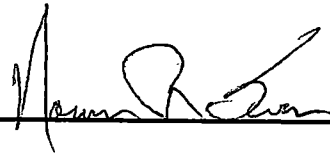
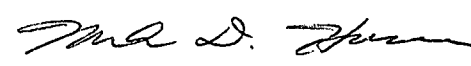


To the Graduate Council:

I am submitting herewith a thesis written by Yongchan Kim entitled "Three U.S Networks' International News Coverage of South Korea." I have examined the final copy of this thesis for form and content and recommend that it be accepted in partial fulfillment of the requirement for the degree of Master of Science, with a major in Communications.


Barbara Moore, Major Professor

We have read this thesis
and recommend its acceptance:

Accepted for the Council:


Interim Vice Provost and
Dean of The Graduate School

THREE U.S. NETWORKS' (ABC, CBS, AND NBC)
INTERNATIONAL NEWS COVERAGE OF SOUTH KOREA

A Thesis

Presented for the

Master of Science

Degree

The University of Tennessee, Knoxville

Yongchan Kim

May 2001

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DEDICATION

This thesis is dedicated to my wife

Mrs. Chunhee Han

And

Lovely daughters,

Janis Kim and Jamie H. Kim

Who have given me invaluable support.

ACKNOWLEDGEMENTS

Grateful appreciation is expressed to all the members of my committee for their guidance. Especially, I am indebted to my major professor, Dr. Barbara Moore, the chair of the committee. Her patience, guidance, and constant support during the last two semesters proved invaluable. Much love to my family and wife for all of their support and assistance in helping me complete this task. I dedicate this thesis to my family who believe that education is everything and can truly help you achieve anything in life.

ABSTRACT

Both negative news perspective and economic perspective attempt to explain the pattern of foreign news coverage. Negative news perspective argues that news coverage of Third World countries focuses mainly on negative news such as conflict/crisis-oriented news. Economic perspective emphasizes that economic status of a country, not the country's or the region's image, determines Western media coverage of that country. Based on economic perspective, the world system theory views the world as a hierarchical structure: core, semiperiphery, and periphery nations. In the world system, economic status of a country is classified by economic power which can be explained by economic indicators such as GNP, GDP, and foreign trade. In the world system, mass communication across national borders can be located as part of the structural flows. Therefore, these hierarchical positions among nations in the world system have resulted in disproportional quantity and quality of news coverage for developing and underdeveloped countries.

Although negative news perspective has well been documented, it is hard to explain Western news coverage of all Third world countries. Thus, studies from the economic perspective suggest that the negative news perspective might not be as prevalent as has been thought in determining Western news coverage of Third world countries, especially of developing countries with great economic growth. According to world system theory based on economic perspective, the rise and fall of a country's economic power cause movement within world system consisting of core, semiperiphery, and periphery.

As a result, the change of a country's economic power influences the national status of the country in the world system, the change of the country's national status influences overall quality and quantity of the country's news coverage by the Western media. However, the changes of news coverage will be more manifest in the long-term period than year by year because the growth rate of a country's economy continues to fluctuate. This would be seem to be true especially for developing nations with great economic growth, where economic progress and economic news would be prime topics for Western news media.

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CHAPTER 1

INTRODUCTION

Statement of the Problem

Many researchers have argued about the Western media's news coverage of Third World countries. Two perspectives, negative news perspective and economic perspective, attempt to explain the pattern of foreign news coverage. Negative news perspective argues that news coverage of Third World countries focuses primarily on conflict/crisis-oriented news. Economic perspective emphasizes that Western media judge the country by its economic strength and that economic status determines Western media coverage of that country, whether it is a Third World country or a developed one (Ahern, 1986).

This research is an attempt to compare those two perspectives and see which might provide more accurate explanations about the Western media's Third World coverage. Specifically, this research will be a case study of one specific form of Western Media (U.S. network TV newscasts) and coverage of one specific country, South Korea, through the 1980s and 1990s.

South Korea during this period experienced substantial economic growth. Using the terms of world system theory (explained in greater detail later) South Korea has moved from the underdeveloped periphery of nation states to the developing semiperiphery. Thus, core nations should be expected to pay significantly greater attention to South Korea, specifically positive developments in the Korean economy.

Of course, the researcher recognizes that coverage of one country by one medium cannot by itself settle the question of which paradigm better explains Western

international news choices. The researcher also knows that by selecting a rapidly growing country one could be accused of "stacking the deck" in favor of the economic perspective.

This research instead should be viewed as a case study marker for future efforts. If South Korea's economic growth seems irrelevant and U.S. networks only concentrate on negative spot news (coups and earthquakes), then the negative news approach gains support. If, however, network TV news attention follows and parallels the economic growth, then the economic model merits greater consideration.

In this rapidly changing world, information about foreign countries is becoming more and more important. People form images or national stereotypes about other countries, and Paraschos advised, these "eventually shape attitudes and govern behavior." (Paraschos 1984, reading in Stevenson and Shaw, p 127). Merrill (1983) noted the danger of receiving too little information about other nations and instead relying on a stereotypical view:

Presumably an image of a country involves a great many factors, and overabstraction, overgeneralization, and oversimplification constitute a real and present danger for the governmental leaders and decision-makers as well as for nondecision-makers in the mass public (p. 8).

People receive information about their international neighbors from many sources, including the mass media. However, Rubin (1977) noted the mass media are only one of the several institutions that should educate and inform a nation about the state of the world (Rubin, p. 10). Interpersonal communication, such as tourism and student exchange, and private communication, such as mail and business data, are some of the

less structured ways of receiving information about other countries (Emery & Smythe, 1989).

Of course, for most people, the mass media play a main role. Their regularity, ubiquity, and perseverance have made them first-rate competitors for the number one position as international image-former. According to Rubin, the power of the mass media and television in shaping people's perceptions of the world has variously been celebrated, criticized, and questioned (Rubin, p. 15).

In the United States, in particular, this examination of the role of television in international affairs has been prolonged and intense. Research has established that Americans know little about foreign nations (Perry, p. 147). Thus, the mass media's influence in shaping people's conceptions about other countries is more powerful than any other information sources. Richstad and Anderson (1981) pointed out the danger of Americans' lack of knowledge: "Americans do not know how people in other parts of the world live or think or act, and they do not know this lack of knowledge can virtually affect their own and the world's peace and well being." (p. 406).

Because of the media's powerful role in shaping Americans' ideas about international topics and because of the importance of the national image formed via foreign news coverage, many communication researchers have studied the U.S. media's style of foreign news coverage. According to those studies, U.S. media show distinctive imbalances in the content and frequency of their coverage of Third World countries compared to developed countries:

Some point to the imbalance in media coverage of the Third World by types of stories and the extent of attention given to different regions of the world. It is alleged that stories about the Third World reflect a negative stereotype—the

coups and earthquake syndrome. Also, the claim is made they focus their attention on the developed world, giving rise to a quantitative imbalance (Richstad & Anderson. p. 78-79).

Many researchers long have accused the Western news media, particularly those of the United States, of ignoring and also distorting the image of the Third World countries. In fact how the Western media cover the world and especially how the influential U.S. media cover the world have been the focus of political and scholarly interest for nearly a half-century.

Most of the empirical studies have focused on the performance of U.S. news media because American media lead the way of Western news media in their negative accounts of world affairs (Chang, Shoemaker & Brendlinger, p. 397). Many international news studies have confirmed a high amount of negative reporting about the Third World countries in Western media. For example, Rosenblum (1977) argued that the Western press gives inadequate and superficial attention to the realities of developing countries. He also insisted that the traditional emphasis on the dramatic, the emotional, and the amusing – the coups and earthquakes syndrome – is not only unbalanced but also detrimental to the development process.

Overall, the negative news perspective says that the coverage of Third World countries by the major western news agencies has been more oriented toward news of war, military affairs, natural disasters and pending coups than what one may find in coverage of the developed countries (Chang, Shoemaker & Brendlinger, p. 396-397). Thus, with the limited amount of news coverage, the Western news media reinforce stereotypes against those countries (Levy, 1998).

Although the Third World nations contain nearly three-quarters of the world's population, there has been only a small amount of news space and time devoted to coverage of Third World nations in the Western news media, especially in the United States. In addition, the coverage of foreign news in U.S. media has steadily declined since the late seventies except for the period of the collapse of the Soviet Union in 1990 – 1991 (Hoge Jr. 1997). In fact, Pippa Norris (1995) has observed a continuing decline of foreign news on U.S. networks (ABC, CBS, and NBC). While during the 1970s an average of 35 percent of network news coverage was dedicated to foreign stories, this rate has decreased to 24% in the 1990s, reaching a level of 41% only during 1990 – 1991, the period when the communist states collapsed (p. 58).

On the other hand, there is another interpretation about Western news coverage of Third World countries. Although “negative news”, which emphasizing war, natural disasters, famine, coups, and crises, has been a persistent and seriously perceived bias in Western news coverage of developing and Third World countries, some studies have suggested that a more modern approach also might be brought to bear in explaining foreign news coverage, especially among American media. This has been called the “economic/logistic perspective” (Ahern, p. 223).

The economic/logistic perspective proposes that economic and political conditions are the main factors influencing foreign news coverage. Researchers adhering to this perspective have adopted sociological approaches, such as economic and political theory (Rosengren, p. 154). According to this economic or logistic perspective, nations with large gross national products are likely to be richer media markets than are less prosperous countries (Stevenson & Shaw. p. 225). Ostgaard charged that the countries

where Western news agencies are already well established are apt to provide a larger outgoing service, not necessarily because what happens in the country is especially newsworthy (p. 43). According to Ostaard's argument, the richness of a nation, which gives agencies easy access to news, is the main factor producing different patterns of foreign news.

Other scholars have argued that a country's economic status is the main factor affecting news coverage. Kariel and Rosenvall (1984) claimed that trade and gross national products (GNP) were main factors influencing foreign news coverage (p. 510). In the study of determinants of foreign coverage in U.S. media, Ahern suggested three things which decide a nation's news coverage in the U.S. media: a nation's economic productivity, its trade with the United States, and the scope of its political relations with the United States. Economic productivity was the primary factor deciding the quantity of news coverage by the U.S. media about that country (p. 217).

