

A CONTENT ANALYSIS OF NEWS STORIES SUBMITTED TO
CNN WORLD REPORT BY FORMER SOVIET CONTRIBUTORS
DURING THE PERIODS 1990-91 AND 1993-94

by

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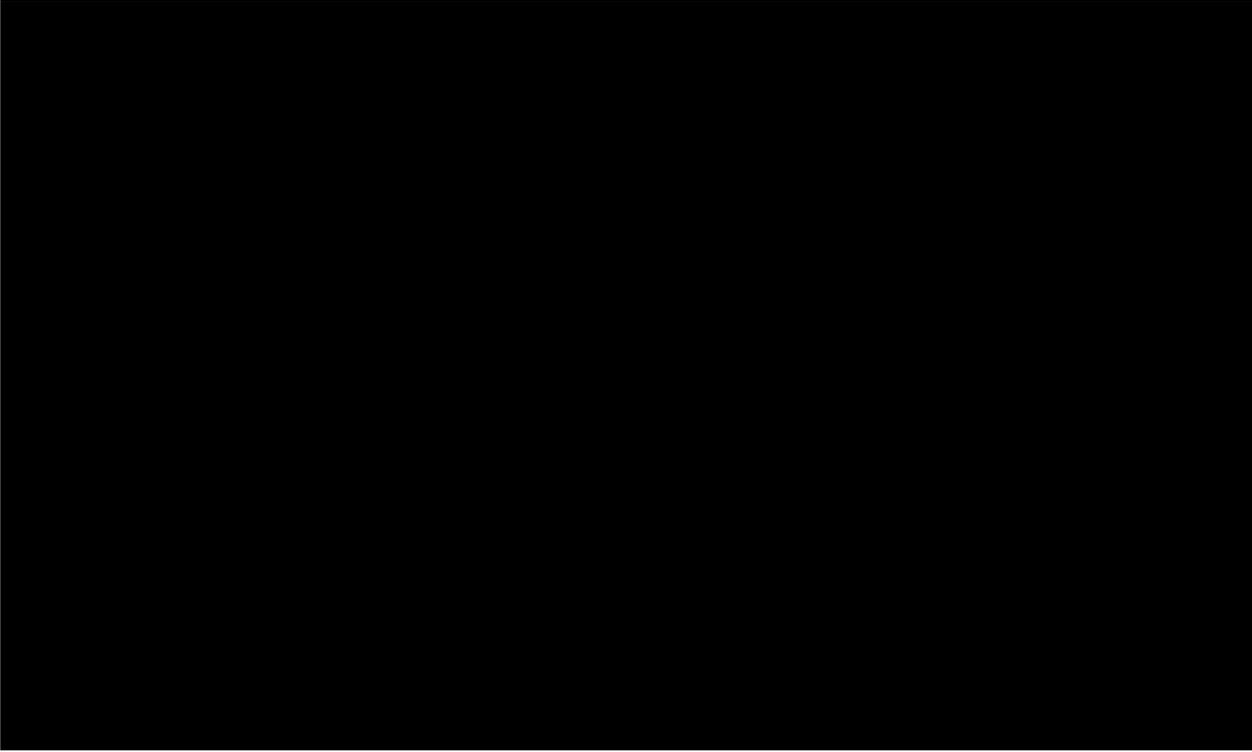
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CHAPTER I

INTRODUCTION

On August 18, 1991, hardline Communists took control of the Soviet Union. The attempted coup was short, lasting only three days before the hardline Communists retreated. The failed coup represented the beginning of drastic changes in the Soviet Union. Many of those changes involved the media. Izyumov (1992) wrote, "These changes developed in three major directions: the removal of hardliners and the junta sympathizers from editorial boards; strengthening of the Russian Republic's (Boris Yelstin's) hand in the national media and the acceleration in the shift of control from the state journalists themselves" (p.28).

The demise of the Soviet Union may have brought about the collapse of the Communist party, but we must ask if the fall brought about freedom in other aspects of life. More importantly, what changes did the media encounter? Rogerson (1997) examined the transitions the media encountered in Russia and Poland after the fall of Communism. He wrote that to understand the relationship between the media and the political institutions during a transitional period, one must look at the theories behind transitions (p. 331). Rogerson defined the theories as (1) transitions to democracy and (2) transitions from authoritarian regimes (p. 331). He concluded that the mass media never seem to lay down and let current political institutions abuse their power, but there are indications

that the ebb and flow of the political, economic and social tides of a nation have an impact on mass media (p. 350).

In her unpublished study, *Professional and Ethical Values of Central and Eastern Europeans Contributors to CNN World Report and of the United States Journalists*, Panturu (1998) supported this point, stating that “direct censorship has mostly vanished, but there are recurring attempts to undermine independent and private media mostly by using economic and financial levers” (Panturu, 1998, p.2).

Purpose of the Study

Since it began in October 1987, *CNN World Report* has emphasized the importance of giving viewers a perspective from around the world. Fournoy (1992) quoted Stuart Loory, *CNN World Report* creator as saying, “It is the philosophy of the *CNN World Report* that we be as inclusive as possible, rather than exclusive. That means we try to create a true marketplace of viewpoints and perspectives on the news around the world” (p.25). Other than time constraints, three minutes in the beginning, there are no rules regarding the types of reports contributors can submit to *CNN World Report*. The subject matter is left up the journalist. Fournoy (1992) wrote, “The World Report editor worries less about the story being one-sided than about whether there are enough sides being aired to give the audience the widest possible perspective” (p.25).

Nearly 20 former Soviet Union stations have contributed to *CNN World Report* since its inception. All contributions were made under the *CNN World Report* philosophy that contributors were free to choose and report the stories they feel need to be told.

It has been more than a decade since the collapse of the Soviet Union. How did these events affect the mass media? More importantly, what role do television journalists play in the equation? Rogerson (1997) said journalists play: (1) information givers, (surveillance of environment), (2) agenda setters and mobilizers, (correlation of parts of society); and (3) reinforcers of values transmission of cultural heritage, (transmission of social heritage)" (p.348).

As information givers, journalists in the former Soviet Union strive to give what they feel is "more objective and truthful information," (Rogerson, p.348). As agenda setters the journalists enter a role not previously held. During the Communist regime, the political party set the agenda that controlled the media. Rogerson (1997) suggested the role of the media in areas of the former Soviet Union is that of a collaborator. That is to say, "the press relies on organizations for information and reciprocally organizations rely on the press for the dissemination of it" (p.349).

Statement of Problem

Contributors to *CNN World Report* provide insight into the happenings in their country. It can be an issue of human interest or one that shows the country in turmoil, as was the case for former Soviet Union contributors. The events of

political, economical, and societal struggles were amplified the day hardline Communists attempted to take over the Soviet Union.

This study focuses on the reports submitted by former Soviet Union contributors to *CNN World Report* during 1990-1991 and 1993-1994. The study uses the two time frames to reveal the difference in the types of reports submitted, the topic of those reports, the use of government sources and the level of reporter objectivity in the reports submitted by these contributors to *CNN World Report*.

A content analysis of this type requires explanations as to the types of news reports submitted by former Soviet Union contributors as well as the topics covered in those reports. Therefore, Rytel's coding instrument from his 1997 study about Polish news reports submitted to *CNN World Report* during two different sociopolitical conditions was used as a guideline for this study. The researcher made minor adjustments to make the research instrument more applicable to this study. The researcher added questions about the format of the report, the presence of an on camera reporter stand-up and the length of the report.

The research attempts to show the effects the change in political and social structure and, in essence, those who set the agenda, have on the types of reports submitted to *CNN World Report* by former Soviet contributors. Rytel's (1997) study showed the effects the demise of the Communist party had on Polish news reports. The content analysis of Polish news submitted to *CNN World Report* indicated a change in the number of "hard" news stories and a

change in presenting conflicts or problems and various perspectives on issues in their stories (Rytel, 1997, p.68). The type of sources also changed during the two time periods examined. Sources became their main process of obtaining information as opposed to reporter opinion only (Rytel, 1997, p.68).

Importance of Study

Rogerson (1997) wrote, "Transitions from authoritarian systems, and especially from hard-line communism, as in the case of Russia, usually result in a period of flux while the mass media acts [sic] differently than it did under the authoritarian regime" (p.349). He predicted that "...there is hesitancy to place the mass media in their former position as a mouthpiece for the government, but, on the other hand, there may be even greater hesitancy to give them the liberal freedom dictated by an increasingly democratic orientation (p. 329).

This content analysis examines news stories during the periods from 1990-1991 and 1993-1994 because these years represent a period before the fall of communism and a period after the fall. The degree to which communism held power over the mass media may reveal a direct reflection on the content of those news stories. A comparison of stories submitted to *CNN World Report* during the study periods may capture the essence of the relationship between media change and social change.

The extent to which the government controls the media has a direct effect on journalistic coverage. Communist authorities realized that it was difficult to control how an audience read and assimilated meanings distributed by the media

(Jensen & Rosengren, 1990). Therefore, they settled for cognitive control-controlling what people were allowed to know (Jakubowicz, 1992, p. 127). One would assume a content analysis of stories submitted to *CNN World Report* before and shortly after the official liquidation of the Soviet Union would determine if the change in social systems resulted in media change. The researcher suggests, after studying the content of news stories submitted to *CNN World Report* during the periods of 1990-1991 and 1993-1994, that there was, in fact, a change in the types of news stories covered and the way in which the journalists covered the stories. Jakubowicz (1995) reported that, in order to understand the process of media transformation in areas such as the former Soviet Union, we must first understand the general process of social and political change in the region. Jakubowicz cites Zbigniew Brezinski's (1994) framework for analyzing media transformation. The framework includes three stages: the breakthrough, then the transformation of changes, and finally the emergence of a stable democratic system (p. 130). Once one understands these stages, the reasoning behind the changes in the media structure become clearer. During the years 1990-1991, the Soviet Union and the communist regime were coming to an end and as expected, social structures changed dramatically. A study of *CNN World Report* stories submitted within this time period offered insight into the effects of social changes. The researcher found that a comparison to the reports submitted during 1993-1994 helped to reveal the transformation in media.

CHAPTER II

LITERATURE REVIEW

Overview

This chapter will present literature about the media in the Soviet Union before and after the fall in 1991. The first portion of the literature deals with the Soviet totalitarian theory. The researcher then goes on to discuss the mass media in the Soviet Union. The next section addresses what news is and how it is covered. The last section explores the advent of *CNN World Report*.

