or behavior would be coded into this category.

Art - Those stories reporting on any of the plastic arts to include painting, architecture, sculpture, or other activities generally accepted as artistic or creative excluding music, dance, and theatre.

Books - Those stories reporting on books to include reviews and criticisms.

Broadcasting - Those stories reporting on television or radio as well as on those persons who perform utilizing either medium.

Business/Finance - Those stories reporting on various aspects of business or financial endeavors in the United States and abroad.

Campaigns (political) - Those stories reporting on political campaigns in the United States to include presidential, congressional,

state, or local elections. This category would also include reports on the national political conventions.

Cinema - Those stories reporting on the cinema or movie industry, specific films, the people who make them, and the impact of those films or people on the society of the United States. Reviews and criticisms of films would be included in this category.

Cities - Those stories reporting on the problems of the various cities in the United States. This category is not necessarily negative in nature and can include any report on a specific city, town, or village in which that specific location is the center or subject of the report, or in which some aspect of life in a specific city or town is discussed.

Columns - Regular weekly or daily columns such as those of Stewart Alsop, Paul Samuelson, Milton Friedman, Kenneth Crawford, Hugh Sidey, or other regular or semi-regular columnists.

Crime - Those stories that report on any act or acts committed in violation of the law of the land; those who commit such acts; the implications and results of such acts; and the punishment assigned for such wrong doing in which the crime itself is the center of focus.

Disasters - Those stories that report on any happening that causes great harm or damage; serious or sudden misfortune, or calamity. Disasters generally imply loss of life, property, or resources that is ruinous to an individual, group, community, nation, or people at large as well as to the undertakings of those people. Disasters may be either natural (acts of God) or man-made.

Economy - Those stories that report on the management of income, distribution of funds, or expenditures in either business or government.

International monetary situations, currency fluctuations, revaluations, or other such currency related matters would be coded in this category. In addition, reports on personal or private economic situations would be coded in this category if the emphasis of the item was economic.

Education - Those stories that deal with schools, colleges, universities, teachers, methods of instruction, or the educational process in general. Generally, such items will detail some aspect of knowledge, skill, mind, schooling, teaching, or training. In addition, reports on educators, teachers, students, methods, educational theories, trends, or educational experiments would be coded in this category.

Environment (ecology) - Those stories that report on aspects of our natural surroundings to include air, water, earth, and other living organisms; their relationships, structures, and patterns. Broadly, such stories could report on the conditions, circumstances, and influences surrounding, and affecting the development of an organism or group of organisms to include man.

Essay/Commentary - Those items specifically identified as an essay or commentary.

Fashion - Those stories dealing with the current style or mode of dress; the prevailing custom in dress; or new styles of dress. Those items that deal in retrospect with previous periods in which fashion for the period is the central topic would be coded in this category.

Food - Those stories that deal with that which is generally taken into the body for nourishment to include any story that deals with those materials made into or used as food.

Government (U.S.) - Those stories reporting on the normal workings

of the government of the United States excluding items that relate to the war in Vietnam. This category would include the operations of federal, state, and local governments; the people who are part of such governments; and the processes of such governments in conducting normal business.

International relations - Those stories that report on the relationships between the United States and any of the various nations of the world to exclude relations with South and North Vietnam or other nations directly involved in the war in Vietnam. An exception to this would be made in those cases where relationships between the United States and another nation, except for South or North Vietnam, involved in that war is reported in such a manner that the war was not the central focus of the article.

Law/Courts - Those stories that report on the laws of the land, their establishment, enforcement, interpretation, revision, and influence. This category would also include reports on those persons who are trained in the law, provide professional advice concerning the law, or are authorized to advise or represent others in matters of law. In addition, this category would include those stories that report on the courts of the land, their rulings, actions, cases, or personnel, to include all federal, state, and local courts both civil and criminal.

Leisure - Those stories that report on activities participated in by the public during free, unoccupied time which allows the individual to indulge in rest, recreation, or other such non-essential actions.

Medicine - Those stories that report on the science and art of diagnosing, treating, curing, and preventing disease, relieving pain,

and improving and preserving health to include practices, procedures, drugs, remedies, and research as well as on the personnel involved in such practice.

Military/Defense (not Vietnam) - Those stories that report on that which is done by soldiers or the armed forces to include training, financing, weaponry, recruitment, and personnel. Items that deal with the conflict in Vietnam are not included in this category.

Music/Dance - Those stories that report on the art of combining vocal or instrumental sources or tones in varying melody, harmony, rhythm, and timbre, to produce a complete and emotionally expressive work. In addition, this category will include reports on the people, instruments, procedures, and actions involved in the creation of music; reviews of musical events; and criticisms of musical performers and the compositions performed. This category will also include reports on the dance to include personnel, performances, reviews, criticisms, and descriptions.

Nation (national affairs, not campaigns or politics) - Those stories that report on the condition of the United States, its people, its internal affairs, and its uniqueness. Such reports could include stories of governmental actions, national opinion polls, ethnic problems, or other events that take place within the bounds of the United States.

People - Those stories that report on the daily life of the ordinary, the famous, and the infamous. Generally, such stories are of the "human interest" type or pieces of "gossip" about people and their actions. The emphasis of these stories is on the people rather than the event and tends to deal with personality rather than impact.

Politics - Those stories that report on the science and art of political government to include party politics, political affairs, factional scheming, and the people who are actively engaged in politics, professionally or otherwise. Politics, in its broadest form, is defined as the pursuit and exercise of power.

Press - Those stories that report on newspapers or magazines, their personnel, their publication, and their problems.

Religion - Those stories that report on the affairs of the recognized religions, their personnel, their actions, their beliefs, and their problems. Reports on cults, though religions in nature, unless they are of national importance would not be included in this category.

Race relations - Those stories that report on the relations between the various races of people in the United States. Items that report on the opinions or actions of one racial group would be included in this category if such actions or opinions are noted as being racially motivated.

Science - Those stories that report on the generally accepted branches of science, their personnel, and their practices. Generally, this category is utilized for reports on what is commonly referred to as natural science or the systematic knowledge and study of the nature of the physical world, its past, present, and future.

Sexes - Those stories that report on situations specifically sexual in nature to include relations between the two sexes, problems unique to either sex, or changing moral and ethical values related to sex.

Show business - Those stories that report on such events as

variety shows, night club entertainment, or other such events that would not be classified under music or theatre. Such reports could center on the performance, the personnel, or the impact of the various events.

Space - Those stories that report on the various aspects of space and space exploration. Space is understood to mean that area outside the atmosphere of the earth.

Sports - Those stories that report on events, personnel, or things associated with or participating in accepted, organized events commonly referred to as sports.

Stock market/Wall street - Those stories that report on the past, present, or future of the stock market in the United States to include personnel, businesses, trading action, impact, and predictions.

Technology - Those stories that report on the current state of the art, future predictions about, or past events in applied science or industrial art with an emphasis on hardware, machinery, or mechanical devices. Reports on computers to include both software and hardware would be included in this category.

Terrorism (not anti-war) - Those stories that report on events in which violence was utilized to intimidate, subjugate, or annoy people, or destroy property, especially when such violence is used as a political weapon in an effort to change policy, cause dread and fear in the population, or to create unrest among a people in an attempt to change the political or governmental situation. Reports on terrorists would be coded in this category.

Theatre - Those reports on the dramatic art to include items

dealing with plays, events, people, presentations, reviews, criticisms, or theatrical techniques would be coded in this category.

Transportation - Those stories that report on methods or modes of current, past, or future transportation or conveyance to include both public and private means and systems would be placed in this category.

Vietnam - Those stories that report on any aspect of what is generally referred to as the war in Vietnam would be coded in this category. Such reports, however, are not confined to events that took place within the borders of the Republic of Vietnam since the war itself would more properly be referred to as the Indochina war. However, the popular or, possibly, generic, term is Vietnam. Such reports would include but not be confined to items dealing with battle, government, refugees, casualties, or other aspects of the situation that developed in the area during the period under analysis or were directly related to that situation even though they took place at a great distance from Vietnam. All items coded in this category will be further analyzed using the coding form and operational definitions found in Appendix D.

War (not Vietnam) - Those stories that reported on wars other than that in Vietnam would be coded in this category. "War" is operationalized as open, armed conflict between countries or between factions within the same country; active hostility, conflict, or strife; or, military operations against another group. The legal concepts of declared verses undeclared shall not be considered in this category.

World - Those stories that report on world affairs, governments, relations between governments or peoples, or other situations outside the United States would be placed in this category.

World leaders - Those stories that report on government officials of nations other than the United States would be coded in this category. Such officials would include officials of the United Nations, the European Common Market, or other such international organizations in addition to leaders of the various world governments.

Weather - Those stories that report on the general condition of the atmosphere at a particular time and place, with regard to the temperature, moisture, cloudiness, or other factors would be placed in this category. Reports of disasters, though weather related, such as storms, would not be coded here.

Other - Any story that cannot be coded into one of the categories defined above.

Special (accounting purposes only) - Those items that are normally listed under a special heading such as "Letters to the Editor," "Editors' note," or other such headings would be noted and coded in this category. Tables of contents and credits for television programs will not be coded.

APPENDIX D

VIETNAM-RELATED CONTENT CATEGORIES

Item# _____ Source: _____ Date: _____

Time: _____ mins. _____ secs. Placement: _____

Column inches: _____ Column width: _____

Categories for manifest content analysis

Place mark in the appropriate blank whether the news item analyzed contained specific information that would fit one or more of the categories noted below. Each item may be marked as containing more than one type of information, but no category may be marked more than one time for each item.

- _____ Ground action - actual film footage or photo (color _____ B&W _____)
- _____ Air action - actual film footage or photo (color _____ B&W _____)
- _____ Sea action - actual film footage or photo (color _____ B&W _____)
- _____ Verbal report of ground action or story, no photo
- _____ Verbal report of air action or story, no photo
- _____ Verbal report of sea action or story, no photo
- _____ Official statement - U.S. government _____ U.S. military _____
- _____ Instruments of war or weaponry
- _____ Scores/total dead/body count
- _____ U.S. in Vietnam - other than combat
- _____ Impact in U.S. - Not anti-war
- _____ Enemy point of view - official statement
- _____ Enemy point of view - not official statement
- _____ Effect of war on South Vietnam
- _____ Effect of war on North Vietnam
- _____ Protests at home - actual film footage or photo (color _____ B&W _____)
- _____ Protests at home - without film or photo
- _____ Protests abroad - actual film footage or photo (color _____ B&W _____)
- _____ Protests abroad - without film or photo
- _____ Military trials in Vietnam
- _____ Military trials in U.S.
- _____ Military trials in Europe
- _____ POWs - with film footage or photo (color _____ B&W _____)
- _____ POWs - without film or photo
- _____ Third party stories
- _____ Analysis of situation - so noted
- _____ Government of South Vietnam
- _____ Government of North Vietnam
- _____ After action report
- _____ Situation reports - position of opposing forces
- _____ Diplomatic talks
- _____ Peace talks
- _____ Returned U.S. veterans
- _____ Battle on site - after action report
- _____ Aftermath of battle - actual film footage or photo (color _____ B&W _____)

☐ Aftermath of battle - without film or photo
☐ Wounded soldiers - actual film footage or photo (color ☐ B&W ☐
 ☐ U.S. ☐ RVN ☐ NVA ☐ VC ☐ Other
☐ Dead soldiers - actual film footage or photo (color ☐ B&W ☐
 ☐ U.S. ☐ RVN ☐ NVA ☐ VC ☐ Other
☐ Wounded civilians - actual film footage or photo (color ☐ B&W ☐
☐ Dead civilians - actual film footage or photo (color ☐ B&W ☐
☐ Wounded soldiers - no photos or film
☐ Dead soldiers - no photo or film
☐ Wounded civilians - no photo or film
☐ Dead civilians - no photo or film
☐ Other - Specify _____

Note the specific words utilized in describing:

U.S. Soldiers _____
 U.S. forces _____
 RVN Soldiers _____
 The NVA _____
 The VC _____
 North Vietnam _____
 South Vietnam _____
 Others involved in conflict (list those noted) _____

Was the story reported as:

☐ Current information
☐ Interpretation
☐ Opinion
☐ Analysis
☐ Argument
☐ Special plea

Was the story presented utilizing one or more of the following:

Talking head
Voice over
Anchor introduces reporter
Identify anchor _____ reporter _____
Source identified - note source(s) _____
Anchor reads story - note anchor _____
Signed article - note reporter(s) _____
Unsigned article _____
Interview with participant - identify _____
Interview with government official - identify _____
Interview with other person(s) - identify _____

Notes:

Operational definitions for content categories utilized in analysis
of Vietnam-related stories

For the purposes of this analysis, an individual story is defined as a separate news item on a single subject, topic, or theme. When subject, topic, or theme change, the subsequent item or story is to be coded separately. Content is the determining factor in the division between stories.

Operational definitions

Ground action, actual film or photo includes all reports of ground fighting that were accompanied by film or photographs. Ground fighting is defined as inclusive of shelling by artillery, mortar, or rocket; guerrilla attacks on camps, hamlets, villages, towns, cities, or bases; and other aspects of infantry and/or artillery action. Individual photos with captions would be coded in this category. For purposes of clarification, actual engagement between opposing forces is required for coding in this category except in the case where the reported attack does not include mention of specific defensive measures.

Air action, actual film footage or photo covers all reports of battle involving aircraft which included film or photos of the action. This category does not include helicopter supported movement of ground troops. Such action would be included in the category above. Reports of air action include bombing runs, strafing of targets, forward observation duty by aircraft that marked targets, and antiaircraft action would be coded in this category, as would individual photographs of such action. Aircraft being launched from carriers would be coded here as well.

Sea action, actual film footage or photo includes all reports of sea action such as costal shelling, troop landings, cargo transportation, or river patrols which included film or photos of the action. Aircraft being launched from carriers would be coded under air action and not in this category. Individual photographs of sea action with captions would fit in this category.

Verbal report of ground action or story, no photos includes all reports of ground fighting as defined under "ground action-actual film" that did not contain film or photographs.

Verbal report of air action or story, no photo includes all reports of air action as defined above that were not accompanied by film or photos.

Verbal report of sea action or story, no photo includes all reports of sea action as defined above that were not accompanied by film or photos.

Official statement, U.S. government/U.S. military covers any official statement issued by either the government of the United States or the armed forces of the United States that related to the war in Vietnam and/or the Vietnam veteran. Such official statements would be those that were made "for the record" to include Presidential speeches, official news releases, or other such statements of an official, authorized nature.

