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A comparative study of news magazines: their presentation of politics, medical sciences and technology

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A COMPARATIVE STUDY OF NEWS MAGAZINES:
their presentation of Politics, Medical Sciences and Technology.

by

CHRIS MUNYASIA WEKESA, BEd Dip Lib

A Master's Dissertation, submitted in partial fulfilment of the requirements for the award of the **Master of Science** degree of the Loughborough University of Technology

September 1992

Supervisor: **Professor A J Meadows**, MA, DPhil (Oxford), MSc
(London), FLA, FIInfSc, FInstP, FRAS

Department of Information and Library Studies

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DEDICATION

This dissertation is dedicated to my esteemed mother, Keziah Muliambako Munyasia who, single-handedly, ensured that my three brothers, sister and I got formal education ;

And

To my loving wife, Selina Chepkosgei, who played both mother and father to our lovely children Muyoti, Mukite, Nabututu and Munyasia for twelve months of my studies away from them.

@@@@@@@@@@@@@@@@@@@@

Khu Maayi omusiime Keziah Muliambako Munyasia, khupiila orio engali nga newakhusia esese halala ne bawandaase lundi nga neweyiima bilaayi bie khusibaala wakhuyiila esisomelo ;

Nende

Khumukhaaye wase omusiime, Selina Chepkosgei, orio muuno nga newaliinda babaana befwe basiime Muyoti, Mukite, Nabututu nende Munyasia mundaalo choosi nicho naaba Ebulaaya khumasoomo kano.

ABSTRACT

This study commences by putting the magazine into perspective showing its place in mass communication. A historical background is described together with the growth of the magazine through time. Various types of magazine are described. The focus, however, is on the news magazine.

It was the aim of this project to examine news magazines for their coverage of politics, medical sciences and technology. These subjects were selected because of the high human interest in them. They are concerned with how human life and its activities are ordered, governed and protected. The news magazines were examined in various categories including the number of articles and the accompanying graphics, space devoted to texts and graphics, and for any particular bias.

Nine news magazines, one each from Kenya, Belgium, Germany and the United States, and five from the United Kingdom were selected. The results of their examination are presented as a commentary with supporting tables and charts.

Observations have been made on these news magazines generally, but the *Weekly Review* from Kenya, in particular, has been looked at in the context of the other magazines.

ACKNOWLEDGEMENTS

I am deeply indebted to the Overseas Development Authority (ODA) and the Government of Kenya, through the British Council and Moi University, for the scholarship which enabled me to pursue this this course of study.

Although the stimulus for this dissertation came from many sources, the topic became a reality through the suggestion of Professor Jack Meadows, who was my supervisor. I am highly appreciative of his sound advice, corrections and patience throughout the period of the project.

Many thanks to the staff of the Serials Department of Pilkington Library, Loughborough University of Technology, (especially Mrs. Judith Freeman) for their kind assistance.

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INTRODUCTION

This study starts by giving definitions of news, magazine, news magazine and communication, as its most important terms. Accounts of how the magazine developed, its various types and how it differs from the newspaper are given.

1. The problem and its formulation

The main idea behind this dissertation is to investigate the coverage which news magazines give to politics, medical sciences and technology. The derivation of this problem came from the general public's concern about the direct influences and effects the above subjects have on their lives.

2. The medium

The above concern focusses upon the role of mass communication in disseminating information and upon its effects on opinions, attitudes and behaviour of different members of the public.

Specific attention, is, however, localized upon the role of the news magazine as:

1. one of the major sources of information for the general public;
2. one of the conveyors of results of enquiries into public problems, such as disease; and as
3. one of the great sharpeners of public thought and opinion.

Nine news magazines were selected for examination, and a comparison was made of the coverage they gave to the three subjects mentioned above.

3. Objectives

The objectives of this project are to investigate the following:

- a.) whether the selected news magazines provide political, medical and technological information to their audiences, and with what frequencies of occurrences;
- b.) the approach which they use in providing this information; and
- c.) the differences (and similarities) between the news magazines in the study (especially in terms of third world and developed world magazines), and offer recommendations for the development of the former.

4. Methodology

Focus is placed on the following questions about the news magazines:

- a.) do they provide information that individuals need to understand the effects of healthcare and medicine, technological and political issues , to seek help, protection or solutions?
- b.) how much of that information do they provide? This is in terms of frequencies of occurrences of relevant articles and accompanying graphics.

c.) how do they present the above information? This is in terms of space devoted to these and their (magazines') style of approach in terms of comprehensibility of texts.

d.) what attitudes do they have towards political, medical and technological materials? This is in reference to the negativity, positivity, ambiguity or neutrality as portrayed in the articles.

5. Literature review

This study is an introspection from:

a.) searching for previous studies on the medium, that is, the news magazine, which are relevant.

b.) reading general and relevant background material on the medium as well as on related media studies.

There was no success in the search for previous studies on the news magazine though other media of communication (especially newspapers) had an abundance of studies on them. General background material was, however, found.

6. Samples

The nine news magazines selected are the most popular. All except one, the 'Weekly Review', are collected by Pilkington library of Loughborough University of Technology. In all, there are five weeklies, two monthlies and two bi-monthlies (issued every two months).

Each magazine and its issues are analyzed in terms of subject frequencies, space it gives to the subject materials, disposition towards the materials and via what style of writing the materials are conveyed.

General and technical information, such as date of establishment, publisher and address, circulation, number of pages and number of columns on a page, among others, is given. Countries of publication and the local conditions under which the magazines operate are also given.

The dissertation is divided into five chapters. In Chapter 1, the background history and growth of the magazine through time is briefly considered. The development of the magazine in the United States and the United Kingdom is discussed at somewhat greater length because the modern news magazine owes its present form to its historical development in these two countries.

Chapter 2 discusses the methods of study employed here. These involved both quantitative and qualitative analysis of the contents of the nine news magazines. There are various special requirements the way in which each magazine operates. These are discussed in Chapter 3. The discussion in this chapter also examines the general, as well as the technical aspects of the magazines. Details as to when a news magazine was established, its current cover price, pagination and circulation figures are given among other details.

Chapter 4 gives details about the findings of the study. In it, the analysis of the data collected (as planned in Chapter 2) is presented.

Conclusions based on this analysis are made in the fifth and final chapter of the dissertation. The main focus of this chapter is to consider whether the news magazines in general, and those covering the Third World and Kenya in particular, are giving their audiences adequate political, medical or technological information , and whether any improvements in their format and style might lead to better results.

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CHAPTER ONE

1. The magazine

Definitions

The word 'magazine' has been widely used to describe publications such as the periodical, journal, gazette, or organ that come out periodically. Of all these terms used, 'magazine' is the most comprehensive because it describes a whole range of periodical publications. The term came from the Arabic word *makhasin* via the Old French word *magazin* which meant *storehouse* (1).

The Random House Dictionary of the English Language defines 'magazine' as "a publication that is issued periodically, usually bound in a paper cover, and typically containing stories, essays, poems, etc. by many writers, and often photographs and drawings, frequently specializing in a particular subject or area" (2).

A magazine is therefore, a 'storehouse' for ideas, arguments and important information. It promulgates what several authors have to communicate to their readers. Most early magazines were literally storehouses for sketches, verses, essays and other writings by various writers on a variety of subjects.

Together with the newspaper, radio and television, they form essential outlets for journalism. Journalism is essentially a part of mass communications. Wolseley defines it as "the systematic and reliable gathering, writing, interpreting, processing and disseminating of public information, opinion, and public entertainment for publication in newspapers, magazines and

entertainment for publication in newspapers, magazines and broadcasts" (3). He goes on to define communications as the "study of the technique of transmitting symbols and signals" (4). When 'mass communications' is used it means the art and science of such communications when they involve newspapers, radio, magazines, television, movies or even books.

1.1 The magazine in mass communication

Nature and function of mass communication

Communication is a fundamental social process that is crucial to human survival. It is through communication that members of human society maintain a working consensus about social order. Agee, Ault and Emery contented that the need for human beings to communicate with their fellow beings was "as fundamental as the physical requirements of food and shelter" (5). Communication is the transmission of information, ideas and attitudes from one person to another on an interpersonal level. Contemporary communication has however, grown too complex to operate only through direct communication between two individuals. Important messages and information must reach several people at once to be effective. These messages and information would take long periods if they were to be transmitted to these by visiting them individually. This then calls for a fast means that can deliver information, ideas and attitudes to a sizeable and diversified audience. When this is done through the media designed for that purpose, it is called 'mass communication'.

Magazines inform by printing news, explanations of meanings of events and of conditions by way of their editorials, special articles and departments of opinion. Wolseley asserts that, though it is the work of the magazine to entertain, "the greater the quantity of entertaining material, the less the amount of information and opinion" (6). This is an important basis upon which many readers rate the quality versus the popular press, with the latter having a lot more entertaining material.

Major mass communication activities as listed by Charles R. Wright, quoting Harold Lasswell, were, first, surveillance of the environment, second, correlation of the parts of society in responding to the environment, and third, transmission of the social heritage from one generation to another (7). He added a fourth, entertainment.

By 'surveillance' he meant the collection and distribution of information that concerned events outside and within the society. It corresponds with the handling of news .

'Correlation' involves the interpretation of information about the environment and prescriptions for conduct in relation to these events. Editorials or propaganda fall into this category.

'Transmission of the heritage' is commonly identified as an educational activity whereby knowledge, values and social norms are filtered from one generation to another or from the older members of a group to newcomers.

'Entertainment' activities are those communicative acts meant for amusement.

As pointed out earlier, the term 'magazine' is used in its broadest sense to describe a whole range of periodical publications with each member having unique functions of its own. A detailed study of similarities and differences between different kinds of magazines was not entered into as it was outside the scope of this project.

1.2. Historical development

At the beginning of Chapter 15 of his book "Mass Media", Hiebert observed that "while books have a particular appeal as a medium to fill individual needs, and newspapers have a role as informers and interpreters on a local and regional basis, magazines are increasingly providing communication for special-interest groups" (9). He continued that with competition between the mass media, specialization was inevitable. As television continued to excel as a medium for general communication, magazines have found more of their readership among people related by interest whether professional or vocational.

France has been considered the 'mother of magazines', since the earliest issues have been traced in the first catalogues in Europe in the seventeenth century. Magazines were known to be started by men with great ideas but with little money.

On the English scene, the first publication of the magazine type was a cross between a newspaper and a periodical, called the

'Review', published in London in 1704. This four-paged publication, issued for nine years sometimes three times a week, was written, edited and published by a distinguished British scholar, Daniel Defoe. He produced articles on domestic affairs and national policies and later added a department of literature, manners and morals.