Introduction

Rogerson (1997) deduced that since the fall of the Communist party the media have decreased in social relevance, cohesiveness, and power. The media, which were once used as the tool of the Communist party, are now in a state of transition with an uncertain future. In Communist states, leaders controlled trade unions, collective farms, and the writers' union. Schramm, Siebert and Peterson (1956) wrote "the key to the whole system {Soviet} is control of the media through which negative sanctions wielded by mass organizations are positively reinforced by the propagation of Communist ideology and policies" (p. 7).

By 1991, when the hardline Communists failed to overthrow the government, the media started on an uncertain road to a more libertarian media system. But as Rogerson (1997) pointed out, politics still to this day plays a role

in the media. Government organizations use the media to promote their issues and the media use government organizations for information.

Soviet-Totalitarian Theory

Mass media--newspapers, television, magazines and radio--are important aspects of society. Severin and Tankad (1992) wrote, "The mass media are many things to many people and serve a variety of functions, depending on the type of political and economical system in which the media function, the stage of development of the society and the interests and needs of specific individuals" (p.285). Siebert, Peterson, and Schramm (1956) divided the world's press into four categories: authoritarian, libertarian, social responsibility, and Soviet-totalitarian. These "normative theories" are observed theories and were not derived by using social science methods (Severin & Tankard, 1992, p.285).

The Soviet-totalitarian theory provided the most appropriate theoretical explanation of media change for this study. The Soviet-totalitarian theory called upon media to contribute to the success and continuance of the Soviet socialist system and, especially, to the dictatorship of the party (Severin & Tankard, 1992, p.287). Under the Soviet totalitarian theory, the media are state-owned and controlled by the economic or political action of government.

Since the Soviet Communist party fell from power, the Soviet totalitarian theory is slowly diminishing. The party no longer directly controls the media; although, indirectly some believe the "party" members are still in control. However, in theory, after the demise of the Communist party, the Soviet bloc

began to look to the United States and to the idea of democratic speech and press freedom (Rogerson, 1997, p.331).

Rogerson (1997) described the media change after the fall of the Communist regime as transitional. He wrote, "that transitions from hard-line communism usually results in a period of flux while the mass media acts differently than it did under the authoritarian regime" (p. 349). He examined the role of the media in transition from authoritarian political systems to democracy. His study focused on the print media in Russia and Poland, but his findings provided insight on the effect a changing political and economical system had on the media as a whole. He found that the role mass media in Russia and Poland play is as information giver, agenda setter, reinforcer of values, and transmitter of cultural heritage (p.348).

The role of information giver, Rogerson (1997), said gave the reporter a chance to report the news more objectively and truthfully. The role of agenda setter gives the media the power to set the people's agenda. He wrote, " People use the agenda to support their ideas and actions in ways that tend to match the general composition and structure of message systems provided that there is other environmental support for these choices and interpretations" (p.348). The final roles are that of the reinforcer of values and ideas and transmitter of cultural heritage.

Rogerson (1997) concluded his study by suggesting that while a change in political regime may affect the media, it may not be as drastic as one would believe. "The mass media never seem to lay down and let current political

institutions abuse their power, but there are indications that the ebb and flow of the political, economic and social tides of a nation have an impact on them” (p.350). This is the state of the media in the former Soviet Union today, it is in a state of transition, a state of economic flux and uncertain political future. The media is searching for their role.

Mass Media in the Soviet Union

Until 1991, the broadcasting industry in the former Soviet Union was regulated heavily and dominated by the state and the Communist Party (Gross, 1995). Audience members were presented with the Communist point of view; they did not see or hear any other opinions. This relationship began to change slightly during the late 1980s. This became known as the periods of glasnost and perestroika. Glasnost means transparency and perestroika means restructuring (Rogers & Heisey, 1996, p. 112). Mikhail Gorbachev became party secretary and began to actively promote glasnost and perestroika (Rogerson, 1997). It was during this time that journalists could express anti-communist views. The legal framework for freedom of expression was created by a media law that prohibited censorship (Benn, 1996, p. 471).

For decades, the Soviet media lived under the strong-arm of censorship. The media were controlled by the state, which meant the Communist party. Control began to shift marginally with the process of perestroika. Shortly after the death of one of the Soviet Union’s leaders, Leonid Brezhnev, the Soviet

media began to mirror the Western media's rules and regulations. The whole restructuring process became known as perestroika.

The idea of restructuring their media systems to mirror the west's (perestroika), many believed, only touched the surface. Glasnost may have been the reform journalists were looking for. Glasnost, Americans believed, meant "openness," but in old Russian "glas" meant voice and the suffix "nost" was like the English "ness". So glasnost literally meant "voiceness"; speaking out loud as policy (Martin & Chaudhary, 1983, p.131). Glasnost, some say, "gave the green light to the idea of dealing with the capitalist media on its own terms: feeding information rather than denying it, satisfying the journalist's need for scoops"(p.134).

Did the idea of glasnost open up the flow of communication for journalists? A disastrous accident gave Soviet journalists their first taste of what glasnost really meant. The Chernobyl accident, which involved the explosion of a Soviet nuclear reactor, gave Soviet journalists the means to put glasnost to the test. Reports about the severity of the disaster and the defensiveness of the Soviet regime against outsiders seemed to contradict the idea of "openness." News of the effects of the disaster did not reach those living in the Soviet Union for days. When news finally did come, it was in a statement printed in the daily newspaper, *Izvestia*. It stated:

An accident has taken place at the Chernobyl power station, and one of the reactors was damaged. Measures are being taken to eliminate the consequences of the accident. Those affected by it are being given assistance. A government commission has been set up. (Martin & Chaudhary, 1983, p.140)

Ten days after the nuclear reactor exploded, two government officials held a news conference explaining in detail what happened at Chernobyl. This news conference, at which Soviet authorities gave reliable and official information, was unprecedented in the context of disaster (Martin & Chaudhary, 1983). This move, although later than expected, suggested the Soviet people could restore their faith in the whole idea of glasnost.

During 1990-1991, the earlier time period used for this study, the media in the former Soviet Union were controlled by the Communist regime. Party-controlled media offered a different view on the question of what news was. Hollander (1972) said, "In the Soviet context basically anything which can be used to illustrate current party policy or economic progress was considered worthy of publication and almost anything else is considered unimportant and unworthy" (p.37). Events that were considered "unworthy" are often not mentioned at all on television broadcasts or are buried in small sections of newspapers. Some question whether this was an act of censorship or in the result of inefficiency and slow distribution.

The idea of suppressing the news or even of the party deciding what is newsworthy has been in place since Lenin's reign. However, in a different aspect, Lenin stated, "The state gets its strength from the consciousness of the masses. It is strong when the masses know everything and do everything consciously" (Martin & Chaudhary, 1983, p.70).

Some researchers argued that even though the fall of the Soviet Union allowed for media freedom in theory, practice was a different story. During the post-Soviet period when Russian liberals largely supported Boris Yeltsin, most of the Russian media appeared to adopt a strongly pro-government stance (Benn, 1996). Panturu (1998) suggested that the new-found democracy that swept over Central and Eastern Europe did not wash away the controlled press. Panturu added, "direct censorship has mostly vanished, but there are recurring attempts to undermine independent and private media mostly by using economic and financial levers"(p. 2).

What role do mass media play in the former Soviet Union? Mikhail Nenashew, the chairman of Gosteleradio, the State Committee for Radio and Television during 1990 specified the three major functions of media were to inform, to convince, and to comfort (Pravda, February 5, 1990). Official recognition that the mass media should inform was a sign of glasnost, but Androunas (1991) suggested that the other two functions seemed to undercut that goal. She added that to "convince" sounded like a slightly veiled euphemism for the media's well-known propaganda function (p. 187). According to Androunas (1991), "in the early 1990s in the era of glasnost, journalists were still being censored. If a journalist complained they [sic] were quietly taken off the air or asked to cover cultural life instead of politics" (p. 197).

Researcher Yelena Rykovtseva (1998), agreed that the post-Soviet mass media may not enjoy the freedom arena some would like to believe. Rykovtseva stated the mass media have changed but operational reality remains the same.

The media are now working for an owner-for his business and his political needs (p. 45). She added that this kind of control will cause the theory of alleged mass media freedom to fail. The political connections cannot always be proven because the owners of the mass media entities are hard to uncover. Rykovtseva concluded with the strong statement, "In at least one way owners of the mass media are like people who put out contracts for high-profile murders: Everyone knows who they are but no one can prove it" (p. 45).

The role of the journalists in the former Soviet Union may not have changed after the fall of Communism, but who shoulder the blame for the situation remaining the same? Panturu (1998) suggested perhaps the journalists themselves played an important role in the fate of the media. Panturu cited a 1991 study sponsored by the International Media Fund. The study stated, "...the journalists themselves often are unable to cast off practices ingrained under the old regimes when subservience was a virtue"(p.31)

The News

How does one define news? For many journalists the term news holds many different meanings. Hausman (1992) suggested that news was defined by those who reported it. News can be timely or it can literally be what the gatekeeper of the newsroom deems as news. Hausman quoted Ken Metzler's definition of news: "News is 'prompt, bottom-line recounting of factual information about events, situations and ideas (including opinions and interpretations)

calculated to interest an audience and help people cope with themselves and their environment”(p. 7).

How did these gatekeepers, those in charge of the daily news operations, decide what news was? White (1950) conducted one of the first studies on gatekeepers. His study closely examined one newspaper’s gatekeeper to determine how he chose his news: the newspaper’s wire editor used his own emotions to dictate what was news and what wasn’t. “It is a well known fact in individual psychology that people tend to perceive as true only those happenings which fit into their own beliefs concerning what is likely to happen” (p.71). In other words, White found that regardless of the attempt to try to be unbiased and cover what news was important to everyone, the gatekeepers’ personal beliefs entered the equation intentionally or unintentionally.

Berkowitz (1992) offered a slightly different view by suggesting that news was not necessarily based on routine but on competition. He examined what happened when non-routine news took over a newscast by spending six weeks observing a mid-western television station’s news coverage of an airplane crash. Berkowitz found that on an average day choosing what was news simply involved taking items from a list. “Pseudo-events that contained strong visual imagery were favored over routine public meetings”(p. 366).