Instruments of war or weaponry includes all stories that dealt with instruments of war or weaponry that were utilized in Vietnam by any of the forces engaged in combat. Such stories would deal with the weapon specifically and not necessarily concentrate on its utilization

in Vietnam. However, the story must make it evident that the weapon is or will be utilized on the battlefields in Vietnam.

Scores/total dead/body counts are those stories that reported or included the official weekly, monthly, yearly, or total dead, wounded and missing figures for each side. Simple reports of a certain number killed or wounded in a specific action, unless the official weekly, monthly, yearly, or total figure is included, would not be coded in this category but would be placed under "dead soldiers" or "wounded soldiers."

U.S. in Vietnam, other than combat are those stories that reported on U.S. involvement in Vietnam in ways not related to the combat presence. For example, reports of U.S. operated orphanages, hospitals, schools, businesses, or other non-combat related items would be coded in this category.

Impact in U.S., not anti-war are those stories that reported on the impact of the Vietnam War in the U.S. that were not anti-war in nature. For example, reports of the actions of families of veterans or soldiers, stories dealing with the lives of families and relatives of P.O.W.s and M.I.A.s would fall into this category. Stories that dealt with the impact of the war on the economy would also be coded in this position.

Enemy point of view, official statement includes those stories that reported official statements (so noted) made by the government of North Vietnam, the Viet Cong, the Pathet Lao, or the National Liberation Front. Such statements could include speeches made by the various leaders of those governments and factions as well as their representatives.

Enemy point of view, not official statement includes those stories

that reported unofficial statements or rumors attributed to any of the various governments or factions generally regarded as the "enemy" of the American effort in Vietnam.

Effects of the war on South Vietnam covers those stories that reported on the effects of the war on the country of South Vietnam. Such items could include information about refugee problems, food shortages or overages, the migration to the cities, or other items directly affecting the life style of the South Vietnamese people that were attributed to the war.

Effect of the war on North Vietnam includes those stories that reported on the effects of the war on the country of North Vietnam. Such items could include information about refugee problems, food shortages, or other items--medical care, for example--directly affecting the life style of the North Vietnamese people that were attributed to the war. Direct battle damage or damage resulting from air raids is not to be coded in this nor the immediately preceding category.

Protest at home, actual film footage or photo covers those stories that reported on anti-war protests or activities in the United States and that included film or photos of the protests. Individual photos with captions would be placed in this category.

Protests at home, without film or photo includes those stories that reported on anti-war protests or activity in the United States that did not include film or photos.

Protests abroad, actual film footage or photo covers those stories that reported on anti-war demonstrations or activities outside the United States to include anti-American protests in South Vietnam that included film or photos of the protests or demonstrations.

Protests abroad, without film or photo includes those stories that reported on anti-war protests or activity outside the United States to include anti-American protests in South Vietnam that did not include film or photos of such activity.

Military trials in Vietnam are those stories that reported on U.S. military trials in Vietnam to include Green Beret cases. The trials, charges, hearings, detention, and other aspects of the cases must be confined to U.S. military personnel in Vietnam with all events taking place in that country.

Military trials in U.S. includes those stories that covered military trials in the United States that were related to the Vietnam experience or to actions taken by personnel involved while in Vietnam. The trials, charges, hearings, detention, and other aspects of the cases must be confined to U.S. military personnel in the U.S. accused of alleged crimes committed while serving in Vietnam.

Military trials in Europe covers those stories that reported on U.S. military trials in Europe that were based on alleged crimes committed while the individuals charged were serving in Vietnam.

POWs with film or photo includes those stories that reported on American POWs being held in North or South Vietnam; their release and return to the U.S.; their reception in the U.S.; and follow-up reports on former POWs that were accompanied by film or photographs. Individual photos with captions would be coded in this category.

POWs without film or photo covers those stories that reported on American POWs being held in North or South Vietnam; their release and return to the U.S.; their reception in the U.S.; and follow-up reports on former POWs that did not include film or photos.

Third party stories are those stories that reported on the reactions of, statements by, or actions relative to nations not directly involved in the conflict in Vietnam but which were related to Vietnam. For example, Russian statements regarding the war in Vietnam would be coded in this category.

Analysis of the situation, so noted, is defined as those stories that carried an analysis of the battlefield, peace talk, or government situation in Vietnam and clearly noted or implied that it was an analysis. In this category, analysis refers not only to a statement of the results of the process, but also to a discussion of the various aspects of the process or action. In other words, analysis refers to an explanation of how the results were reached.

Government of South Vietnam covers those stories that carried information on the government or governmental process of South Vietnam to include elections, governmental actions, governmental statements, and personages involved in governing that nation.

Government of North Vietnam includes those stories that carried information on the government or governmental process of North Vietnam to include elections, governmental actions, and personages involved in governing that nation. Statements made by government officials are not included in this category nor are they to be included in the category immediately above.

After action report covers those stories that report on the results of an action on the battlefield in terms of summarizing the important aspects of the total action and fitting it into the overall plan of operation. Such items would not include photographs or film.

Situation reports, position of opposing forces are those stories that provide specific information on the position of opposing forces and the possibility of conflict. Such reports may include maps or maps alone can serve as a situation report in that they can show troop concentrations as well as lines of movement and possibilities of future engagements.

Diplomatic talks cover those stories that reported on various diplomatic talks between the various parties to include the talks held between Henry Kissinger and Lee Duc Tho. Other diplomatic talks between any of the involved parties, excluding the regular weekly Paris Peace Talks, would be coded in this category.

Peace talks. This category is reserved for those stories that reported on the regular weekly peace talks held in Paris, France.

Returned U.S. veterans includes those stories that reported on any aspect of life related to veterans of the Vietnam War once they had returned to the United States and were released from active duty to exclude military trials for alleged crimes committed in Vietnam.

Battle on site, after action report covers those stories that reported from the scene on recently ended battle with the emphasis on an after action report. Such a report would relate the importance of the engagement, the outcome, the impact, and the possibility for future action in the area. In addition, specific counts could be given on the number of casualties suffered, weapons captured, and material destroyed with an emphasis on the impact on both friendly and aggressor forces.

Aftermath of battle, actual film or photo includes those stories

that reported on the aftermath of a battle utilizing film or photographs to enable the audience to see the results. Such reports would be filed from the battle site.

Aftermath of battle without film or photo covers those stories that reported on the aftermath of a battle without utilizing film or photos. Such reports may or may not be filed from the battle site.

Wounded soldiers, actual film or photos includes those stories that carried actual film footage or photographs of wounded soldiers. Such soldiers are to be identified as U.S., ARVN (South Vietnamese), NVA (North Vietnamese, VC (Viet Cong), or other.

Dead soldiers, actual film or photos covers those stories that carried actual film footage or photographs of dead soldiers. Such soldiers are to be identified as noted immediately above.

Wounded civilians, actual film or photo covers those stories that included actual film footage or photographs of wounded civilians and specifically identified the wounded as civilians.

Dead civilians, actual film or photo covers those stories that included film footage or photographs of dead civilians and specifically identified the dead as civilians.

Wounded soldiers, no photos or film covers those stories that included mention of wounded soldiers but did not include film or photographs. Simple reports or counts of wounded soldiers from either side would be coded in this category. If the report is of a cumulative nature such as the official weekly reports, do not include it in this category.

Dead soldiers, no photos or film covers those stories that mentioned dead soldiers but did not include film or photographs. Simple

reports or counts of wounded soldiers from either side would be coded in this category. If the report is of a cumulative nature such as the official weekly reports, do not include it in this category.

Dead soldiers, no photos or film covers those stories that included mention of dead soldiers but did not carry film or photographs of the same. Simple reports or counts of dead soldiers from either side would be coded in this category. If the report is of a cumulative nature such as the official weekly reports, do not include it in this category.

Wounded civilians, no photo or film includes those stories that mentioned wounded civilians without utilizing film or photographs of them.

Dead civilians, no photo or film includes stories that mentioned dead civilians without utilizing film or photographs of them.

Other. This category includes any item or story that will not fit into one or more of the categories listed and defined above. Be sure to specify the nature of the item coded here.

Journalistic writing style

Current information refers to those stories that were reported as current information without utilization of the editorial "we" and in such a manner as to impart information, inform, communicate, or report the facts of the situation.

Interpretation refers to those stories that were reported in such a manner that it was absolutely clear that the purpose of the report was to explain the meaning of the situation or event, to make it understandable, to explicate the event, or to describe in detail the situation that developed.

Opinion refers to those stories that were reported in such a manner that it was absolutely clear that the purpose of the report was to present the reporter's personal opinion on the subject. Such reports are generally limited to editorials or commentary and to be included in this category the story should be clearly designated as opinion by the utilization of the editorial "we" plus other specific identifying labels or introductions.

Analysis refers to those stories that were reported in such a manner that it was absolutely clear that the purpose of the report was to inform one about the results of the process or event as well as about the various aspects or subdivisions of the situation. Whereas an analysis would breakdown, investigate, and separate, an interpretation would explain so as to make understandable or describe in detail.

Argument refers to those stories that were reported in such a manner that it was absolutely clear that the reporter was attempting to sway the audience to his point of view.

Presentation styles

Talking head refers to the anchorman or reporter being shown via a head or bust shot only. Graphics could be utilized in this shot format.

Voiceover refers to the anchorman or reporter reading the copy while film of the event is shown on the screen.

Anchor introduces reporter refers to the anchorman introducing the reporter with a short lead-in to the item. Be sure that both the anchorman and the reporter are identified, if possible.

Source identified refers to whether or not the story includes

the source from which the information is drawn. If no source is noted, it is to be assumed that the information was gathered first-hand or taken from international wire services.

Anchor reads story refers to the anchorman reading the story without utilizing an outside reporter. Be sure that the anchorman is identified.

Signed article refers to magazine articles that are signed so as to allow for identification of the reporter and/or writer.

Unsigned article refers to magazine articles that do not contain the name of the reporter or writer.

Interview with participant refers to those stories that contain an interview with a participant in the event or action being reported. For example, an interview with a soldier in Vietnam, a returned veteran, or a diplomatic or governmental official could be coded in this category.

Interview with government official refers to those stories that contain interviews with officials of the various governments directly involved in Vietnam which the topic is essentially governmental or personal in nature and not directly related to a specific event or action in which they may be involved. For example, while an interview with Henry Kissinger that is part of a story on the diplomatic talks in which he was a central figure would be coded under "interview with participant," another interview with the same man on, say, his interpretation of the administration's war policy exclusive of the diplomatic talks would be included in this category.

Interview with other person(s) refers to those stories that contain interviews that do not fit into the categories noted above.

APPENDIX E

GENERAL TELEVISION DATA

TABLE E-1

DISTRIBUTION ACROSS 48 TOPIC AREAS - CBS

Topic	Yearly Totals, Grand Totals, and Percentages					Total %
	1968-1969	1969-1970	1970-1971	1971-1972	1972-1973	
American Scene	1	4	5	0	3	13 1.1
Art	0	0	0	0	0	0 0.0
Books	0	1	0	0	0	1 0.1
Broadcasting	3	1	1	0	2	7 0.6
Business	1	0	5	2	4	12 1.0
Campaigns	14	4	8	33	9	68 5.7
Cinema	0	0	0	0	1	1 0.1
Cities	0	3	2	2	1	8 0.7
Columns	0	0	0	0	0	0 0.0
Crime	6	6	10	10	2	34 2.9
Disasters	3	4	8	7	5	27 2.4
Economy	10	6	9	14	11	50 4.3
Education	0	1	3	2	2	8 0.7
Editorial	0	1	0	0	0	1 0.1
Environment	2	9	4	2	0	17 1.4
Essay/Commentary	7	7	3	4	5	26 2.3
Fashion	0	0	0	0	0	0 0.0
Food	1	0	1	0	0	0 0.2
Government (U.S.)	11	9	15	8	4	47 3.9
International Relations	10	6	10	14	4	44 3.8

TABLE E-1 (Continued)

Topic	Yearly Totals, Grand Totals, and Percentages					Total %
	1968- 1979	1969- 1970	1970- 1971	1971- 1972	1972- 1973	
Law/Courts	12	24	6	6	9	57 4.8
Leisure	1	2	0	0	0	3 0.3
Medicine	3	7	2	2	5	19 1.6
Military/Defense	14	2	6	4	0	26 2.2
Music/Dance	0	0	0	0	0	0 0.0
Nation	6	1	1	1	7	16 1.4
People	8	11	11	12	7	49 4.1
Politics	9	4	0	6	18	37 3.1
Press	0	1	1	0	2	4 0.3
Religion	2	4	2	2	0	10 0.9
Race Relations	11	14	1	4	0	30 2.5
Science	0	0	1	1	1	3 0.3
Sexes	0	0	0	0	0	0 0.0
Show Business	0	0	0	0	0	0 0.0
Space	13	6	2	1	1	23 2.0
Sports	2	0	3	1	3	9 0.8
Stock Market/Wall Street	9	11	12	13	12	57 4.8
Technology	1	0	1	1	0	3 0.26
Terrorism	2	4	9	8	16	39 3.3
Theatre	0	0	0	1	0	1 0.08
Transportation	3	7	6	1	0	17 1.4

TABLE E-1 (Continued)

Topic	Yearly Totals, Grand Totals, and Percentages					Total %
	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	
Vietnam	46	83	70	48	42	289 24.5
War (not Vietnam)	5	13	4	4	0	26 2.2
World	24	16	15	11	9	75 6.4
World Leaders	8	2	3	1	1	15 1.3
Weather	0	1	0	0	0	1 0.1
Other	0	1	1	2	1	5 0.4
Special	0	0	0	0	0	0 0.0

Note: The SAS package, program "Procedure Frequencies" was used to obtain the data reported above.