In 1709, Richard Steele established the 'Tatler' and later joined with Joseph Addison to establish the 'Spectator', both of which printed political, international and theatrical news, coffee-house gossip and moralistic essays. For the first time, extensive advertising was carried out. This was later to become a necessary feature of all magazine publishing. Numerous imitations (including 'Grub Street Journal' by Alexander Pope, which ran from 1730 to 1738) sprang up. The first publication in the English language that called itself a 'magazine' was the 'Gentleman's Magazine', published first in 1731 by Edward Cave. It carried material on current affairs, poetry, biography, obituaries, songs and features of various sorts illustrated with engravings. Its most remembered contribution was the publication of parliamentary reports. It reprinted materials from other publications, making it a true predecessor of the modern general-interest magazine.

In 1750-52, Dr Samuel Johnson founded the 'Rambler'. He had earlier written parliamentary reports for the 'Gentleman's Magazine' which by that time had reached a 15,000 copies circulation. By the early nineteenth century, more than 150 periodicals were being printed in England.

On the American scene, the magazine medium appeared almost 35 years after the publication of the first English magazine. In 1740 Benjamin Franklin planned to launch the 'General Magazine and Historical Chronicle' for the British plantations in America, but Andrew Bradford of Philadelphia seized the occasion to beat Franklin's idea by three days by publishing the 'American Magazine' or a 'Monthly View of the Political State of the British Colonies'. Both the magazines ceased publication after only six and three issues respectively. Several magazines sprang up but did not last long prior to 1800. They did not last longer than fourteen months with low average circulations of about 500 copies only.

These publications covered a large range of general topics including religion, natural science, political affairs and literature. After 1800, several magazines were started that lasted over a century. They had their influence on education, spreading the new nation's ideas and culture, building literacy and shaping public opinion. One of the long surviving magazines was the 'Saturday Evening Post' which was started in 1821 and lasted until the 1960s. In the 1850s, 'Harper's Monthly' and the 'Atlantic Monthly' were founded and became the launching pads of most American literary giants of the nineteenth century.

During the American civil war, the magazines played an important role of informing the nation and influencing public opinion. In the latter part of 1850s 'Harper's Weekly' was founded to report and interpret social and political affairs. It is reputed to have been the first magazine to send its staff writers and artists to the

battlefront for firsthand coverage of the war and the pictures of the war taken by its staff photographer, Matthew Brady, were regarded among the best in photojournalism.

Magazines remained in the forefront during the reconstruction period, fighting against corruption in politics, communicating current events and generally fighting for democratic principles. During this period, special-interest magazines began to reach a national audience. The most outstanding among them were the 'Tribune' and 'Farmer' followed by the 'Ladies' Home Journal', all published by Cyrus H.K. Curtis. Others which grew to nationwide circulation by the end of the nineteenth century included 'Good Housekeeping', 'Woman's Home Companion' 'Vogue' and 'Vanity Fair'.

The nineteenth century saw magazines grow as a true mass medium. Their numbers grew by nearly 500 per cent and around 50 were well known nationally with circulations of over 100,000 copies. With the gaining of nationwide audiences, they had become an important political and social force. They went ahead of newspapers in exposing crime and corruption, fraud and manipulation.

Hiebert summed up the American scene, thus, "between 1894 and 1904, the American magazine came of age as a mass medium and proved itself to be a powerful institution in society" (10).

The twentieth century saw the emergence of the magazine as a national as well as an international force. It introduced photojournalism as a means of reporting news through pictures

and as a regular journalistic tool to inform, persuade and sell. A division between magazines according to what they reported, and for whom, grew sharply, giving birth to several types of magazines, which will be considered next.

1.3. Types of magazines

Broadly speaking there are two major type of magazines. These are, first, 'consumer' magazines which appeal to the broader interests of the general public. Second, the 'specialised' magazines, sometimes referred to as the 'trade' magazines whose appeal is mainly to the special interests of business, industrial and professional groups. They are often either free to members or mailed direct to their readers on subscription. This project did not go into a detailed consideration of this type of magazines as it was outside its scope.

The 'consumer' magazines are the ones usually seen on the newsstands and at the news-agents stores. They can be further classified by the various audiences they serve. 'Consumer' magazines are general in scope hence dealing with several kinds of subjects, but each with a defined kind of readership. They include 'children's' magazines published mainly for young people at various ages featuring stories, jokes, cartoon and comic strips, and instructions for playing games or making play-things. The second is the 'family' magazine group which provides home guides to family interests such as weekend travel, entertainment, movies, concerts and DIY for home maintenance. Third, 'hobby' magazines which appeal mostly to hobbyists in all fields. Their audience is likely to include collectors of various items of

interest in their fields. Fourth, 'literary' magazines for those with intellectual inclinations. They publish reviews of literary works in fiction, poetry or drama as well as factual articles from current cultural, economic or political spheres. Fifth, 'men's/women's' magazines which publish what interests each genre. For instance men's magazines would carry articles on adventure and sport while the women's ones would carry material on cooking, fashion, embroidery or home-decorating.

1.4. The news magazine

The sixth type, which is at the centre of this project is the news magazine. Its content is quite similar to that of newspapers except that it gives more background information about general news, and it is a weekly or monthly collection of topical material. Often it is more heavily illustrated with photographs and other informational graphics, such as maps, charts and graphs. It places emphasis on the personalities in or behind the news and appeals mainly to the general public.

Definitions

The Webster's dictionary defines the term 'news' as :

1. a report of a recent event; new information, fresh tidings.
2. a. news or what may be regarded by recipients as news that is reported in a newspaper, news periodical or news broadcast.
b. any matter regarded as interesting to newspaper readers or news broadcast audiences: matter

regarded as suitable for news copy (11).

It defines 'news magazine' as a "periodical typically published weekly and devoted chiefly to summarizing and analysing current news". (12) For the purposes of this project therefore, a news magazine is a publication that is issued periodically, usually bound in a paper cover and typically reporting recent events in summary and analytical form, articles by various writers, and often containing photographs and drawings and has no specific subject specialization. By publishing both pictures and news, they have relieved readers of the daily newspaper of its complexity and large size. Like newspapers, however, they enable people to absorb news at their own pace and the freedom to select only those stories that interest them. The news magazines, however, have certain unique features that make them different from the newspapers. These are now considered briefly.

1.5. How newspapers and news magazines differ

In general, the literary quality of news magazines makes them stand out more superior to newspapers. They are published at longer intervals than newspapers, and therefore have advantage of greater intensification. They have longer lead-times and less pressing deadlines to beat, hence take a longer look at issues to penetrate more deeply into problems for better interpretation and analysis.

News magazines, like all other magazines, are bound by paper covers while newspapers are loose leaves. They can also afford greater flexibility in size, shape or dimension than newspapers. Though they address the general public like newspapers, their

greater departmentalization makes them more suited to the varying interests of members of the general public.

The news magazines are printed on better quality paper and many of them contain quality coloured illustrations, as compared to newspapers which are printed on low quality newsprint with illustrations more often in black and white. They are not, therefore, as transient as newspapers. The life-time of a newspaper is normally just a day while that of a news magazine may be weeks or months (or even permanent, if bound). Even if newspapers are also bound, they begin falling apart with time due the poor quality of their paper.

To establish a newspaper requires vast investments in terms of staff and equipment. The converse was true for a news magazine which prompted Hiebert to observe that to establish a news magazine one required the least of organized business and the smallest budget to operate. (13) But modern business of whatever type requires huge investments for it to succeed in this competitive world .

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CHAPTER TWO

2. METHODOLOGY

This project is a comparative study of a group of news magazines and how they treat three specific subjects, namely, politics, medicine and technology. As stated in the previous chapter, in order to establish a methodology, an introspection from reviewing relevant or related studies was undertaken but with very success for relevant studies. The search was then extended to the hard copy reference material, such as the encyclopedias, indexes and periodicals directories, where some relevant background material was found. No search was extended to the CD-ROM files.

2.1. Sampling technique and size.

After scanning through Katz's 'Magazines for libraries' (1), and 'Willings Press Guide, 1991' (2), a list of news magazines was drawn up. Due to the short period to work on this research, the choice of which news magazines to examine was limited to the better known and popular ones. Eventually, nine titles of such news magazines were selected, eight of which were collected by the Pilkington Library and one was received from Kenya on a personal subscription. Five of the magazines were weeklies, two monthlies and two bi-monthlies, that is, issued once every two months. See the list in Appendix 1.

Two major setbacks were experienced in selection of the issues. First, quite a number of the older issues of some magazines could

not be found in the library. Two, not all news magazines are listed in the periodicals directories found in the library. The 'Courier', for instance, had a number of its older issues missing and was not listed in any of the periodicals directories, including 'Ulrich's'. This means that some of the details on it can not be verified from an authoritative source.

A comparative study was carried out as to the magazines' coverage of the three subject areas mentioned above. In all, 200 articles per news magazine were examined cumulatively for relevant material. The number 200 was believed to be large enough for smaller-paged magazines to give satisfactory results, and was set in order to get a significant number of differences between the news magazines. No period limit was set except examination of the issues commenced from the last issue in May, 1992 working retrogressively till 200 articles had been examined.

A total of 1800 articles were henceforth examined. For the purposes of this study, an article was any relevant item that occupied a minimum of 50 column centimetres or 850 words inclusive of graphics in both cases.

The selection of issues for examination depended on the frequency of each news magazine. All weekly magazines were limited to two issues per month selected randomly. The monthlies and the bi-monthlies had all their issues systematically examined. Except for some issues of the 'Courier' which could not be traced in the library, all those that were examined are as

listed in Appendix 2. As a result, the following number of issues per news magazine were selected.

Weeklies

Title	Number of		
	Issues	From	To
Economist	6	30 May, 92	18 Jan., 92.
New Statesman	8	29 May, 92	7 Feb., 92.
Spectator	8	30 May, 92	15 Feb., 92.
Time	8	25 May, 92	27 Jan., 92.
Weekly Review	10	29 May, 92	3 Jan., 92.

Monthlies

New African	8	May, 1992	October, 1991.
New Internationalist	10	May, 1992	August, 1991.

Bi-monthly

Courier	6	May/June, 1992	March/ April, 1991.
Scala	9	May-June, 1992	Feb.-March, 1992.

2.2. Analysis procedure

The selected issues of the news magazines were systematically examined for frequencies, space, graphics, readability and direction of bias of all the relevant articles.

2.2.1 Frequencies

Represented the actual numbers of relevant articles counted per subject area as found in the issues each magazine. They were recorded thus for each issue:

Number of pages in the issue

Total number of articles

Number of relevant articles

Subject proportions

2.2.2 Space

Space was measured in column centimetres. The layout of each news magazine divides each page into columns and a column centimetre is, therefore, one centimetre down one column. For instance, an article that occupies two columns running down 9 centimetres the first one and 5 centimetres the second one, takes up 14 column centimetres. Any accompanying photograph or graphics fitted inside the text is not measured separately unless its own measurements needed to be known. But if it was outside the space of the text, then it was measured and its measurements added to those of the text to give the column centimetres of that article. For the calculation of the ratios between the space taken by the text and graphics, each was measured separately and their measurements compared. The following were the data recorded.

Number of relevant articles.

Space taken up those articles.

Space taken up by text alone.

Per centage of that space.