One of Berkowitz’s most interesting findings involved the “what-a-story” process. He used Tuchman’s (1978) study to define the “what-a-story.” One definition Tuchman used was “the drastic change from the everyday work rhythm to a pull-out-the stops, call-in-the troops mode.” In considering the what-a-story

concept, Berkowitz suggested that the gatekeepers do not define news; the world and its happenings do.

While examining the operations of the television station's coverage about a plane that crashed into a hotel, Berkowitz (1992) wrote that competition was another factor that defined news. The plane crash mentioned earlier created a sense of fury among competing stations, making one station's "news" another station's "news" simply to fuel competition.

Once a journalist decides what news is, deciding what is important enough to cover is the next step. For example, a journalist might choose between the political story and the dog rescue story, both of which can be put into one of two categories: A "hard" news story or a human interest story. How does the reporter know the difference? The question is particularly important to this researcher's study. According to Hausman (1992), hard news is generally thought of as breaking news; specifically, a timely story of great import (p.11). A soft news story has more human appeal. This type of story speaks to the human emotions. "It's soft because it's lacking in the values of timeliness and magnitude" (Hausman, p.11). Importantly, the two defining criteria were not necessarily exclusive.

Reporter Objectivity

In addition to the types of news, researchers have explored the absence or presence of reporter objectivity. A news story may be told in several ways, through the eyes of those directly or indirectly affected. The common ground is

the reporter who generally is supposed to tell the story free of personal or biased beliefs, thus objectively. Hausman used the political arena to solidify this point. Hausman (1992) wrote that in terms of politics the issues were relatively clear cut. A reporter could think what he or she wanted, but only the facts were reported.

Kuklinsk and Sigelman (1992) offered another view. In their study, which examines the network's television news coverage of U.S. Senators, the researchers set out to explore the level of objectivity among networks. They analyzed network coverage of U.S. Senators during the 1970s and 1980s. Their findings suggested that "the networks follow objective routines, which normally ensure balanced reporting of political affairs. During times of seismic change in the political landscape, these very routines can produce what might be interpreted as biased coverage"(Kuklinsk & Sigelman, 1992, p. 814).

Johnson (1976) took a more realistic approach to determining reporter bias or objectivity. He questioned whether the whole idea of objectivity was even possible. In his study, Johnson examined bias in the news media with a focus on newspapers. His findings overlapped into the broadcast arena. Johnson used NBC-TV's David Brinkley's quote in Doig and Doig (1973) to support his point that objectivity was not attainable. Brinkley said to be objective is "to have no likes, no dislikes, no feelings, no views, no values, no standards, to be a machine...I make no pretense at being objective...Objectivity is impossible to a normal human being"(p.108).

Johnson (1976) added that the presence of the so-called gatekeeper, which in some cases is indirectly the reporter, implied bias. If the gatekeepers were responsible for selecting what was and was not news, how could there be a level of objectivity?

Johnson (1976) found that “a reporter presents the facts objectively, but attempts to explain or interpret those facts in a way that would make them meaningful to a reader” (p.18). He added “some in the news business consider accuracy and objectivity to be basically a pure and simple recital of the facts in any given situation...fairness may become the key word in place of objectivity” (p.75).

Reese (1990) stated that “in recent years, journalists have found it increasingly hard to maintain that they are wholly ‘objective’ and have fallen back on more defensible standards, like ‘accuracy,’ ‘balance,’ and ‘fairness’ (p.424). He examined objectivity as part of a news paradigm. “To make sense of the world, journalists, like scientists, rely on a paradigm, which remains of value so long as it provides a useful practical guide for them and they share its underlying assumptions”(p.421). These findings indicated that the news paradigm contained self-contradictory values such as diversity of values in the newsroom versus objective, value-free reporting.

In situations other than politics, how can objectivity be obtained? Hackett (1984) wrote “news can and ought to be objective, balanced and a reflection of social reality,” and “political attitudes of journalists or editorial decision-makers are a major determinant of news bias” (p.251). Hausman (1992) added that

objective interpretation of fact was difficult because of our individual experiences and memories (p.245).

One way journalists can attempt to achieve objectivity is to tell the story through sources. Sources give merit to a story and allow the journalists to separate themselves from the story. They collect information from others and relay it to others (Gibson, 1991, p.71). When journalists use a source as a means of information, in essence attributing that information, the idea of obtaining objectivity is made clearer. Gibson (1991) wrote reporters are not experts; they look for experts who know the issues, concepts and programs that make the news. Gibson added that attribution helps to establish the credibility of information or opinions.

Balance of opinions is another way journalists may achieve objectivity. Television journalists must try to establish a balance of opinions in a short amount of time. According to Gibson (1991), "They must collect as many facets of information as they can find to round out their stories, and they must write the stories as carefully as they can to make certain each fact gets the attention it deserves" (p.156). This does not mean, however, that a journalist must give all opinions in one single story. The broadcasters are expected to demonstrate balanced coverage in their overall programming (Gibson, 1991, p.277).

Reviewing reporter objectivity in general only touches the surface of the issue in regards to government-owned and operated media systems in countries like the former Soviet Union. Panturu (1998) noted that areas such as the former Soviet Union are adopting an objective journalism doctrine based on Western

journalist ideology. Hatchen (1996) said, “These journalists understand and aspire to the professional values of fairness, objectivity and responsibility as well as the ‘checking effect’—the role of the press as a watchdog of government and authority” (p.33).

International News Flow

In the 1970s, critics of western news media began to demand a New World Information Order (NWIO). The advocates of the NWIO argued that a new order was necessary if the American and global news audience was to have access to information from around the world (Dilawari, Stewart, & Flournoy, 1991). Hatchen (1996) suggested agencies such as Associated Press, United Press International, and Reuters devote little attention to the domestic affairs of developing countries and thus provided audiences with negative views of these countries. He added that these agencies tend to focus on disastrous events and not development issues. In other words, the positive issues affecting developing countries were overlooked in favor of ratings-attractive news. Those in developing countries supportive of the NWIO stressed the importance of a change in Western media coverage as a key to their economic and social survival.

Was the Western media responsible for the economic or social success of foreign countries? Third world countries seemed to suggest that the role of the Western media should have been political. This charge received mixed reactions from the West. Critics of the NWIO said the order was an attempt to politicize

international news flow and to promote governmental control of news and censorship. (Hatchen, 1996, p.163). Western media agencies practiced a more objective way of covering news because the media was privately, not state owned.

Many of the Western journalists agreed with the NWIO supporters, admitting to a lack of coverage on international issues. The little coverage there was dealt with more than politics and disaster. However, they pointed out that the disaster stories also had to be reported no matter where they happened. The Western journalists blamed lack of technology for the limited news coverage of poorer nations, not lack of interest. Hatchen (1996) suggested that Western critics did not completely accept that the New World Information Order simply wanted equal air time for their countries. He wrote "the Western critics saw the New World Information Order as more than a critique of certain news practices, but as essentially an attack on free and independent journalism" (p.163).

The debate continued for more than a decade. A compromise was implemented by the United Nations, Educational, Scientific, Cultural Organizations' International Commission for the Study of Communication Problems. The commission attempted to find common ground between the New World Information Order advocates who wanted fair coverage of international coverage for all countries and Westerners who wanted to report what was newsworthy. The commission's report "recommended that journalists have free access to all news sources, both official and unofficial, and that all censorship be abolished" (Hatchen, 1996, p.164). By the mid-1980s, a change in international

news coverage began to emerge. U.S. networks began to use non-American journalists to cover international news.

Several researchers have conducted studies regarding the coverage of international news in the United States. Some Third World countries argued that the reports about developing countries were often distorted, superficial and inadequate (Korzenny, del Toro & Gaudino, 1987). Lent (1977) wrote that international news coverage and use by the U.S. mass media usually focused on a specific crisis; ignoring trends, patterns or progress. In their study of the patterns of foreign news coverage on U.S. network television, Weaver & Evans (1984) found that the amount of foreign news coverage depended on the amount of prominent domestic news; international news filled the gap on slow domestic news days. The study also contended that the concerns of Third World countries were indeed valid.

Giffard and Cohen (1989) supported this point in their study. The researchers conducted a content analysis of U.S. network TV coverage of South Africa from January 1982 through May 1987. The study examined the subject of censorship in South Africa and how it affected foreign media coverage. To conduct their study, Giffard and Cohen (1989) coded all newscasts from January 1982 through May 1987. Each newscast dealing with South Africa was included in the research project. They identified several periods that dealt with South African unrest and censorship. The first period was identified as control period, which presented periods of racial strife that the media were free to cover. The second period dealt with growing racial unrest also provided freely and covered

by the media. By the third period, violence increased, thus beginning the bans on the media which would continue off and on through the next three periods.

The most common topics covered during the time periods involved violent protests against apartheid and security-force actions to suppress anti-government activity, including the state of emergency, police actions, press censorship and bannings, and detentions (Giffard & Cohen, 1989). The findings showed that coverage of South Africa increased from one story every two weeks to five stories a week. This study supported the claim that advocates of the NWIO suggested decades earlier: that the less developed countries see more media coverage only if there is a crisis.

How could the American media answer the criticism of the Third World countries and other critics? Media moguls like Ted Turner, now Vice Chairman of Time Warner Inc. and founder of the Cable News Network, accepted the challenge and made a commitment to international news coverage. Turner started *CNN World Report* in 1987.

CNN World Report

Organizations like the United Nations, Educational, Scientific, Cultural Organization prompted Ted Turner to take action and provide an avenue of communication for the whole world. Turner agreed with leaders of developing nations who felt the amount of international news coverage was controlled by the West. He credited UNESCO with the idea of the *CNN World Report*. According to Fournoy (1992), Turner said, "The World Report is the first chance to remedy

that, where we allow everyone to speak their own words” (p.9). With this concept in mind Turner created the first global newscast.

The Cable News Network launched *CNN World Report* in October of 1987, establishing a journalistic precedent-an ongoing vehicle airing multiple perspectives on local, regional and world events” (Flournoy & Stewart, 1997, p.18). In short, it allowed viewers to see other countries as they see themselves.

CNN World Report is a weekly program that broadcasts international news stories from countries all over the world. Ganzert and Flournoy (1992) stated, “Since the program began in 1987, some 7,000 news items from 170 broadcast organizations in 120 countries distributed over the CNN network” (p.188). The only rules for those who contributed news reports to *CNN World Report* were that the stories follow a three-minute time limit and that all reports were in English.