Also, Ahern (1986) found that trade and GNP, together with political relations with the U.S. can account for almost 60 percent of the variance in predicting the number of articles published in three elite U.S. newspapers. Location, population, and political system were found to matter as well, but not as significantly as those factors such as trade or GNP. According to Ishii (1996), by examining the international news from Asahi Shimbun, one of the most widely read newspapers in Japan, he found that GDP was a sound predictor of the quantity of international news in 1987 and 1993. However, interestingly, the volume of imports (trade), found not to be a determinant in 1987, turned out to be a significant predictor in the 1993 model.

Overall, studies from the economic perspective suggest that the negative news perspective might not be as prevalent as has been thought in determining Western news coverage of developing and Third World nations (Lee, 1992). This might be seen to be true especially for several developing nations with rapid growth, where the coverage of those countries by the Western news media might be different from that of other Third World countries. According to the world system theory based on the economic perspective, a Third World country is not static as the economy of the country grows. Therefore, the news coverage of the rapidly growing country might be different from those of other Third World countries.

Additionally, it would seem reasonable to suppose that countries with high rates of economic growth, such as those in Asia, would be covered even more differently than other Third World countries. However, studies that might investigate this are rare.

Purpose of the Research

As noted earlier in this chapter, a negative news perspective and an economic perspective both have been used to explain the Western media's patterns of foreign news coverage. The negative news perspective has been widely researched by many mass communication scholars. Although the negative news perspective is widely accepted and documented, there is reason to suspect its universal application to the Third World countries.

Righter (1978) accused the Western news agencies of choosing an international news agenda according to markets, cultures, and economics that are alien to the Third World (p. 30). However, as a matter of fact, each Third World country has its own

different characteristics, such as economic status, political relationships with the Western countries, and history. Thus, it would seem to be difficult to generalize that news coverage of all Third World countries is mainly negative news oriented. Along the same line, Roger Tatarian, a former UPI vice president, insisted that the factors that influence the production of news in the Third World countries are not the same for every Third World countries (Moorad. p. 20). He also argued that "the Third world countries are not monolithic, and all the Third World countries are different" (Moorad. p.21). For this reason, it would seem to be appropriate to concentrate on a single Third World country in examining the negative news perspective and economic news perspective.

The economic perspective might provide a better explanation of Western news coverage for a particular country--especially developing countries with great economic growth in recent years. Because it is focused on the economic status of a nation as a main factor influencing foreign news coverage, it might provide more accurate explanations about the Western media's coverage of developing countries with great economic growth. Also, this emphasis on economic status as a main factor influencing news coverage might vary along with changes in the economic status of a country.

Thus, the purpose of this research is to see which of these predictors, negative news or economic perspective, better explain the pattern of an economically developing Third World country's coverage by the Western media.

Although, it might not be easy to generalize the results of this study because this study tries to examine just one developing country, this study tries to prove a certain possibility of different news coverage of rapid developing countries from other Third World countries based on the economic perspective.

CHAPTER 2

REVIEW OF LITERATURE

The studies which provide fundamental knowledge for this research cover both the international flow of information and the content of international news. In this review of literature, the researcher integrates the two groups and describes the basic structure and characteristics of international news reporting. There are three basic subject areas: 1) review of Negative News Perspective and U.S. News Media; 2) review of Economic Perspective and The Structure of World System; and 3) Summary of literature review.

Negative News and Western News Media

The Third World has claimed that in most news channels across the regions of the world, there are: (1) the continual news-makers - the USA and Western Europe, (2) the hot spots of Third World crises and (3) comparatively invisible world of most underdeveloped countries (Mohammadi, 1995). Thus, the viewers might have unrealistic images' about the Third World countries. From the view of the Third World, it makes sense to claim that the world of the news was known; that is, less news coverage and more negative news coverage than that of developed countries (Wallis & Baran, 1990).

Since 1970s, Third World nations persistently have demanded balanced international news flow and positive coverage of developing and underdeveloped nations. Such demands of the Third World nations were supported by the so-called New World Information Order (Masmoudi, 1979). New World Information Order is the term used to

represent the Third World demands to reform the present global information structure for the advancement of their objectives and goals.

The document which best clarifies the issues concerning the New World Information Order is known as the MacBride Commission Report. The report was presented in October 1980, at UNESCO's Belgrade Convention. The content reflected the views of the Third World nations, and it called for balanced communications and an elimination of global inequities (Nagai, 1980).

In addition to various proposals to reform the present mass media structure, the report suggested the existence of the following trends in the global coverage and flow of news:

- The major news agencies of the developed nations intend to dominate the gathering and dissemination of news throughout the world for the purpose of profit-making. The agencies treat news as a commodity, and their dominant power creates an information dependence of the Third World nations on the developed nations.
- Just as political and economic dependence are legacies of the era of colonialism, so is the case of dependence in the field of communication which in turn retard the achievement of political and economic growth.
- There are qualitative and quantitative imbalances in international news coverage between the Third World nations and the developed nations. The dominance of Western news agencies results in the dissemination of Western bias in the news within the Third World nations.

In a situation where the means of information are dominated and monopolized by a few, freedom of information really comes to mean the freedom of these few to

propagate information in the manner of their choosing and the denial to the right of the rest to be informed objectively and accurately (Mohammadi, 1995). Within the past decades, a number of studies have been conducted in these areas. Thus, it is possible to delineate the significance of these arguments through a review of the literature.

Schramm (1964) summarized the findings of the early international news studies in the following manner:

We must conclude that the flow of news among nations is thin, that it is unbalanced, with heavy coverage of a few highly developed countries and light coverage of many less developed ones, and that, in some cases at least, it tends to ignore important events and to distort the reality it presents (p. 87).

As supporting Schramm's argument, Potter (1987), in his study of eight U.S. newspapers' foreign news coverage, said that within the total set of 1515 international news stories, 1100 (72.6 percent) featured the West exclusively, 113 (7.5 percent) featured the Third World only, and 42 (2.8 percent) featured the East only (Potter, p. 76). Also, Hester (1978), in his analysis of network newscasts, found that news concerning Western Europe dominated in the foreign news coverage of U.S. wire services and that TV news from Asia, Africa and Latin American generally did not appear, unless U.S. interests were directly involved.

During the past decades, as the developing increased their political and economic power within international organizations such as the United Nations and UNESCO, their representatives have argued that the coverage and flow of news is one of the most important elements likely to shape the future of relationship between developing nations and developed nations (Theberge, 1981).

Those arguments of proponents of New World Information Order have been tested in many studies of the U.S. media. The American media are special because they have become international. American stories are read, watched and analyzed all over the world. However, due to the American domination in the international communication arena, U.S. news media have long been criticized by proponents of the new world order as being "biased and imbalanced" in the coverage of international news. (Tunstall, 1992. p. 99).

The characteristics of the U.S. media's foreign news coverage style are illustrated in a study about the different image of India, a typical Third World country, and of Australia, a developed country, in the same medium. Ramaprasad and Riffe (1987) traced the image of India in a leading U.S. newspaper's coverage during the period 1973-1980. They found more unfavorable than favorable items and more negative topics than positive topics. Meanwhile, the image of Australia was shaped by a very different type of news coverage, according to McCracken's study. News about Australia showed more sports and entertainment-oriented coverage, which was considered positive news.

Other researches have supported the contention that the U.S. media's coverage of the Third World is biased toward negative news. Stevenson and Gaddy (1986), in a study of U.S. news agencies and U.S. national media's news coverage of Third World countries, reported that 28 percent of Third World news was about armed conflict, compared to 6 percent of that about First World countries. In case of news specifically about internal conflict, 29 percent of the Third World coverage was about internal conflict, compared to 6 percent for First World countries (Stevenson & Gaddy, p. 93). This study showed that 57 percent of total news coverage about the Third World

countries was what could be classified as negative news, whereas only 12 percent of that about First World countries was negative.

As Mowlana (1989) wrote of the extensive body of research: "One manifest conclusion in nearly all of the information studies is that the quality and quantity of international news remains poor, with focus on Third World violence, conflict and crisis" (p. 38).

Although empirical studies generally have found evidence supporting the Third World's arguments of imbalances of news change and an emphasis on bad news (for example, Hester, 1971; Kaplan, 1979; Larson, 1979; McAnany, Larson & Storey, 1982; Peterson, 1980), other studies have shown inconsistencies.

For example, in Kawatake's (1982) multi-nation broadcasting study (which included the United States, Japan, the United Kingdom, Australia, Malaysia, Hong Kong, Brazil, and Ghana), Japan and United states gave the least attention to developing countries: however, Kawatake found no evidence that either the Japanese or United States' news programs reported developing countries in a negative or violent manner.

Also, in an analysis of international news on Japanese and U.S. network television newscast (Driscoll, Salwen & Kitagawa, 1994), there was no consistent evidence to suggest that developing countries were reported in a more negative manner than developed countries in either country's newscasts. Although there was a good deal of negative news coverage in the newscasts of both countries, such coverage was not excessive considering the role that negativity plays as a defining criterion of news selection for developing countries.

Although foreign news study has confirmed a high negative reporting about the developing countries in Western media, the large-scale neglect of positive news also was present in Western reports about Western countries: "It is not so much that the developing world is singled out for such negative attention, but that the developing countries tend to be reported only in this manner" (Sreberny-Mohammadi et al., 1985, p. 52). A comparative research project carried out by Straubhaar, Heeter, Greenberg, Ferreira, Wicks and Lau confirmed that sensationalism was an outstanding feature of Western journalism, in domestic as well as international coverage (Straubhaar et al., 1992. p. 108).

Economic Perspective and The Structure of World System

Many previous studies have used the world systems perspective as their theoretical framework to examine the determining factors of international news coverage and flow. World system theory is based on economic relationships between nations. That is, this theory rests on the historical argument that the world's states were gradually transformed into economically dominant core nations, a less-developed semiperiphery, and increasingly dependent peripheral nations (Olzak & Tsutsui, p.698).

Every nation in the global system interacts with each other. However, global interactions cannot be conceived as a system of equal interaction, because the superior economic, political, and military power of the developed countries imposes conditions of unequal exchange on the developing countries (Wallerstein, 1974. p.69).

The world system theory (Wallerstein, 1974, 1979, 1996) is an expansion and extension of the dependency theory. The origin of world system can be traced to such

theories as modernization, imperialism, and dependency (Shannon, 1996). As a result of historical forms of dependence and interstate economic exploitation, the dependency theory posits that the global system is fundamentally a two-tier (center and periphery) concentric market (Santos, 1996). Similarly, a world system of Wallerstein's conceptualization views the world as three interactive spheres of economic, political, social, and cultural relations: core, semiperiphery, and periphery nations. Eventually, these three strata form an interactive network (Chang. p. 539).