Number of relevant graphics.

Space they took.

Per centage of that space.

2.2.3 Graphics

These were the illustrative visual symbols which were used to place emphasis on certain aspects of the articles or to explain articles which were more complex to understand. Data from each magazine was recorded thus:

Number of relevant articles.

Overall average graphics per article.

Average graphics per article per subject.

Front cover.

Typography.

Photographs.

Other graphics.

Sectionalisation.

2.2.4 Readability

Readability was used here to mean what Ole R. Holsti called the "comprehensibility of a text" (3). He listed characteristics of text which were measurable to include "aspects of vocabulary (diversity, hard words, long words, abstract words) , sentence structure (length, type, number of prepositional phrases or indeterminate clauses), and human interest elements (personal pronouns, colourful words)" (4).

This project used independent tests based on sentence lengths and measures of vocabulary to determine the comprehensibility of the contents of the news magazines. These tests were specifically used to determine each magazine's style of writing

and whether it suited the audiences it was meant for . The Flesch Formula (5) was found to be quite suitable as it was designed primarily to assess adult reading material by weighing the material against a notional comprehension score from 0 to 100.

Three samples of 100 words each were selected one each from political, medical and technology material in each magazine but not necessarily from the same issue. The number of sentences in each sample were counted and the average calculated. Syllables in the same samples were also counted using the Oxford Advanced Learner's dictionary (6) which has phonetic transcriptions of words it listed. Abbreviations and numerals presented scoring problems, but this was resolved by scoring every letter in the abbreviation as a separate syllable and likewise for numerals. So that U.K. was scored as two syllables and 1992 as four syllables. African and Asian names which are pronounced the way they are written with every vowel accounting for a syllable, did not present much of a problem.

The sentences were counted on the basis of the 100-words samples. If the 100th. word fell in the middle of a sentence, then that part of the sentence was counted as a fraction of the total number of words in that sentence. If, for instance, the 100th word was preceded by 5 complete sentences followed by 14 words, the 100th being number 14 in that sentence out of a total of 30 words in that sentence, then the sample is calculated to have $5 \frac{14}{30}$ sentences. When this is divided into 100, it will give the average number of words per sentence. For the

calculation of the reading ease score, the study used the Flesch formula which is as shown below:

$206.835 - (0.846 \times \text{SYLLS}/100\text{WDS}) - (1.015 \times \text{WDS}/\text{SENT})$ where:-
SYLLS/100WDS = Syllables per 100 words;

WDS/SENT = Average number of words per sentence in the sample (7).

The following data was henceforth to be obtained from each magazine:-

Average number of sentences.

Average number of words per sentence.

Average number of syllables.

Average reading ease score.

2.2.5 Direction of bias

Headlines were examined to determine the direction of bias or interest for each news magazine. As a first step in the analysis, headlines and the contents to which they are appended were systematically examined. Most importantly the manner in which they portrayed the ideas within their texts. They were classified into four categories of 'Favourable', 'Unfavourable', 'Neutral' and 'Ambiguous'. In the first category were those articles that used, according to Meadows, "words ...which could be associated with optimistic outlook" (8). These were headlines and articles in which definite statements of approval were discerned. For instance, in the 'Time' of 13th April, 1992, there was an article on the former Soviet Union headlined: THE CHECK IS IN THE MAIL: WESTERN GOVERNMENTS AND THE IMF PLEDGE \$ 24 BILLION TO SUPPORT YELTSIN. Words which could be associate with an

optimistic outlook in that headline are words like ...CHECK..., ...PLEDGE..., ...\$24 BILLION..., and ...SUPPORT... Examining the text closely revealed more optimistic words and statements. Such an article was, therefore, classified as 'Favourable'.

'Unfavourable' ones were those with words and statements that portrayed pessimism or negativity. Philip Ash called them "definite statements of criticism" (9). The following is an illustration of this type. In the April 4th, 1992 issue of the 'Spectator', there was this headline: LOST IN THE FOG OF WAR, MINISTERS CALL IN VAIN FOR SIR HUMPHREY. The words that denoted criticism were, ...LOST..., ...FOG..., WAR..., ...IN VAIN... Examining the first few sentences of the text revealed more such words and statements. Such were classified as 'Unfavourable'.

'Neutral' were those that did not contain evaluative connotations. They were composed in such a way that they were not seen to identify with or repudiate the subject matter. Some of them containing elements of implicit approval were not identified with the 'favourables' unless definite statements of approval or words to that effect were used , they were classified as 'Neutral'. An example of this was the article in the 'Weekly Review' of May 29, 1992 headlined: DEMOCRATIC PARTY: A BUSY TIME IN CENTRAL PROVINCE. No word of approval or disapproval was used. It reported plainly what the party did in the Central Province without any evaluation. It merely reported what had happened. The first paragraph was a mere reportage of who said what and where in the province. For example, ...supporters turned up..., ...the main themes were..., and ...the speakers said.

The fourth category to be examined was the 'Ambiguous'. An ambiguous headline was one whose meaning was either unclear or confusing relative to that of the content of the article. This was exemplified by the headline LEFT OVER in the 'Spectator' of 18 April, 1992. Readers of such a headline would not know who or what was left over its meaning being quite obscure. Even after reading nearly the whole article still the headline did not fall into place.

The following data was recorded from each news magazine:

- Favourable items.

- Unfavourable items.

- Ambiguous items.

- Neutral items.

- Their percentages and proportions.

References

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CHAPTER THREE

3. The contemporary scene

Introduction

This chapter gives a review of the special and local conditions under which each news magazine operates, in terms of country of publication. This is followed by an examination of each magazine, in terms of its technical and general information on its design and layout.

The beginning of the twentieth century saw the emergence of the news magazine as a powerful medium of communication. It saw a sharp rise in the number of news magazines in which word and picture are intertwined to present articles on art, science, history, philosophy, current affairs, politics and the welfare of the society as a whole. They appear as weeklies, monthlies, bi-monthlies and even quarterlies. Like their predecessors, the 9 news magazines under examination in this study, operate under various and special local conditions within the countries where they are published. The following is a brief account of the local conditions under which each one of them operates. Table 1 shows the statistics of local conditions in these countries.

The primary sources for the accounts in this chapter, were "The World's News Media" (1), Katz's "Magazines for Libraries" (2), and "Willings Press Guide, 1991" (3).

3.1. United Kingdom

The British media is among the world's most influential because of two main reasons. First, Britain has strong historical and cultural ties with her former colonies the world over. Second, the English language leads as the 'lingua franca' of the world. The media are accessible to the whole population and London is probably the world's most cosmopolitan media centre. Newspapers and the broadcast media are the main sources of domestic news, while television remains the main source of foreign news. Britain's constitution is unwritten; hence media freedoms and restrictions are based on precedent and convention. Freedom of expression is respected, but the absence of formal guarantees and constraints causes concern. The courts have power to delay or ban publication of information thought likely to interfere with the 'administration of justice' or affect 'national security'.

The magazine sector comprises over 2,000 titles. The Sunday newspapers publish magazine supplements, a fact which may show why there are few weekly magazines. The most outstanding among the British news magazines is the 'Economist' which, notwithstanding its title, covers a whole range of current affairs. Its economic and financial coverage is quite outstanding while its international coverage has been quite successful in increasing its circulation worldwide. The 'New Statesman and Society' and the 'Spectator' are two important political and analytical weeklies, but cover mainly Britain and Europe in general. The 'New African' and the 'New Internationalist' are published in Britain, but cover exclusively the Third World. Continued publication of the 'New

African', for instance, is a demonstration of Britain's freedom of the press because its critical stance would not have been tolerated in the Third World.

3.2. Kenya

Kenya has a well-established press with 5 dailies, four of which publish Sunday editions. The 'Weekly Review' and the 'Nairobi Law Monthly' two most outstanding independent periodicals. The 'Weekly Review' which is more impartial in covering political issues, is more influential than the 'Nairobi Law Monthly'. The latter has a reputation of being outspoken on most political issues, more so to demonstrate the editor's own critical view of the establishment and to help raise sales, than to demonstrate balanced reportage. The 'Weekly Review' has learnt to remain afloat in turbulent seas, and that criticism of the establishment is not the only function of the press.

Freedom of the press is guaranteed in the constitution, but there is a close supervision by the government. A number of publications have been banned for rubbing the government the wrong way. The quarrel has been not so much about what is reported as to how it is reported.

Foreign publications are widely available in Kenyan towns. The official Kenya News Agency is the main source of both local and foreign news. Several international news agencies, such as the Agence France Presse (AFP), Associated Press (AP), and Reuters, have bureaux in Nairobi. Nairobi has good communication links

worldwide and acts as the centre for foreign reporting on Africa and is the usual base for correspondents covering East Africa.

3.3. United States

The United States media industry is the largest in the world and has many newspapers, magazines, radio and television stations owned privately and run on commercial lines. The free reign of market forces and economic constraints has encouraged concentration of ownership so much that even though the industry is the largest, it is not the most diverse.

Media freedom is guaranteed in the constitution, which limits the powers of the Congress to change it. Apart from its own networks of correspondents and freelance writers, the media's main sources of news are the AP and the United Press International (UPI). Several leading newspapers subscribe to AFP and Reuters.

Most of the population get their international, national, state or local affairs news and information in the press. Broadcasting is subject to government control while the print media is self-regulating.

The magazine sector publishes 11,500 titles, most of which are sold by subscription. The leading news weeklies are 'Time', 'Newsweek' and the 'US News & World Report'. These are quite similar in content and style. They all cover national and international affairs and have strong sections covering finance, science and technology and the arts. 'Time' is the market leader,

circulating over 4,700,000 copies worldwide. Sunday newspapers present a strong challenge by using high-quality paper and use a lot colour photography and graphics.

In the current affairs field are found several opinion-leading journals with strong influence despite their low circulations. They do not provide news as such but have a mixture of analysis, commentary and criticism of political, social and economic issues raised in the daily papers.

3.4. Germany

The press in Germany is diverse, sophisticated, influential and affluent. The 'Deutsche Presse Agentur' (DPA) and 'Deutsche Depeschendienst' (DDP) are the only sources for domestic and foreign news to the media. The AFP, AP, and Reuters also provide full German-language services.

Media freedom is guaranteed by the constitution of 1949 establishing the Federal Republic of Germany, but some aspects of it limit their freedom, so that journalists are obliged to reveal their sources.

There are 47 weekly newspapers published in Germany and 400 dailies with the regional press accounting for 75% of the daily total circulations. Quality papers are sold by subscription while the popular ones rely on newsstand sales.

The magazine sector has 20,000 titles, most of which are low-circulation trade publications or specialist journals: 400 consumer magazines dominate the mass market with a combined 100,000,000 circulation per interval of publication. Among the most popular the three general-interest illustrated weeklies, 'Stern', 'Quick' and 'Bunte'. They give serious coverage of current events and general issues as well as entertainment. 'Der Spiegel' is the outstanding news magazine. Many international foreign-language news magazines also emanate from Germany: outstanding among them is 'Scala' which provides national as well as international news.