CNN World Report's weekend program began airing on Sundays. Two years after the weekend program debut, CNN launched a daily program airing Monday through Friday in the *CNN International Hour*. The daily program is slightly different from the weekend show, because the producer solicits reports on certain topics (Flournoy, 1992).

The weekend program allows contributors to submit any story they choose. Flournoy (1992) said *World Report* stories tend to focus less on crime, disasters and accidents, and more on ecology, science, health and culture. This provides the *CNN World Report* audience with a different view of life in the contributing countries, a view that might focus more on the good than the bad.

All reports sent to *World Report* are uncensored and unedited. The only time a report is edited is when the report is longer than the time allowed. CNN does reserve the right to cut the story to meet the time limit and reports submitted must also adhere to the American libel and slander laws (Flournoy, 1992).

CNN World Report was not received well by CNN staff and other critics in the beginning. Flournoy & Stewart (1992) wrote, "Upon first seeing *CNN World Report*, viewers and even CNN insiders could be forgiven if they stared slack-jawed at their television screens" (p.21). Despite its critics, CNN televised three hours of reports from a foreign perspective every Sunday. Those who submitted reports were restricted to a three-minute time frame. That time is now two-and-a-half minutes.

What did these native *CNN World Report* journalists add to the CNN platform and the Western world in general? Countries like Angola and Brazil spoke up for *CNN World Report*, because the program gave them a voice. Flournoy (1992) suggested that *CNN World Report* gave those in foreign countries a chance for people from their country to reach out to people in the United States.

CNN World Report allows researchers to study international news coverage from a different perspective. The stories submitted for the broadcast give first-hand accounts of what is making news in countries around the world. Several academic researchers have used *CNN World Report* to analyze news content from various countries. Many researchers have concentrated on the coverage of news from non-developed countries. Sherry Black (1995) compared

news-story content from a group of Third World countries in Africa to content of three major U.S. commercial broadcast network newscasts and found the African contributors to *CNN World Report* reported significantly more development news stories about Africa than the U.S. commercial broadcast network counterparts reported. The study also showed that the U.S. commercial broadcast networks reported more hard news stories involving Africa than did the African contributors to *CNN World Report*.

Zbigniew Rytel (1997) conducted a content analysis examining Polish news reports, during two different sociopolitical conditions. Rytel's study centered on testing for an increase in "hard" news topics during a period after the fall of communism. He defined "hard" news as a story that may have originated from an event or phenomenon reported by journalist to stimulate public discussion. These stories were characterized by analysis of trends and availability of substantial background information. The study also examined the number of government sources used by Polish journalists and it also attempted to prove that level of reporter objectivity differed between the two years in question.

The results of Rytel's (1997) content analysis showed a clear pattern of change over the two time periods. The study suggested that differences between the news stories from 1988 and 1989 may be attributed to the fact that, in 1989, Polish journalists started reporting hard news, presenting conflicts or problems and various perspectives on issues in their stories (p. 68).

Reporter objectivity was an area of interest in Rytel's (1997) study. He found that the difference between news stories in 1988-1989 and 1994-1995 showed that reporters understood that objectivity should be a fundamental feature of the media (p. 71). He consulted reporting handbooks to support his conclusions. "The more evidence of supporting the opinions the more objective the reporting is. The highest level of objectivity occurs when reporters avoid their opinions and leave it to their interviewees" (p.71).

The major limitation to Rytel's (1997) study was the sample size which consisted of slightly more than one hundred stories. However, he stated his sample provided at least an idea of the effects that social-political changes have on media coverage.

Rytel was one of many to use the *CNN World Report* Television Archive as a tool to conduct academic research. Dilawari, Stewart and Flournoy (1991) analyzed the content of *CNN World Report* during 1989 to find out what kind of news from around the world was shown on the program and to determine whether international news organizations used the *CNN World Report* as a forum for development news. The researchers used ten programs from the *CNN World Report* televised during 1989 as their sample. More than 300 stories were coded and analyzed for the study. The results of their study showed that slightly more than 60% of all news contributed to *CNN World Report* was development news which focuses less on politics, crime, crises, and disasters, but more on economic activities, social services, culture, science and education (Dilawari et al., 1991).

Flournoy (1992) examined Volkmer's (1991) study of the Sunday edition of *World Report* for two months in 1990 and found most of the topics covered to be political. Stories involving the military ranked most common. The study revealed, on a measure of good news/bad news, the number of positive and negative events covered as almost equally divided. Volkmer concluded that *CNN World Report* has become a forum for exchanging news that is not soft but hard (p.41).

Weaver, Porter and Evans conducted a study on the patterns of foreign news coverage on U.S. networks over a ten year period. They concluded that less than 30% of the news-window time in network programs was devoted to foreign news. Weaver et al. suggested that the U.S. network's news coverage of foreign events did not share the perspective of the nations of origin. Instead, the U.S. network stories were consistently reported from the U.S. perspective only.

Ganzert and Flournoy (1992) stated that several factors, such as lack of economical and technological development, played a role in why certain countries did not submit reports to *CNN World Report*. They concluded that viewers of the *World Report* were exposed to perspectives other than those expressed by the dominant media in the United States. In this regard, *CNN World Report* has helped developing nations to achieve their goal of a fairer exchange of information among nations (p. 194).

Alice Panturu (1998) examined the roles of contributors from Central and Eastern European *CNN World Report* in terms of (1) their re-discovery of freedom of expression, (2) their experience in the field of journalism, and (3) their

degree of education, and she focused on how the Central and Eastern European broadcast journalists borrowed the United States news people's standards of media ethics to fill the moral gap left by decades of Communist regime (Panturu, 1998, p.5).

Panturu queried 28 journalists from Central and Eastern European countries with an electronic mail survey. The total number of questionnaires returned was 16. Her results indicated that the political structure may still have had a strong hold on broadcast journalists in Central and Eastern Europe; however, with one exception, all respondents identified themselves as independent when asked about their political stance (p. 92). She suggested this reflects "times past" when everyone was a communist. Now, everyone is an independent.

Another area of interest in Panturu's study focused on the issue of censorship. She judged the degree of censorship put upon broadcast journalists in Central and Eastern Europe by asking questions targeted toward newsroom autonomy and found that "barely half of the reporters contributing stories to *CNN World Report* from that region saw themselves as having the kind of clout in the newsroom that is generally related to complete freedom of speech" (p.71). After being under the Communist regime for so long, Panturu suggested the journalists in Central and Eastern European countries now practiced a form of self-censorship out of habit.

CNN World Report Television Archive

Researchers may use the *CNN World Report* to conduct various research projects. Those who conduct research involving *CNN World Report* are provided access to those resources by Texas Tech University. In 1991, the School of Mass Communications and the Cable News Network joined in a project to house the weekend edition of *CNN World Report*, the world's first global newscast (CNNWR Brochure).

Researchers from all academic disciplines use the archive to collect primary data. The archive includes program video without commercials (in complete programs or in segments extracted according to user specifications), hard-copy international scripting, and collected data on program categories. (CNNWR Brochure). Researchers use the on-line database to search by countries, topic or key words.

Summary

This literature review provided an in-depth look into the issue under investigation. From the days of Vladimir Lenin when the media in the Soviet Union operated under the strong arm of censorship, to its present state of uncertainty, the media have a definitive place in Soviet history. The fall of the Soviet Union in 1991 not only brought down the Communist party but provided an opportunity for change. Those changes were apparent in the media.

Before analyzing the news stories themselves, one must understand what news is and how it is covered. Literature provides a detailed look at the issue of

news addressed this matter, defining news as being a prompt, bottom-line recounting of factual information about events, situations and ideas.

People worldwide had a chance to see the news stories covering the fall of the Soviet Union and other issues effecting the country through the eyes of *CNN World Report*. A portion of the literature reviewed addressed the advent of the global newscast and past research conducted using *CNN World Report*.

CHAPTER III

METHODOLOGY

Overview

The purpose of this study was to analyze the content of news stories submitted by former Soviet contributors from January 1, 1990, through December 31, 1991, and from January 1, 1993, through December 31, 1994. The two time periods were selected for this study because they represented pre and post Communist rule.

In the first time period analyzed, 1990-1991, the Communist political party system had been in tact. The media were party owned and, therefore, subsidized by the government. Rogerson (1997) wrote, "...the communications systems in Communism, like every other system and institution in a Soviet state, existed to do only what it is specifically assigned to do by the leaders of the state" (p. 336). The media during the first time period analyzed in this study played party dictated role.

By 1993-1994, the second time period reviewed in this study, the Communist party had fallen and the economic base for the media diminished. The republics in the former Soviet Union attempted to stabilize their political infrastructure and create a more liberal economy (Rogerson, p. 341). The media attempted to mirror the political and economical changes to form a more concrete role in society. The researcher suggested comparing 1993-1994, when the media were in a transitional state, to 1990-1991, when the media were party-

owned and operated, would establish a change in media coverage. The year 1992 was excluded from the study because the researcher did not believe one year after the fall of the Soviet Union would be enough time to allow for media change.

The study provided insight into the amount of hard news and human interests stories covered by Soviet contributors who submitted reports to *CNN World Report*, the types of sources used by former Soviet contributors who submitted stories and finally the level of reporter objectivity. This study explored the following four hypotheses involving the contributions of news stories by former Soviet contributors to *CNN World Report*:

- H1: The proportion of hard news topics (political, international relations, economic, the military, and social or criminal problem) will be higher for the reports submitted in 1993-1994 than it will be for the reports submitted in 1990-1991.
- H2: The proportion of human interest stories (science/technology, culture, media, religion, race/ethnicity, tourism, ecology/environment, sports, human interests/odd happenings/animals, catastrophe/disaster/accident) reported from the period of 1993-1994 will be less than the portion of human interest stories reported from the time period of 1990-1991.
- H3: Reports submitted during 1993-1994 will contain fewer government sources than reports submitted during the period of 1990-1991.

H4: Reports submitted by former Soviet contributors in the period of 1993-1994 will be more objective, as defined in the methodology section of this study, than will reports submitted in the period of 1990-1991.