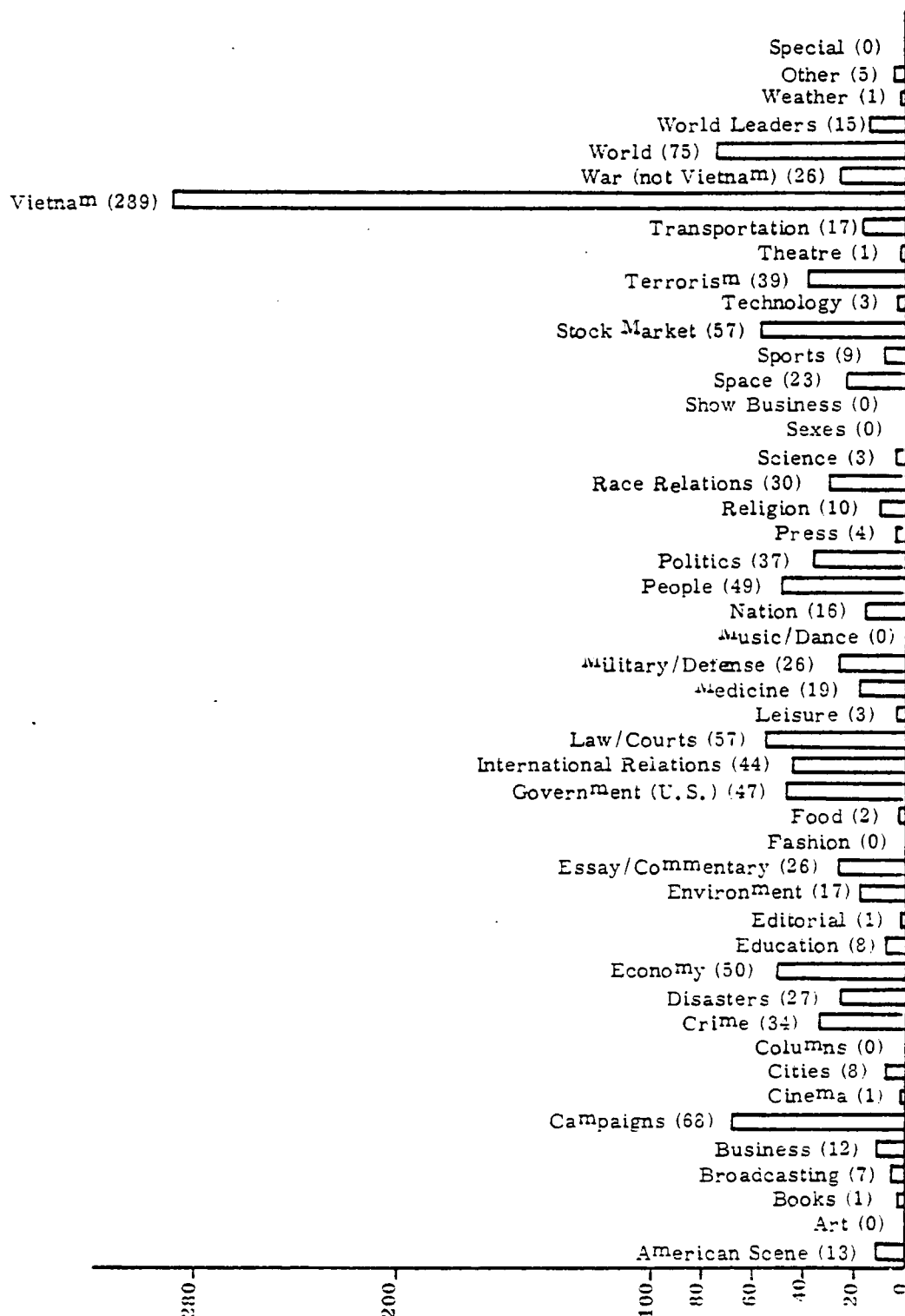


Figure E-1. Distribution across 48 topic areas - CBS.

TABLE E-2
DISTRIBUTION ACROSS 48 TOPIC AREAS - ABC

Topic	Yearly Totals, Grand Totals, and Percentages					Total %
	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	
American Scene	0	1	2	2	1	6 0.6
Art	0	0	0	0	0	0 0.0
Books	0	1	0	0	0	1 0.1
Broadcasting	0	1	0	0	2	3 0.3
Business	4	1	2	1	2	10 0.9
Campaigns	14	3	6	22	11	56 5.1
Cinema	0	0	0	0	0	0 0.0
Cities	1	2	2	0	1	6 0.5
Columns	0	0	0	0	0	0 0.0
Crime	2	7	5	4	2	20 1.8
Disasters	2	2	5	6	8	23 2.1
Economy	8	4	6	14	6	38 .35
Education	3	2	1	0	2	8 0.7
Editorial	0	0	0	1	0	1 0.1
Environment	0	6	4	2	0	12 1.1
Essay/Commentary	7	14	9	10	11	51 4.7
Fashion	0	0	0	0	0	0 0.0
Food	0	1	0	0	0	1 0.1
Government (U.S.)	6	4	13	5	3	31 2.8
International Relations	11	7	5	6	5	34 3.1

TABLE E-2 (Continued)

Topic	Yearly Totals, Grand Totals, and Percentages					Total %
	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	
Law/Courts	8	22	3	9	4	46 4.2
Leisure	1	0	0	0	0	1 0.1
Medicine	1	0	1	4	0	6 0.5
Military/Defense	11	6	6	2	1	26 2.4
Music/Dance	0	2	0	1	0	3 0.3
Nation	0	6	6	4	3	19 1.7
People	9	4	5	7	6	31 2.8
Politics	1	3	3	3	20	30 2.7
Press	0	1	0	0	4	5 0.5
Religion	2	3	0	1	0	6 0.5
Race Relations	11	7	2	7	0	27 2.5
Science	0	0	0	0	0	0 0.0
Sexes	0	0	0	0	0	0 0.0
Show Business	0	0	0	0	0	0 0.0
Space	7	4	2	1	1	15 1.4
Sports	4	3	1	3	3	14 1.3
Stock Market/Wall Street	7	2	5	3	11	28 2.6
Technology	1	1	0	1	0	3 0.3
Terrorism	5	5	8	11	17	46 4.2
Theatre	0	0	0	0	0	0 0.0
Transportation	1	3	6	0	1	11 1.0

TABLE E-2 (Continued)

Topic	Yearly Totals, Grand Totals, and Percentages					Total %
	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	
Vietnam	59	64	67	44	52	286 26.4
War (not Vietnam)	12	17	8	11	5	53 4.9
World	17	8	8	7	9	49 4.5
World Leaders	4	1	1	2	4	12 1.1
Weather	0	0	0	0	0	0 0.0
Other	2	1	2	2	1	8 0.7
Special	12	11	12	12	13	60 5.5

Note: The SAS package, program "Procedure Frequencies" was used to obtain the data reported above.

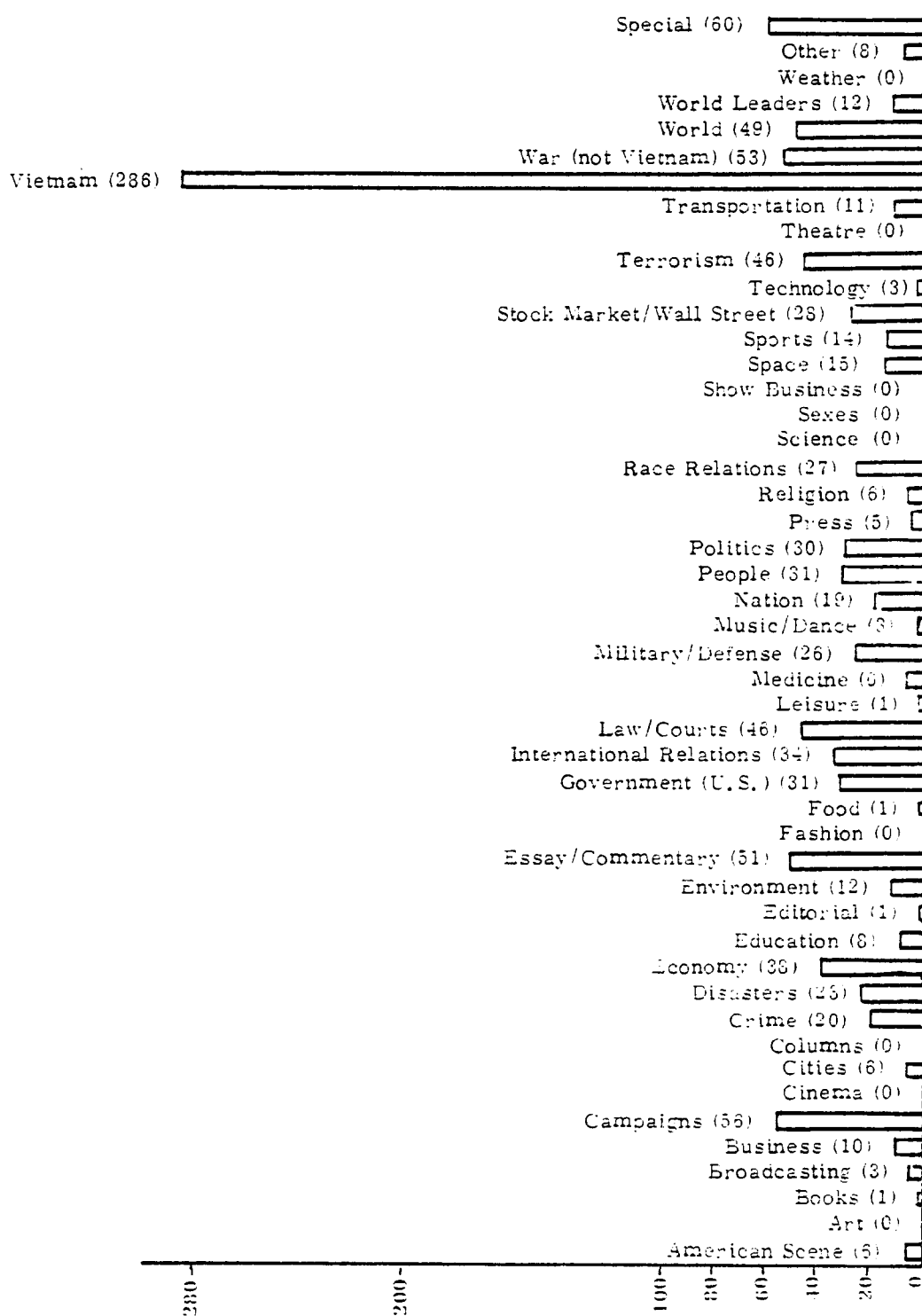


Figure E-2. Distribution across 48 topic areas - ABC.

TABLE E-3

DISTRIBUTION ACROSS 48 TOPIC AREAS - NBC

Topic	Yearly Totals, Grand Totals, and Percentages					Total %
	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	
American Scene	6	5	5	2	1	19 1.5
Art	1	0	0	0	0	0 0.1
Books	0	0	0	0	0	0 0.0
Broadcasting	2	2	0	1	3	8 0.6
Business	4	1	11	5	4	25 2.0
Campaigns	16	0	7	20	11	54 4.7
Cinema	0	0	0	0	1	1 0.1
Cities	2	5	5	1	2	15 1.2
Columns	0	0	0	0	0	0 0.0
Crime	3	12	5	5	5	30 2.4
Disasters	5	5	14	6	11	41 3.3
Economy	8	5	7	16	17	53 4.3
Education	12	4	0	4	1	21 1.7
Editorial	0	0	0	0	0	0 0.0
Environment	2	5	7	0	1	15 1.2
Essay/Commentary	0	1	1	5	6	13 1.0
Fashion	0	0	0	0	1	1 0.1
Food	1	0	0	0	0	1 0.1
Government (U.S.)	3	4	12	7	6	32 2.6
International Relations	7	10	12	11	4	44 3.6

TABLE E-3 (Continued)

Topic	Yearly Totals, Grand Totals, and Percentages					Total %
	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	
Law/Courts	12	29	9	8	11	69 5.6
Leisure	0	0	0	0	0	0 0.0
Medicine	3	7	0	4	4	18 1.5
Military/Defense	17	8	4	3	1	33 2.7
Music/Dance	0	0	0	0	0	0.0 0.0
Nation	0	4	5	4	6	19 1.5
People	9	3	10	7	7	36 2.9
Politics	6	3	7	8	22	46 3.7
Press	0	1	3	1	3	8 0.6
Religion	0	4	1	0	0	5 0.4
Race Relations	12	16	6	7	0	41 3.3
Science	0	2	1	0	1	4 0.3
Sexes	0	0	0	0	0	0 0.0
Show Business	1	0	1	0	0	2 0.2
Space	5	4	6	1	1	17 1.4
Sports	0	0	1	1	3	5 0.4
Stock Market/Wall Street	10	14	12	13	11	60 4.8
Technology	0	0	0	1	1	2 0.2
Terrorism	5	3	13	9	15	45 3.6
Theatre	1	0	0	0	0	1 0.1
Transportation	3	3	7	3	1	17 1.4

TABLE E-3 (Continued)

Topic	Yearly Totals, Grand Totals, and Percentages					Total %
	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	
Vietnam	43	60	55	53	61	272 22.1
War (not Vietnam)	7	14	5	5	1	32 2.6
World	20	12	22	16	6	76 6.1
World Leaders	4	0	8	0	5	17 1.4
Weather	0	0	0	1	0	1 0.1
Other	3	6	3	2	3	17 1.4
Special	0	0	0	10	9	19 1.5

Note: The SAS package, program "Procedure Frequencies" was used to obtain the data reported above.