3.5. Belgium

Media censorship is banned in Belgium under the constitution. Print media have no laws regulating them, but broadcast media are under government supervision, though with a large latitude of editorial independence.

The country has been divided into three regions making it impossible to have a national press. Brussels is an important international media centre being the headquarters of the European Community and many intergovernmental organizations. The main news source is 'Belga', a national news agency owned by the daily papers. News on the activities of the European Community is supplied by agencies like 'Agence Europe' and several others. The major international news agencies have bureaux in Brussels.

The magazine sector is fragmented and, unlike the daily press, there are a number of titles which publish regional language editions. The serious news weeklies are 'Knack', 'Blik' and 'Panorama' in Dutch, and 'Le Vif', 'L Express' and 'Le Soir' in French. In addition, there are several general magazines, including a number of foreign language news magazines or foreign language editions of the local ones. The 'Courier' is one example of such a news magazine which has a limited circulation in Belgium.

3.6. General and technical information on each news magazine.

COURIER

Abstract.

This magazine provides cross-cultural views of education, art, living conditions, natural resources and politics. It frequently emphasizes Third World nations. Articles are well-researched and written in an uncomplicated, direct fashion. It is published in 34 languages including French, English and Spanish.

Summary of contents:

Current affairs and politics.

Date established

1948.

Frequency

Every two months.

Price:

£3.50

Publisher and address

Dieter Frisch,

Commission of the European Communities,
200 rue de la Loi,
1049- Brussels, Belgium.

Circulation

37,000.

Audience

General adult, academics.

Pagination

Usually 96.

Printed page

Width 18.9 cms.

Depth 27.2 cms.

Columns

Generally 3.

Articles

Signed.

ECONOMIST

Abstract

This is a weekly news and current affairs magazine. It is British in origin and was first published in 1843. With the strong tradition of Sunday newspapers in Britain, there are not many weekly news magazines and foremost among them is the 'Economist'. Despite its title, it covers a whole range of current affairs but with a strong coverage of economic and financial issues.

Summary of contents

Current affairs, politics , business and finance.

Date established

1843.

Frequency

Weekly.

Price

£1.70.

Publisher and address

Economist Newspaper Ltd.,
25 St. James' Street,
London, SW1A 1HG, England.

Circulation

453,000.

Audience

General adult.

Pagination

Usually 80.

Printed page

Width 18.3 cms.

Depth 24.5 cms.

Columns

Generally 3; Leaders 2.

Articles

Unsigned.

NEW AFRICAN

Abstract

A glossy news magazine published in London for worldwide distribution. It is anti-establishment and each issue has a broad

cover story. It has sections on regions of Africa, African business and economy and art.

Summary of contents

Politics, current affairs.

Date established

1966.

Frequency

Monthly.

Price

£1.50.

Publisher and address

IC Publications Ltd.,
P.O. Box 261,
Carlton House,
69 Great Queen Street,
London, WC2B 5BN, England.

Circulation

47,100.

Audience

General adult, academics.

Pagination

Usually 44.

Printed page

Width 18.9 cms.

Depth 24.2 cms.

Columns

Generally 3.

Articles

Signed.

NEW INTERNATIONALIST

Abstract

It does not comment on the news of the moment. It rather acts as a complement to the news media than a competitor. It is an independent news magazine printed on three continents, namely, Europe, Asia and America.

Summary of contents

Politics, current affairs with emphasis on the Third World.

Date established

1973.

Frequency

Monthly.

Price

£1.50.

Publisher and address

New Internationalist Publications Ltd.,
55 Rectory Road,
Oxford, OX4 1BW, England.

Circulation

47,590.

Audience

General adult, academics.

Pagination

Usually 40.

Printed page

Width 18 cms.

Depth 24.2 cms.

Columns

Generally 3.

Articles

Some signed others not signed.

NEW STATESMAN AND SOCIETY

Abstract

A liberal weekly which merged with the 'New Society' in an effort to attract a wide audience. It has now more news, features and more involvement with the British cultural scene. As the voice of the liberal wing of the Labour party, it lost much of its readership after 1980, because, it is claimed, there was too much attention to radical ideas and not enough content. This was particularly true of its first half where the news appears. Fresh themes are now found in the section.

Summary of contents

Current affairs, politics.

Date established

1913.

Frequency

Weekly.

Price

£1.40.

Publisher and address

The Statesman Publishing Co.,
14-16 Farringdon Lane,
London, EC1R 3AU, England.

Circulation

25,000.

Audience

General adult, academics.

Pagination

Usually 47.

Printed page

Width 19 cms.

Depth 27 cms.

Columns

Generally 3.

Articles

Signed.

SCALA

Abstract

It is a magazine of current German and world events. It is more independent and sophisticated than other German news magazines. Its 60-plus pages include features on people, cultural life and business. It is published in three editions, namely, German, English and Spanish.

Summary of contents

Current affairs.

Date established

1961.

Frequency

Monthly.

Price

£2.90.

Publisher and address

Frankfurter Societaets-Druckerei GmbH,
Postfach 100801,
Frankenallee 71-81,
D-6000 Frankfurt 1,
Federal Republic of Germany.

Circulation

340,000.

Audience

General adult.

Pagination

Usually 63.

Printed page

Width 18.3 cms.

Depth 26.4 cms.

Columns

Generally 3.

Articles

Signed.

SPECTATOR

Abstract

This is a British publication generally in support of the Conservative party and is also in sympathy with main stream American Conservatism. It features superb writing on all aspects of British life and society and is probably the model for the most

popular and successful American Conservative magazines (including 'Spectator' and the 'National Review').

Summary of contents

Politics, current affairs.

Date established

1828.

Frequency

Weekly.

Price

£1.60.

Publisher and address

Spectator,
56 Doughty Street,
London, WC1N 2LL, England.

Circulation

36,600.

Audience

General adult, special adult.

Pagination

Usually 48.

Printed page

Width 19 cms.

Depth 25 cms.

Columns

Generally 3.

Articles

Signed.

TIME

Abstract

Reports the past week's activities from the point of view of a conservative, middle-of-the-road American politics. The second section is better written and edited than the speculative news stories in the first. The magazine is in constant fight from being old-fashioned and has added new sections to enliven it up since 1988. Its format has also changed regularly. With the development of specialized- viewpoint news magazines and the 24-hour news on cable television, 'Time' and other general news magazines are threatened.

Summary of contents

Current affairs, politics.

Date established

1923.

Frequency

Weekly.

Price

£1.50.

Publisher and address

Time Inc.,
10880 Wilshire Boulevard,
Los Angeles,
California 90024, United States.

Circulation

4,700,000.

Audience

General adult, academics.

Pagination

Usually 68.

Printed page

Width 18 cms.

Depth 24.9 cms.

Columns

Generally 3.

Articles

Signed.

WEEKLY REVIEW

Summary of contents

This is Kenya's most popular and best news magazine. It is one of the most well-written and independent weeklies of the African continent. Its focus is on Kenya and East Africa but covers other key events elsewhere in Africa.

Summary of contents

Politics, current affairs.

Date established

1975.

Frequency

Weekly.

Price

£0.30 (Kenya shillings 30).

Publisher and address

Weekly Review Ltd.,

P.O. Box 42271,

Nairobi, Kenya.

Circulation

28,530.

Audience

General adult.

Pagination

Usually 32.

Printed page

Width 18.6 cms.

Depth 25 cms.

Columns

Generally 3.

Articles

Special contributions signed, generally not signed.

References

1. Drost, Harry, ed. The world's news media, 1990.
2. Katz, Bill. Magazines for libraries, 6th ed., 1989.
3. Willing's press guide, 1991.

CHAPTER FOUR

4. ANALYSIS AND PRESENTATION OF DATA

4.1 The Tables and figures explained.

This dissertation is a comparative study of nine news magazines and their treatment of three subjects. Each magazine and each subject, therefore, are examined individually as spelt out in Chapter 2. The data collected is presented by use of tables and figures, which are briefly explained below.

Citing of information in the text, is done via tables only (where a table and a figure refer to the same data). Where figures have no corresponding tables, then they are cited in the text.

TABLES

Table 2 shows the overall distribution of the subjects per news magazine.

Table 3 shows the distribution of politics articles by category.

Table 4 shows the distribution of medical sciences articles by category.

Table 5 shows distribution of technology articles by category.

Table 6 shows the overall distribution of graphics.

Table 7 shows the graphics-to-text ratios.

Table 8 shows the average readability measurements.

Table 9 shows readability averages and classification of the magazines.

Table 10 shows overall distribution of bias.

FIGURES

Figure 1 shows the overall distribution of subjects. Corresponding to Table 2.

Figure 2 shows politics coverage. Corresponding to Table 3.

Figure 3 shows medical sciences coverage. Corresponding to Table 4.

Figure 4 shows technology coverage. Corresponding to Table 5.

Figure 5 shows the overall distribution of graphics. Corresponding to Table 6.

Figure 6 shows distribution of graphics per subject. Corresponding to Table 6.

Figure 7 shows the distribution of graphics in politics by magazine. Corresponding to Table 6.

Figure 8 shows the distribution of graphics in medical sciences by magazine. Corresponding to Table 6.

Figure 9 shows the distribution of graphics in technology by magazine. Corresponding to Table 6.

Figure 10 gives the overall distribution of bias. Corresponding to Table 11.

Figure 11 gives the distribution of bias in politics by magazine. No corresponding table.

Figure 12 gives the distribution of bias in medical sciences by magazine. No corresponding table.

Figure 13 gives the distribution of bias in technology by magazine. No corresponding table.

General Remarks

A total of 1800 articles from 9 news magazines were examined for their coverage of political, medical and technology information. Their proportionate distribution per subject per news magazine was found to be as shown in Table 2.

The table shows that politics was the most extensively covered topic accounting for 32.6% of the total. Technology and Medical Sciences received more scanty coverage with 9.8% and 4%, respectively. Hence, for every article on technology, there were three on politics and for one on medical sciences there were eight on politics and three on technology respectively.

All the articles were examined and were found to fall in various categories within each subject area. These were grouped under broader and more embracing areas for ease of analysis. The grouping was done as shown in Tables 3, 4 and 5, and was based on the Dewey Decimal Classification scheme, 20th edition (1) but with some modifications to suit the actual information found in the articles. Notes are appended to the tables to explain the composition of each category.

4.2 Coverage of Politics.

Table 3 shows how politics categories were distributed throughout all the news magazines, giving the frequencies of each category. The 'political process' Class received the highest coverage with 219 articles, which is 37.4% of the total number of all politics articles. The news magazines that covered this category most were the 'New Statesman and Society', 'Weekly

Review', 'Time', 'New African', 'Economist' and the 'Spectator'. Between them they provided a total of 210 out of 219 articles.

'Scala', 'New Internationalist' and the 'Courier' did not cover politics all that much. 'Scala' was, however, at the top end of the 'International Relations' category, followed by the 'Economist' and the 'Spectator'. Between them they presented over 50% of the articles in this category. 'Governance' received a fairly wide treatment in all the news magazines with the majority of them presenting an average of ten articles each.