Methodology

For this study a content analysis was conducted of stories submitted to *CNN World Report* by former Soviet contributors during the periods of 1990-1991 and 1993-1994. A content analysis is a research methodology that utilizes a set of procedures to make valid inferences from text (Weber, 1985), and it is used for several purposes: to code open-ended questions in surveys; to compare media or levels of communication; to reveal the focus of individual, group, institutional or societal attention; and finally, to describe trends in communication content (Weber, p.9). This study examined the content of news stories, which included all packages, voiceovers, sound bites and live interviews, submitted to *CNN World Report* before and after the demise of the Soviet Union.

A list of stories was obtained from a computerized database at the *CNN World Report* Television Archive at Texas Tech University. All voiceovers, sound bites, packages and live interviews submitted by former Soviet contributors during the time period were examined. Introductions, readers, tags, and teases were not included in the analysis. Reports were dubbed from the original programs recorded and stored in the *CNN World Report* Television Archives at Texas Tech University.

Intercoder Reliability Test

The researcher used two coders to test the coding instrument used. Both coders were given a set of coding instructions and trained by the researcher. The coders were asked to independently code 20 stories using a 12-question coding sheet. The intercoder reliability was measured using the Holsti formula. Each coder had to make 59 decisions. They disagreed in six cases. Thus the intercoder reliability was calculated as 89.8% of agreement.

Population

The research was designed to include the entire population of the universe. All reports submitted to *CNN World Report* by former Soviet contributors are included in the analysis. Stories submitted by former Soviet contributors include the following stations: Armenian TV; TBN, Estonian TV; Georgian TV, Tan-Plus TV; Latvian TV; Lithuanian TV; Informexpress, ORT, Ostankino; Russian TV Ch. 2; SETI-NN; TV Company Nika, and VA-Bank TV (Youngblood, 1995).

Videotapes submitted by all former Soviet contributors from January 1, 1990, to December 31, 1991, and January 1, 1993, to December 31, 1994, were used in this analysis. There were 157 stories submitted to *CNN World Report* by former Soviet Union contributors during the sample time frame. Twenty-five stories were excluded from the sample due to technical problems. Of those, sixteen stories were daily stories and were not recorded by the archivist. Eight

stories had no audio on the master tape dub. Although the audible portion reflected the news stories' subject matter, the researcher did not believe that the subject matter would be evident to everyone, so those stories were excluded from the sample. One videotape was missing, and this problem left the researcher with a total of 133 news stories from the sample period. Seventeen were from 1990, 45 from 1991, 52 from 1993 and 19 from 1994.

Research Instrument

A twelve-question coding sheet was used to analyze the stories submitted by former Soviet contributors from January 1, 1990, through December 31, 1991, and from January 1, 1993, through December 31, 1994. To examine the content of the stories selected, the same coding instrument Rytel (1997) adapted from Weaver, Porter and Evans (1984), for his content analysis of Polish news stories submitted to *CNN World Report* was used. The coding sheet contained questions concerning: (1) the main idea of the report; (2) the type of report; (3) the presence of conflict or problem in the report; (4) the level the cause of the problem was attributed; (5) the opinions on the same issue were presented in the report; (6) was the opinion supported with evidence; (7) the type of identifiable sources were used in the report; (8) what was the format of the report; (9) the presence of a reporter stand-up; (10) the length of the report. Rytel used a modified version of a coding pattern developed by Weaver et al. (1984). The researcher used the same coding pattern to conduct this study. The main topic of the report is an important factor. The main topic of the report refers to the

main subject discussed in the story. The topics of the reports were examined to determine the number of hard news and human interest topics covered. The topics were as follows:

Politics: Topics relating to internal political conflict or crisis, elections, campaigns, party conferences, governments and Parliament decisions, government changes and appointments, democracy and peace movements, actions by political leaders, legislation, etc.

International relations: Topics relating to diplomatic/political activity between states; non-governmental international activity of organizations, groups, and individuals (e.g. international aid); refugees and human rights in countries other than the former Soviet Union.

Economics: Topics relating to agreements on trade and tariffs, international trade, capital investment, stock issues; monetary questions, exchange rates, money supply, banking, other economic performances, output and growth; industrial projects, factories, dams, and ports; agriculture matters, projects, crops, and harvests; industrial/labor relations disputes, negotiations, and wages.

Social problems: Topics relating to social problems in general (e.g., housing, illiteracy); family planning; social services (e.g., health care public education); social welfare.

Military/Defense: Topics relating to arms deals, weapons, bases, exercises, and other military matters.

Science/Technology/Medicine: Development and discoveries in those fields.

Crime/Justice: Topics relating to non-political crime, police, judicial and penalty activity

Culture/Arts/Archeology: Topics relating to theater, music, fine arts, crafts, folk culture, material reminders, entertainment, and show business.

Media: Topics relating to media performance, structure, ownership; media freedom and its limitations.

Religion: Topics relating to religious activity of individuals; churches and religious organizations; religious traditions.

Tourism/Travel: Topics related to tourism, tourist attractions of the country, and tourists activities of the Soviets.

Ecology/Environment: Topics related to the protection of human natural habitat, such as energy conservation and pollution.

Human interest/Odd happenings/Animals: Topics relating to unusual hobbies, inventions, or ideas without practical value; pets.

Catastrophe/Disaster/Accident: Such as plane, rail or car crashes, floods, earthquake, drought.

Sports: Topics relating to professional and qualified sports events and personalities; sports and recreational activity of people.

Race/Ethnicity: Topics relating to race conflicts, race and ethnic minorities rights and their limitations.

Journalists often use terms such as hard news or human interests as story descriptions. The exact definition of hard news or human interest stories is a matter of debate. For the purpose of this study, the researcher established a definition for both types of stories. According to Hausman (1992, p. 11), the two story types are defined as follows:

Hard news: generally thought of as breaking news-- a timely story of great import.

Human interest: a story that has an appeal to basic human emotions but is not a timely item of impact.

The researcher adapted the specifications used in Rytel's study for the proposed study. He grouped the following in the hard news category: politics, international relations, economics, the military, and social or criminal problems. The rest of the topic categories will be considered human interest.

A soft news or human interest story has more human appeal. This type of story speaks to the human emotions. "It's soft because it's lacking in the values of timeliness and magnitude" (Hausman, p.11). It is important to remember that these two are not exclusive. A hard news story can be soft news and vice versa. For this study, soft news/human interests include stories focusing on science/medical, media, religion, tourism/travel, environment, sports and animals.

In this section, the author provided a definition for both types of news stories based on Rytel's 1997 study. Rytel defined hard news as a story that may originate from an event or phenomenon reported by journalist to stimulate public discussion. These stories are characterized by analysis of trends and availability

of substantial background information. Human interest stories concern a happening that lasts for a specific period of time, and its information does not affect viewers' interest; however a lack of currency of news releases negatively affects viewers' interests in an event. The researcher used Rytel's definitions to determine hard news and human interest stories.

To explore the content of a news story one must understand the intent of the journalist telling the story. Why and how a journalist covers a story sheds light on the story's overall point. Therefore, the researcher plans to examine reporter objectivity to determine the reason for the news story.

What does objectivity mean in relation to news story development? A reporter is supposed to report just the facts and keep his or her personal opinions out of the piece (Hausman, 1992, p. 241). The researcher used this definition to determine the level of objectivity in the reports submitted to *CNN World Report* during the periods of 1990-1991 and 1993-1994. Therefore, journalist objectivity was examined using the four indicators set forth in Rytel's 1997 study. Those indicators are:

1. Number of identifiable sources: a source is defined as every non-repetitive information provider to which particular information presented by a reporter may be attributed. The source may be any individual or agency or institution credited with providing information. The types of sources were:

Government: refers to all governmental officials, members of ruling party or parties and employees of governmental agencies.

Opposition to government refers to members of legal or illegal parties or organizations which oppose ruling government. Labor Unions for the purpose of this study are considered as political parties.

Interest groups: All formal organizations such as professional associations, business clubs, students organizations and other organized groups of people and their members if individuals were presented in the story as private persons but as members of particular organization. Labor unions are excluded from this category.

Business persons: Owners of the enterprises or management executives presented out of the context of local problems.

Community leaders: Individuals presented as leaders of local groups of inhabitants in the context of local problems.

Celebrity figures: Famous, respected, non-political figures (e.g., movie stars, sports stars, writers, journalists).

Professionals: Lawyers, teachers, doctors, engineers, other highly educated specialists.

Academics: Teachers, researchers, scientists at college or university level.

Foreigners: Official representatives of states other than the Soviet Union; individuals presented as citizens of countries other than former Soviet Union.

Persons affected: Individuals directly affected by the event or problem and presented in the story out of the context of their political or organizational affiliations.

2. Types of quotations:

Directly cited sources: information provided by individuals interviewed in sound bites; those who appear to speak directly to the camera.

Indirectly cited source: information provided by the source which was summarized by the reporter (e.g., according to the chief of the fire department. As the spokesperson for...declared...) no matter if the source appeared on the screen or not.

3. Inclusion of conflicting opinions: more than one opinion presented by reporter and/or a interviewee without agreement on a particular issue. Opinion is defined as a judgment held with confidence, or a conclusion held without positive knowledge.
4. Presence of evidence supporting opinions: signs or facts which a conclusion can be based. An opinion exclusive to an interviewee is considered the highest possible level of journalist objectivity and defined as an opinion presented in a report not by a reporter but by the interviewee(s) only.

The researcher decided the news reports must contain all four of the indicators in order to achieve reporter objectivity.

Data Collection

The data for this study was collected by viewing each videotaped news story submitted by former Soviet contributors from January 1, 1990, through December 31, 1991, and from January 1, 1993, to December 31, 1994. The researcher viewed the stories and filled out individual coding sheets for all 133 stories. The data collected to test the hypotheses were analyzed using StatView SE+Graphics. The researcher used the alpha level .05 to judge the level of statistical significance.

Limitations

This study examined only a census of news stories submitted by former Soviet contributors to *CNN World Report*. This resulted in only 133 news stories; therefore, this was a limitation because the results can not be generalized to the population. Another limitation involved the viewing of the videotaped news stories from *CNN World Report*. The researcher chose to view the videotaped news stories rather than rely on the written script to code the stories. Viewing the videotaped news stories and not reviewing the written scripts could have presented a problem for the coders as they examined content. Since the level of intercoder reliability was calculated at 89.8% of agreement, the researcher views this as only a minor limitation.

Another limitation involved the archive system itself. Former Soviet Union contributors sent 157 stories to *CNN World Report* during the sample time frame. Twenty-five stories were excluded from the sample due to technical problems.