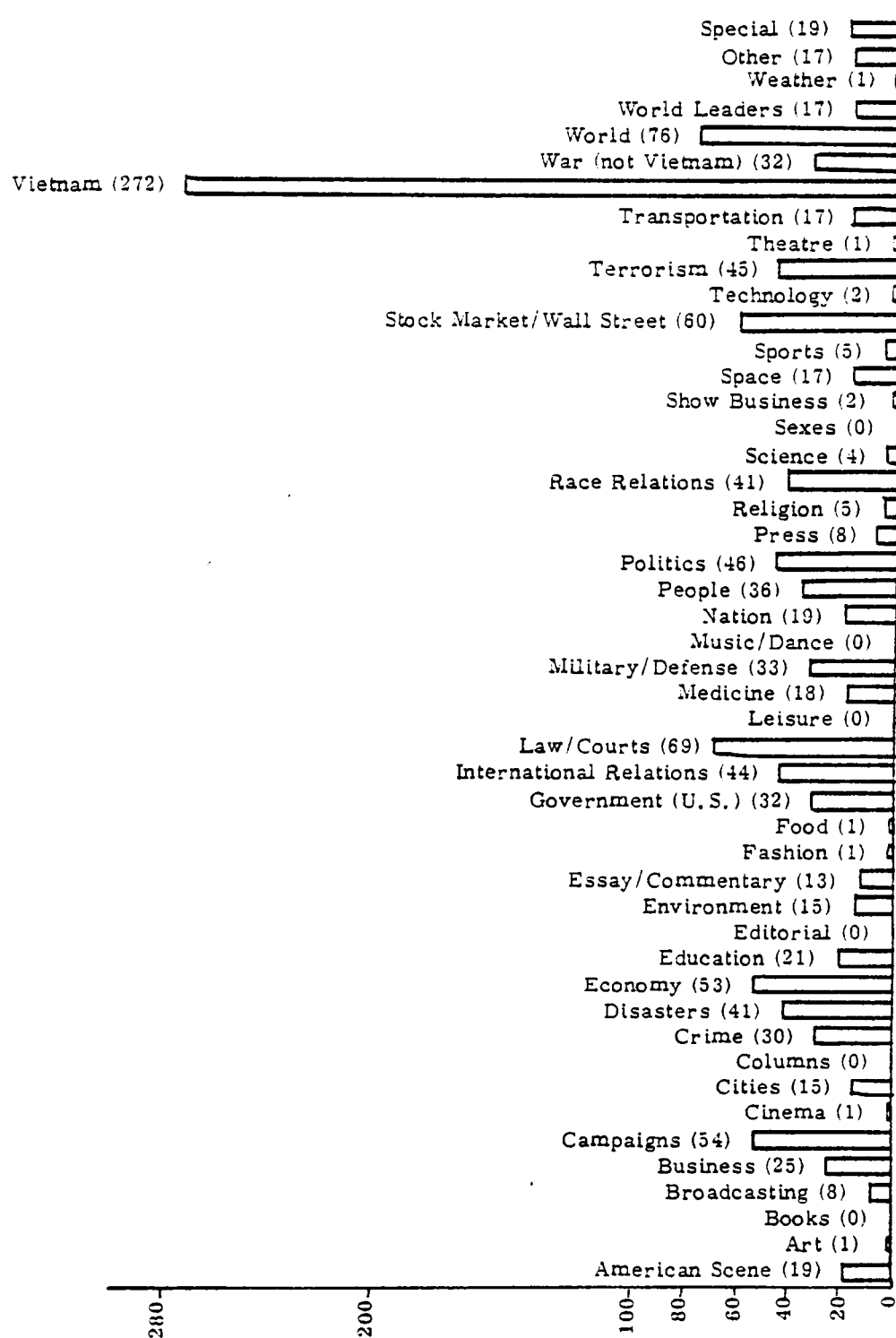


Figure E-3. Distribution across 48 topic areas - NBC.

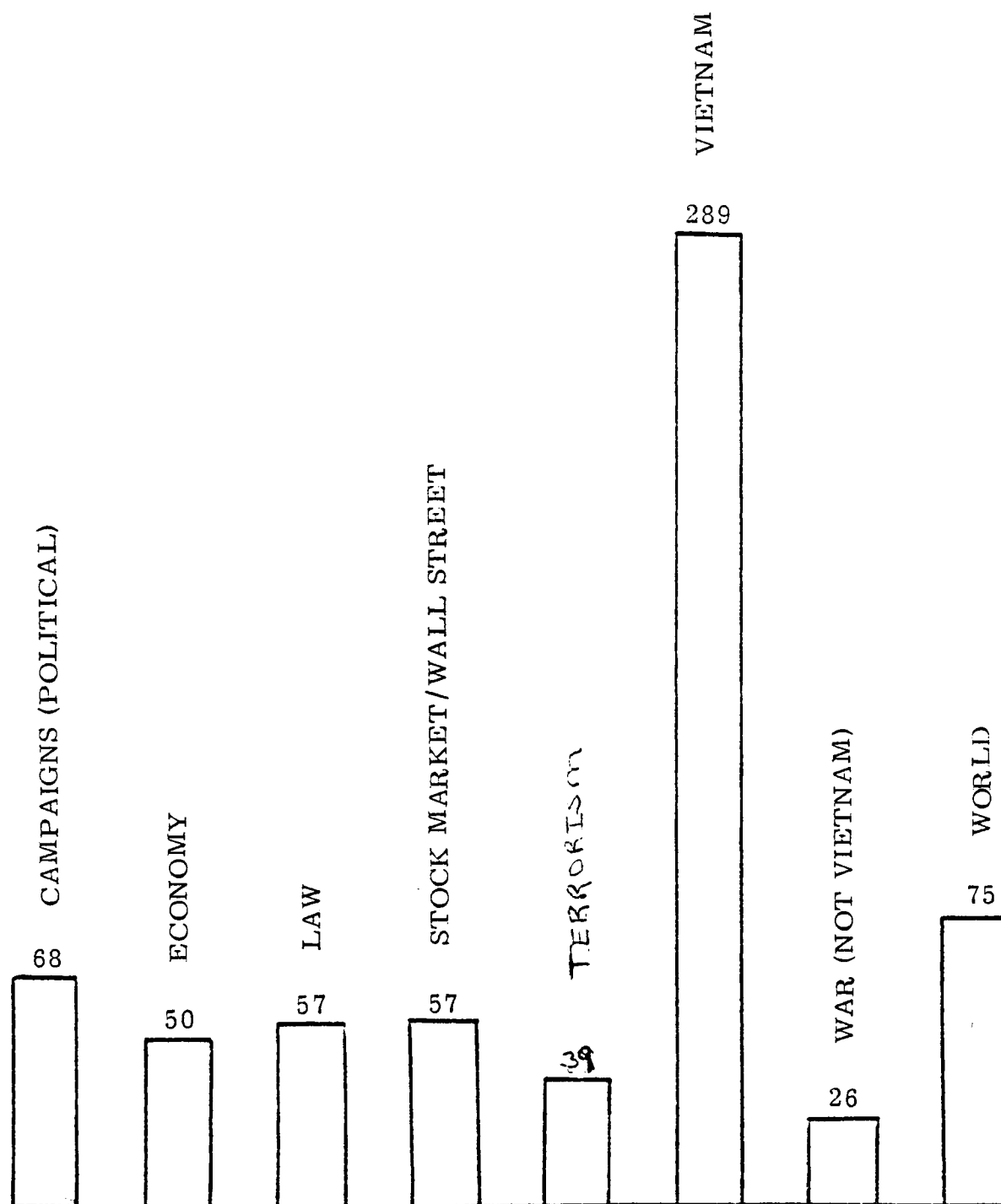


Figure E-4. Major and war-related topics - CBS.

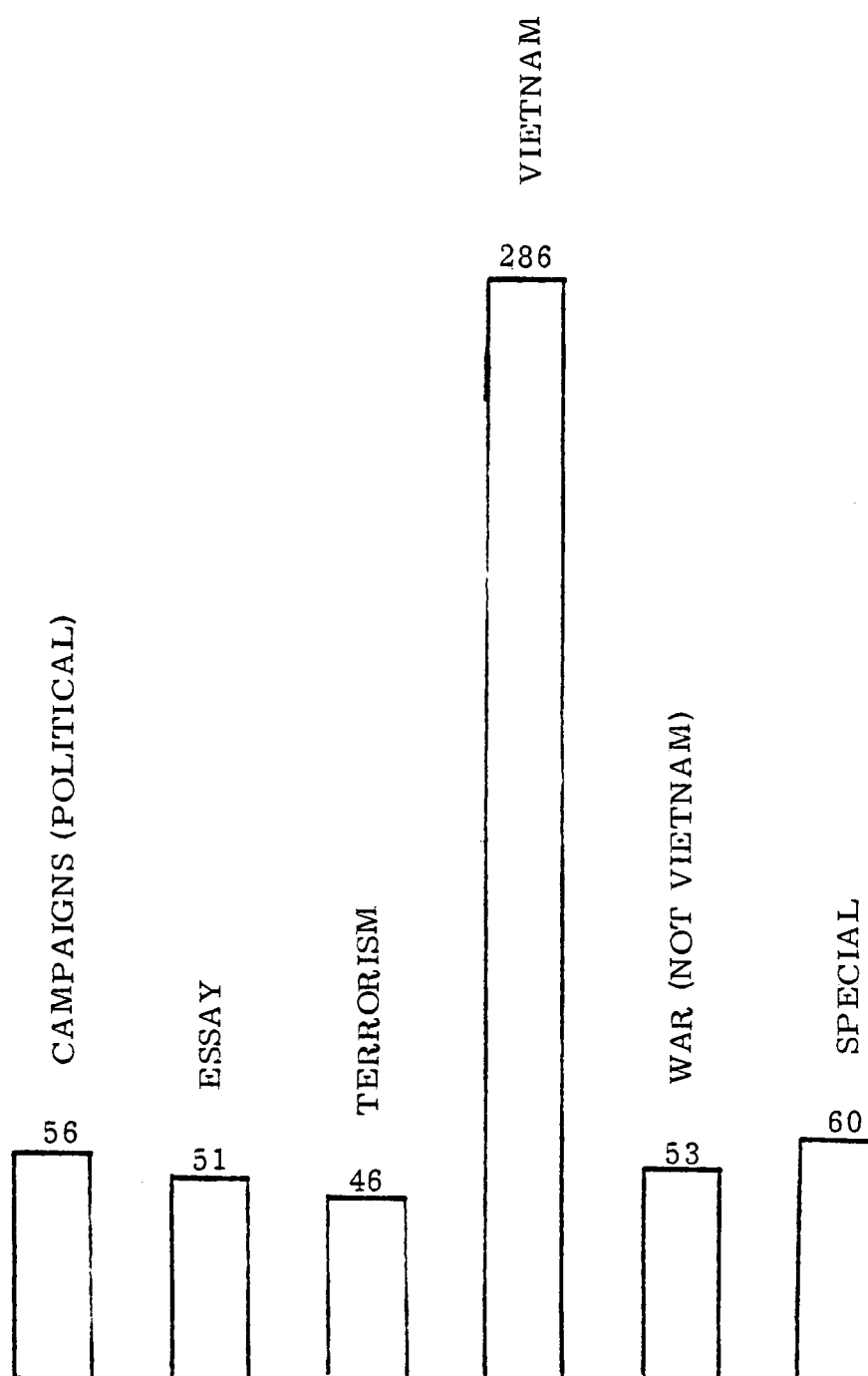


Figure E-5. Major and war-related topics - ABC.

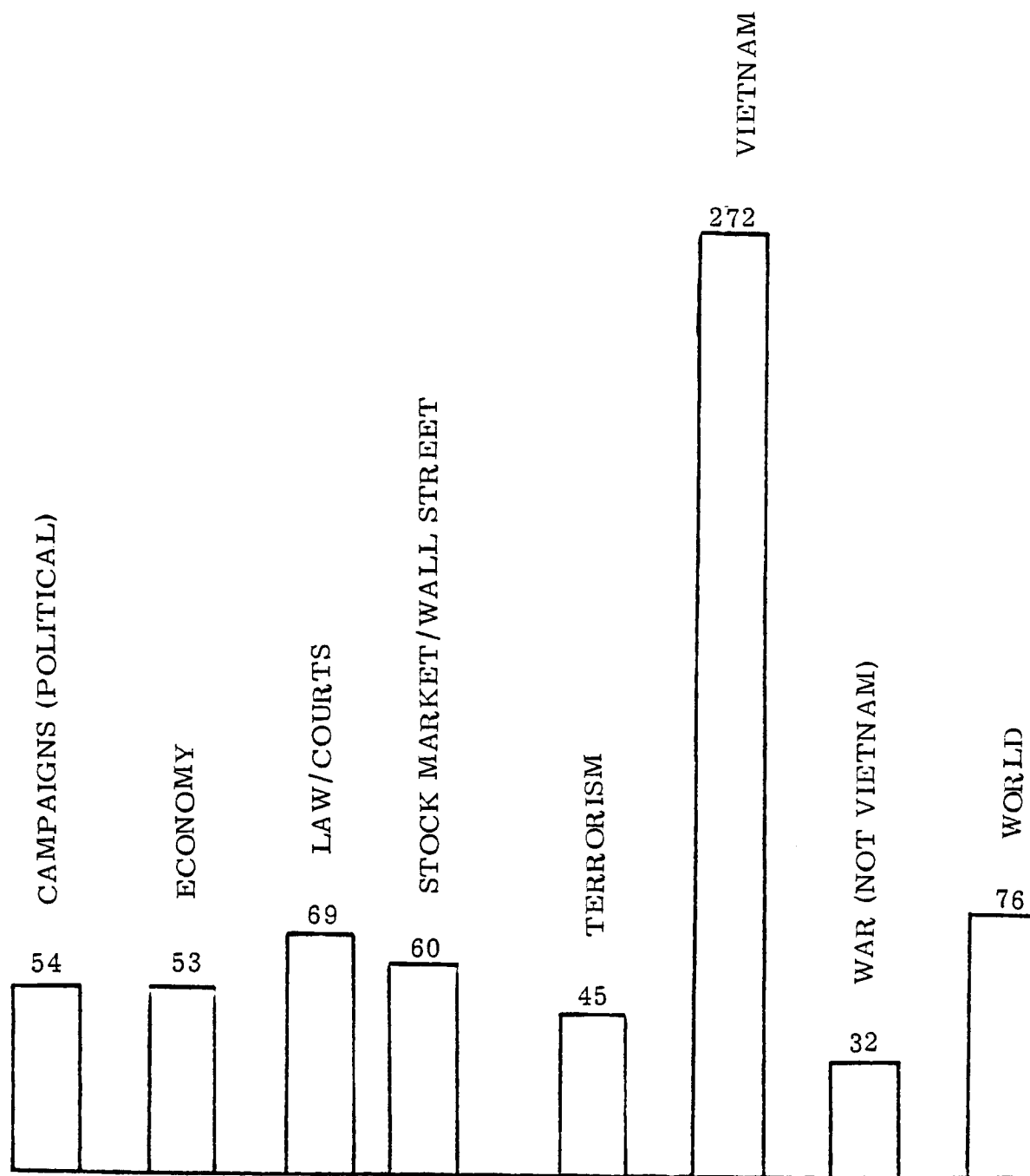


Figure E-6. Major and war-related topics - NBC.