According to Galtung (1971), due to historical colonialism and modern imperialistic practice, the pattern of interaction and communication tends to take place among countries within the center and between core nations and their former colonies in the periphery. In the world system, interaction between the center and the periphery is characterized by a vertical relationship and monopolized by the center countries. As a result, interaction between periphery countries is rare, and when periphery countries need to interact each other, the center countries mediate interaction between them (Chang, p. 530-532). For example, the Third World audience has few opportunities to access the news of other Third World countries that are not politically or economically significant, without news being mediated by global news agencies.

Comparing to dependency and world system theories, Galtung (1971) argued that the center-periphery relation actually reflects a multidimensional structure of global imperialism. He suggested five elements of imperialism according to the type of exchange: economic, political, military, communication, and cultural. In his notion, communication, as one element of imperialism, reflects the unequal power relationship in worldwide information exchange (Kang & Choi, p. 459)

Many scholars using many theoretical perspectives have tried to explain this global interaction pattern. Like dependency theory, world system theory is based on the assumption that economic forces play the primary role in international interaction. Both of them are based on the assumption that “the global system has formed a hierarchical structure with the developed countries at the center, the developing countries at the semiperiphery and the underdeveloped countries at the periphery” (Santos, p.229).

In international communication, the hierarchical positions among nations in the world system have resulted in disproportional quantity and quality of news flow and coverage for developing and underdeveloped countries (Gonzenbach, Arant, & Stevenson, 1991: Wilhoit & Weaver, 1983). For example, Kim and Barnett (1996) demonstrated “the inequality in international news coverage between the core and the periphery. The Western industrialized countries are at the center, dominating international news flow and coverage. Most African, Asian, Latin American, and Oceanian countries are at the periphery” (p. 344). Those studies sought to ground determinants of foreign and international news flow and coverage in a larger structure – the world system based on economic force.

According to previous world system studies, the classification of countries as core, semiperipheral, or peripheral depends on a larger network of material and capital flows at a global capitalistic economic system level (Kim & Barnett, p. 330). Although minor variations exist, core countries were defined to include the United States, Canada, Japan and several Western European Countries: United Kindom, Germany, France, Italy, and Sweden. A country can be considered as semiperipheral in its relative position place it between the core countries and the peripheral nations on the edge of the network.

The semiperipheral countries consist of other Western European countries (e.g., Sweden and Switzerland) and relatively advanced economies such as Hong Kong, South Korea, Singapore, and Malaysia in Asia, and Argentina and Mexico in Latin America. China and Russia also are semiperipheral. The peripheral countries refer to most developing and less developed countries in the Third World, including former Soviet bloc countries (Chang, 1998).

In traditional international news flow and coverage, any event or issue from and about countries in the semiperiphery and periphery has little chance of being news than that from the core countries. Chang (1998) argued that "all countries are not created equal to be news" in international communication (p. 528). That is, core countries with economic strength have more chance of being news than those in the semiperipheral and peripheral countries. This structural disparity of national status is considered an important factor in shaping the content, volume of traffic of news, and information from country to country, especially between developed and developing (Chang, p.528-529).

In the world system, a core country is more likely to occupy the central position in the international communication network, both as a sender and as a receiver (Kim & Barnett, p. 341). As a source, a core country has better opportunity and facility to transmit reports to other countries and thus has a higher chance of being covered in the news media. As a receiver, a core country's centrality can be best shown not only by the amount of international newspaper and periodicals trade it generates, but also by the number of foreign correspondents it hosts (Kim & Barnett, 343-344). In the United States, for example, more journalists from around the world are permanently stationed in Washington than vice versa. The situation should be true in other core countries. It allows

a core country to command foreign attention both at home and abroad in international communication.

The hierarchical and spatial structure of the world system consequently determines the extent of a country's development and its status in the international equation as a result of its location in the worldwide landscape. On one hand, there tends to be greater traffic and interaction with members of the core than with potential counterparts in the other two zones, and the direction of flow often moves from higher to lower strata. On the other hand, the location in the periphery means a country is disadvantaged over those in the core (Wallerstein, 1974).

Therefore, mass communication across national borders can be located as part of the structural flows in the world system. Its effects may be manifest in the quantity and quality of international news flow and coverage. In international communication, for international communication as a product, the world system is hence manifested in the content of foreign or international news that tends to focus on the economically developed core countries at the expense of non-core nations (Chang, 1998).

Most of the time, most of countries in semiperiphery and periphery do not hold the central position as either senders or as receivers in the international network of mass communication. Any event or issue from and about those countries has to navigate through more screening before it becomes news. In the end, the threshold of news value must be relatively high for the event or issue to move from one country to another and to be covered one way or the other (Chang, p.535).

According to previous world system theory, core countries tend to stay at the center of the world's economic system and peripheral nations remain peripheral.

However, recent world system studies suggest more dynamic movements. According to Barnett and Salisbury (1996), the former socialist countries in Eastern Europe, beginning in the late 1980s, have slowly moved from the periphery toward semiperiphery. The main reason of these movements toward semiperiphery is due to changes of economic system such as comprehensive economic liberalization, extensive privatization, and macroeconomic stabilization (p. 7).

Also, semiperipheral countries have more chances of movement toward the center depending on economic developments (Barnett & Salisbury, 1996). Thus, these dynamic developments of semiperipheral countries can make it possible for the world system to work smoothly. The dynamic interactions among nations form a single integrated global body as well as induce mobility within that structure. The world system itself is a changing international network (Chase-Dunn & Grimes, 1995).

In short, world system is a global system in which countries are interdependently linked within capitalist system. Although, the participants countries are in unequal relationships because of economic differences, mobility within the world system is caused by the rise and fall of successive international economic powers (Chase-Dunn & Hall, 1993).

Summary

As reviewed, both negative news perspective and economic perspective attempt to explain the pattern of foreign news coverage. Negative news perspective argues that news coverage of Third World countries focuses mainly on negative news such as conflict/crisis-oriented news.

Economic perspective emphasizes that economic status of a country, not the country's or the region's image, determines Western media coverage of that country. Based on economic perspective, the world system theory views the world as a hierarchical structure: core, semiperiphery, and periphery nations. In the world system, economic status of a country is classified by economic power which can be explained by economic indicators such as GNP, GDP, and foreign trade. In the world system, mass communication across national borders can be located as part of the structural flows. Therefore, these hierarchical positions among nations in the world system have resulted in disproportional quantity and quality of news coverage between developing and underdeveloped countries.

Although negative news perspective has been documented well, it is hard to explain Western news coverage of all Third world countries. Thus, studies from the economic perspective suggest that the negative news perspective might not be as prevalent as has been thought in determining Western news coverage of Third world countries, especially of developing countries with great economic growth. According to world system theory based on economic perspective, the rise and fall of a country's economic power cause movement within world system consisting of core, semiperiphery, and periphery.

As a result, the change of a country's economic power influences the national status of the country in the world system, the change of the country's national status influences overall quality and quantity of the country's news coverage by the Western media. However, the changes of news coverage will be more manifest in the long-term period than year by year because the growth rate of a country's economy continues to

fluctuate. This would be seem to be true especially for developing nations with great economic growth, and the news coverage of those countries by Western news media might be different from those of other Third World countries.

CHAPTER 3

METHODOLOGY

The goal of this study is to get an indication of whether a negative news perspective can still explain the Western media's coverage of rapidly growing Third World countries and of whether an economic perspective can better explain the Western media's coverage of those countries. Although, there might be some possibilities of skewing the results, it seems possible to compare these news coverage theories in relation to a single developing country with rapid changing of economic growth in long-term period, in order to identify trend of news coverage depending on that country's economic growth. For the purpose of this study, the researcher selected South Korea as a sample developing country, and three U.S television networks (ABC, CBS, and NBC) as samples of Western news media.

Selection of a developing country and U.S. networks

The Republic of Korea was chosen as a sample Third World country in this study. Among the reason for choosing Korea is, first, that it is one of the developing Third World nations (semiperipheral country in world system). Although it is hard to clearly define a Third World country, many foreign news coverage studies have defined Korea as being one (Potter. p. 73-79 & Giffard. p. 14-19). However, since the 1989 collapse of the Soviet Union, it has not been meaningful to divide the nations into First, Second, and Third World. One reason is the fracture of the Second World, and most of them have become Third World countries. Another reason is that the construct of a Third World has

been challenged by the rapid economic development of several countries, newly industrialized countries such as Korea, Taiwan, and Singapore. Thus, it is more logical to consider Korea as semiperipheral country from the world system perspective.

The second reason for choosing Korea for the study is its rapid economic growth compared to that of other Third World countries. Korea was a typical underdeveloped, largely agrarian country up until the turn of the 1960s. However, thanks to the success of export-oriented industrialization, within a short period of four decades, it was transformed into a modern industrialized country. Helped by the rapid growth, which averaged over 8 percent of annual growth for more than thirty years, its GDP volume soared from only 2.1 billion U.S. dollars in 1961 to 620 billion U.S. dollars by 1996, while its per capita GNP also increased from 82 dollars to 10,543 dollars over the same period. Its recent GPD per capita is eight times India's, 15 times North Korea's, and already up with the lesser economies of the European Union (Yearbook of Bank of Korea, 1997).

This success through the late 1980s was achieved by a system of close government business ties, including directed credit, sponsorship of specific industries, and a strong labor effort. The government has promoted the import of raw materials and technology at the expense of consumer goods and encouraged savings and investment over consumption. This economic success of Korea has accelerated in 1990s (Yearbook of Bank of Korea, 1997).

In foreign trade, Korea's total exports amounted to \$1297.1 billion (U.S.) in 1996, and this figure ranked Korea as the twelfth largest exporting country in the world. In the import arena, Korea brought in \$1503.3 billion (U.S.), making it the thirteenth largest

importing country. The total amount of Korea's foreign trade is larger than that of the Western countries such as Denmark, Spain, Norway, Sweden, and Switzerland (The Korean National Statistical Office, 1997).

The medium chosen for this study is three U.S. commercial television networks: the American Broadcasting Company (ABC), the Columbia Broadcasting System (CBS), and the National Broadcasting Company (NBC). The selection of the U.S. networks is based on the following qualifying factor: (1) the nation must hold influential media status in world wide level; (2) the nation must be one of the most developed nations; (3) video tapes and/or news scripts of television news programs must be accessible to the researcher. Those three U.S. networks satisfy above qualifications.