'Civil and political rights' received sparse coverage, mainly by those news magazines that reported the Third World. The 'Weekly Review' and the 'New Internationalist' together covered nearly 58% of all the items in this category.

On 'Immigration, Migration and Conflicts', more than half of the news magazines contained at least ten articles each. The 'New African' had the highest number, accounting for 24% of the total in the category. Surprisingly, 'Scala', which was at the top end of the 'International Relations' category, had zero returns for this category and yet the two are closely related.

Two categories that received very low treatment by all the news magazines were 'Legislature' and 'Systems of Governments and States'. Several news magazines contained nothing. The exceptions were 'Time', 'Weekly Review', and the 'New African' which had a combined 86% of the 38 articles for the category.

The incidence rate for politics events was quite high in all the news magazines. It varied from one relevant in every two in the 'Weekly Review' and the 'New African' at the top end to one in every seven in 'Scala' at the lower end.

In conclusion, therefore, several points can be made about the coverage of politics by the news magazines. As McQuail contended in his book, 'Media Performance', the main factors to be considered in news selection are likely to be those of "timeliness", "topicality", and other news values of events such as "closeness" and "scale". A here-and-now topic is likely to affect a greater number of people because "its impact is the more immediate (timeliness) and because of being closer to home (culturally or geographically) the more significance it has and therefore the more relevance" (2).

At the time this study was going on, Britain had her general elections. In Africa, the wind of change was sweeping through political systems and elections were being held here and there. Communism in the Eastern bloc had just collapsed and for the first time in history people were now voting for their leaders and governments. In the United States the presidential elections were in sight. All these were timely, significant, and relevant events to the audiences of the news magazines published in those places and the editors had no choice but to concentrate coverage on these events. This explains why there was high coverage of the 'political process' category in all the news magazines which reported on these.

4.3. Coverage of medical sciences.

Comparatively, Medical Sciences received the lowest coverage of the three subjects, accounting for only 4% of the total number of articles in all the news magazines. Out of its total of 72 articles, five news magazines contained 73%, each covering around ten articles, while the other four news magazines had five articles on the average.

Medical sciences had the lowest incidence rate of all the three subjects examined. It varied from one relevant article in eighteen as was the case in the 'New African', 'New Statesman and Society' and 'Scala' on the higher side to the 'Courier' and 'Economist' on the lower side with one relevant articles in fifty.

Table 4 shows the categorized distribution of medical sciences articles. From the table it appears that, first 'promotion of health', second, 'disease', and third, 'treatment' categories received the highest coverage. Four news magazines, namely, the 'Weekly Review', 'New African', 'New Internationalist' and the 'Spectator' contained an average of 17% each of the total in these categories. 'Research', 'pharmacology', and 'prevention' categories were least covered, with several news magazines recording zero returns in all of them.

The above trend reflects the problems found in presenting scientific material to the general public. The transmission of news is controlled by various 'gatekeepers'. A news reporter might get the material by way of press releases by public

relations personnel at research institutes or universities, rather than from the scientists themselves. This may result in disputes as to the accuracy of the reports and, in turn, slows down the release of more information. Others, like the copy editor or news editor, ultimately decide the shape and wording of what finally appears in the magazine. Differences in discerning the significance of different parts of scientific information, and in which manner it should be presented to the public, do adversely affect the volume of science material in the news magazines.

4.4 Coverage of Technology.

Table 2 shows the proportionate distribution of technology articles vis-a-vis those of the other two subjects. Out of the total of 1800 articles which were examined, those for technology accounted for only 9.8% . Of the total 177 articles on technology presented by all the nine news magazines, the 'Scala' alone accounted for 27.7%. On average, the remaining articles were shared by the other magazines at around ten articles each.

From Table 2, the news magazines which provided sizeable amounts of technology material were, in ascending order, 'Time' and 'New Statesman and Society' with 25 articles each, then the 'Economist' which had 27 articles, and at the top end was the 'Scala' which had 49 articles. Between them they contributed over 70% of the total technology material examined.

Table 5 shows the distribution of technology material by categories. It can be seen that the 'communications' category

received a markedly higher attention in all the news magazines. It accounted for 53.7% of all the technology information examined. At the top end were 'New Statesman and Society' and the 'Economist' giving 25% and 18% respectively of the total 93 articles in the category. At the bottom end were the 'Courier' and the 'New Internationalist' with 4% and 3% respectively.

One striking feature of the distribution of technology items was that after the high concentration on the 'communications' category, there was a very sparse coverage of the rest of the categories. Only 'Scala' registered returns in practically all the categories. Several news magazines recorded zero returns in a number of these categories. The categories with most zero returns were in 'computers' (not reported in four magazines), 'buildings' (not reported in six), 'chemicals and energy' (not reported in six), 'research' (not reported in six), 'military' (not reported in five), and 'hydraulics', (not reported in five).

'Transportation' received noticeable attention with 17.5% of the total technology articles. 'Scala', 'Time', 'Economist' and the 'Weekly Review' presented just over 67% of the items in this category while the rest of the news magazines contained the remaining (except 'New Statesman and Society' and 'Spectator' which had nothing in this category).

'Computers' were reported in only a half of the news magazines with 'Scala' covering 66% of the total 15 items in this category.

'Research' in technology had a total of ten articles only representing a lowly 6% of all the technology material examined. Within the category itself, however, the 'Scala' presented 80% of the articles and the remaining 20% from the 'Economist' and 'Time'. 'Military engineering', which accounted for 5% of the entire technology articles, was covered only in the 'Time', 'Economist' and the 'Scala'. 'Hydraulics', 'chemical engineering', and 'buildings' were very scantily covered as the table shows.

From the above analysis, it can be seen that technology, like medical sciences (discussed earlier on), received a low coverage by the news magazines, but even less in those covering the Third World i.e. the 'Weekly Review', 'New African', and the 'New Internationalist'. Jones, Connell and Meadows pointed out that there was a difference in the level of information about science which existed between different social groups and classes, "the better educated and those in higher occupational groups (these factors are of course correlated), have a better knowledge of, and a greater interest in science than other social groups" (3). This then means that Western countries and the United States with 100% and 96% (4) literacy levels have better educated people: hence they are better disposed towards science to which technology is a part.

The Third World with just about 60% literacy is unlikely to have many people who would be properly disposed towards science information. For lack of audiences, therefore, the news magazines there do not cover as much scientific material as their counterparts in the developed countries.

4.5 The analysis of space.

In this analysis an 'article' includes both the text and the accompanying graphics. The relevant table is Table 7. Each news magazine is examined separately. Measurements are in column-centimetres.

The Courier.

Number of relevant articles	49
Space they took	8,978.3
Space taken up by text alone	6,953.2
Percentage	77.2
Number of relevant graphics	152
Space they took	2,042.6
Percentage	22.8

The Economist.

Number of relevant articles	107
Space they took	11,043.6
Space taken by text alone	9,242.7
Percentage	83.7
Number of relevant graphics	152
Space they took	1,800.9
Percentage	16.3

New African.

Number of relevant articles	128
Space they took	10,608.9

Space taken by text alone	9,242.7
Percentage	80.3
Number of relevant graphics	177
Space they took	2,091.4
Percentage	19.7

New Internationalist.

Number of relevant articles	59
Space they took	11,504
Space taken by text alone	4,407.5
Percentage	61.7
Number of relevant graphics	113
Space they took	1,287.9
Percentage	38.3

New Statesman and Society.

Number of relevant articles	121
Space they took	11,504
Space taken by text alone	10,216.1
Percentage	88.8
Number of relevant graphics	106
Space they took	1287.9
Percentage	11.2

Scala.

Number of relevant articles	87
Space they took	12,200.3
Space taken by text alone	4,828.5
Percentage	39.6

Number of relevant graphics	235
Space they took	7,371.8
Percentage	60.4

Spectator

Number of relevant articles	57
Space they took	5,614
Space taken by text alone	4,865.3
Percentage	86.7
Number of relevant graphics	41
Space they took	748.7
Percentage	13.3

Time.

Number of relevant articles	106
Space they took	14,822.9
Space taken by text alone	9,294.1
Percentage	62.7
Number of relevant graphics	236
Space they took	5,528.8
Percentage	37.3

Weekly Review.

Number of articles	121
Space they took	13,327.5
Space taken by text alone	10,978.5
Percentage	82.4
Number of relevant graphics	208
Space they took	2,349

From the foregoing space analysis per news magazine, the picture that emerges is that one news magazine 'Scala', devotes a large portion of its space to graphics while the rest devote their space to text mostly. At the top end of those with more space devoted to text were 'New Statesman and Society' and the 'Spectator' with 88.8% and 86.7% respectively, of their space under text. The same news magazines were necessarily at the lower end of those with the least space under graphics. 'Scala' on the other hand, was at the top end with 60.4% under graphics and at the bottom end with the least space under text.

4.6 Analysis of graphics

General remarks

The Random House dictionary defines 'graphics' as:

1. The art of drawing especially as used in Maths and Engineering.
2. Reproductions, as of drawings, photographs, maps used in magazines books.
3. The science of calculating by diagrams (5).

For the purposes of this study, the second definition was adopted. It is used, therefore, to mean the illustrative forms of visual symbols such as diagrams, drawings, maps, photographs, tables, figures, cartoons, charts, and graphs. All these forms used in various combinations provide the visual dimension of the articles.

The news magazines, like newspapers, have had to embrace what Finberg called the 'visual revolution' (6) to protect their dwindling audiences and to attract new ones.

An interesting and attractive visual presentation of the front cover, while not the only factor, helps the reader decide which news magazine s/he will buy at the newsstand. The reader's time and attention have to be competed for, therefore a bold headline and a dramatic picture represent a step in the right direction for the news magazines.

All the nine news magazines under study have vigorously incorporated most of the above visual presentations in varying degrees. 'Scala' and 'Time' have proved that a news magazine can be a visual medium.. They have created a visually 'energetic' page which combines elements of photographs, informational graphics, such as graphs and charts, and special treatment of type to attract and retain readers.

The following is the magazine-by-magazine analysis of the graphics subjectwise. Table 7 is the most relevant for this analysis. Each news magazine is then looked at in terms of its general layout and design.