APPENDIX F

VIETNAM-RELATED TELEVISION DATA

TABLE F-1

DISTRIBUTION ACROSS 61 CONTENT CATEGORIES - CBS VIETNAM STORIES

Content	Yearly Totals, Grand Totals, and Percentages					Total %
	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	
Ground action, film or photo	2	3	0	1	1	7 2.4
Air action, film or photo	1	2	0	2	0	5 1.7
Sea action, film or photo	0	0	0	0	0	0 0.0
Ground action, no film or photo	8	8	8	9	4	37 12.8
Air action, no film or photo	2	3	2	10	4	21 7.3
Sea action, no film or photo	0	0	1	3	0	4 1.4
Official statement, U.S. government	3	4	3	0	3	13 4.5
Instruments of war or weaponry	1	2	0	4	3	14 4.8
Scores/total dead/ body counts	5	2	3	2	2	14 4.8
U.S. in Vietnam other than combat	3	3	2	1	3	12 4.2
Impact in the U.S. not anti-war	1	0	5	2	8	16 5.5
Enemy point of view, official statement	1	1	0	0	2	4 1.4
Enemy point of view, not official statement	0	0	1	0	2	3 1.1
Effect of war on South Vietnam	0	1	1	1	2	5 1.7
Effect of war on North Vietnam	1	0	0	1	2	4 1.4
Protests at home, film or photo	2	2	3	3	0	10 3.5
Protests at home, no film or photo	0	1	6	3	0	10 3.5
Protests abroad, film or photo	0	0	0	1	0	1 0.3
Protests abroad, no film or photo	2	4	1	0	0	7 2.4

TABLE F-1 (Continued)

Content	Yearly Totals, Grand Totals, and Percentages					Total %
	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	
Military trials	0	0	0	0	0	0
in Vietnam						0.0
Military trials	0	7	7	3	0	17
in U.S.						5.9
Military trials	0	0	0	0	0	0
in Europe						0.0
POWs, film	0	1	1	0	0	2
or photo						0.7
POWs, no film	1	0	5	0	3	9
or photo						3.1
Third party	2	6	4	5	3	20
stories						6.9
Analysis of situation	1	2	0	0	0	3
so noted						1.1
Government of	5	2	3	3	3	16
South Vietnam						5.5
Government of	0	0	0	0	2	2
North Vietnam						0.7
After action	0	0	0	0	0	0
report						0.0
Situation report, position	1	1	1	0	0	3
of opposing forces						1.1
Diplomatic talks	3	1	0	1	3	8
(not Paris Peace Talks)						2.8
Peace talks	5	2	0	2	5	14
(Paris Peace Talks)						4.8
Returned U.S.	0	1	4	1	2	8
veterans						2.8
Battle on site,	0	2	0	0	0	2
after-action report						0.7
Aftermath of battle,	1	2	1	0	0	4
film or photo						1.4
Aftermath of battle,	1	1	0	0	0	2
no film or photo						0.7
Wounded soldiers,	0	1	1	1	0	3
film or photo						1.1
Dead soldiers,	0	0	0	1	0	1
film or photo						0.3
Wounded civilians,	1	0	0	2	0	3
film or photo						1.1

TABLE F-1 (Continued)

Content	Yearly Totals, Grand Totals, and Percentages					Total %
	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	
Dead civilians, film or photo	0	1	0	1	0	2 0.7
Wounded soldiers, no film or photo	5	4	0	1	1	11 3.8
Dead soldiers, no film or photo	5	6	3	4	3	21 7.3
Wounded civilians, no film or photo	1	1	1	1	1	5 1.7
Dead civilians, no film or photo	1	1	1	1	2	6 2.1
Other, specify	25	41	41	23	19	149 51.6
Was the story reported as current information	45	80	66	46	39	276 95.5
Was the story reported as interpretation	0	0	0	0	0	0 0.0
Was the story reported as opinion	1	2	0	1	0	4 1.4
Was the story reported as analysis	0	0	1	0	2	3 1.1
Was the story reported as argument	0	0	0	0	0	0 0.0
Was the story reported as a special plea	0	0	0	0	0	0 0.0
Was the story presented using a "talking head"	45	80	65	46	40	276 95.5
Was the story presented using a "voice over"	9	24	23	16	16	88 30.4
Did the anchorman introduce the reported	13	29	24	19	22	107 37.0
Was the source identified	12	17	12	8	8	57 19.7
Did the anchorman read the story	31	55	43	27	21	177 61.2
Was the article signed	Not used					
Was the article unsigned	Not used					

TABLE F-1 (Continued)

Content	Yearly Totals, Grand Totals, and Percentages					
	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	Total %
Was an interview with a participant included	10	13	9	7	6	76 27.0
Was a government official interviewed	1	5	1	0	3	10 3.5
Was some other person interviewed	0	0	0	0	0	0 0.0

TABLE F-2

DISTRIBUTION ACROSS 61 CONTENT CATEGORIES - ABC VIETNAM STORIES

Content	Yearly Totals, Grand Totals, and Percentages					Total %
	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	
Ground action, film or photo	3	0	0	1	0	4 1.4
Air action, film or photo	1	0	1	2	0	4 1.4
Sea action, film or photo	0	0	0	1	0	1 0.3
Ground action, no film or photo	13	9	5	6	6	39 13.6
Air action, no film or photo	6	2	1	6	9	24 8.4
Sea action, no film or photo	0	0	0	1	0	1 0.3
Official statement, U.S. government	7	4	2	2	6	21 7.3
Instruments of war or weaponry	1	1	2	4	4	12 4.2
Scores/total dead/ body counts	6	3	5	5	2	21 7.3
U.S. in Vietnam other than combat	2	1	6	1	0	10 3.5
Impact in U.S. not anti-war	3	1	2	0	1	9 3.1
Enemy point of view, official statement	3	0	0	3	5	11 3.8
Enemy point of view, not official statement	0	0	0	0	1	1 0.3
Effect of war on South Vietnam	2	2	1	1	0	6 2.1
Effect of war on North Vietnam	1	0	0	1	0	2 0.7
Protests at home, film or photo	1	3	2	0	2	8 2.8
Protests at home, no film or photo	3	3	4	1	0	11 3.8
Protests abroad, film or photo	0	1	0	0	0	1 0.3
Protests abroad, no film or photo	1	1	2	0	1	5 1.7

TABLE F-2 (Continued)

Content	Yearly Totals, Grand Totals, and Percentages					Total %
	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	
Military trials in Vietnam	0	1	1	0	0	2 0.7
Military trials in U.S.	0	3	6	4	0	13 4.5
Military trials in Europe	0	0	1	0	0	1 0.3
POWs, film or photo	2	1	5	0	1	9 3.1
POWs, no film or photo	3	3	3	0	3	12 4.2
Third party stories	8	5	5	6	5	29 10.1
Analysis of situation so noted	0	1	0	1	0	3 0.7
Government of South Vietnam	5	4	3	2	4	18 6.3
Government of North Vietnam	1	0	1	0	1	3 1.1
After action report	2	1	4	0	0	7 2.4
Situation report, position of opposing forces	0	4	0	3	1	8 2.8
Diplomatic talks (not Paris Peace Talks)	10	2	0	1	3	16 5.6
Peace talks (Paris Peace Talks)	5	3	0	2	8	24 8.4
Returned U.S. veterans	0	0	2	0	3	5 1.7
Battle on site, after-action report	1	3	0	0	1	5 1.7
Aftermath of battle, film or photo	1	3	1	0	1	6 2.1
Aftermath of battle, no film or photo	0	0	0	0	0	0 0.0
Wounded soldiers, film or photo	0	2	0	0	0	2 0.7
Dead soldiers, film or photo	0	1	0	0	0	1 0.3

TABLE F-2 (Continued)

Content	Yearly Totals, Grand Totals, and Percentages					Total %
	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	
Wounded civilians, film or photo	0	0	0	0	1	1 0.3
Dead civilians, film or photo	1	0	0	0	0	1 0.3
Wounded soldiers, no film or photo	1	1	0	0	0	2 0.7
Dead soldiers, no film or photo	4	1	1	3	1	10 3.5
Wounded civilians, no film or photo	1	0	0	0	1	2 0.7
Dead civilians, no film or photo	3	2	1	2	1	9 3.1
Other, specify	43	53	47	33	25	201 70.3
Was the story reported as current information	53	61	61	49	51	275 96.2
Was the story reported as interpretation	0	0	0	2	0	2 0.7
Was the story reported as opinion	5	2	3	2	1	13 4.5
Was the story reported as analysis	0	0	0	0	0	0 0.0
Was the story reported as argument	0	0	0	0	0	0 0.0
Was the story reported as a special plea	0	0	1	0	0	1 0.3
Was the story presented using a "talking head"	51	57	55	39	48	250 87.4
Was the story presented using a "voice over"	14	13	26	12	15	80 28.0
Did the anchorman introduce the reporter	25	23	34	19	28	129 45.1
Was the source identified	7	7	9	6	6	35 12.2
Did the anchorman read the story	33	36	30	24	27	150 52.4
Was the article signed	Not used					
Was the article unsigned	Not used					

TABLE F-2 (Continued)

Content	Yearly Totals, Grand Totals, and Percentages					Total %
	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	
Was an interview with a participant included	1	5	15	9	6	36 12.6
Was a government official interviewed	3	4	2	1	3	13 4.5
Was some other person interviewed	0	3	0	0	0	3 1.1

TABLE F-3

DISTRIBUTION ACROSS 61 CONTENT CATEGORIES - NBC VIETNAM STORIES

Content	Yearly Totals, Grand Totals, and Percentages					Total %
	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	
Ground action, film or photo	0	1	1	2	2	6 2.2
Air action, film or photo	0	1	1	0	0	2 0.7
Sea action, film or photo	0	0	0	0	0	0 0.0
Ground action, no film or photo	7	10	7	9	10	43 15.8
Air action, no film or photo	0	2	2	7	10	21 7.7
Sea action, no film or photo	0	0	0	2	1	3 1.1
Official statement, U.S. government	5	1	0	2	0	8 2.9
Instruments or war or weaponry	1	0	0	8	4	13 4.8
Scores/total dead/ body counts	3	2	2	2	1	10 3.7
U.S. in Vietnam other than combat	1	3	1	1	1	7 2.6
Impact in U.S. not anti-war	0	2	3	1	1	7 2.6
Enemy point of view, official statement	1	0	0	1	0	2 0.7
Enemy point of view, not official statement	0	1	0	1	0	2 0.7
Effect of war on South Vietnam	0	2	2	1	1	6 2.2
Effect of war on North Vietnam	0	0	0	2	0	2 0.7
Protests at home, film or photo	1	1	1	1	0	4 1.5
Protests at home, no film or photo	0	3	7	4	1	15 5.5
Protests abroad, film or photo	0	1	0	0	0	1 0.4
Protests abroad, no film or photo	1	0	2	0	0	3 1.1

TABLE F-3 (Continued)

Content	Yearly Totals, Grand Totals, and Percentages					Total
	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	
Military trials	0	2	0	0	0	2
in Vietnam						0.7
Military trials	0	3	10	2	0	15
in U.S.						5.5
Military trials	0	0	0	0	0	0
in Europe						0.0
POWs, film	1	1	2	0	0	4
or photo						1.5
POWs, no film	1	1	6	0	2	10
or photo						3.7
Third party	4	6	0	7	5	22
stories						8.1
Analysis of situation	1	1	1	3	0	6
so noted						2.2
Government of	5	2	1	1	5	14
South Vietnam						5.1
Government of	1	1	0	1	1	4
North Vietnam						1.5
After action	0	0	0	0	0	0
report						0.0
Situation report, position	0	0	1	3	1	5
of opposing forces						1.8
Diplomatic talks	4	1	1	1	15	22
(not Paris Peace Talks)						8.1
Peace talks	4	1	2	4	3	14
(Paris Peace Talks)						5.1
Returned U.S.	1	1	5	1	2	10
veterans						3.7
Battle on site,	0	1	0	1	0	2
after-action report						0.7
Aftermath of battle,	0	2	0	1	2	5
film or photo						1.8
Aftermath of battle,	0	0	0	0	0	0
no film or photo						0.0
Wounded soldiers,	0	0	0	1	1	2
film or photo						0.7
Dead soldiers,	0	0	0	0	0	0
film or photo						0.0

TABLE F-3 (Continued)

Content	Yearly Totals, Grand Totals, and Percentages					
	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	Total %
Wounded civilians, film or photo	0	0	0	0	0	0 0.0
Dead civilians, film or photo	0	0	0	2	1	3 1.1
Wounded soldiers, no film or photo	0	4	0	2	2	8 2.9
Dead soldiers, no film or photo	1	5	2	2	2	12 4.4
Wounded civilians, no film or photo	0	1	0	3	2	6 2.2
Dead civilians, no film or photo	0	1	0	1	1	3 1.1
Other, specify	23	27	22	18	26	116 42.6
Was the story reported as current information	42	59	56	49	58	264 97.1
Was the story reported as interpretation	0	0	0	1	0	1 0.4
Was the story reported as opinion	1	0	0	3	1	5 1.8
Was the story reported as analysis	0	0	0	0	0	0 0.0
Was the story reported as argument	0	0	0	0	0	0 0.0
Was the story reported as a special plea	1	0	0	0	0	1 0.4
Was the story presented using a "talking head"	41	57	55	53	66	272 100.0
Was the story presented using a "voice over"	4	13	16	15	18	66 24.3
Did the anchorman introduce the reporter	13	23	21	21	21	99 36.4
Was the source identified	5	7	2	6	11	31 11.4
Did the anchorman read the story	30	37	34	30	37	168 61.8
Was the article signed	Not used					
Was the article unsigned	Not used					

TABLE F-3 (Continued)

Content	Yearly Totals, Grand Totals, and Percentages					Total %
	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	
Was an interview with a participant included	4	8	5	3	5	25 9.2
Was a government official interviewed	3	4	0	1	3	11 4.0
Was some other person interviewed	0	2	0	1	0	3 1.1

APPENDIX G
GENERAL MAGAZINE DATA

TABLE G-1

DISTRIBUTION ACROSS 48 TOPIC AREAS - TIME

Topic	Yearly Totals, Grand Totals, and Percentages					Total %
	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	
American Scene	1	16	19	10	13	59 2.0
Art	19	17	7	10	9	66 2.2
Books	22	16	13	7	15	73 2.5
Broadcasting	28	14	1	13	5	61 2.1
Business	25	40	34	27	38	164 5.6
Campaigns	6	4	9	10	23	52 1.8
Cinema	25	17	8	11	15	76 2.6
Cities	4	7	8	5	3	27 0.9
Columns	0	0	0	1	1	2 0.1
Crime	15	11	11	12	9	58 1.9
Disasters	1	3	3	8	12	25 0.7
Economy	3	17	10	22	16	68 2.3
Education	10	23	18	12	21	84 2.9
Editorial	2	0	1	0	0	3 0.1
Environment	9	29	26	7	17	87 2.9
Essay/Commentary	10	4	5	7	8	34 1.1
Fashion	2	5	0	2	2	11 0.4
Food	1	0	0	0	1	2 0.1
Government (U.S.)	13	14	16	0	19	62 2.1
International Relations	10	9	12	24	11	66 2.5

TABLE G-1 (Continued)

Topic	Yearly Totals, Grand Totals, and Percentages					Total %
	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	
Law/Courts	26	30	27	19	29	131 4.5
Leisure	5	2	5	8	6	29 0.9
Medicine	25	32	14	26	29	126 4.3
Military/Defense	11	6	3	3	5	28 0.8
Music/Dance	25	21	12	9	12	79 2.7
Nation	11	17	18	15	17	68 2.3
People	29	33	29	34	32	157 5.4
Politics	9	9	5	8	22	53 1.9
Press	19	16	6	12	27	80 2.7
Religion	24	20	12	0	23	78 2.7
Race Relations	9	12	2	8	1	32 1.0
Science	10	11	12	4	14	51 1.7
Sexes	1	1	0	1	8	11 0.3
Show Business	0	2	3	0	1	6 0.2
Space	17	9	4	5	5	40 1.4
Sports	18	15	14	10	16	73 2.5
Stock Market/Wall Street	6	3	10	0	1	24 0.8
Technology	3	2	1	1	1	8 0.2
Terrorism	7	13	7	8	20	55 1.9
Theatre	18	13	8	5	11	56 1.9
Transportation	15	6	9	8	7	49 1.7

TABLE G-1 (Continued)

Topic	Yearly Totals, Grand Totals, and Percentages					Total %
	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	
Vietnam	20	50	36	24	52	182 6.2
War (not Vietnam)	10	16	3	7	3	39 1.3
World	63	63	43	40	52	261 8.9
World Leaders	8	11	11	14	11	53 1.8
Weather	0	0	0	0	1	1 0.1
Other	2	7	7	12	12	40 1.4
Special	11	12	10	9	13	56 1.9

Note: The SAS package, program "Procedure Frequencies" was used to obtain the data reported above.