Of those, sixteen stories were daily stories and were not recorded by the archivist. Eight stories had no audio on the master tape dub. One videotape was missing, and this problem left the researcher with a total of 133 news stories from the sample period.

There are also limitations to content analysis studies. A content analysis alone cannot serve as a basis for making statements about the effects of content on an audience (Wimmer & Dominick, 1987, p. 9). The findings of a certain content analysis may be limited because of how the researcher categorizes and defines elements used in the study.

Summary

This methodology section provided details about how the study was performed. The study examined a total of 133 news stories submitted from former Soviet Union contributors to *CNN World Report*. The stories were examined for content using a 12-question coding sheet, revised from a previous study. All of the data collected for this study was analyzed using StatView SE+Graphics.

CHAPTER IV

RESULTS

This section will present the results of the descriptive study. In this chapter the findings will be presented by hypotheses and will be illustrated using frequencies and percentages. The author restates the hypothesis posed for the study. It should be noted that because this is a census, and all available news stories were used in the study, simple chi-square analysis was employed to measure statistical difference but not sample error.

Analysis

The study resulted in a census of 133 news stories submitted by former Soviet Union contributors to *CNN World Report*. The sample included 17 from 1990, 45 from 1991, 52 from 1993, and 19 from 1994. The year 1992 was not used because the researcher did not believe one transitional year would be enough time to show a change in media coverage. All reports were dubbed from the original programs recorded and stored in the CNN World Report Television Archives at Texas Tech University.

The purpose of this study was to compare the reports submitted by former Soviet Union contributors during two time periods. The reports from 1990 and 1991 were combined and compared with reports submitted from a combination of 1993 and 1994. The researcher chose to use the period of 1990-1991 because this was the time period when the Soviet Union was coming to an end. The

second time period was used because the researcher believed a time span of a more than a year would allow for change in the content of the news stories submitted.

Hypothesis 1: The proportion of hard news topics (political, international relations, economic, the military, and social or criminal problem) will be higher for the reports submitted in 1993-1994 than it will be for the reports submitted in 1990-1991.

The topics covered during the time period are displayed by frequency and percentage in Table 1. During the four-year period 30% of the stories were about politics. Eleven percent focused on crime and justice while 10% of the reports focused on economics.

The number of topics present in the combined years of 1990-1991 was slightly higher than the number of topics in the combined years of 1993-1994 (see Table 1). Among the reports aired in 1990-1991, 38% were political stories compared with 24% in 1993-1994. Economics stories composed 9% of the reports in 1990-1991 compared with 11% in the 1993-1994 time period. Crime/justice was reported 9% in 1990-1991 and 13% in 1993-1994. International relations or diplomatic issues were reported 10% in the first time period and zero reports in the second time period.

Hard news topics (politics, international relations, the economy, the military, crime/justice, and social matters) made up 74% of all reports submitted during the communist regime, 1990-1991, and 66% of the news stories submitted

during the 1993-1994 time period. Although there was a slight difference in terms of the percentage of hard news topics submitted during the two time periods, the differences between the numbers in the collapsed categories over the two time periods were not statistically significant ($X^2=.868$, $DF=1$; $p= .3515$). Therefore, Hypothesis 1 was not supported by the findings of this study.

Table 1

Topic distribution of reports during 1990-1991 and 1993-1994

Topic	1990-1991		1993-1994		Total	
	%	(n)	%	(n)	%	(n)
Politics	37.93	(22)	24.00	(18)	30.08	(40)
Economics	8.62	(5)	10.67	(8)	9.77	(13)
Military/Def	5.17	(3)	10.67	(8)	8.27	(11)
Crime/Justice	8.62	(5)	13.33	(10)	11.28	(15)
Media	0	(0)	1.33	(0)	.75	(1)
Race/Ethnicity	5.17	(3)	2.67	(2)	3.76	(5)
Ecology/Enviro	1.72	(1)	2.67	(2)	2.26	(3)
Human Inter.	1.72	(1)	5.33	(4)	3.76	(5)
Inter/Diplom.	10.34	(6)	0	(0)	4.51	(6)
Social	6.9	(4)	9.33	(7)	8.27	(11)
Sci/Tech/Med	1.72	(1)	5.33	(4)	3.76	(5)
Culture	1.72	(1)	1.33	(1)	1.50	(2)
Religion	1.72	(1)	1.33	(2)	2.26	(3)
Tourism	0	(0)	1.33	(1)	1.33	(1)
Sports	1.72	(1)	0	(0)	.75	(1)
Castrophy	5.17	(3)	1.33	(1)	3.01	(4)
Other	1.72	(1)	8.00	(6)	5.26	(7)
Totals	100	(58)	100	(75)	100	(133)
Collapsed categories						
Hard news	74.14	(43)	66.67	(50)	69.92	(93)
Others	25.86	(15)	33.33	(25)	30.08	(40)
Totals	100	(58)	100	(75)	100	(133)

$X^2= .868$; $DF=1$; $p=.3515$

Hypothesis 2: *The proportion of human interest stories, as defined in the methodology section of this study, reported from the period of 1993-1994 will be less than the proportion of human interest stories reported from the time period of 1990-1991.*

A human interest story (science/technology, culture, media, religion, race/ethnicity, tourism, ecology/environment, sports, human interests/odd happenings/animals, catastrophe/disaster/accident) is a story that appeals to the human emotions. In the 1990-1991 time period human interest stories made up 28% of all news stories submitted by former Soviet contributors to *CNN World Report* compared to 32% in 1993-1994. In 1990-1991 hard news stories were reported 72% of the time. In 1993-1994 hard news stories made up 68% of the news stories submitted to *CNN World Report* by former Soviet contributors. The results show that the proportion of human interest stories (16) submitted during 1990-1991 was slightly less than those submitted during 1993-1994. These findings suggest the opposite of what was predicted. Therefore, Hypothesis 2 was not supported. A chi-square test showed no statistical significance ($\chi^2=.303$; $DF=1$; $p=.582$).

Table 2

Comparison of Human Interest and Hard News by Time Periods

Type	1990-1991		1993-1994		Total	
	%	(n)	%	(n)	%	(n)
Human Int.	25.86	(15)	33	(25)	30.08	(40)
Hard News	74.14	(43)	67	(50)	69.92	(93)
Totals	100	(58)	100	(75)	100	(133)

$X^2=.303$; $DF=1$; $p=.582$

H3: Reports submitted during 1993-1994 will contain fewer government sources than reports submitted during the period of 1990-1991.

Table 3 illustrates the type of sources used by time period. For this hypothesis the researcher considered all sources appearing on and speaking in on camera interviews. The results of this study show that journalists who submitted reports to *CNN World Report* during the 1993-1994 time period used more government sources than in 1990-1991. All but one of the sources were quoted directly or indirectly during both time periods. During the 1990-1991 time period there were no community leaders used as sources and in the 1993-1994 time period, no celebrities were used as sources.

In the 1993-1994 period, government sources were quoted directly or indirectly 53% of the time, compared to 46.7% used in the 1990-1991 time period. However, the results of this study do not support Hypothesis 3. The difference between the use of government sources between the two time periods was not statistically significant ($X^2=.147$, $DF=1$, $p=.7012$).

It is worth mentioning, that persons affected, or those people included in the story who are affected by the problem made up 33% of the sources used in the 1993-1994 time period while they were used only 5% of the time in the 1990-1991 time period. Further, unidentifiable sources made up 27% of all sources used in the first time period. In the second time period 16% of the sources were unnamed.

Table 3

Types of identifiable sources by time periods

Type	1990-1991		1993-1994		Totals	
	%	(n)	%	(n)	%	(n)
No id	26.79	(15)	16.00	(12)	20.61	(27)
Government	25.00	(14)	21.33	(16)	22.9	(30)
Interest Groups	3.57	(2)	1.33	(1)	2.29	(3)
Celebrity	7.14	(4)	0	(0)	3.05	(4)
Academics	7.14	(5)	2.67	(2)	2.67	(6)
Person affected	5.36	(3)	33.33	(25)	21.37	(28)
Opp/to Govt.	3.57	(2)	2.67	(2)	3.05	(4)
Community Leaders	0	(0)	2	(2)	1.53	(2)
Business Person	5.36	(4)	8.00	(2)	6.87	(9)
Professionals	3.57	(2)	8.00	(6)	6.11	(8)
Other	12.5	(7)	4.00	(3)	7.63	(10)
Totals	100	(58)	100	(75)	100	(133)
Collapsed categories						
Government	24.14	(14)	21.33	(16)	22.56	(30)
Others	75.86	(44)	78.67	(59)	77.44	(103)
Totals	100	(58)	100	(75)	100	(133)

$\chi^2=.147$; $DF=1$; $p=.7012$

H4: Reports submitted by former Soviet contributors in the period of 1993-1994 will be more objective, as defined in the methodology section of this study, than will reports submitted in the period of 1990-1991.

Four indicators were used to determine reporter objectivity they were:

1. Number of identifiable sources: a source is defined as every non-repetitive information provider to which particular information presented by a reporter may be attributed. The source may be any individual or agency or institution credited with providing information.
2. Types of quotations:
 - Directly cited sources: information provided by individuals interviewed in sound bites; those who appear to speak directly to the camera.
 - Indirectly cited source: information provided by the source which was summarized by the reporter (e.g., according to the chief of the fire department. As the spokesperson for...declared...) no matter if the source appeared on the screen or not.
3. Inclusion of conflicting opinions: more than one opinion presented by reporter and/or a interviewee without agreement on a particular issue. Opinion is defined as a judgment held with confidence, or a conclusion held without positive knowledge.
4. Presence of evidence supporting opinions: signs or facts which a conclusion can be based. An opinion exclusive to an interviewee is

considered the highest possible level of journalist objectivity and defined as an opinion presented in a report not by a reporter but by the interviewee(s) only.

In the 1990-1991 time period 30% of the sources were identifiable sources compared with 61% of identifiable sources in 1993-1994. The number of times a source was used in each report was also analyzed (Table 4). In the 1990-1991 time period 83% of the reports contained at least one identifiable source, 10% contained two sources and 7% contained three. In 1993-1994 time period, 47% of the reports contained at least one identifiable source, 42% of the reports contained two sources, 9% of the reports contained three sources and 2% contained four identifiable sources. The differences were statistically significant ($X^2=14.996$; $DF=3$; $p=.0018$).