COURIER

Number of relevant articles	49
Accompanying graphics	76
Overall average graphics per article	1.6

Bruxelles

ISSN 1013-7335

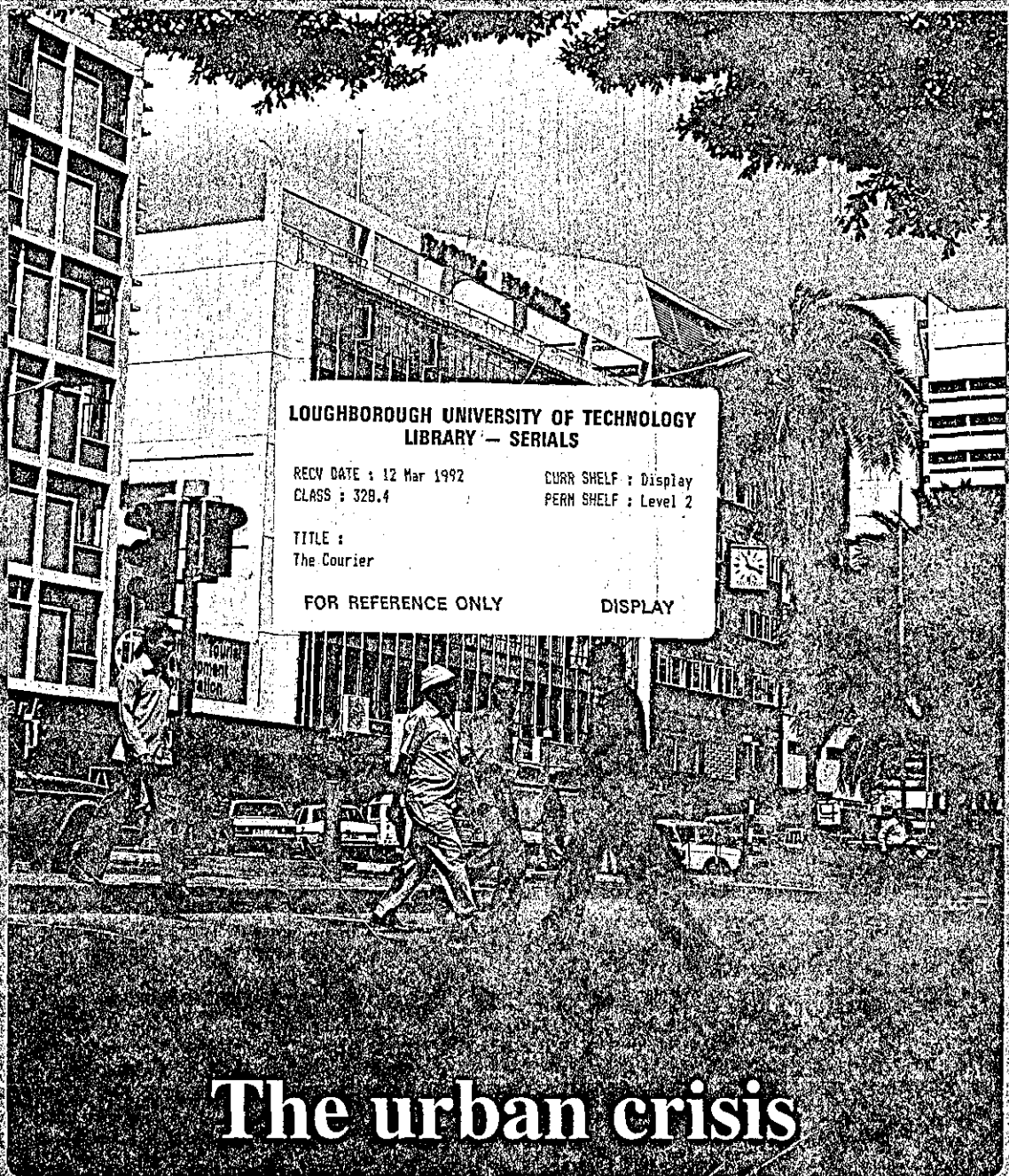


The Courier

AFRICA-CARIBBEAN-PACIFIC - EUROPEAN COMMUNITY

Published every two months

N°131 - JANUARY - FEBRUARY 1992



LOUGHBOROUGH UNIVERSITY OF TECHNOLOGY
LIBRARY - SERIALS

RECV DATE : 12 Mar 1992
CLASS : 328.4

CURR SHELF : Display
PERM SHELF : Level 2

TITLE :
The Courier

FOR REFERENCE ONLY

DISPLAY

The urban crisis

Average graphics per politics article	1.8
Average graphics per medical article	1
Average graphics per technology article	1

Front cover.

Large colour illustrations or photographs of the main story. Most of the headlines are one word in bold capitals.

Typography.

Easier-to-read body type and headlines are a mixture of capitals and lower-case letters.

Photographs.

Predominantly black-and-white showing people and scenes of action.

Other graphics.

Coloured tables, charts and maps.

Sectionalisation.

Special sections for book reviews, industrial opportunities , news round-up and an operational summary.

ECONOMIST

Total number of relevant articles	107
Accompanying graphics	152
Overall average graphics per article	1.4
Average graphics per politics article	1.4
Average graphics per medical article	1
Average graphics per technology article	1.6

Front cover

Coloured drawings or cartoons on the main story whose headline is normally in coloured lower-case bold letters.

Typography.

Easy-to-read body type. Headlines in mixture of capitals and lower-case letters.

Photographs

Mostly black-and-white for news stories.

Other graphics

Cartoons and portrait drawings for most articles. Tables, maps, graphs, and charts used mostly in black-and-white.

Sectionalisation

The Economist

1991-1992-1993-1994

WAITING FOR GROWTH

page 14

THE PAIN IN FRANCE

pages 15 and 49

ZIONISM NOW

pages 23-26

INTO THE VOID

after page 64

A survey of the European Community

The Democrats' hour?

LOUGHBOROUGH UNIVERSITY OF TECHNOLOGY
LIBRARY — SERIALS

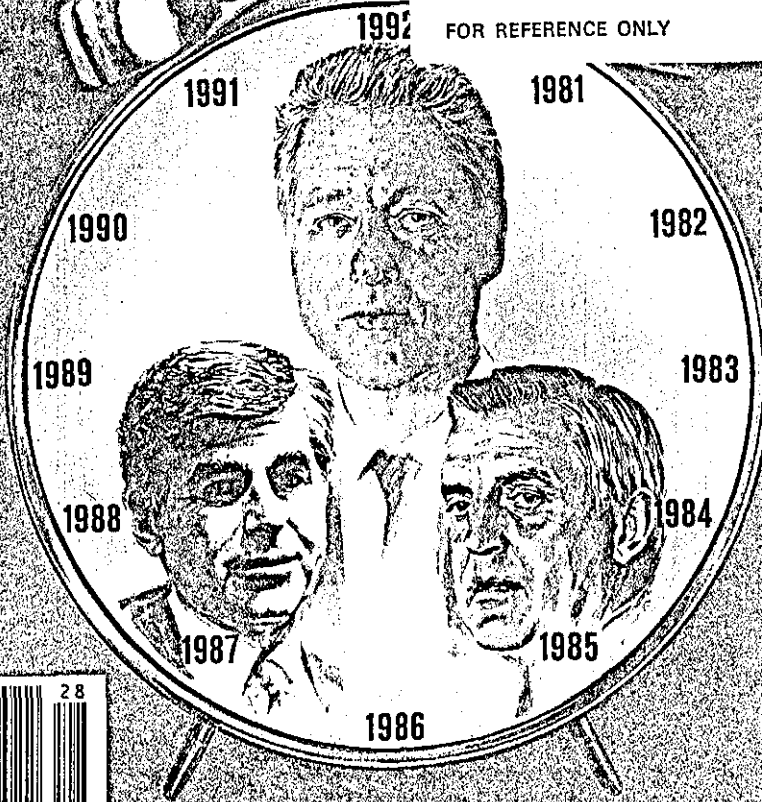
REC'D DATE : 14 Jun 1992
CLASS : 330

CURR SHELF : Display
FERN SHELF : Level 2

TITLE :
Economist

FOR REFERENCE ONLY

DISPLAY



Australia.....A\$5.90	Germany.....DM7.00	Ireland.....IRE2.10	Japan.....¥850(¥10825)	Singapore.....S\$7.50	UK.....£1.70
France.....FFr23	Hong Kong.....HK\$30	Italy.....Lire6,200	Switzerland.....Sfr6.50	USA.....\$3.50	

Special sections for business and personal matters, appointments, and books and arts.

NEW AFRICAN

Number of relevant articles	128
Accompanying graphics	177
Overall average graphics per article	1.4
Average graphics per politics article	1.4
Average graphics per medical article	1.6
Average graphics per technology article	0.9

Front cover

Coloured illustrations for the main story with the headline in extra bold capitals or lowercase letters. Several other headlines, but in less bold print are also present. Sometimes the cover looks too crowded to get to the lead-story straightaway.

Typography

Easy-to-read body type against backgrounds of contrasting shades.

Photographs

These are mostly black and white and small in size. They show people in most stories, with a few scenic ones.

Other graphics

Maps, drawings and cartoons, among others, are used. Some of them are not professionally drawn.

NewAfrican

an EC publication

SPORTS REVIEW 1991

JANUARY 1992 No. 292

NewAfrican



**SOMALIA
ON THE
SKIDS**

NewAfrican

MENGISTU'S ABOUT FACE



NewAfrican

**KENYA:
THE REFORM**



* NIGERIA: POLICE BRUTALITY
* ANGOLA: SAVIMBI VS DOS SANTOS
* ZAMBIA: CONSTITUTIONAL IMPASSE
* SOUTH AFRICA: NEW-STYLE ANC

**1991 AND
ALL THAT**

LOUGHBOROUGH UNIVERSITY OF TECHNOLOGY
LIBRARY — SERIALS

RECV DATE : 23 Dec 1991
CLASS : 330

CURR SHELF : display
PERM SHELF : Level 2

TITLE :
New African

FOR REFERENCE ONLY

DISPLAY

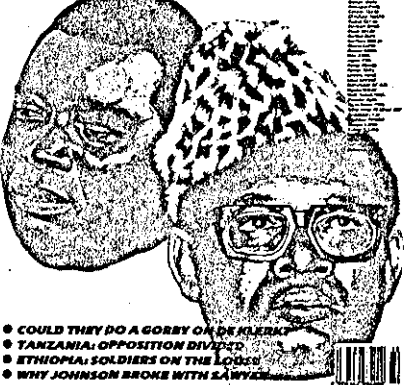
- Australia: A\$4.50
- Bahrain: 600F.
- Botswana: P3.65
- Canada: C\$3.50
- CFA Zone: 700F.
- Cyprus: C\$1.00
- Denmark: Dkr25
- Egypt: E£4.50
- Gambia: Da14
- Germany: DM3.50
- Ghana: Cc700
- Greece: DR250
- Italy: L.2,000
- Japan: ¥700
- Kenya: KSh40
- Kuwait: 700F.
- Lesotho: M3.95
- Libya: LD0.600
- Netherlands: Dfl.4.75
- Nigeria: N17.00
- North Yemen: YR25
- Pakistan: Rs35
- Saudi Arabia: SR18
- South Africa: R5.00 incl. VAT
- Swaziland: L4.25
- Tanzania: TSh450
- Tunisia: 1,201D.
- Turkey: TL7,000
- UK: £1.50
- USA: \$2.05
- Zambia: ZK130
- Zimbabwe: Z\$4.50

THE MAN WHO PUT KENYA ON THE SKIDS
AFRICANS GO HUNGRY IN RUSSIA



NewAfrican

PRESIDENTS UNDER PRESSURE
IN ZAIRE, TOGO, SOUTH AFRICA



* COULD THEY DO A GORBY ON DE KLERK?
* TANZANIA: OPPOSITION DIVIDED
* ETHIOPIA: SOLDIERS ON THE LOOSE
* WHY JOHNSON BROKE WITH LAWYERS

Sectionalisation

Special sections found include art, culture and sport.