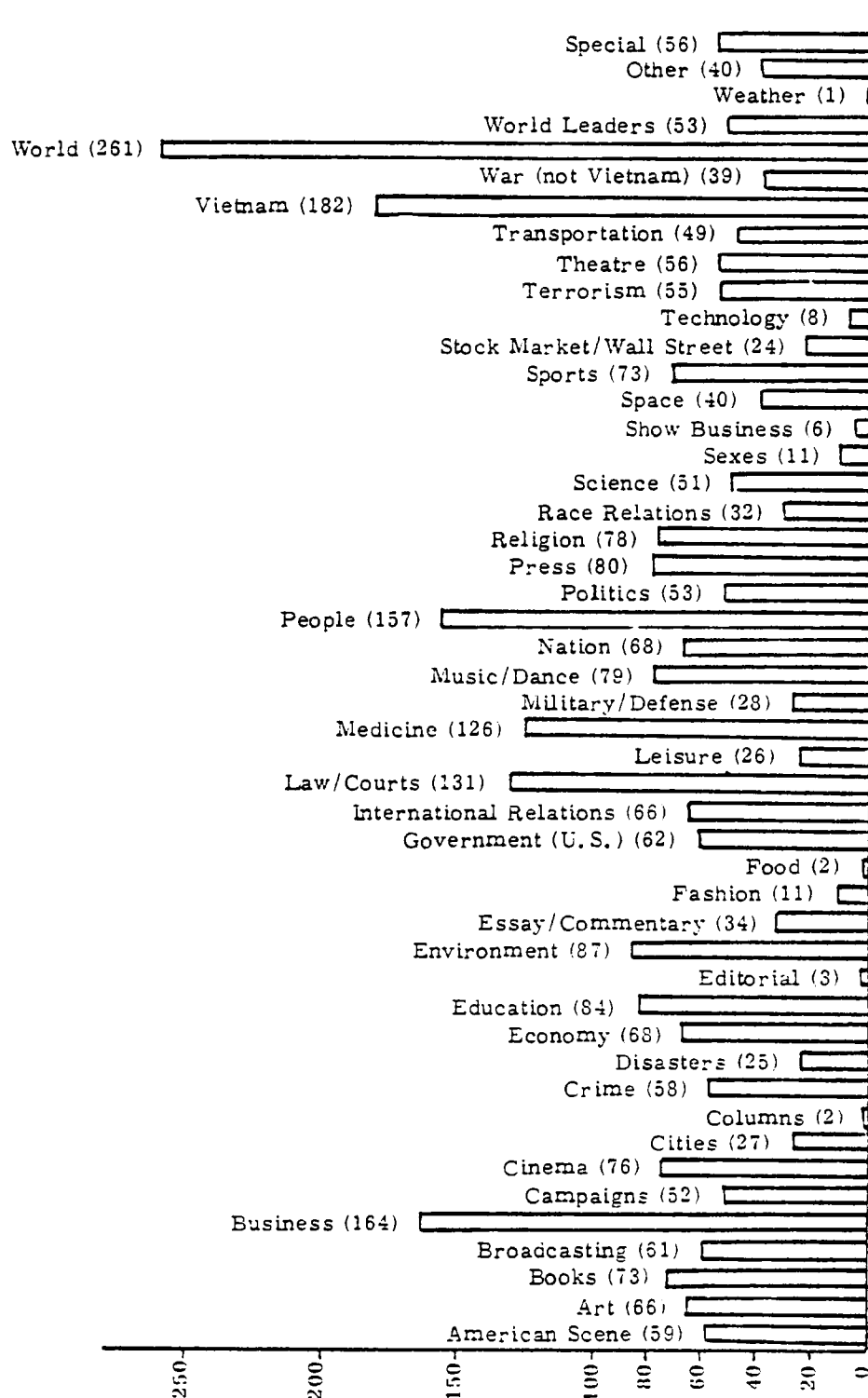


Figure G-1. Distribution across 48 topic areas - Time.

TABLE G-2

DISTRIBUTION ACROSS 48 TOPIC AREAS - NEWSWEEK

Topic	Yearly Totals, Grand Totals, and Percentages					Total %
	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	
American Scene	6	3	0	5	5	19 0.6
Art	14	13	11	10	12	60 1.9
Books	12	13	11	13	14	63 2.0
Broadcasting	7	13	13	8	12	53 1.7
Business	30	38	24	43	33	168 5.5
Campaigns	13	7	7	18	20	65 2.1
Cinema	11	11	12	9	10	53 1.7
Cities	16	19	15	12	10	72 2.4
Columns	30	24	26	26	35	141 4.6
Crime	17	11	11	11	5	55 1.8
Disasters	5	2	4	4	8	23 0.7
Economy	12	11	12	13	20	68 2.2
Education	14	13	20	19	14	80 2.6
Editorial	1	1	0	0	0	2 0.1
Environment	3	5	10	3	6	27 0.8
Essay/Commentary	0	0	0	0	1	1 0.1
Fashion	3	3	0	1	5	12 0.4
Food	1	0	1	2	1	5 0.1
Government (U.S.)	11	23	12	9	14	69 2.3
International Relations	15	13	14	23	10	75 2.5

TABLE G-2 (Continued)

Topic	Yearly Totals, Grand Totals, and Percentages					Total %
	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	
Law/Courts	17	20	11	6	10	64 2.1
Leisure	7	6	2	16	4	35 1.1
Medicine	21	32	27	30	24	134 4.4
Military/Defense	11	4	1	2	4	22 0.7
Music/Dance	16	14	12	8	22	72 2.3
Nation	11	25	10	10	6	62 2.0
People	33	31	29	30	35	158 5.2
Politics	5	5	6	11	22	49 1.6
Press	18	18	13	19	10	73 2.5
Religion	20	15	14	15	10	74 2.4
Race Relations	12	9	4	9	3	37 1.2
Science	5	12	7	3	16	43 1.4
Sexes	0	0	1	2	2	5 0.1
Show Business	2	0	0	0	1	3 0.1
Space	13	9	4	4	5	35 1.1
Sports	25	19	17	20	19	100 3.3
Stock Market/Wall Street	10	12	15	9	12	58 1.9
Technology	2	1	7	0	1	11 0.3
Terrorism	12	14	10	11	10	57 1.8
Theatre	5	5	7	8	9	34 1.1
Transportation	17	12	13	7	10	59 1.9

TABLE G-2 (Continued)

Topic	Yearly Totals, Grand Totals, and Percentages					Total %
	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	
Vietnam	30	55	47	31	30	193 6.4
War (not Vietnam)	7	8	5	9	4	33 1.0
World	58	58	36	40	47	239 7.9
World Leaders	8	5	15	6	9	43 1.4
Weather	0	0	0	0	0	0 0.0
Other	12	13	12	6	10	53 1.7
Special	34	37	30	35	31	167 5.5

Note: The SAS package, program "Procedure Frequencies" was used to obtain the data reported above.

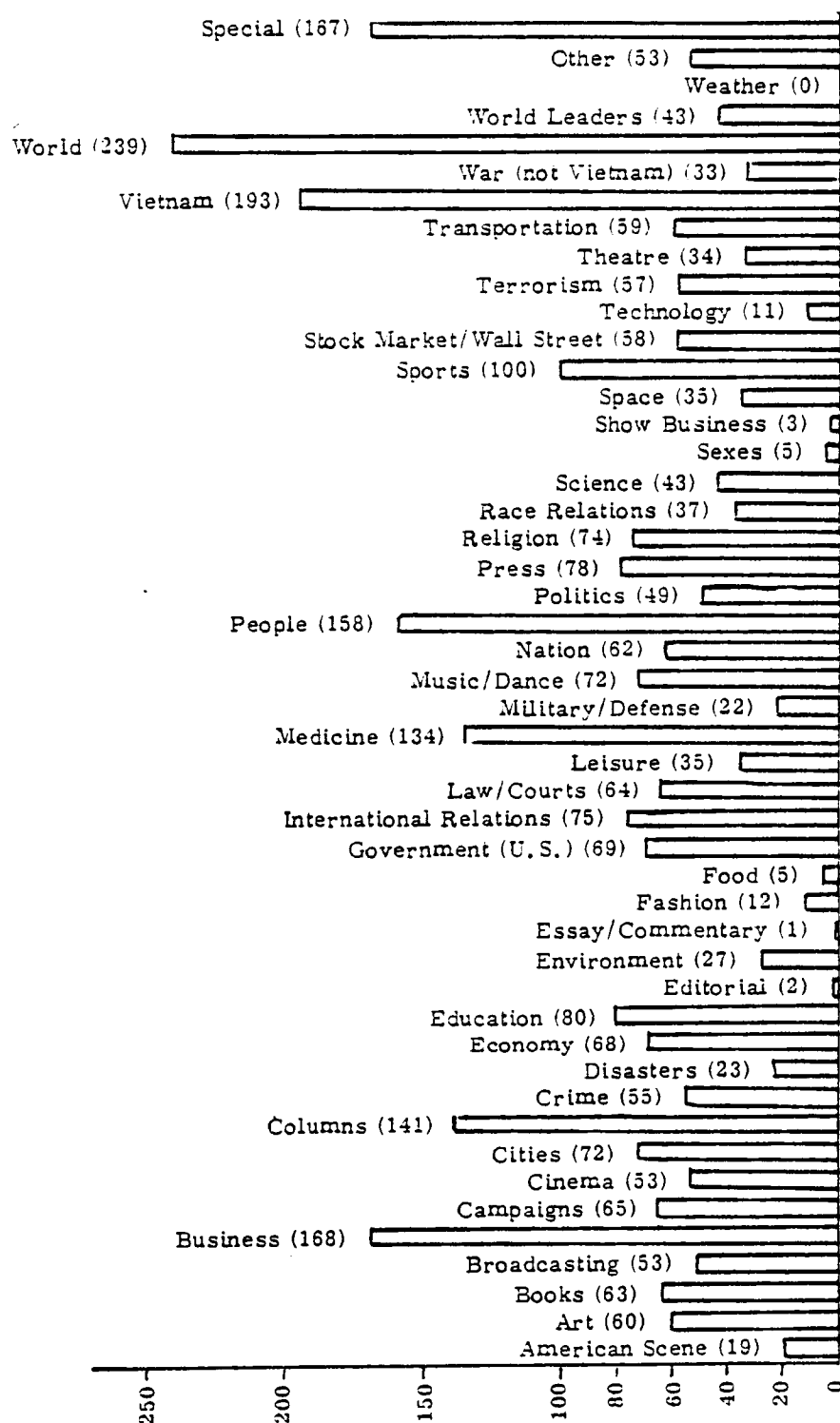


Figure G-2. Distribution across 48 topic areas - Newsweek.

TABLE G-3

DISTRIBUTION ACROSS 48 TOPIC AREAS - LIFE

Topic	Yearly Totals, Grand Totals, and Percentages					
	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	Total %
American Scene	16	17	11	15	9	68 7.5
Art	4	4	8	4	1	21 2.3
Books	16	19	15	11	7	68 7.5
Broadcasting	2	1	13	10	6	32 3.5
Business	0	1	1	3	0	5 0.5
Campaigns	0	2	0	0	0	2 0.2
Cinema	17	11	6	4	4	42 4.6
Cities	1	0	3	1	0	5 0.5
Columns	19	13	9	6	3	50 5.5
Crime	6	6	0	4	2	18 2.0
Disasters	0	1	2	4	1	8 0.8
Economy	3	0	0	0	0	3 0.3
Education	2	3	3	3	1	12 1.3
Editorial	19	4	4	9	3	39 4.3
Environment	4	4	7	6	2	23 2.5
Essay/Commentary	1	3	7	2	3	16 1.7
Fashion	9	5	3	3	1	21 2.3
Food	1	1	3	3	0	8 0.8
Government (U.S.)	0	0	0	0	0	0 0.0
International Relations	2	1	0	1	2	6 0.6

TABLE G-3 (Continued)

Topic	Yearly Totals, Grand Totals, and Percentages					Total %
	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	
Law/Courts	4	3	0	4	1	12 1.3
Leisure	5	2	2	1	0	10 1.1
Medicine	1	6	4	3	1	15 1.6
Military/Defense	0	0	0	2	1	3 0.3
Music/Dance	4	5	2	2	0	13 1.4
Nation	4	9	13	14	1	41 4.5
People	14	9	8	12	2	45 5.0
Politics	0	3	1	0	0	4 0.4
Press	0	2	1	1	1	5 0.5
Religion	2	0	0	0	0	2 0.2
Race Relations	3	1	0	2	0	6 0.6
Science	7	1	0	1	2	11 1.3
Sexes	1	1	0	2	0	4 0.4
Show Business	1	0	2	2	0	5 0.5
Space	4	5	1	2	0	12 1.3
Sports	7	9	4	5	8	33 3.6
Stock Market/Wall Street	0	0	0	0	0	0 0.0
Technology	2	0	0	0	1	3 0.3
Terrorism	1	3	0	0	0	4 0.4
Theatre	3	1	3	2	0	9 0.9
Transportation	1	0	2	0	0	3 0.3

TABLE G-3 (Continued)

Topic	Yearly Totals, Grand Totals, and Percentages					Total %
	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	
Vietnam	6	15	20	13	7	61 6.7
War (not Vietnam)	2	1	0	2	0	5 0.5
World	5	9	1	2	1	18 1.9
World Leaders	5	1	2	0	0	8 0.8
Weather	0	0	0	0	0	0 0.0
Other	1	8	10	9	4	32 3.5
Special	24	21	30	15	8	98 10.8

Note: The SAS package, program "Procedure Frequencies" was used to obtain the data reported above.