Table 4

Number of Sources Used in Reports

Type	1990-1991		1993-1994		Totals	
	%	(n)	%	(n)	%	(n)
one	82.93	(34)	46.88	(30)	60.95	(64)
two	9.76	(4)	42.19	(27)	29.52	(31)
three	7.36	(3)	9.38	(6)	8.59	(9)
four	0	(0)	1.56	(1)	.95	(1)
Totals	100	(41)	100	(64)	100	(105)

$X^2=14.996$; $DF=3$; $p=.0018$

Types of Quotations

Interviews or sound bites by sources were analyzed to support the idea of journalistic objectivity. Direct quotes are considered to be information provided by individuals interviewed in sound bites; those who appear to speak directly to the camera. In 1990-1991, out of 41 news stories 85% or (35) quoted the sources directly. In 1993-1994, out of 64 news stories, (84%) or 54 sources were quoted. In the second time period, after the fall of Communism, a majority of those sources quoted directly were persons affected (33%). The difference between the two periods however, was not statistically significant ($X^2=.019$; $DF=1$; $p=.8904$).

Table 5

Types of Interviews

Types	1990-1991		1993-1994		Totals	
	%	(n)	%	(n)	%	(n)
direct	85.37	(35)	84.38	(54)	84.76	(89)
indirect	14.63	(6)	15.62	(10)	15.24	(16)
Totals	100	(41)	100	(64)	100	(105)

$X^2=.019$; $DF=1$; $p=.8904$

Conflicting Opinions

For those news stories that contained problems or conflicts, the presence of conflicting opinions was coded. During the period when the Communist regime was slowly coming to an end the number of news stories containing conflicting opinions was 55% of the news stories (Table 6). In this same time period those news stories containing non conflicting opinions totaled 45% or (18) of all the news stories submitted with problems or conflicts. In the 1993-1994 time period 47% of the news stories containing problems or conflicts showed conflicting opinions, while 53% did not. The difference was not statistically significant ($X^2=.559$; $DF=1$; $p=.4546$).

Table 6

Types of opinions in news stories by time periods

Types	1990-1991		1993-1994		Totals	
	%	(n)	%	(n)	%	(n)
non conflicting	45	(18)	52.83	(22)	49.46	(46)
conflicting	55	(22)	47.17	(25)	50.54	(47)
Totals	100	(40)	100	(53)	100	(93)

$X^2=.559$; $DF=1$; $p=.4546$

Evidence of Supporting Opinion

The results of this study show that a portion of the news stories contained supporting opinions which is defined as an opinion presented in a report not by a reporter but by the interviewee only. Table 7 shows that of the 40 news stories

submitted to *CNN World Report* from the years 1990-1991 which contained conflicts or problems 53% of the opinions presented in the news stories were supported with evidence. In the 1993-1994 time period, out of 53 news stories containing problems or conflicts, 57% or (30) of opinions presented in the news stories were supported with evidence.

Table 7 also shows that a quarter of the news stories containing conflicts or problems were supported by reporter opinion only. In 1990-1991, out of 40 news stories which contained conflicts or problems, 25% of those news stories were supported by reporter opinion only. That number was slightly less in the 1993-1994 period. Out of 53 news stories containing conflicts or problems, 19% of opinions presented were reporter's opinion only.

A substantial proportion of the news stories submitted during the two time periods that contained problems or conflicts did not have any evidence to support opinions expressed in the news stories. In 1990-1991, 23% of the news stories with problems or conflicts did not contain any supporting evidence at all. The second period analyzed showed that during that period, 25% of those news stories submitted by former Soviet contributors which contained problems or conflicts, contained no evidence supporting those opinions. The difference between the numbers of the two periods analyzed was not statistically significant ($X^2=.508$; $DF2$; $p=.7756$).

Table 7

Evidence of supporting opinions in stories containing conflicts

Evidence	1990-1991		1993-1994		Totals	
	%	(n)	%	(n)	%	(n)
without evidence	22.5	(9)	24.53	(13)	23.66	(22)
with evidence	52.5	(21)	56.6	(30)	54.84	(51)
reporter opinion only	25.00	(10)	18.87	(10)	21.51	(20)
Totals	100	(40)	100	(53)	100	(93)

$\chi^2=.508$; $DF= 2$; $p=.7756$

The four indicators used in this analysis to quantify reporter objectivity are: the number of identifiable sources, the use of direct or indirect sources, the presence of conflicting or non-conflicting opinions and whether those opinions were supported by evidence. The researcher considered the results significant if all four indicators were met. Indicator one, the number of sources used proved to be statistically significant. However, none of the other indicators proved to be statistically significant. Therefore, Hypothesis 4 was not supported.

Descriptive Data

To provide further insight, the researcher examined the issue of the absence or presence of a reporter stand-up, which is when a reporter speaks directly into the camera. The results showed a slight difference between the time frames of 1990-1991 and 1993-1994. In 1990-1991, 29% of the news reports

contained reporter stand-ups, while 71% did not. For the second time period, 36% of the reports contained reporter stand-ups, in 1993-1994. The difference between the two periods was not statistically significant ($\chi^2=5.114$, DF3, $p=.1637$).

To support the absence or presence of a conflict or problem mentioned earlier, the researcher tried to determine on what level the problem or conflict was attributed. The researcher also used Rytel's (1997) categories. The four categories were:

1. Individual: An official, a criminal, in general a particular person.
2. Group: Such as a gang of youth, minority group, organized or unorganized group of people.
3. Institutional: School government agency, governmental or non-governmental institution.
4. Structural: For example, economical or social system, party line, official corruption in general, etc.

In 1990-1991, 65% of the news reports submitted attributed the problem at the structural level, 20% of the stories attributed problems at the group category, 13% of the stories attributed problems at the structural category, 3% story attributed the problem at the institutional category. In 1993-1994, 47% news reports submitted attributed the problem at the structural category, 32% of the stories attributed the problem at the group category, 11% of the stories attributed the problem at the institutional category and 9% of the stories attributed the

problem at the individual category. The difference between the two time periods was not statistically significant ($\chi^2=5.114$, $DF= 3$, $p=.1637$).

The researcher also examined the length and format of the news reports. The researcher split the length into three categories; 0-60 seconds, 60-120 seconds and 120–180 seconds. The results showed that most of the stories, 73%, submitted for both time periods fell in the 120-180 seconds category. In respect to the format of the news reports the results showed that 85% of the news reports for both time periods were reporter packages. The researcher also examined the reports for reporter stand-ups. The results showed that in 1993-1994, 36% of all the news reports contained reporter stand-ups compared to 29% in 1990-1991.

CHAPTER V

DISCUSSION AND CONCLUSION

The results of this study indicated that there was a slight change in the news stories submitted to *CNN World Report* by former Soviet contributors during the years of 1990-1991 and 1993-1994. The changes were smaller than the researcher expected, but they are useful, if not statistically significant. The changes in the content of news stories were apparent in the areas such as the number of government sources used and the level of reporter objectivity. There were changes in other areas such as, the types of topics and the types of news stories but these changes proved to be just the opposite of what the researcher predicted.

Summary and Analysis

In relation to the topics covered the changes in the former Soviet Union shifted from hard news to human interest stories. In 1990-1991, 74% of all the news stories submitted to *CNN World Report* were stories about hard news topics, as defined in Chapter III, and in 1993-1994 this fell to 66%. This is the opposite of what the researcher predicted. Until August 1991 both the Soviet Union and the Communist party were still intact, thus explaining the dominance of political stories. In 1990-1991, political stories made up 38% of all news topics covered. The Communist regime controlled the media until the fall and the presence of the party-owned media is clear during 1990-1991. This fact supports

the Soviet totalitarian theory which called upon media to contribute to the dictatorship of the party.

In 1993-1994, political stories were still the dominant topic covered (24%), which could suggest that the demise of the Communist party provided journalists with more freedom to cover other stories such as economics (10%), crime (13%) and the military (10%). The stories submitted to *CNN World Report* by former Soviet journalists suggest a picture of change, although in the opposite direction of what the researcher predicted.

Human interest stories were more prevalent in 1993-1994 than in 1990-1991. In 1993-1994, 32% of all news stories submitted to *CNN World Report* were human interest stories. In 1990-1991, 28% of all news stories were human interest. These findings suggest that the reporters in the latter period were starting to go beyond the norm of reporting about politics and reported on other issues such as science and the environment. This is also the opposite of what the researcher predicted. The researcher believed that after the Communist party's demise the number of human interests stories would decline because journalists would report more hard news topics such as crime and social problems. However, one could view the change as an attempt of the reporters to exercise their freedom to do the exactly the opposite of what they had been trained to do under the Communist regime or to do what they knew how to do.

While analyzing the use of government sources as interviewees the researcher found that the number declined between the two time periods. In 1990-1991, 24% of the sources used in the reports submitted to *CNN World*

Report were government sources. In 1993-1994, the percentage dropped to 21%. This slight decrease seems to suggest that the journalists began to go directly to the persons affected to get their information for the news reports rather than used government sources. In fact 33% of all sources used during 1993-1994 were persons affected.

The findings with regard to reporter objectivity supported a slight change in the content of news stories. The four indicators measured were: the number of identifiable sources, the types of quotations, the inclusion of conflicting opinions and the presence of evidence. The study showed an increase in the number of sources used in the reports submitted to *CNN World Report* by former Soviet contributors. In 1993-1994, 53% of all the news stories submitted contained two or more sources compared to 17% in 1990-1991. These results proved to be statistically significant. They illustrate that after the collapse of the Soviet Union reporters sought more interviewees to complete their news stories. These news stories were not based on one person's opinion but the opinions of several people. This fact could suggest not only to the idea of media freedom but also perhaps to the freedom felt by the society as a whole. After the Communist party's fall from power, the fear of speaking out diminished. Those who wanted to voice an opinion about issues such as economics or crime may have done so and in front of the cameras.

The use of conflicting opinions also was used as an indicator of reporter objectivity. The difference between the news stories from 1990-1991 and 1993-1994 suggests that reporters in both time periods tried to achieve objectivity, an

important element of journalism. In 1990-1991, 55% of all news stories contained conflicting opinions compared to 47% in 1993-1994. This finding supports the idea that while the political structure was changing reporters made an effort to provide different opinions on the issues reported in their stories. The slight decline in 1993-1994 may be due to the fact that many of the reports submitted were human interest stories, with the majority of the sources being the people affected. While the stories may have focused on a problem or conflict, the stories were only told from the perspective of the person affected, which would not present conflicting opinions.