In selecting U.S. networks, the researcher excludes CNN because this research tries to test the relatively long-term period (1980s and 1990s), and the CNN abstracts for the 1980s are not available at the Vanderbilt University Television News Index and Abstracts. That is, CNN evening news taping begins Jan. 1989, and taping and abstracting of CNN World View starts Oct. 2, 1995. Also, CNN might provide different pattern of news coverage from that of networks because CNN is a specialized organization for television news. Therefore, this study will be based on network news coverage as noted in the Vanderbilt University Television News Index and Abstracts.

Of course, CNN is now one of the influential cable systems in the world society. However a study of airwave television networks' evening news programs, which tend to summarize the major events of the day in each nation, might be appropriate enough to determine the trends of U.S. national media as the developed countries' national media.

Sample Year and Source of data

The analysis focuses on three U.S. major networks' coverage of Korea during the 1980s and the 1990s. Korea achieved incredible economic development through late 1980s and continued to grow rapidly in the 1990s. For example, the GDP in 1985 was 173 billion while 620 billion U.S. dollar in 1996. It is assumed that for the purpose of this study, a twenty-year span would be sufficient to ascertain whether there were shifts in the U.S. networks' coverage of Korea as its economic importance grew. The researcher selected three sample years (1982, 1984, and 1986) in the 1980s and four sample years (1992, 1994, 1996 and 1998) in the 1990s. The economic indicators for each sample year are shown in Table 1.

In selecting sample years, the year of 1988 has been removed from selection. In 1988, there were the Olympic Games which might skew the results because the amount

Table 1. GDP and Foreign Trade of Korea of Each Sample Year (dollars in billion) Source: The Korean National Statistical Office, 1999.

	GDP	Foreign Trade	
		Export	Import
1982	99.7	21.9	24.3
1984	121.6	29.2	30.6
1986	204.1	34.7	31.6
1992	396.5	76.6	81.7
1994	557.8	96.0	102.3
1996	620.5	129.7	150.3
1998	578.9	132.3	93.2

and type of coverage would be highly unusual. For the purpose of this study, this study will focus on usual years. These units would break up the period under study into increments small enough to be meaningful, but not so small as to make the research itself cumbersome.

To trace the U.S networks' coverage over the stated time period, Vanderbilt University Television News Index and Abstracts will be used. The Television News Archive collection at Vanderbilt University is the world's most extensive and complete archive of television news. The collection holds more than 30,000 individual network evening news broadcasts.

Research Questions

Based on review of the relevant literature, the researcher developed several hypotheses. According to studies of world system theory, a nation with economic power tends to have better quantity and quality of news coverage than other countries by Western news media. Korea, as a semiperipheral country in the world system, has continued to grow economically toward the core. This growth may have led to changes in the pattern of the news coverage of Korea by the U.S. networks.

The hypotheses for this study are as follows:

1. During the 1980s and the 1990s, as Korea's economic growth (GDP/foreign trade) improved, the total number of news stories about Korea by the three U.S. major networks (ABC, CBS, and NBC) will increase.

2. During the 1980s and the 1990s, as Korea's economic growth (GDP/foreign trade) improved, the percentage of positive news stories about Korea by the three U.S. major networks (ABC, CBS, and NBC) will increase.
3. During the 1980s and the 1990s, as Korea's economic growth (GDP/foreign trade) improved, the percentage of negative news stories about Korea by the three U.S. major networks (ABC, CBS, and NBC) will decrease.
4. During the 1980s and the 1990s, as Korea's economic growth (GDP/foreign trade) improved, the percentage of economic news stories about Korea by the three U.S. major networks (ABC, CBS, and NBC) will increase.

The following Figure 1 explains developed research questions more easily:

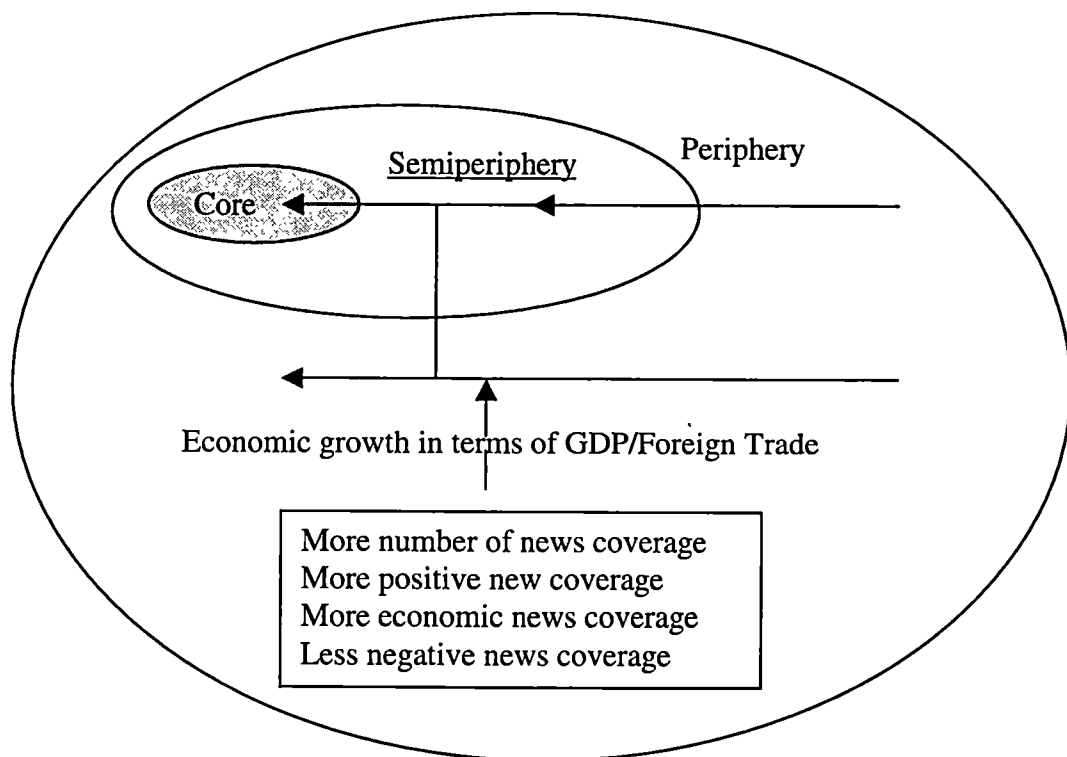


Figure 1. Pattern of International News Coverage in The Long-Term Period

Research Method

Content analysis will be chosen as the method of analysis for the study. Many researchers have used content analysis in attempts to test their hypotheses about international news flow and coverage. Modern content analysis can be traced back to World War II, when Allied intelligence units monitored the number and types of popular songs played on European radio stations. By comparing the music played on German stations with that on stations in occupied Europe, analysts were able to measure, with some degree of success, the changes in troop concentration and movement on the continent. In the Pacific, Japanese communication was monitored, and an increase in message volume gave some indication as to where new operations were planned (Wimmer and Dominick, p. 165).

In the field of mass communication, Bernard Berelson's Content Analysis in Communication Research (1952), accorded recognition to the technique as an acceptable one for mass media research. Since then, the method has achieved wide popularity among both beginning and experienced researchers in communication (Wimmer and Dominick, 1987).

Many definitions of content analysis exist. One that is comprehensive is Kerlinger's: "Content analysis is a method of studying and analyzing communication in a systemic, objective, and quantitative manner for the purpose of measuring variables" (p. 477). Krippendorff (1980) also gave the following definition of content analysis: "a research technique for making replicable and valid inferences from data to their context" (p. 21). These definitions reflect my own intention in this study.

Through the random sampling technique and coding procedures, the researcher hoped to satisfy the systematic requirements in Kerlinger's definition. For the objectivity of this study, the researcher tried to eliminate personal idiosyncrasies and biases for this study by using multiple coders with different backgrounds.

Operational definitions and categories of news contents were made clear enough so that if need be, an independent researcher can perform the same procedure without much difficulty. For the proper quantification of data, the researcher relied on the Statistical Package for Social Science (SPSS) program.

Sample and Data Analysis Procedure

The basic unit of analysis is each news story mentioning Korea on the three U.S. television networks' (CBS, NBC, and ABC) evening news. All content data were gathered from the online newscast abstract of three U.S. networks available at Television News Archive at Vanderbilt University by entering the country's name (Korea) onto keyword search box. The Vanderbilt Index unfortunately does not offer full transcripts, only story descriptions.

All stories will be coded as belonging to one of three story types (positive, negative, or neutral) and one of the topic categories. That is, based on their contents, any evening news report about Korea on three networks in each sample year will be classified into three story types: positive, negative, or neutral news coverage. In addition, to obtain more detail explanations about patterns of coverage, all news stories will be divided further into several categories of topics. These story types and categories of topics are

developed to help explain trend of news coverage of Korea during the twenty-year period. Thus, their main use is to aid in interpretation.

The categories of topics are political, economic, military/defense, social unrest, crime/legal, armed conflicts, accident/disaster, science/education, human interest, and other. The definitions of the story types and categories of topics are discussed later in this chapter.

All these categories belong to a kind of measurement called nominal. In nominal measurement the number assigned to the news content is numerical without having a number meaning; they cannot be ordered or added. They are labeled much like the letters used to label sets.

For this study, frequencies and percentages of each story type from each sample year will be counted. Each story type's (positive, negative, or neutral) frequencies in a sample year are classified into each category of topic by story descriptions. Then, the total number of all units of a year will be calculated. After calculating the total story number of each sample year, these frequencies of each sample year will comprise the total number of news stories for each decade (the 1980s and the 1990s). That is, the total number of news stories in the 1980s is calculated by adding the total number of news stories in 1982, 1984, and 1986. As same, the total number of all units of the 1990s is calculated by adding total story number of each sample year (1992, 1994, and 1996).

After calculating each main category's total number in the 1980s, these numbers will be compared to the number of the 1990s in terms of positive, negative, or neutral coverage. In order to have more detail explanations, this research will compare the frequencies of categories of topics from the 1980s and the 1990s.

Because the data (story type/category of topic) is nominal scale, frequency and percentage mainly were used to detect any changes of coverage between 1980s and 1990s. If needed, the researcher will test correlation between sample years (1980s and 1990s) and change of news pattern, using SPSS. Also, the frequency and percentage of categories of topic in a story type will be compared to other years' figures in categories of topic in order to identify detail pattern of news coverage during sample periods.