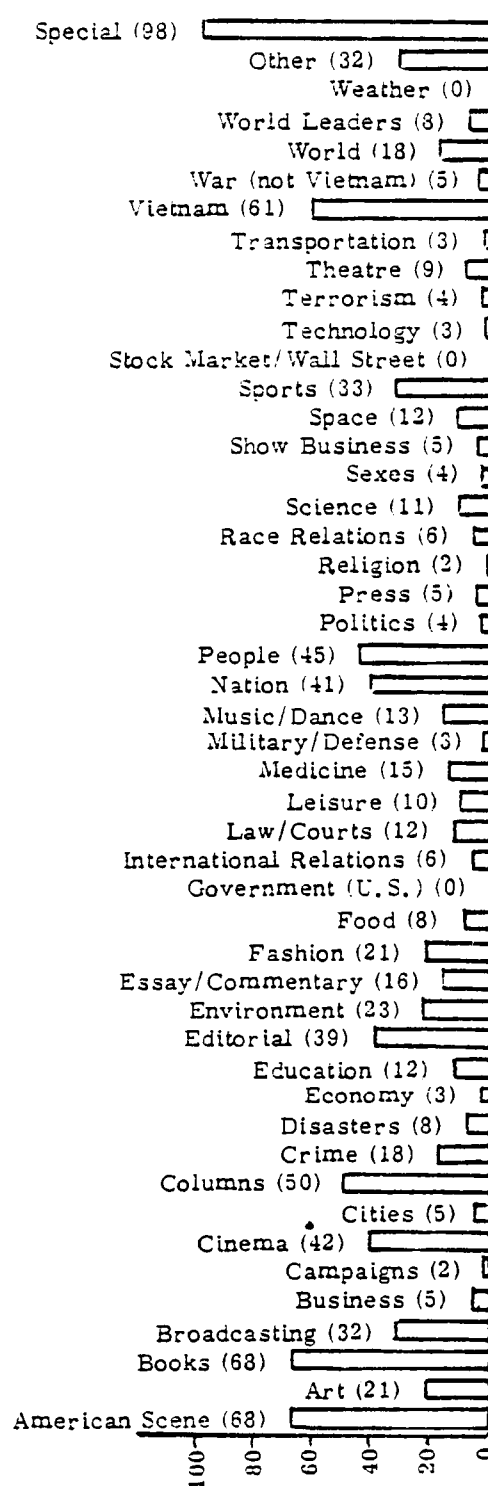


Figure G-3. Distribution across 48 topic areas - Life.

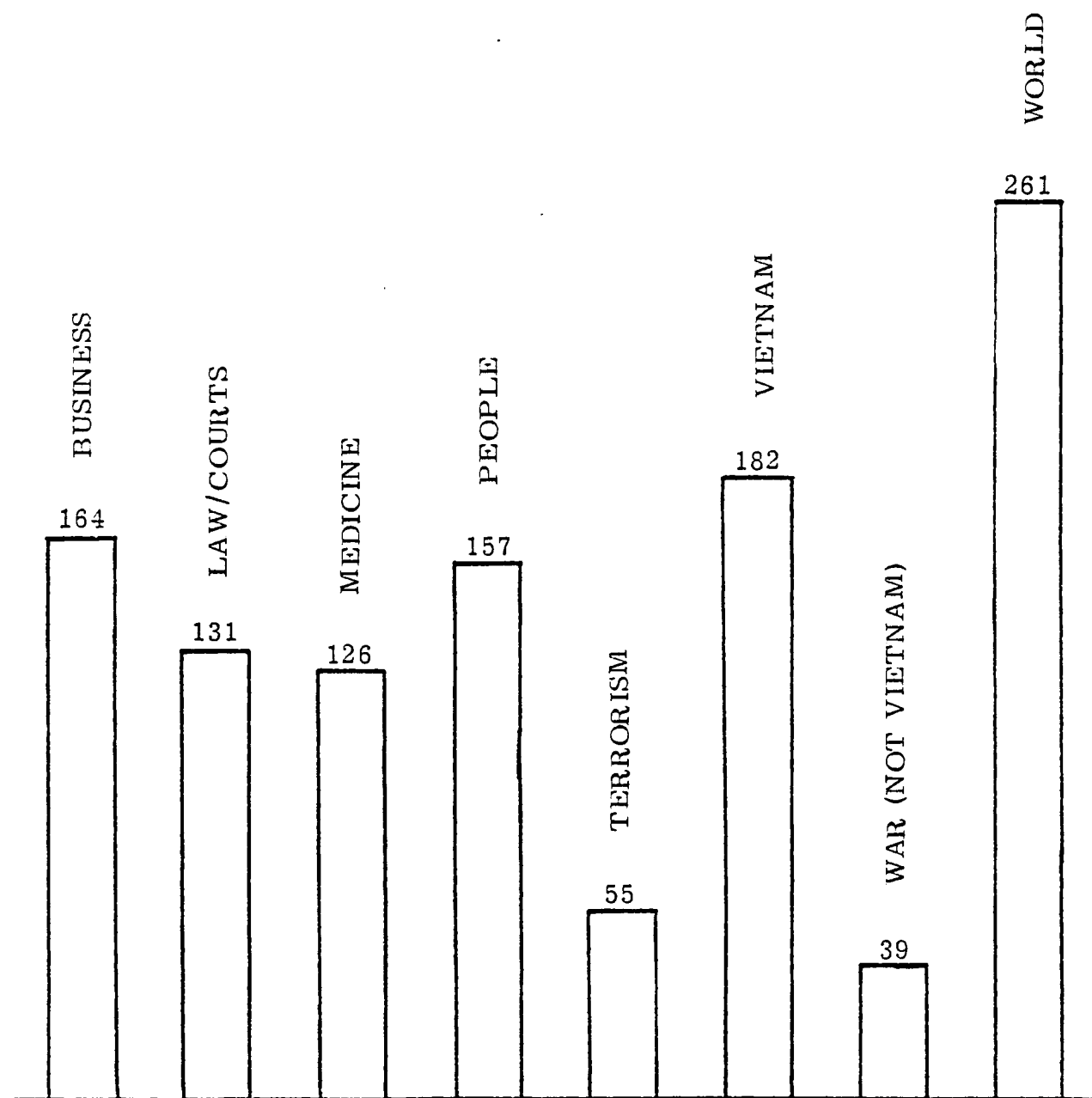


Figure G-4. Major and war-related topic - Time.

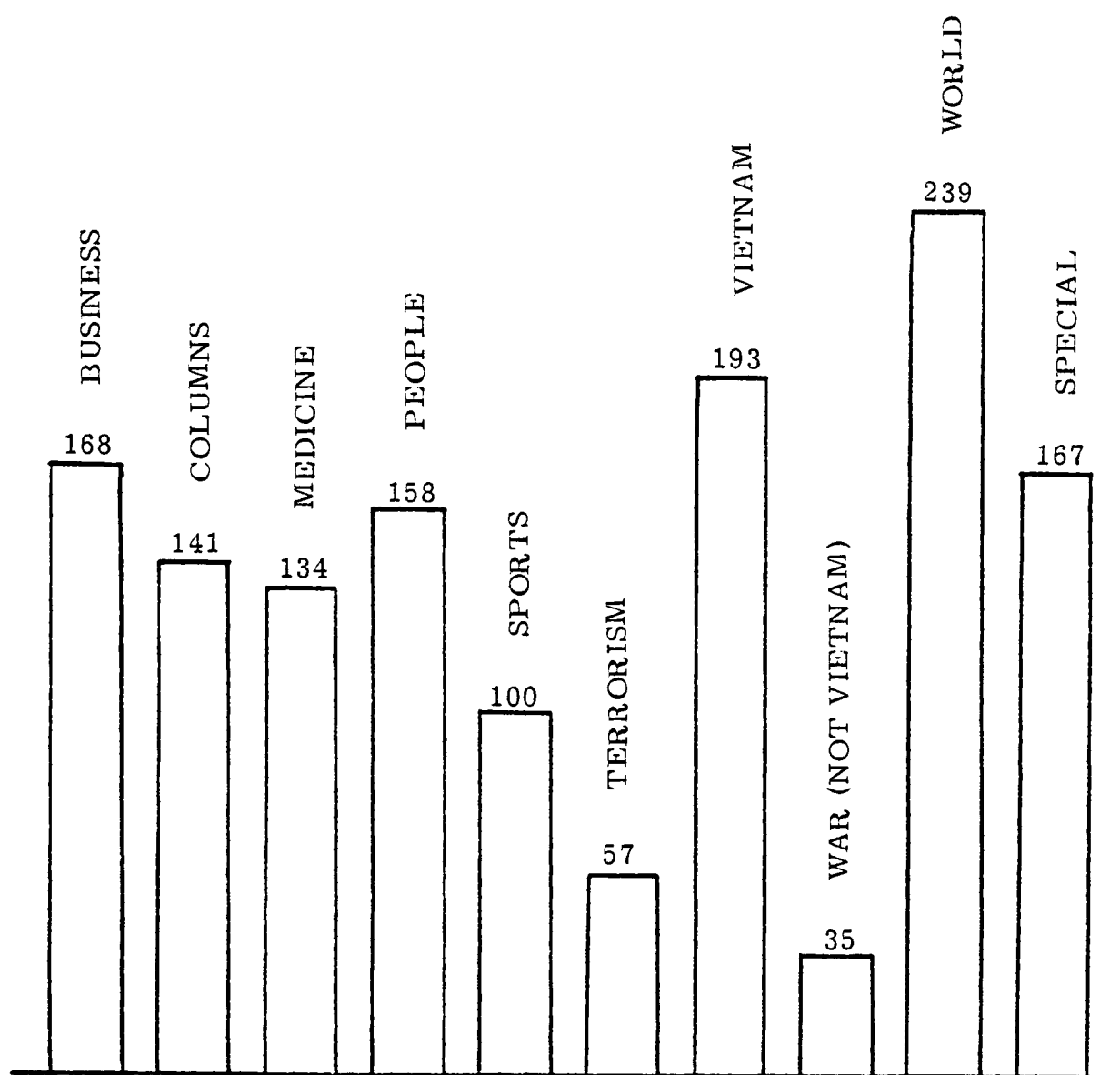


Figure G-5. Major and war-related topic - Newsweek.

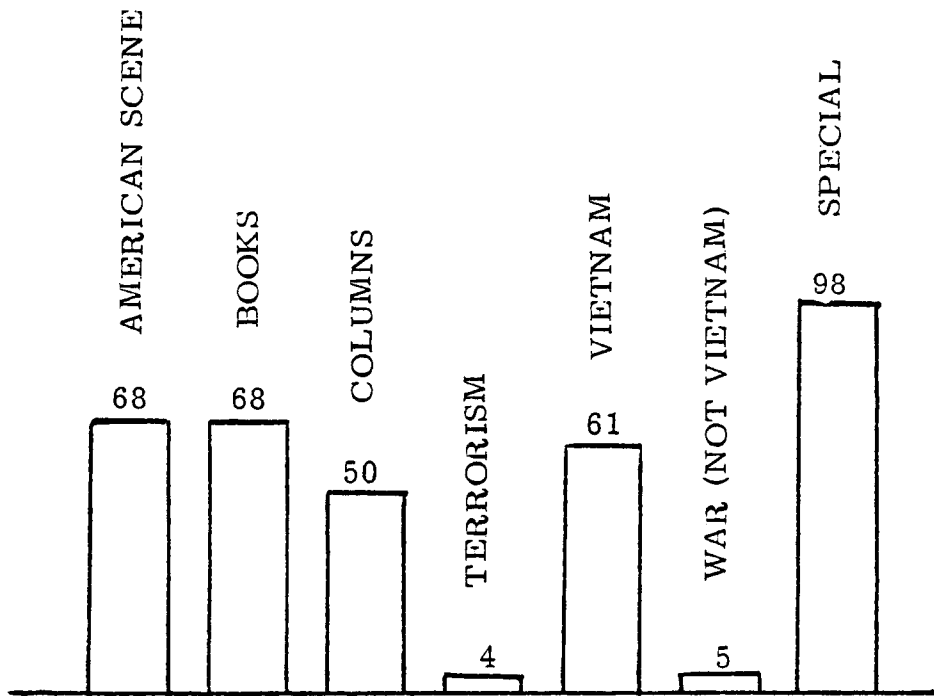


Figure G-6. Major and war-related topic - Life.