NEW INTERNATIONALIST

Number of relevant articles	59
Accompanying graphics	113
Overall average graphics per article	1.9
Average graphics per politics article	1.8
Average graphics per medical article	1.9
Average graphics per technology article	2.8

Front cover

Colour illustration either photograph or drawing

Typography

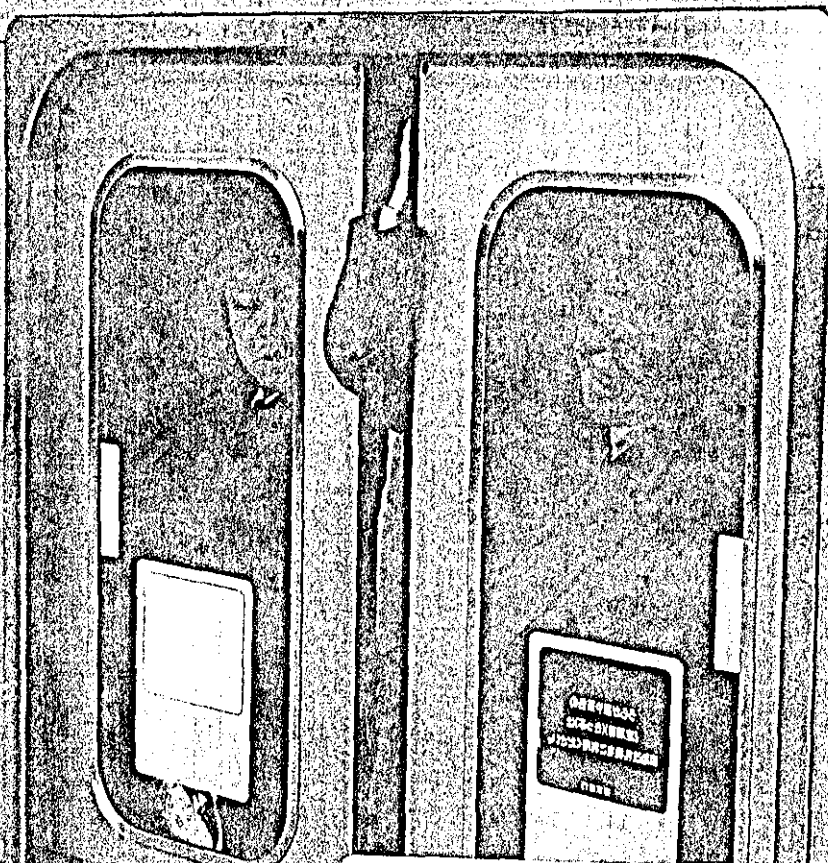
Easy-to-read type. Modular elements used in layout. Quite confusing for spill-over articles.

Photographs Black-and-white mainly. Mostly of people

Other graphics

Cartoons, drawings, charts and maps mostly very roughly drawn.

The Rise of Japan



DISPLAY

Prisoners of Prosperity

MONTREAL TEL-8150 AUG 27/76 AOTELATMWD SAJQ CANAD/JUS SIB C THE PEOPLE THE IDEAS,THE ACTION IN THE FIGHT FOR WORLD DEVELOPMENT

Sectionalisation

Special sections for 'updates', reviews of films, music, and books; 'curiosities' for strange happenings, 'endpiece' special feature article on any subject by different authors, 'country profile' for information on any country selected.

NEW STATESMAN AND SOCIETY

Number of relevant articles	121
Accompanying graphics	106
Overall average graphics per article	1.1
Average graphics per politics article	0.9
Average graphics per medical article	0.5
Average graphics per technology article	0.9

Front cover

Drawn cartoons on main story. Coloured or black-and-white lower-case bold letters for cover stories.

Typography

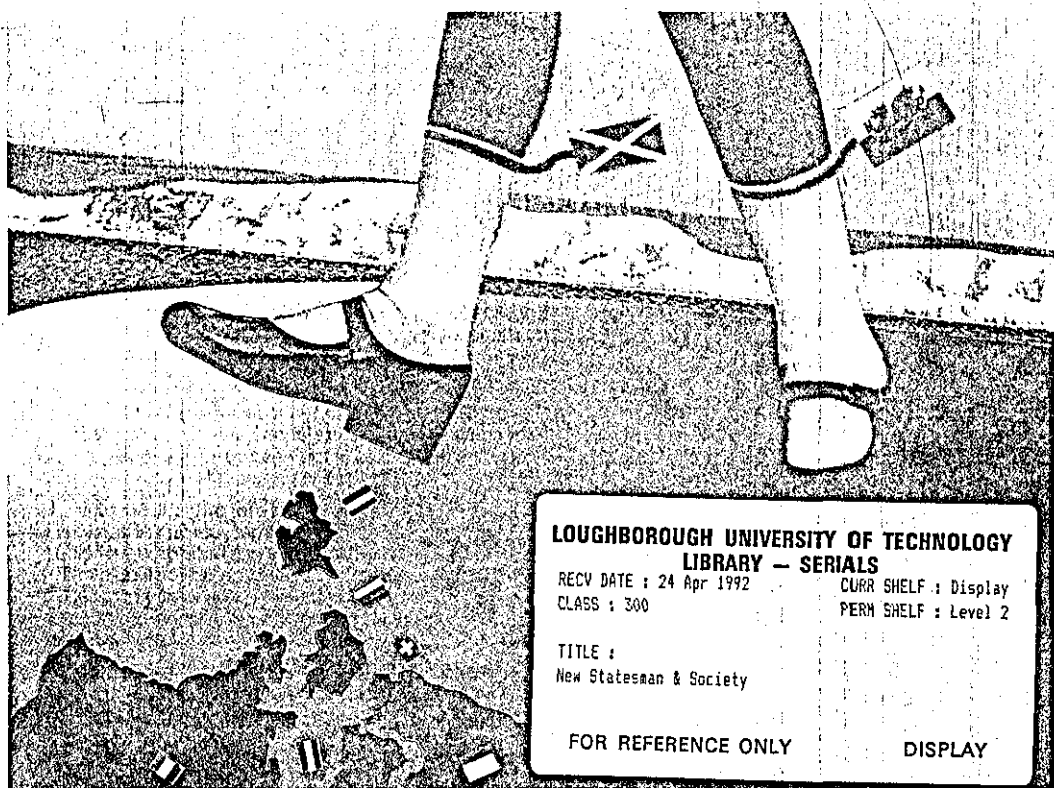
Body type easy to read.

Photographs

Mainly black-and-white of people and scenes.

NEWSTATESMAN SOCIETY

24 April 1992
UK £1.50
US \$3.50
IR £2.05
C \$4.95



One race, one nation?

Eric Hobsbawm on nationalism and ethnicity

Dafydd Elis Thomas on the benign nationalism of the Welsh

Brian Wilson on the malign nationalism of the Scots

Chris Husbands: why the extreme right fails in England



**PLUS: Alexander Cockburn: Libya and legalised blackmail;
Bill Miller: have the tabloids got worse? Jeremy Seabrook:
the road to Rio; Toni Morrison: white writers and Uncle Tom**

Other graphics

Coloured and black-and-white cartoons, drawings, tables and maps.

Sectionalisation

Special sections for arts, media and books.

SCALA

Number of articles	87
Accompanying photographs	235
Overall average graphics per article	2.7
Average graphics per politics article	2.1
Average graphics per medical article	1.5
Average graphics per technology article	3.3

Front cover

Cover stories accompanied by coloured photographs.

Typography

Easy-to-read body type with headlines both in capitals and lower-case letter. Shades-contrasts used.

Photographs

3 MAY JUNE 1992 D20017F THE MAGAZINE FROM GERMANY

scala

The economy

**PROSPECTS
FOR THE
NEW FEDERAL
STATES**

Aachen

**CAPITAL
OF THE
PAST**

Microtechnology

**HIGH-TECH
MINIATURES**

LOUGHBOROUGH UNIVERSITY OF TECHNOLOGY
LIBRARY — SERIALS

REC'D DATE : 18 Jun 1992
CLASS : 050

CURR SHELF : Display
PERM SHELF : Level 2

TITLE :
Scala

FOR REFERENCE ONLY

DISPLAY

**EXPO'92 SEVILLE
SPECIAL**

Also: Frankfurt Stock Exchange
Federal Trainer Berri Vogts
the documenta in Kassel
Circus Roncalli

All coloured and mostly large in size. Depicted the environment, buildings, scenes , and people. Several full-page or even double-page photographs.

Other graphics

Coloured maps, tables, and charts

Sectionalisation

Special sections for the arts, books, music, and personal profiles of people.

SPECTATOR

Number of relevant articles	57
Accompanying graphics	41
Overall average graphics per article	0.7
Average graphics per politics article	0.8
Average graphics per medical article	0.1
Average graphics per technology article	0.9

Front cover

Drawings for main stories mainly in cartoon form. Mixture of capitals and lower-case letters for headlines.

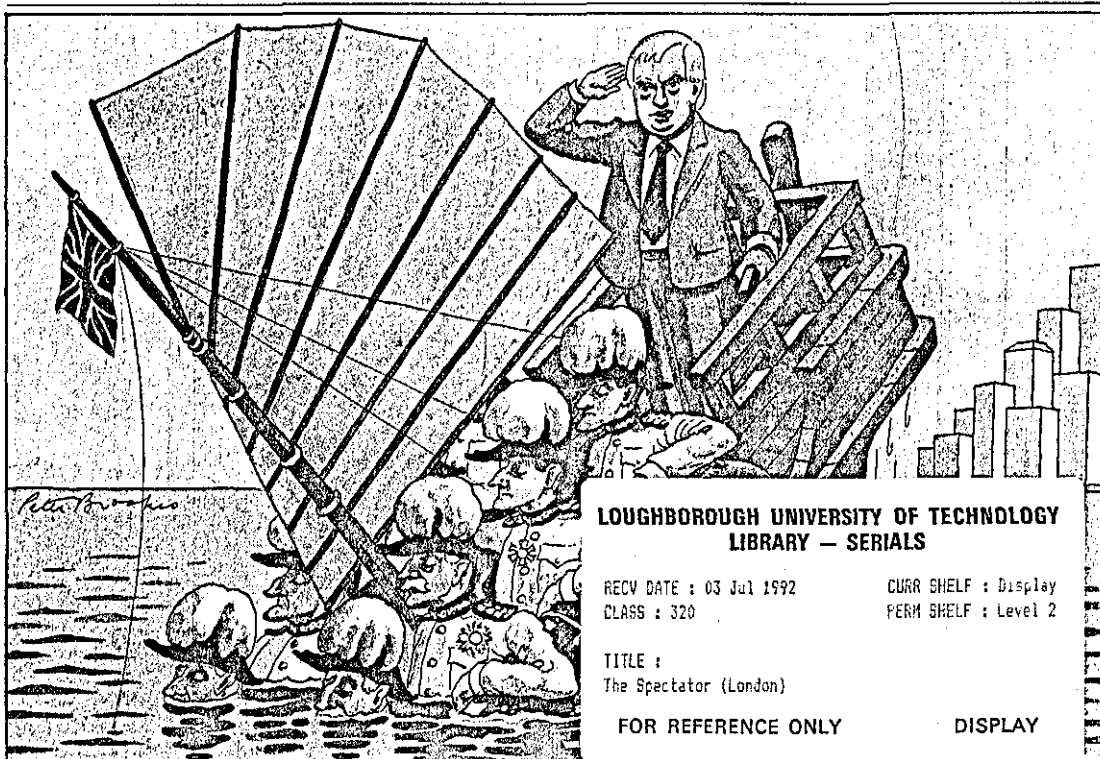
Typography

THE SPECTATOR

4 July 1992

Est. 1828

£1.60



Robert Cottrell on Chris Patten's mission impossible in Hong Kong

That sinking feeling

Andrew Knight

Murdoch the monarchist



Candida Crewe encounters Sir Nicholas Fairbairn

Cock o' the North

JULIE BURCHILL'S
DIARY

Easy-to-read body type. Several double-deck headlines.