In addition, this research will identify whether a news story about Korea is the lead story or not. The first story on a date is the lead story which might imply the degree of attention of the U.S. networks. Therefore, every stories about Korea will be coded as lead stories or non-lead stories.

Operational Definition

For the purpose of the study, several operational definitions are provided as follows:

- News for Korea excludes all news mentioning only North Korea.
- Any news story mentioning more than three countries, including Korea, will be out of sample selection because it may deal with other countries more seriously than Korea in its content.
- In this study, the news story as the basic unit of analysis includes all news stories about Korea covered by three U.S. networks, including anchor-reads, voice overs and packages.
- In this study, the growth of GDP and foreign trade will be used to measure overall economic growth of Korea.

- Story length are limited by fact Vandibilt Index rounds to nearest ten seconds.

Definition of Story Type and Categories of Topics

In order to identify trend of U.S. network news coverage of Korea, all news stories of Korea will be broken into three story types: positive, negative, and neutral news. The Positive news coverage includes any news stories which are generally considered as representing positive images of Korea. The negative news coverage is defined as any stories implying negative images of Korea. The neutral news coverage will include all news stories which cannot be classified as either positive or negative news coverage.

For the further detail quantification, all news stories about Korea will be classified into 9 categories of topics according to its content. Thus, three story types and 9 categories of topics were prepared according to the content of the story description (Table 2). The idea of categories of topics was taken from previous research (Stevenson and Shaw, 1986; Copper, 1984; Weaver and Wilhoit, 1983) and modified for this study.

Story Type

Negative News Coverage

It is hard to define what kind of news is positive or negative, although many studies have done so. In this study, negative news is defined as any stories implying negative image of Korea.

Negative news coverage includes following topics such as natural disasters, accidents, anti-government demonstrations by college students, corruption of public

Table 2. Story Type, Topics and Examples of Topics

Story type / Topics	Story Description
<u>Story Type</u>	
Positive News Coverage	Stories implying positive image of Korea.
Negative News Coverage	Stories implying negative image of Korea.
Neutral News Coverage	All stories which cannot not be classified as either positive or negative news coverage.
<u>Categories of Topics</u>	
Science / Education	• Science, technology, education, or related activities.
Human Interest	• Items that appeal to people's common interests such sports, cultural event or religion.
Social Unrest	• Civil disorders, protests, and demonstrations
Crimes / Justice	• Crimes, legal justice, or related stories.
Accidents / Disasters	• Accidents, natural disasters, or related stories.
Political	• Korea's political relationships with foreign nations, or related stories. Domestic political activities, or related stories.
Military / Defense	• Korea's national security, or related stories. Stories about military coups, guerrilla raids, and terrorism.
Economic	• Domestic economic matters that do not involve foreign nations. Economic activities that have a relationship with foreign nations.
Other	• Story descriptions that do not fall into above categories.

official, political crimes, assassinations, military coups, the growth of the crime rate, kidnappings, rapes, or murders.

In the economic news, any news stories about following topics are considered as negative news coverage: unemployment, labor strikes, inflation, financial embargo, international recall of inferior goods, and government control of imports which might show negative image by causing international economic conflicts with other countries. Also, any news story about economic aid for disasters will be classified in the negative news coverage. Although, any news about international aid is good news from viewpoint of the developed countries, those reports by Western countries tend to focus on disaster itself rather than international assistance. Therefore, viewers of those news can have negative images about Korea.

Positive News Coverage

Positive news is defined as any stories which are generally considered as presenting positive images about Korea. For example, stories about authentic cultural events, the development of high technology, scientific breakthroughs and international sports games, peaceful government transition, peace moves, improvement in literacy rates, in quality of education, and in infant mortality rates are considered as positive news coverage.

In the economic news, any economic news implying a positive image of Korean economy is considered as positive news coverage. Usually, news stories about the growth of Korean economy will be classified into positive news coverage. Any stories about the following topics are considered as positive news coverage: growth of GNP or GDP,

foreign investment of Korea, booming stock market, increasing exports, industrial projects which include construction of factories, dams, ports or roads, and foreign capital investments to Korean business.

Neutral News Coverage

The neutral news coverage includes any stories which cannot be classified as either positive news coverage or negative news coverage by each news content. For example, if a news story says negative and positive sides about a new law regarding labor strikes, it will be classified as neutral news coverage. Usually, news stories about general facts of domestic and international politics, which is hard to define as negative or positive stories, will be categorized into neutral news coverage.

Overall News Coverage

This represents the number of units in all sample years among the total units of analysis.

Categories of Topics

Social unrest: Story descriptions about social problems include such as things as anti-government demonstrations by college students, civil disorder, drugs, diseases or other similar problems.

Crime/Justice: Story descriptions about judicial, penal activities, non-political and political crimes comprise this subcategory. For example, assassinations, kidnappings,

rapes, illegal political campaigns, corruption of public official or murders and other illegal activities belong to this category.

Accidents/Disasters: Story descriptions about natural disasters and unintended destructions, such as traffic accidents, fire, earthquakes, drought, or floods.

Science/Education/Health: These news story descriptions related to science, technology, education or health such as immunization campaigns, medical/scientific breakthroughs and improvement in literacy rates, in quality of education, or in infant mortality rates.

Human interest: Story descriptions in this category appeal to people's common interests such as sports events, entertainment, unusual happenings, sex, and animal. Also, Stories about culture or religion-related issues such as traditional arts, archaeology, cultural events, and religious activities are classified into this category.

Political: Story descriptions about the political relationships (e.g. legislation diplomacy) between Korea and other countries are included in this subcategory. Also, story descriptions in this category concern political issues in Korea such as political relations with North Korea, legislation, government changes, election and meeting of elected officials.

Military/Defense: Story descriptions in this category include those concerning Korean national security; those about the U.S. Army in Korea, military talks, military exercises, arms deals or military aid to Korea are also included in this subcategory. Also, this subcategory includes stories about military coups, guerrilla raids, and terrorism.

Economic: All news stories about Korean economy such as coverage of Korea's Gross Domestic Product (GDP), its stock market, cost of living, unemployment,

industrial/labor relations, negotiation, wages and industrial projects which include construction of factories, dams, ports and road. Also, story about economic matters related to foreign nation, such as exporting Korean-made cars or allowing foreign investment to Korean markets, are placed in this category. Also, import, trade balance, money supply, and exchange rate are included in this category. Additionally, this category contained all the Korean economic news that showed names of foreign nations or companies in the story descriptions.

Other: These are stories which do not fall into the above subcategories.

Reliability and Validity

Reliability is crucial to content analysis. Reliability in general means that a measure should consistently give the same answer at different points in times (Wimmer & Dominick, p.59). According to Wimmer, to achieve acceptable levels of reliability the following steps are recommended:

1. Define category boundaries with maximum detail. The researcher tried his best to do this through reviewing categories of previous researches and modifying them.
2. Train the coders. A sample of the data to be coded was given to two colleagues with different backgrounds and the researcher, all of who are studying at University of Tennessee. They were given a one-hour explanation of categories and the study itself. Then they each were given an instruction sheet with the same information, which includes definition of categories and criteria for measuring the other variables.

3. Resolve different coding result. The two colleagues once again were helpful here.

After some discussion for their different coding results, they tried to be more objective in selecting categories.

Holsti's (1969) formula was used to check inter-coder reliability: $3M / (N1+N2+N3)$. Where M is the number of coding decisions on which the three judges agreed, and N1, N2, and N3 refer to the total number of coding decisions by the first, second, and third coder respectively.

Viewing Tape

To have the reliable results, it was needed to see a random sample of real newscasts and compare the coding results with abstracts. The researcher analyzed about 10 percent ($n = 31$) of real news stories by viewing the tape recorded the news stories during the sample years. It was possible to obtain the tape through the compilation service at the Vanderbilt Television News Archive.

In the results of the total thirty-one real news stories, five items were different from the abstracts. Among them twenty-one stories were negative news stories, while four items were positive, and six items were neutral. Of the total real news stories, nine stories were from the 1980. Of nine news stories, eight stories were negative, and one stories was neutral. In the 1990s, there were twenty-two stories. Of them, fifteen were negative, four for neutral, and two for positive. As a whole, there was a little difference from the abstracts in the coding results except for five items regarding story length and story types.

Using the abstracts, the researcher counted the story length by dividing by the number of countries when there was a news story which discussed several different countries in a news story. However, usually one country dominated most of news time in the real newscasts. For example, a news story about Asian economy (Japan, Korea, and Taiwan) gave Japan more than half of the time.

In the real news stories, it was more difficult to decide the story types of a story: positive, negative, or neutral because of lot of different video materials in news stories. For example, news stories about Pope John Paul's or President George Bush's visits to Korea were supposed to be categorized into positive or neutral news coverage in the abstracts, but in those newscasts, lots of video material about demonstrations for anti-America or anti-government were seen by explaining the situation of Korea at that time. That is, although the topics were positive or neutral, some negative video materials were also used in those newscasts. In the video, positive and negative categories were not always clear-cut.

As a whole, the results supported the research questions: more positive stories in the 90s than in the 80s; less negative stories in the 90s than in the 80s. However, it was not possible to see the differences in the economic news because there were small numbers of economic stories in the samples.

CHAPTER 4

RESULTS

News coverage of Korea by the three U.S commercial networks (ABC, CBS, and NBC) was examined. Only the index and abstracts of the television news archive of Vanderbilt University was used to obtain the units of analysis. The total number of news stories about Korea on the three network evening newscasts for the sample years was 319. Intercoder reliability of this analysis was 0.92 with the Holsti method.

This chapter includes several subtopics: 1) overall news coverage, 2) story type (positive and negative), 3) economic news coverage. In this chapter, research questions are answered by comparing the results of analysis with the economic growth of Korea during the sample years. Table 3 shows the economic indicators of Korea during the sample years. As can be seen, the growth steadily improved except for the last year, 1998 (See Table 3). If the theory that says improved news coverage of other countries by First World countries is linked to economics, then one would expect that there would be an increasing number of stories about Korea and more positive stories in all of the sample years except 1998, when the economy had a downturn.