APPENDIX H

VIETNAM-RELATED MAGAZINE DATA

TABLE H-1

DISTRIBUTION ACROSS 61 CONTENT CATEGORIES - TIME
VIETNAM STORIES

Content	Yearly Totals, Grand Totals, and Percentages					Total %
	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	
Ground action, film or photo	0	2	1	4	1	8 4.4
Air action, film or photo	0	0	0	0	1	1 0.5
Sea action, film or photo	0	0	0	0	0	0 0.0
Ground action, no film or photo	7	10	4	9	7	37 20.0
Air action, no film or photo	2	4	6	6	3	21 11.5
Sea action, no film or photo	0	0	0	1	0	1 0.5
Official statement, U.S. government	1	3	1	1	3	9 5.0
Instruments of war or weaponry	2	2	3	1	2	10 5.5
Scores/total dead/ body counts	5	2	1	0	1	9 5.0
U.S. in Vietnam, other than combat	1	3	8	2	1	15 8.2
Impact in U.S., not anti-war	9	2	1	1	5	18 9.9
Enemy point of view, official statement	2	2	1	2	1	8 4.4
Enemy point of view, not official statement	0	1	0	1	2	4 2.2
Effect of war on South Vietnam	2	0	2	1	2	7 3.8
Effect of war on North Vietnam	0	1	0	0	2	3 1.6
Protests at home, film or photo	1	5	3	2	2	13 7.1
Protests at home no film or photo	1	6	2	2	1	12 6.6
Protests abroad, film or photo	0	0	1	0	0	1 0.5
Protests abroad, no film or photo	0	0	0	0	0	0 0.0

TABLE H-1 (Continued)

Content	Yearly Totals, Grand Totals, and Percentages					Total %
	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	
Military trials	0	2	0	0	0	2
in Vietnam						1.0
Military trials	0	3	6	0	0	9
in U.S.						5.0
Military trials	0	0	0	0	0	0
in Europe						0.0
POWs, film	0	1	2	0	4	7
or photo						3.8
POWs, no film	0	1	1	0	1	3
or photo						1.6
Third party	0	0	1	3	5	9
stories						5.0
Analysis of situation	4	7	1	6	0	18
so noted						9.9
Government of	4	2	3	5	7	24
South Vietnam						13.2
Government of	0	1	0	2	4	7
North Vietnam						3.8
After action	0	0	0	0	0	0
report						0.0
Situation report, position	1	7	1	4	2	15
of opposing forces						8.2
Diplomatic talks	5	0	1	2	7	15
(not Paris Peace Talks)						8.2
Peace talks	9	1	2	3	2	17
(Paris Peace Talks)						9.3
Returned U.S.	1	1	0	1	4	7
veterans						3.8
Battle on site,	0	0	0	0	0	0
after-action report						0.0
Aftermath of battle,	1	4	0	0	3	8
film or photo						4.4
Aftermath of battle,	0	0	0	0	0	0
no film or photo						0.0
Wounded soldiers,	0	0	0	0	1	1
film or photo						0.5
Dead soldiers,	0	1	0	0	2	3
film or photo						1.6
Wounded civilians,	0	1	0	0	3	4
film or photo						2.2

TABLE H-1 (Continued)

Content	Yearly Totals, Grand Totals, and Percentages					Total %
	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	
Dead civilians, film or photo	0	1	0	0	2	3 1.6
Wounded soldiers, no film or photo	2	1	1	0	0	4 2.2
Dead soldiers, no film or photo	2	3	3	2	3	13 7.1
Wounded civilians, no film or photo	0	0	1	0	3	4 2.2
Dead civilians, no film or photo	1	0	1	0	4	6 3.3
Other, specify	12	19	12	12	23	78 42.8
Was the story reported as current information	19	46	37	23	34	159 87.4
Was the story reported as interpretation	1	0	0	1	0	2 1.0
Was the story reported as opinion	0	4	5	4	10	24 13.2
Was the story reported as analysis	3	6	7	7	13	36 19.8
Was the story reported as argument	0	0	0	0	0	0 0.0
Was the story reported as a special plea	0	0	0	0	0	0 0.0
Was the story presented using a "talking head"	Not used					
Was the story presented using a "voice over"	Not used					
Did the anchorman introduce the reporter	Not used					
Was the source identified	2	4	1	1	2	10 5.5
Did the anchorman read the story	Not used					
Was the article signed	0	0	1	0	7	8 4.4
Was the article unsigned	20	50	35	24	45	174 95.6

TABLE H-1 (Continued)

Content	Yearly Totals, Grand Totals, and Percentages					Total %
	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	
Was an interview with a participant included	6	2	0	2	0	10 5.5
Was a government official interviewed	4	1	0	0	0	5 2.7
Was some other person interviewed	0	1	0	0	0	1 0.5

TABLE H-2

DISTRIBUTION ACROSS 61 CONTENT CATEGORIES - NEWSWEEK
VIETNAM STORIES

Content	Yearly Totals, Grand Totals, and Percentages					Total %
	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	
Ground action, film or photo	1	3	2	0	0	6 3.1
Air action, film or photo	0	0	1	0	1	2 1.3
Sea action, film or photo	0	0	0	0	0	0 0.0
Ground action, no film or photo	3	10	3	8	4	28 14.5
Air action, no film or photo	0	4	3	5	3	15 7.7
Sea action, no film or photo	0	0	0	1	0	1 0.5
Official statement, U.S. government	7	2	4	4	2	19 9.8
Instruments of war or weaponry	0	0	1	1	3	5 2.6
Scores/total dead/ body counts	3	0	1	1	1	6 3.1
U.S. in Vietnam, other than combat	1	0	2	0	1	4 2.0
Impact in U.S., not anti-war	0	0	1	2	4	7 3.6
Enemy point of view, official statement	4	1	1	2	3	11 5.7
Enemy point of view, not official statement	1	1	1	2	0	5 2.6
Effect of war on South Vietnam	1	1	1	0	2	5 2.6
Effect of war on North Vietnam	0	2	2	1	1	6 3.1
Protests at home, film or photo	1	3	3	1	1	9 4.6
Protests at home, no film or photo	1	14	4	3	1	23 11.9
Protests abroad, film or photo	0	0	0	0	0	0 0.0
Protests abroad, no film or photo	1	1	1	0	0	3 1.5

TABLE H-2 (Continued)

Content	Yearly Totals, Grand Totals, and Percentages					Total %
	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	
Military trials in Vietnam	0	2	1	0	0	3 1.5
Military trials in U.S.	0	3	8	2	1	14 7.2
Military trials in Europe	0	0	0	0	0	0 0.0
POWs, film or photo	0	1	2	2	2	7 3.6
POWs, no film or photo	0	0	3	0	1	4 2.0
Third party stories	2	0	1	3	3	9 4.6
Analysis of situation so noted	3	2	1	1	0	7 3.6
Government of South Vietnam	10	6	2	1	5	24 12.4
Government of North Vietnam	0	3	1	0	2	6 3.1
After action report	0	0	0	0	1	1 0.5
Situation report, position of opposing forces	0	3	1	3	1	8 4.1
Diplomatic talks (not Paris Peace Talks)	2	0	0	1	7	10 5.2
Peace talks (Paris Peace Talks)	8	1	2	2	3	16 8.3
Returned U.S. veterans	1	0	2	0	2	5 2.6
Battle on site, after-action report	0	0	0	0	0	0 0.0
Aftermath of battle, film or photo	0	1	1	0	2	4 2.0
Aftermath of battle, no film or photo	1	0	0	0	0	1 0.5
Wounded soldiers, film or photo	1	2	0	1	0	4 2.0
Dead soldiers, film or photo	2	2	1	0	0	5 2.6
Wounded civilians, film or photo	1	1	0	0	1	3 1.5

TABLE H-2 (Continued)

Content	Yearly Totals, Grand Totals, and Percentages					Total %
	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	
Dead civilians, film or photo	0	3	1	2	0	6 3.1
Wounded soldiers, no film or photo	0	0	1	0	1	2 1.3
Dead soldiers, no film or photo	1	2	3	1	1	8 4.1
Wounded civilians, no film or photo	1	1	0	0	0	2 1.3
Dead civilians, no film or photo	1	0	0	1	2	4 2.0
Other, specify	13	29	29	12	13	96 49.7
Was the story reported as current information	26	48	44	25	23	166 86.0
Was the story reported as interpretation	5	2	2	5	1	15 7.7
Was the story reported as opinion	4	10	12	3	6	35 18.1
Was the story reported as analysis	12	22	26	10	18	88 45.6
Was the story reported as argument	0	0	0	0	0	0 0.0
Was the story reported as a special plea	0	0	0	0	0	0 0.0
Was the story presented using a "talking head"	Not used					
Was the story presented using a "voice over"	Not used					
Did the anchorman introduce the reporter	Not used					
Was the source identified	0	0	1	0	1	2 1.3
Did the anchorman read the story	Not used					
Was the article signed	6	10	14	6	12	48 24.9
Was the article unsigned	24	45	46	25	18	145 75.1

TABLE H-2 (Continued)

Content	Yearly Totals, Grand Totals, and Percentages					Total %
	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	
Was an interview with a participant included	1	1	1	1	0	4 2.0
Was a government official interviewed	0	0	0	0	1	1 0.5
Was some other person interviewed	0	1	0	0	0	1 0.5

TABLE H-3

DISTRIBUTION ACROSS 61 CONTENT CATEGORIES - LIFE
VIETNAM STORIES

Content	Yearly Totals, Grand Totals, and Percentages					Total %
	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	
Ground action, film or photo	0	2	0	0	0	2 3.3
Air action, film or photo	0	0	0	1	0	1 1.6
Sea action, film or photo	0	0	1	0	0	1 1.6
Ground action, no film or photo	0	1	0	2	0	3 5.0
Air action, no film or photo	0	0	0	0	0	0 0.0
Sea action, no film or photo	0	0	0	0	0	0 0.0
Official statement, U.S. government	1	1	0	1	0	3 5.0
Instruments of war or weaponry	0	0	0	0	0	0 0.0
Scores/total dead/ body counts	0	0	0	2	0	2 3.3
U.S. in Vietnam, other than combat	0	0	1	0	0	1 1.6
Impact in U.S., not anti-war	0	0	1	0	4	5 8.2
Enemy point of view, official statement	0	0	0	0	0	0 0.0
Enemy point of view, not official statement	0	0	0	0	0	0 0.0
Effect of war on South Vietnam	0	1	0	2	0	3 5.0
Effect of war on North Vietnam	0	0	0	0	0	0 0.0
Protests at home, film or photo	2	4	3	1	0	10 16.4
Protests at home, no film or photo	1	1	1	0	0	3 5.0
Protests abroad, film or photo	0	1	0	0	0	1 1.6
Protests abroad, no film or photo	0	0	0	0	0	0 0.0

TABLE H-3 (Continued)

Content	Yearly Totals, Grand Totals, and Percentages					
	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	Total %
Military trials in Vietnam	0	0	0	0	0	0 0.0
Military trials in U.S.	1	0	1	0	0	2 3.3
Military trials in Europe	0	0	0	0	0	0 0.0
POWs, film or photo	0	0	0	0	3	3 5.0
POWs, no film or photo	0	0	2	0	0	2 3.3
Third party stories	0	0	0	0	0	0 0.0
Analysis of situation so noted	0	1	0	1	0	2 3.3
Government of South Vietnam	0	0	0	1	1	2 3.3
Government of North Vietnam	0	0	0	0	0	0 0.0
After action report	0	0	0	0	0	0 0.0
Situation report, position of opposing forces	0	0	0	0	0	0 0.0
Diplomatic talks (not Paris Peace Talks)	0	0	0	0	1	1 1.6
Peace talks (Paris Peace Talks)	0	0	0	0	0	0 0.0
Returned U.S. veterans	1	0	2	0	1	4 6.5
Battle on site, after-action report	0	1	0	0	0	1 1.6
Aftermath of battle, film or photo	0	2	0	1	0	3 5.0
Aftermath of battle, no film or photo	0	0	0	0	0	0 0.0
Wounded soldiers, film or photo	1	2	1	1	0	5 8.2
Dead soldiers, film or photo	0	1	2	0	0	3 5.0
Wounded civilians, film or photo	0	1	1	0	0	2 3.3

TABLE H-3 (Continued)

Content	Yearly Totals, Grand Totals, and Percentages					Total %
	1968- 1969	1969- 1970	1970- 1971	1971- 1972	1972- 1973	
Dead civilians, film or photo	0	1	0	0	0	1 1.6
Wounded soldiers, no film or photo	0	0	0	1	0	1 1.6
Dead soldiers, no film or photo	0	0	0	1	1	2 3.3
Wounded civilians, no film or photo	0	0	0	0	0	0 0.0
Dead civilians, no film or photo	0	2	0	0	0	2 3.3
Other, specify	4	8	7	10	2	31 50.8
Was the story reported as current information	6	9	11	6	5	37 60.6
Was the story reported as interpretation	0	0	1	0	0	1 1.6
Was the story reported as opinion	3	9	4	9	1	26 42.6
Was the story reported as analysis	2	4	1	2	0	9 14.7
Was the story reported as argument	0	0	0	0	0	0 0.0
Was the story reported as a special plea	0	0	0	0	0	0 0.0
Was the story presented using a "talking head"	Not used					
Was the story presented using a "voice over"	Not used					
Did the anchorman introduce the reporter	Not used					
Was the source identified	0	0	0	0	0	0 0.0
Did the anchorman read the story	Not used					
Was the article signed	3	5	5	3	2	18 29.5
Was the article unsigned	3	10	20	10	9	43 70.5

TABLE H-3 (Continued)

Content	Yearly Totals, Grand Totals, and Percentages					Total %
	1968- 1979	1969- 1970	1970- 1971	1971- 1972	1972- 1973	
Was an interview with a participant	2	1	2	0	0	5 8.2
Was a government official interviewed	0	1	0	1	0	2 3.3
Was some other person interviewed	0	0	0	0	0	0 0.0

VITA

Oscar Patterson III was born in Shelby, North Carolina, on July 25, 1945. He attended elementary school in that city as well as junior high and was graduated from Shelby High School in May 1963. The following September he entered Pfeiffer College, and in May 1967, he received a Bachelor of Arts degree in Religion and Philosophy.

In July 1967 he accepted employment with the Cleveland County Department of Public Welfare as a Juvenile Probation Officer. At the same time, he accepted appointment as pastor to Pine Grove United Methodist Church in Cleveland County, North Carolina.

After a three-year tour of duty with the United States Army as a combat officer in both the United States and Vietnam, he entered the Graduate School of The University of Georgia, Athens, in June 1971. He received the Master of Fine Arts degree with a major in Theatre in June 1973.

In September 1973 he was employed as an Assistant Professor of Theatre at Auburn University, moving to Western Carolina University in September 1975. He is also employed on a continuing basis as both Technical Director and Lighting Designer with the outdoor drama "Unto These Hills" in Cherokee, North Carolina.

In September 1979 he entered the Graduate School of The University of Tennessee, Knoxville, and graduated with the Doctor of Philosophy degree with a major in Mass Communications in August 1982.

The author is a member of Phi Kappa Phi, Tau Kappa Alpha, Alpha Psi Omega, The American Theatre Association, and the Southeastern

Theatre Conference, as well as several military-related and veteran's organizations. He will be employed in the Department of Mass Communications at Texas Tech University after graduation.

He is married to the former Lynn Charon Bougan of Fayetteville, North Carolina.