The final indicator for achieving reporter objectivity was the evidence of supporting opinions. In 1993-1994, 57% of the opinions presented in the news stories were supported with evidence compared to 53% in the 1990-1991. The difference in the two time periods shows that post-Communist reporters made an effort to seek out the opinions of others possibly, those people who were no longer afraid to speak out about issues. The reporters did not have to rely simply on their own opinion to tell their news stories. A practice that was evident during the Communist years, in this study 25% of all news stories submitted were supported by reporter opinion only.

Discussion

Rogerson (1997) suggested the media which were once used as a tool of the Communist party, are now in a state of transition with an uncertain future. He examined the role of the media in transition from authoritarian political systems.

His study focused on the print media in Russia and Poland but the findings also applied to broadcast media. He found that the roles mass media in Russia and Poland played were as: information giver, agenda setter, reinforcer of values and transmitter of cultural heritage (p.348).

The results of this study seem to support Rogerson's findings that the media in areas such as the former Soviet Union are in a state of transition. The researcher predicted that there would be a change in the topics of news reports, the types of news reports, the use of government sources and the level of reporter objectivity.

This analysis was a census of the news stories submitted to *CNN World Report* by former Soviet contributors, although chi-square testing was used to measure statistical difference there was no sample error. The analysis was a convenience measure and cannot be generalized to any other study, however the chi-square test did allow the researcher to see there were slight differences between the two periods under investigation. In the census there was a clear tendency, with the exception of hypotheses one and two, towards change in the news reports submitted during the periods of 1990-1991 and 1993-1994.

Summary

This study did not demonstrate many dramatic changes. However, the findings do support at least a slight pattern of change in the content of news stories submitted to *CNN World Report* by former Soviet Union contributors during the two time periods. The findings in the area of reporter objectivity are

the clearest signs of change in the media. The other hypotheses did not produce statically significant conclusions but they provided the researcher with a view of how media coverage changed after the fall of the Soviet Union.

Limitations of the Study

The major limitation for this study was the size of the census. An greater number of news stories would have provided more data in order to make a solid prediction about the impact the fall of the Soviet Union had on media coverage. Another limitation was the time periods chosen. After conducting the study, the researcher felt that choosing an earlier time period leading up to the fall, 1989-1990, rather than 1990-1991 may have produced more significant results. The types of stories submitted to *CNN World Report* were another limitation. The stories were not timely. The final limitation involves the technical problems with the archive system. Twenty-five stories that could not be used in the census due to technical problems. A portion of those stories only contained audio on one channel and others were not recorded or were not available.

Further Research

Further research into this area can be conducted using different time periods. It would be interesting to see a comparison between five years before the Soviet Union fell to the five year anniversary of the fall. This analysis may also support Rogerson's theory of the media in transition. Another interesting study could examine responses from actual reporters from the former Soviet

Union. If it is possible to locate the reporters who submitted news reports to *CNN World Report* before and after the fall, perhaps their personal views would validate the views of the researchers or provide more insight. Finally, a mass communication researcher could compare the styles of reporting of former Soviet Union journalists to the Western journalists.

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APPENDIX A
EXAMPLE OF CODING SHEET

CODING SHEET

1. **Program number** _____ **Story number** _____ **Year** _____
2. **Originating country** _____
3. **What is the main topic of the report?**

(A)___ Politics	(J)___ International relations/Diplomacy
(B)___ Economics	(K)___ Social problems
(C)___ Military/Defense	(L)___ Science/Technology/Medicine
(D)___ Crime/Justice	(M)___ Culture/Arts/Archeology
(E)___ Media	(N)___ Religion
(F)___ Race/Ethnicity	(O)___ Tourism/Travel
(G)___ Ecology/Environment	(P)___ Sports
(H)___ Human interest/Odd happenings/Animals	
(Q)___ Catastrophe/Disaster/Accident	
(I)___ Other, please name: _____	
4. **Type of report:** (a)___ Hard news story (b)___ Human interest story
5. **Was there a problem or conflict presented in the report?**
(a)___ Yes (b)___ No (please skip to question #9)
6. **On what level was the cause of the problem attributed?**
(a)___ Individual (b)___ Group (c)___ Institutional (d)___ Structural
7. **What opinions on the same issue were presented in the report?**
(a)___ Non-conflicting opinions (b)___ Conflicting opinions

8. **Was the opinion supported with evidence?**

(a)___ No evidence (b)___ With evidence (c)___ Reporter's opinion only

9. **Type of identifiable sources used in the report.**

(#__ = Number of times source was used; D=directly used sources

I=indirectly)

___ No identifiable source

#__ Government___ #__ Opposition to government___

#__ Interest Group(s)___ #__ Community Leaders___

#__ Celebrity Figures___ #__ Business persons___

#__ Academics___ #__ Professionals___ #__ Foreigners___

#__ Person affected___

#__ Other, please name _____

10. What is the format of the report? (a)___ Package (b)___ Voice over

(c) Live interview

11. Did the reporter do a stand-up? (a)___ yes (b)___ no

12. What is the length of the report? _____

APPENDIX B
CODING INSTRUCTIONS

CODING INSTRUCTIONS

3. **Main topic of the report:** The main subject discussed in the news story.

Politics: Topics relating to internal political conflict or crisis, elections, campaigns, party conferences, governments and Parliament decisions, government changes and appointments, democracy and peace movements, actions by political leaders, leader, leaders, legislation, etc.

International relations: Topics relating to diplomatic/political activity between states; non-governmental international activity of organizations, groups, and individuals (e.g., international aid); refugees and human rights in countries other the former Soviet Union.

Economics: Topics relating to agreements on trade and tariffs, international trade, capital investment, stock issues; monetary questions, exchange rates, money supply, banking, other economic performances, output and growth; industrial projects, factories, dams, and ports; agriculture matters, projects, crops, and harvests; industrial/labor relations disputes, negotiations, and wages.

Social problems: Topics relating to social problems in general (e.g., housing, illiteracy); family planning; social services (e.g., health care public education); social welfare.

Military/Defense: Topics relating to arms deals, weapons, bases, exercises, and other military matters.

Science/Technology/Medicine: Development and discoveries in those fields.

Crime/Justice: Topics relating to non-political crime, police, judicial and penalty activity.

Culture/Arts/Archeology: For example, theater, music, fine arts, crafts, folk culture, material reminders, entertainment, and show business.

Media: Topics relating to media performance, structure, ownership; media freedom and its limitations.

Religion: Topics relating to religious activity of individuals; churches and religious organizations; religious tradition.

Tourism/Travel: Topics related to tourism, tourists attraction of the country, and tourists activities of the Russians.

Ecology/Environment: Topics related to the protection of human natural habitat, such as energy conservation and pollution.

Human interest/Odd happenings/Animals: For example, unusual hobbies, inventions, or ideas without practical value; pets.

Catastrophe/Disaster/Accident: Such as plane, rail, car crashes, floods, earthquake, drought.

Sports: Topics relating to professional and qualified sports events and personalities; sports and recreational activity of people.

Race/Ethnicity: Topics relating to race conflicts, race and ethnic minorities rights and their limitations.

4. **Hard news story:** It may originate from an event or phenomenon reported by journalist to stimulate public discussion. Issue stories are characterized by analysis of trends and availability of substantial background information.

Human interest story: This concerns a happening that lasts for a specific period of time and in which lack of substantial background information does not affect viewers interest, but lack of currency of news releases negatively affects viewers interest in an event.

5. **Problem/Conflict:** A perplexing situation or question; a question presented for consideration, solution, or examination. A disagreement for ideas or interests. By definition, a presence of a problem or conflict may automatically lead to the development of an issue story.

6. **Level of cause attribution:** Refers to the level on which the cause or roots of the conflict may be attributed.

Individual: For example, an official, a criminal; in general a particular person.

Group: Such as gang of youth, minority group; organized or unorganized group of people.

Institutional: For example, school government agency; governmental or non-governmental institution.

Structural: For example, economical or social system, party line, official corruption in general, etc.

7. **Opinion:** A judgement held with confidence, a conclusion held without positive knowledge.

Conflicting opinion: More than one opinion presented by reporter and/or interviewee without agreement on a particular issue.

8. **Evidence:** Signs or facts on which a conclusion can be based.

Interviewees opinion only: opinion(s) presented in a report, not by reporter but by interviewee(s) only.

9. **Identifiable source of information:** Every non-repetitive source to which particular information presented by reporter may be attributed. The source may be any individual or agency or institution credited with providing information.

Directly cited source: Information provided by individuals interviewed in sound bites (appear to speak to the camera).

Indirectly cited source: Information provided by the source was summarized by the reporter (e.g. according to the chief of the fire department...As the spokesperson for...declared...) no matter if the source appeared on the screen or not.

Sound bite: Often called a talking head; a section of speech, interview, or comment that was included in a report.

Government: refers to all governmental officials, members of ruling party or parties and employees of governmental agencies.

Opposition to government refers to members of legal or illegal parties or organizations which oppose ruling government. Labor Unions for the purpose of this study are considered as political parties.

Interest groups: All formal organizations such as professional associations, business clubs, students organizations and other organized groups of people and their members if individuals were presented in the story as private persons but as members of particular organization. Labor unions are excluded from this category.

Business persons: Owners of the enterprises or management executives presented out of the context of local problems.

Community leaders: Individuals presented as leaders of local groups of inhabitants in the context of local problems.

Celebrity figures: Famous, respected, non-political figures (e.g. movie stars, sports stars, writers, journalists). **Professionals:** Lawyers, teachers, doctors, engineers, other highly educated specialists.

Academics: Teachers, researchers, scientists at college or university level.

Foreigners: Official representatives of states other than the Soviet Union; individuals presented as citizens of countries other than former Soviet Union.

Persons affected: Individuals directly affected by the event or problem and presented in the story out of the context of their political or organizational affiliations.

10. **Report format-** Formats of reports include packages, voiceovers and live interviews. The definition of these are as follows:

Package: A report, usually put together by a reporter, usually including the reporter, reporter, reporter voiceover, natural sound, and one or more interview segments(bites).

Voice over: Refers to the reporter/anchor reading script copy over the video.

Live interviews: In studio interviews with anchor talking with reporter.

11. **Reporter stand-up.** A story or segment of a story during which a reporter at the scene talks on camera.

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