Overall News Coverage

As noted above, a total of 319 individual items were categorized among the total units of analysis. Among the total of 319 stories, 30.1 percent ($n = 96$) were from the 80s while 69.9 percent ($n = 223$) from the 90s. The highest number was 68 stories in the 1996, followed by 1994, 63 stories; 1986, 49 stories; 1992, 47 stories; 1998, 45 stories;

Table 3. Economic Indicator of South Korea (dollars in billion) Source: The Korean National Statistical Office, 1999.

	Foreign Trade			
	GDP	Export	Import	Total
1982	99.7	21.9	24.3	46.2
1984	121.6	29.2	30.6	59.8
1986	204.1	34.7	31.6	66.3
1992	396.5	76.6	81.7	158.3
1994	557.8	96.0	102.3	198.3
1996	620.5	129.7	150.3	280.0
1998	578.9	132.3	93.2	225.5

1984, 38 stories; and 1982, 9 stories at the lowest number. On average, there were 45.6 news stories for each sample year (See Table 4 and Figure 2). Although there was a different number of stories in each sample year, generally the frequency of news story about Korea tended to increase compared to previous sample years as the amount of GDP and foreign trade of Korea increased during the sample years. Only two sample years (1992 and 1998) had fewer news stories than previous sample years.

Table 4. Frequency of Each Sample Year

	1982	1984	1986	1992	1994	1996	1998	Total
N	9	38	49	47	63	68	45	319

N = total number of units for that year

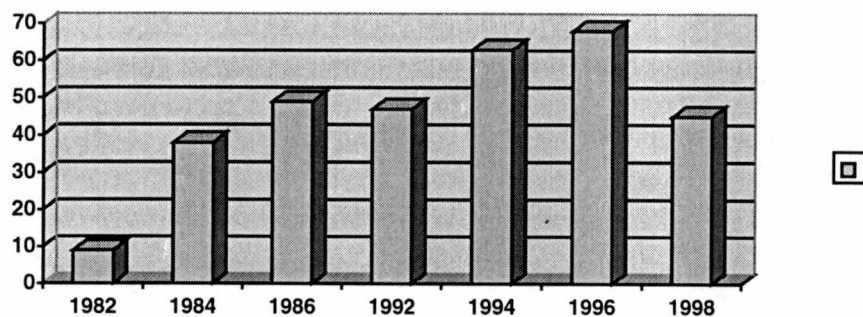


Figure 2. Change of Frequencies for Each Sample Year.

However, the year of 1998 can be explained by the economic situation of Korea at that time. The decrease of news coverage in 1998 could be explained because the amount of both GDP and foreign trade in 1998 also decreased compared to that of the previous sample year (1996). That is, GDP and foreign trade of 1996 represented \$620.5 billion and \$280.0 billion respectively, but the amount of 1998 decreased to \$578.9 billion and \$225.5 billion respectively (See Table 3).

In the average number of stories for each decade, there was considerable difference between the 1980s and the 1990s. The average number of stories per sample year in the 80s (1982, 1984, and 1986) was 32 while the average number of stories per sample years in 90s (1992, 1994, 1996, and 1998) was 56. The number for the 1990s was almost 1.8 times than that of 80s. The Table 4 shows the frequency of each sample year (See Table 4).

When considering the economic growth of Korea during the sample period, the increasing coverage of Korea were consistent with Korea's economic growth of the 80s

and the 90s. As shown in Table 3, the economic indicators for the 1990s are much higher than those of the 1980s.

The first hypothesis stated: the total number of news stories about Korea would increase between 1980s and 1990s. As the figures in Table 4 demonstrate, there were more news stories in the 90s than in the 80s. Although the number of news coverage for two sample year (1992 and 1998) went into decline compared to previous sample years, it is possible to say that the news coverage increased in the long-term period when considering the average number of story for the 1980s and the 1990s: 32 stories in the 1980s and 56 stories in the 1990s. Thus, hypothesis one was supported.

The average length of news stories was 58.5 seconds per story. It was an interesting finding that the average length of news stories decreased through the 80s (67.3 sec) to the 90s (54.7 sec) though there was more news coverage in the 90s (See Table 5, Figures here are limited by the fact Vanderbilt Index rounds to the nearest ten seconds).

The most popular format was the vo or vo/sot at 42.6 percent (n = 136), followed by package, 38.6 percent (n = 123); and reader, 18.8 percent (n = 60). Among the total units of analysis, 7.8 percent (n = 25) of stories were lead stories, which are the first story in a news program.

Table 5. The Average Story Length in The 80s and in The 90s (in seconds)

	1982	1984	1986	1992	1994	1996	1998
Average Length	52.2	67.4	70.0	62.1	63.4	42.3	53.8

Figures here are limited by fact Vanderbilt Index rounds to nearest ten seconds.

Story Type

Among the total units of analysis, positive news stories numbered 72 (22.6 percent), 158 (49.5 percent) for negative news stories, and 89 (27.9 percent) for neutral news stories (See Table 6). As a whole, news about Korea was dominated by negative news coverage while positive news stories occupied the smallest portion of the newscast.

Although the increase rate was different, the frequencies of negative, positive, or neutral news stories increased during 1990s compared to the 1980s. Seemingly, the frequencies of all story types increased; however it is important to compare the percentage of each story type for the 80s and for the 90s respectively. That is, even if there is a higher number of positive stories in a sample year than previous sample year, the percentage of positive news for that year can be smaller than that of previous sample year. Based on each story type, a more detailed examination is needed.

Positive News Coverage

During the entire sample years, positive news accounted for 22.6 percent ($n = 72$)

Table 6. Frequencies of Story Types during the 80s and the 90s

	80s	90s	Total	Percentage
Positive News	15	57	72	22.6
Negative News	56	102	158	49.5
Neutral News	25	64	89	27.9
Total	96	223	319	100

Intercoder agreement = 0.91

of the total units of analysis. Among them, 20.8 percent ($n = 15$) of the positive news was from the 1980s while 79.2 percent ($n = 57$) was from the 90s. When considering only the 1980s, the positive news accounted for 15.6 percent ($n = 15$) of the total of 96 stories. However, the positive news of the 1990s accounted for 25.6 percent ($n = 57$) of the total units of 223 during the 1990s. That is, there was a 10 percent point increase in positive news in the 90s compared to that in the 80s (See Table 7).

Overall, there were more positive news stories in the 1990s than in the 1980s, however there were several sample years which had a lower number of positive news stories than previous sample years.

Most sample years had more positive news stories than in previous sample years, but two sample years (1994 and 1998) had a lower number of positive news than previous sample years. In addition, when analyzing the percentage of positive news for each sample years respectively, there was three sample years (1984, 1994 and 1998), which had a lower percentage of positive news than previous sample year (See Table 8).

Table 7. The Percentage of Each Story Type for the 1980s and the 1990s

	80s	90s	Total
Positive News	15.6% ($n = 15$)	25.6% ($n = 57$)	$N = 72$
Negative News	58.3% ($n = 56$)	45.7% ($n = 102$)	$N = 158$
Neutral News	26.1% ($n = 25$)	28.7% ($n = 64$)	$N = 89$
Total	100.0% ($n = 96$)	100.0% ($n = 223$)	$N = 319$

n = number of units for each story type

N = total number of units for each story type

In 1982, there was just one positive story, but it accounted for 11.1 percent of the total of 9 stories of 1982. On the other hand, there were 3 positive news stories in 1984, which accounted for 7.9 percent of the total of 38 stories in 1984. That is, there were more positive news stories in 1984, but the percentage of positive news decreased during 1984 compared to 1982 (See Table 8).

On average, however, there were more positive news stories in the 90s than in the 80s and there was a higher percentage of positive news stories in the 90s than in the 80s. The average percentage of the positive news for each sample year was 13.8 percent for the 80s, and 25.8 percent for the 90s. That is, as the amount of GDP and foreign trade of Korea increased from the 80s (\$141.8 billion for GDP and \$57.4 billion for foreign trade) to the 90s (\$538.4 for GDP and \$215.5 for foreign trade), the percentage of positive news also increased from the 80s to the 90s.

These results support the second hypothesis: the percentage of positive news stories increased through the 1980s to the 1990s, as the figures of the table 7 and 8 demonstrate. That is, these results suggest that there was a positive relationship between

Table 8. Change in Number or Percentage of Positive News Stories

	1982	1984	1986	1992	1994	1996	1998	Total
N	1	3	11	15	5	25	12	72
%	11.1	7.9	22.4	31.9	7.9	36.8	26.7	

N = total number of units for that year.

% = percentage of positive news of that sample year.

the Korea's economic growth and the number of positive news stories about Korea although the relationship does not hold true for each sample year like 1994. This positive relationship was more manifest in the long-term period, not year by year.

Among the story topics for positive news coverage, human interest was the largest at 34.7 percent (n = 25), followed by economics, 29.2 percent (n = 21); political, 19.4 percent (n = 14); science/education, 6.9 percent (n = 5); military/defense, 5.6 percent (n = 4); and other, 4.2 percent (n = 3) (See Table 9).

Of the positive news stories, just 8.3 percent (n = 6) of the total of 72 units were lead stories. The most popular format for positive news stories are voice over and package: both 44.4 percent (n = 32), followed by reader: 11.2 percent (n = 8) (See table 12, p 49). The average length of positive news stories was 58.2 seconds per story.

Table 9. Most Covered Topics of Positive News

Topics	Units	%
Human interest	25	34.7
Economic	21	29.2
Political	14	19.4
Science/education	5	6.9
Military/defense	4	5.6
Other	3	4.2
Total	72	100.0

Units = number of units which belonged to each story topic.

% = percentage of each story topic among the positive news coverage (n = 72).

Intercoder agreement = 0.95

Negative New Coverage

During the sample years, negative news accounted for 49.5 percent ($n = 158$) of the total units of analysis. Of the total negative news stories, 35.4 percent ($n = 56$) was from the 80s while 64.6 percent ($n = 102$) was from the 90s (See table 10). The average number of negative news stories was 22.6 story for each sample year. On average, there were 18.7 negative news stories per sample year in the 80s and 25.5 stories per sample year in the 90s.

Considering the 80s and the 90s respectively, the percentage of negative news was 58.3 percent ($n = 56$) of the total of 96 stories in the 80s, and 45.7 percent ($n = 102$) of the total of 223 stories in the 90s. Although, there was more negative news stories in the 90s, the percentage of negative news of the 90s was smaller than that of the 80s (See table 10). That is, there was 12.6 percent decrease in negative news coverage from the 80s to the 90s.

Table 10. Change of Negative News Coverage

	1982	1984	1986	1992	1994	1996	1998	Total
N	5	22	29	19	26	31	26	158
%	55.6	57.9	59.2	40.4	41.3	45.6	57.8	

N = total number of negative news of each sample year.

% = percentage of negative news of the each sample year.

Through the 1980s to the 1990s, the amount of Korea's GDP and foreign trade increased rapidly; on the other hand the percentage of negative news stories decreased during the same period. However, as a whole, negative news stories tended to increase year by year. From 1982 to 1986 negative news stories continued to increase, and decreased considerably in 1992, after 1992 negative news continue to increase again. However, the percentage of negative news decreased from the 1980s to the 1990s because on average the percentage of negative news was relatively lower in the 1990s than in the 1980s.

The third hypothesis was that the percentage of negative news would decrease from the 1980s to the 1990s. The result suggests that there was a negative relationship between negative news coverage and the economic growth of Korea. That is, negative news stories decreased as the economy of Korea developed during the sample periods.

The percentage of negative news was most high in 1986 (59.2 %), followed by 57.9 percent in 1984, and 57.8 percent in 1998. In 1998, there were serious economic problems in Korea; therefore, the economic situation of 1998 could explain the relatively high percentage of negative news of 1998 compared to those of other sample years in the 90s. Although the negative news in 1998 represented the third high percentage among the entire sample years, the percentage of other sample years in the 90s was relatively low (See Table 10). Overall, there were more negative news stories in the 90s, but there was a lower percentage of negative news in the 1990s than in the 1980s since there were more stories about Korea in the 1990s.

Among the story topics of the negative news coverage, military/defense was the largest at 29.1 percent (n = 46), followed by social unrest, 25.3 percent (n = 40);

accident/disaster, 22.2 percent (n = 35); economic, 12.7 percent (n = 20); crimes/justice, 5.1 percent (n = 8); political, 2.5 percent (n = 4); other, 1.9 percent (n = 3); and human interest, 1.2 percent (n = 2) (See table 11).

Of the negative news stories, the most popular format was voice over with 47.5 percent (n = 75), followed by package, 33.5 percent (n = 53); and reader, 19.0 percent (n = 30) (See Table 12). The average length of negative news stories was 55.9 second per story.

Economic News Coverage

Among the total units of analysis, economic news stories numbered 45 or 14.1 percent. Of the economic news stories, 20.0 percent (n = 9) of economic news was from the 80s while 80.0 percent (n = 36) was from the 90s. On average, there were 6.4 economic news stories in each sample year. As for the average number of economic news

Table 11. Most Covered Topics of Negative News

Topics	Units	%
Military / Defense	46	29.1
Social unrest	40	25.3
Accident / Disaster	35	22.2
Economic	20	12.7
Crime / Justice	8	5.1
Political	4	2.5
Other	3	1.9
Human interest	2	1.2
Total	158	100.0

Table 12. Story Pattern According to Each Story Type

	Positive News	Negative News	Neutral News	Total
Voice Over	44.4% (n = 32)	47.5% (n = 75)	32.6% (n = 29)	136
Package	44.4% (n = 32)	33.5% (n = 53)	42.7% (n = 38)	123
Reader	11.2% (n = 8)	19.0% (n = 30)	24.7% (n = 22)	60
Total	100.0% (n = 72)	100.0% (n = 158)	100.0% (n = 89)	319

stories for each decade, there were 3 economic news stories in the sample years of the 80s and 9 stories in the sample years of the 90s. The percentage of economic news was 9.4 percent (n = 9) of a total of 96 stories in the 1980s, while 16.1 percent (n = 36) of a total of 223 stories was in the 1990s (See Table 13).

Overall, the average number of economic news during the 90s was three times higher than that of the 1980s; however, there was just 6.7 percent increase of economic news in the 1990s compared to the percentage of the 1980s because there were relatively more news stories in the 1990s than in the 1980s.

The fourth hypothesis was that the percentage of economic news would increase through the 1980s to the 1990s. As the table 13 demonstrated, there were more economic news stories and a higher percentage of economic news stories during the 1990s than during the 1980s. Considering the economic growth of Korea from the 1980s to the 1990s, the increase of economic news was consistent with the increase of the amount of Korea's GDP and foreign trade from the 1980s to the 1990s. In the sample years of the

Table 13. Change of Economic News Coverage

	1982	1984	1986	1992	1994	1996	1998	Total
N	1	1	7	10	4	10	12	45
%	11.1	2.6	14.2	21.3	6.3	14.7	26.7	

N = total number of negative news of each sample year.

% = percentage of economic news with each sampled year.

1980s, the average amount of GDP and foreign trade of Korea was \$141.8 billion for GDP and \$57.4 billion for foreign trade. However, those amounts increased \$538.4 for GDP and \$215.5 for foreign trade in the 1990s.

That is, these results suggest that there was a positive relationship between the percentage of economic news coverage and the growth of Korean economy. Hypothesis Four was supported. However this relationship was more manifest in the long-term period.

Overall, among the economic news coverage, positive economic news represented 46.7 percent (n = 21), followed by negative economic news, 44.4 percent (n = 20); neutral economic news, 8.9 percent (n = 4). However there were considerable differences in the types of economic news between the 1980s and the 1990s. During the 1980s, positive economic news accounted for 66.7 percent (n = 6), followed by neutral economic news, 22.2 percent (n = 2); negative economic news, 11.1 percent (n = 1) of a total of 9 stories in the 80s. On the other hand, in the 90s, negative economic news was the largest at 52.8 percent (n = 19), followed by positive economic news, 41.7 percent (n = 15);

neutral economic news, 5.5 percent (n = 2) of a total of 36 economic stories in the 90s (See Table 14).

As for the formats of the economic news stories, the package was the largest at 66.7 percent (n = 30), followed by V/O, 20 percent (n = 9); and reader, 13.3 percent (n = 6). The average story length of economic news stories was 76.8 second per story. Among the economic news, 8.9 percent (n = 4) were lead stories.

Table 14. Story Type of Economic News Coverage in the 80s and in the 90s

	Positive Economic	Negative Economic	Neutral Economic	Total
In the 80s	66.7% (n = 6)	11.1% (n = 1)	22.2% (n = 2)	100.0% (n = 9)
In the 90s	41.7% (n = 15)	52.8% (n = 19)	5.5% (n = 2)	100.0% (n = 36)

CHAPTER 5

DISCUSSION AND CONCLUSION

Introduction

There have been many arguments about the Western media's news coverage of Third World countries. Many Third World countries and scholars have claimed that the Western media have different standards of news selection for different countries or for different regions. In brief, their arguments can be called a negative news perspective.

Although the negative news perspective widely has been accepted in the field of mass communication, another interpretation about the Western media's pattern of foreign news coverage is the economic perspective. It suggests that the most important factor influencing foreign news coverage is not a country's or a region's image, but a country's economic status.

To examine which argument can better explain the Western media's pattern of foreign news coverage for Third World countries with rapid economic growth, this study chose Korea as a country to be examined. Korea is not only a Third World country but is also a rapidly developing country, and so studying long-term news coverage about Korea seemed to be appropriate for the purpose of this research.

Overall News Coverage

The result showed that there were many more news stories about Korea in the 1990s than in the 1980s. Among the total 319 stories, about 70 percent of the stories were

from the 1990s. Although, there was one more sample year in the 90s, the number of stories in the 1990s ($n = 223$) was more than twice of the 1980s (See Table. 4, p 41).

These results might suggest that the issues and events of Korea were of more importance to the U.S. in the 1990s than in the 1980s as the economy of Korea grew. That is, the results might be consistent with the growth of Korean economy. Generally, the news coverage of Korea increased from the 1980s to the 1990s. In case of 1998, however, the news stories about Korea decreased considerably compared to previous sample year. The decrease of news stories in 1998 was also consistent with the economic downturn of Korea during that year. Therefore, this study lends some support to the economic perspective on news priorities.

When considering the economic growth of Korea during the 1980s and the 1990s, these results answer the first research question: did the number of news stories increased from the 1980s to the 1990s? That is, these results imply a positive relationship between the growth of a country's economy and increasing news coverage of the country. However, this positive relationship was more manifest in the long-term period not in year by year.

Of the results, it was an interesting finding that the length of news story had been decreased during the sample years in the 1990s compared to those of the 1980s. The average story length in the 90s was 54.7 seconds per story while 67.3 seconds in the 80s. That is, there was shorter but more number of stories in the 90s than in the 80s (See Table 15). This trend might indicate a desire by the networks to attract more viewers by putting more news and shorter stories in their limited time period. Or this trend might indicate that networks put more voice-overs in their news program and might be due to the

Table 15. Change of Story Length in The 1980s and in The 1990s (in seconds)

	1982	1984	1986	1992	1994	1996	1998	Average
Average Length	52.2	67.4	70.0	62.1	63.4	42.3	53.8	58.7

situation of decreasing overseas bureaus because of budget cut and increasing dependences on other world wide news organizations such as WTN, APTV, and Reuters TV.

Another interesting finding is that there was much less coverage of Korea on the CBS compared to ABC and NBC. CBS gave the least coverage at 28.8 percent (n = 92) while 38.2 percent (n = 122) on ABC and 32.9 percent (n = 105) on NBC. The considerable difference between CBS and ABC might imply different standards of news selection among networks even about a same foreign country; however, their news selection standards can continue to change through the competition between networks. Also, it might suggest CBS didn't have a nearby crew or an interested reporter and might suggest ABC work News Tonight focus.

Overall, most of news stories about Korea were negative. This result suggests that negative issues or events of Korea were more attractive to the U.S. media although negative news gradually decreased during the sample years.

During the entire sample period, the most popular topic was military/defense at 21.6 percent (n = 69), among them 46 stories were negative news while just four stories were positive news. These results suggest that the U.S. media considered Korea as an unstable zone because there are a lot of conflicts between North and South Korea. When

considering the fact that Korea is only one culture which has been divided into two ideological governments in the world, and that the U.S. had been involved in the Korean War in the 1950s, it seems reasonable that the U.S. media paid more attention to military/defense of Korea.

Positive News Coverage

Among the entire sample, 22.6 percent ($n = 72$) were positive news items. There were more positive news in the 1990s than in the 1980s. When considering the news coverage of the 1980s and the 1990s respectively, positive news were 15.6 percent ($n = 15$) of the total 96 stories in the 80s, and 25.5 percent ($n = 57$) of the total 223 stories in the 90s.

Although, there was just about a 10 percent rate of increase in positive news from the 80s to the 90s, these results were generally consistent with the growth of Korean economy in the long-term period. However, most of the positive news stories were related to the U.S. or Americans. That is, any news stories involving the U.S or Americans had better chance of being positive. For example, Michael Jackson's visit to Korea was positive, but a similar star's visit from another country was treated negatively by stressing unexpected incidents due to stadium congestion. Also, a peace talk, mediated by the U.S., between North and South Korea was presented positively.

Generally positive news stories included sports events, entertainments, cultural events and economic developments of Korea. Of the positive news stories, most stories were about human interest and economic activity of Korea.

As for the story order, there were no lead stories in the 80s, but 6 stories were lead stories in the 90s. This might imply that news stories during the 90s had more important news value than those of the 80s because a lead story on a news program reflects the news value of the issue or event. Generally, however, lead stories about Korea were rare.

In addition, the average story length of positive news decreased considerably from 103.7 second in the 1980s to 46.2 second in the 1990s. This result was consistent with the overall decrease of story length from the 1980s to the 1990s. The decrease of story length might mean that U.S media did not deal positive issues or events of Korea in depth manner in the 1990s or there were some changes in news reporting techniques from the 1980s to the 1990s.

Moreover, during the 1980s, there was a tendency of the positive news stories to be longer than negative news stories although there was small number of positive news ($n = 15$). The average length of positive news stories was 103.7 seconds while 66.9 seconds for the negative news. On the other hand, during the 1990s, the story length of positive stories ($n = 57$) tended to be close to that of negative stories. The average length of negative news stories was 49.9 second, while 46.2 second for the positive news stories. This result might suggest that U.S. media applied similar standards to both positive and negative news coverage in the 1990s.

Negative News Coverage

During the sample years, negative news stories represented 49.5 percent ($n = 158$) of the entire sample. Although there were more negative news stories in the 1990s ($n = 102$) than in the 1980s ($n = 56$), the percentage of negative news in each decade

decreased from the 1980s to the 1990s. That is, when considering the 1980s and the 1990s respectively, negative news stories of the 80s accounted for 58.3 percent ($n = 56$) of the total units ($n = 96$) of the 1980s; however, negative news of the 90s was 45.7 percent ($n = 102$) of the total units ($n = 223$) of the 1990s.

During the sample years, the economy of Korea continued to grow year by year; however, the number and percentage of negative news stories tended to fluctuate year by year. Considering this fact, it is possible to say that newsworthiness of a certain issue or event could have been the key factor, not the economic growth, in changing negative news coverage. However, overall, negative news coverage decreased from the 1980s to the 1990s.

These results might suggest that there was a certain relationship between the Korea's economic growth and negative news stories about Korea when considering decreasing negative news coverage during the economic growth of Korea. However, this relationship was more manifest in the long-term period.

Like the results of positive news stories, the average length of negative news stories decreased from the 1980s to in the 1990s. Of the negative news stories, the most popular format was V/O both in the 1980s and in the 1990s. In the 1990s, there were more V/O than package stories. The V/O stories accounted for almost 50 percent ($n = 51$) of the entire stories of the 1990s (See Table 16). However, there were the same number of V/O and package stories in the 1980s. A V/O story is much shorter than a package, this can explain the decrease of story length from the 1980s to the 1990s.

Table 16. Story Format of Negative News Story

	In the 1980s	In the 1990s	Total
V/O	24	51	75
Package	24	29	53
Reader	8	22	30
Total	56	102	158

In the 1980s, the most popular topic of negative news was social unrest ($n = 28$) and accident/disaster ($n = 11$). On the other hand, military/defense ($n = 40$) was the most popular topic during the 1990s. During the 1980s, there were lots of news stories about anti - government demonstrations because the military regime suppressed democracy in Korea. In the 1990s, most stories about military/defense were related to North Korea.

Further, any news stories involving North Korea tended to be negative. This was because there were serious conflicts between North Korea and U.S. with regard to nuclear arming of North Korea. In fact, during the 1990s, threats of nuclear arms and guerrilla raids of North Korea were the main focuses of most negative news stories about Korea.

Among the U.S. networks, NBC was the most favorable to Korea. NBC gave the highest number of positive news stories and the lowest number of negative news stories about Korea. This might be due to the fact that NBC and CNBC's recent efforts to develop an audience base in Asia. Now, CNBC reaches approximately 2million Asian cable and satellite subscribers.

Economic News Coverage

Among the total units of analysis, economic news accounted for 14.1 percent (n = 45). As the results in the previous chapter indicated, there were more economic stories in the 1990s than in the 1980s.

Although there were some fluctuations in frequencies during each sample years, economic news coverage showed an overall increase as the economy of Korea grew from the 1980s to the 1990s. These results suggest a positive relationship between the growth of Korea's economy and increasing economic news stories of Korea.

In the economic news stories, the most interest finding was that economic news stories showed the different patterns according to story types. That is, as a whole positive news stories increased while negative news stories decreased from the 1980s to the 1990s. In the economic news, however, positive economic news decreased while negative economic news increased from the 1980s to the 1990s although there were more economic news stories during the 1990s (See Table 17).

These results were largely due to the Korean economic situation during the 1990s, the Korean economy went through a serious economic crisis and lots of strikes in many industries. The number of economic news stories were highest in the 1998.

Table 17. Type of Economic News in The 80s and in The 90s

	Positive Economic	Negative Economic	Neutral Economic	Total
In the 80s	66.7% (n = 6)	11.1% (n = 1)	22.2% (n = 2)	100.0% (n = 9)
In the 90s	41.7% (n = 15)	52.8% (n = 19)	5.5% (n = 2)	100.0% (n = 36)

Almost all of economic stories in 1998 were negative news stories focusing on economic crisis of Korea. This unusual economic situation of 1998 caused the decrease of positive stories and the increase of negative news stories. Most of negative economic news stressed the structural weakness of Korean economy, which could be seen as a serious problem in the many other newly industrialized countries.

Although the highest number of economic stories occurred in 1998, the total news stories from 1998 decreased compare to the previous sample year. Because the Asian economic crises must have been worldwide issues in the 1998, it was a surprising result that the coverage of Korea decreased considerably compared to previous sample year. This result might be because of the difficulties of visualizing the economic news stories.

When the researcher examined the coverage of other countries in 1998, it was possible to find that U.S. media seemed to be more interested in other countries (e.g. Indonesia), which went through a more severe crisis than Korea, and the economy of Japan, a rival of U.S. in the world economy.

Like the positive or negative news stories, the average length of economic news stories also decreased from the 1980s to the 1990s. The average length of economic news was 85.6 second in the 1980s while 74.6 second in the 1990s. This result also followed the overall decrease of story length from the 1980s to the 1990s.

Summary

The main reason for this study was to find which perspective, economic news theory or negative news theory, better explains the Western media's Third World news

coverage especially for the rapid developing Third World countries. The economic perspective says, as the economy of a Third World country grows, the content of news coverage changes, too. However, these changes will be more manifest in the long-term periods, not year by year.

In the case of positive news coverage, there was 10 percent increase of coverage from the 1980s to the 1990s as the economy of Korea developed. There were relatively small changes compared to positive or negative news coverage. Economic news coverage increased as the economy of Korea grew from the 1980s to the 1990s. On the other hand, there was 12.6 percent decrease of negative news coverage from the 1980s to the 1990.

Therefore, it might be certain relationships between the economic growth of Korea and the news coverage of Korea. That is, as the economy of Korea grew during the sample period, positive and economic news coverage increased and negative news coverage decreased during the same periods. However, the results cannot be generalized because it examined just one country, Korea, and limited time periods.

Overall, the results of this study suggest that the economic perspective can be a possible tool to explain the news coverage of economically developing Third World countries although the results did not hold true year by year. However, this does not mean that economic theory can better explain all the aspects of news coverage about all Third World country because this study examined just one country and just several sample years. However, it at least proved this possibility in explaining characteristics of Western media's foreign news coverage.

As a whole, although news stories about Korea were dominated by negative news coverage, the content of news coverage for Korea continued to change as well, as if the

economy of Korea continued to grow. However, the changes were too weak to conclude that the economic growth of Korea differentiates its coverage from those of other Third World countries.

Limitation and Recommendations for the Future Studies

It is difficult to determine what kind of time period to use in such a study. This researcher chose twenty years, but ten years or even five years might have worked with different classifications systems. It could even be possible to trace the variables over a single year, if that were the short-term goal.

For an exploratory study such as this, it was convenient to use the Television News abstracts of Vanderbilt University. However, for more precise study, a researcher would need to see the actual news reports from the tapes to categorize them, perhaps differently from the abstracts. In fact, when the researcher reviewed the tapes which show several news stories, there were some inconsistencies with the abstracts such as story length and video materials. That is, story length was not exactly same with the abstracts because the Television News Index was rounded by ten seconds. Also, story type of the stories regarding Pope John Paul's or President George Bush's visits to Korea were different from the results of the abstracts.

It was sometimes difficult to make determinations about what is positive, negative, or neutral news. While the intercoder reliability was acceptable, this problem is endemic to content analysis. A tighter classification scheme would make the job easier. On the other hand, a study of one country might not carry over to another. Different cultures have different definitions and contexts in which to judge news stories. This, as

this researcher sees it, is what makes it difficult to generalize from one Third World country to another.

Finally, if a research use recent sample years, it can be better to include CNN because it deals more news about foreign countries and is considered as one of important news media in U.S. In addition, it would be even better to examine Western news outlets.

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APPENDIX

Coding Sheet

1. Story number: ()
2. Network: 1. ABC () 2. CBS () 3. NBC ()
3. Year of the story: 1. 1982 () 2. 1984 () 3. 1986 ()
4. 1992 () 5. 1994 () 6. 1996 () 7. 1998 ()
4. The Order of Story:
 1. Lead Story ()
 2. Other ()
5. The Pattern of Story
 1. Voice Over () 2. Package () 3. Reader ()
6. Story Length (/in seconds)
7. Story Type:
 1. Positive news coverage ()
 2. Negative news coverage ()
 3. Neutral news coverage ()
8. Categories of Topics:

1. Science/Education ()	2. Human interest ()
3. Social unrest ()	4. Crimes/Justice ()
5. Military/Defense ()	6. Accidents/Disasters ()
7. Political ()	8. Economic ()
9. Other ()	

VITA

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