Photographs

Very rarely used. The few used were both coloured and black-and-white.

Other graphics

Predominantly cartoons and drawings.

Sectionalisation

Books, arts, restaurants, competitions, sports, and the 'problems' column.

TIME

Number of articles	106
Accompanying graphics	236
Overall average graphics per article	2.2
Average graphics per politics article	2.4
Average graphics per medical article	1.5
Average graphics per technology article	1.8

Front cover

Large coloured illustration of the main story. Headlines sometimes submerged in the colouring on the cover.

AUGUST 24, 1992 No. 34

TIME

The Fight Of His Life

EXCLUSIVE
George Bush
On His Presidency

LOUGHBOROUGH UNIVERSITY OF TECHNOLOGY
LIBRARY — SERIALS

REC'D DATE : 19 Aug 1992
CLASS : 050
COUR SHLF : display
FERN SHLF : Level 2

TITLE :
Time

FOR REFERENCE ONLY DISPLAY



Typography

Body type easy to read but sometimes too sharply-contrasting colours used which are harmful to the eye. e.g.. white letters on black background.

Photographs

Mostly coloured of people, scenes, buildings and the environment.

Other graphics

Coloured charts, maps, tables and graphs.

Sectionalisation

Special sections included travellers advice, art, music, movies, and profiles.

WEEKLY REVIEW

Number of articles	121
Accompanying graphics	208
Overall average graphics per article	1.7
Average graphics per politics article	1.8
Average graphics per medical article	0.8
Average graphics per technology article	1.4

PRICE 30/-

JANUARY 3, 1992

The Weekly Review

THE BIG SPLIT

**MWAI KIBAKI
TO SET UP
HIS OWN PARTY**



Mr. Mwai Kibaki

Front cover

Coloured photograph of the main story. Headline of cover story in coloured capitals mainly.

Typography Easy-to-read body type. Lower-case inside headlines all in black-and-white.

Photographs

Only the front-cover story photograph is coloured, the rest are in black-and-white.

Other graphics

None. Robs page of attraction leaving it too gray.

Sectionalisation

Special sections for sports, books and crossword puzzle.

From the foregoing analysis, it is clear that several factors influence the amount of graphics a magazine includes in its publication. In the first place, there seems to be some correlation between the circulation figures of a news magazine, its size and price in determining the quantities and quality of the graphics to include. The 'Scala', for instance has a cover price equivalent of £2.90, it has a 340,000 circulation figure, and it is 60 plus pages in size. It devotes 60% of its space to graphics. The 'Weekly

'Review' on the other hand, has a current cover-price equivalent of £0.30, has a circulation of 40,000, is usually around 30 pages and devotes only 17.6% of its space to graphics. Graphics are quite costly to produce; hence the above factors must correlate to make their inclusion in a news magazine economically viable.

Secondly, there is a genuine concern by news magazines to remain in business against powerful rivals like television and so they have to think seriously about the visual attraction of their magazines.

Subject predominance was the third factor. It was observed that technology tended to attract more illustrative material than politics and medicine. From Table 7, for instance, 'Scala' has the highest number of technology articles and devotes an average of 4 graphics to each compared to two to a politics article and 1.5 to each medical article. This probably demonstrates that, as Meadows pointed out "the best illustrated subjects are technology and natural history" (7). He concluded that the reason for this was obviously related to their photogenic appeal but technology being more complex than politics for instance, it probably requires more illustrations to make more understandable.

4.7 Readability analysis.

To measure the 'readability' of the news magazines, that is the ease with which the articles could be read and understood, the Flesch 'Reading Ease Score' (8) formula was employed. Table 8

shows the results, while Table 9 shows the classification of the news magazines based on those results.

Table 8 shows that the 'Weekly Review' had quite lengthy sentences averaging 40 words each and it contained an average of two sentences per 100-words sample. Its average 'Reading Ease Score' (RES), being just below 30, placed it among those Flesch classified as 'very difficult' in style showing that its text contained some complexities that hindered proper comprehension. the 'Spectator' with an average RES of 66.7 was classified as having 'standard' text meaning that it had less difficulties for it to be properly understood. The other one magazines fell in-between these two extremes.

Subjectwise, politics ranged between 'difficult' and 'very difficult' in all the news magazines except in the 'Spectator' where it could be rated as 'fairly easy'. The 'Weekly Review' had an RES of 30.5 towards the lower end and the 'Spectator' had an RES of 73.7 towards the upper end. Medical sciences texts in 'Time', 'Weekly Review', and the 'Courier' were rated as 'difficult' while that of the 'New African' and 'Scala' were rated as being 'fairly difficult'. The rest of the news magazines' texts were rated as 'standard'.

Technology texts on the other hand, ranged from 'very difficult' in the 'Weekly Review', which had an RES of 21.4, to 'fairly easy' in the 'Economist' which had an RES of 76.

The above RESs demonstrate that all the news magazines, with the exception of the 'Courier', 'Time', and the 'Weekly Review', were found in the 50-60 RES bracket with politics being the lowest scored of the three subjects. This shows that politics was written in a comparatively more complicated style, while technology was the least complicated. But on average, all the subjects fell into the 'fairly difficult' classification.

In conclusion, it was found that news magazines frequently presented fairly complicated material to their audiences. All of them were classified at the 'fairly difficult' level, they frequently wrote lengthy sentences which compounded their complexities.

Since the magazines under study in this project are general interest news magazines meant mainly for the general public, they should aim at a range of complexity which is commensurate with their audiences' levels of literacy. The 60-70 RES on the Flesch formula, classified as 'standard', could be considered adequate for audiences whose first language is English. But in places where English is not the first language, the 70-80 RES classified as 'fairly easy' should be appropriate because there is need for simpler writing for them.

4.8 Analysis for direction of bias

General remarks

In this analysis, headlines and the texts which they introduced were systematically examined to see the projection of the

editorial viewpoint on the issues they published. Headlines are known to have a fixed form and position in the news items they portrayed. They usually express what Teun A. van Dijk has called 'the most important topic of the articles and indicated which information in the topic is most important and prominent' (9).

Headlines defined a situation and therefore programme the readers with preferred reading and interpretation plans. They form the summary of the articles which serve as an expression of their macrostructure to aid readers to recall information in the texts they read.

Hiebert asserted that overall, newspaper(and, equally, news magazines), presentation encourages 'selective reading by the audiences' (10). This he said, was achieved by use the headlines of headings beneath which the articles were developed. Many people read only the headlines and form their opinions of the text there and then. This implies that a reader may stop anywhere in the article and still have the gist of it. This may not be true of all the news magazines since, unlike the newspapers, they do not practise what he called the 'inverted pyramid style of writing' (11) whereby the most important information is given in the first few paragraphs with the less important following in descending order of importance. News magazines publish their information in a more carefully prepared form depending on their editorial policy. They organize their information by the creative use of juxtaposition of one story versus another, photographs versus print, and colour versus black-and-white.

Analysis.

Table 11 shows how headlines and their texts can be classified into 'Favourable', 'Unfavourable', 'Ambiguous', and 'Neutral' and how they are distributed in all the nine news magazines. It can be seen from the table that politics had more 'unfavourable' items than any other subject. Out of a total of 459 'unfavourable' items, politics accounted for 79.1% with the 'New African' and 'Weekly Review' having the highest numbers, as shown in Figure 11. 'Scala' on the other hand, which had the smallest number of politics articles, also had the least number of 'unfavourable' items. The other news magazines have quite negative portrayals of politics.

'Favourable' items amounted to well below half of the 'unfavourable' for politics. The number of 'ambiguous' politics items was quite low, accounting for only 12.6% of all politics articles. 'Time', 'Weekly Review', and the 'New Statesman and Society' contained half of all the 'ambiguous' items in politics. In the 'neutral' category, two news magazines had zero returns while at the top end was the 'New African' with around fifteen items.

The position with regard to medical sciences was somewhat different from that of politics: there was a marked upsurge in the 'favourable' category, as Figure 12 shows. Both 'favourable' and 'unfavourable' categories were almost similar, each being seen in slightly lower than a half of the medical items. In the 'ambiguous'

and 'neutral' categories, over five of the news magazines did not have any items.

Negative attitudes remained high even in technology articles throughout the magazines. 'Time' and the 'Economist' stood out as the magazines with the highest number of 'unfavourable' technology items. See Figure 13. For 'favourable' items, 'Scala' alone had nearly 50% of this category in technology. None of the other news magazines went beyond six 'favourable' items. 'Scala' stood out in the 'ambiguous' and 'neutral' categories with a few of the magazines having zero.

In conclusion, it was noted, first, that the degree of 'unfavourableness' was quite high across all the news magazines. Second, the higher the number of articles, the higher the incidence of 'unfavourableness', and third, the highest incidence of 'unfavourable' items was found in politics, especially in the news magazines that covered the Third World. This leads to the conclusion that political negativity is more prevalent in the Third World and Africa in particular as portrayed in the 'New African' and the 'Weekly Review'.

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11. Ibid, p. 97.

CHAPTER FIVE

5. CONCLUSIONS

5.1 Introduction

The aim of this study, as stated in Chapter 1, were to investigate whether the nine news magazines provide political, medical and technological information to their audiences, in what quantities, via what approach and what differences (and similarities) exist between developed world and third world magazines.

All these have been successfully investigated and the results given in Chapter 4. In this chapter, conclusions are drawn and recommendations made as follows.

5.2 Frequencies of articles

Politics predominated as a subject in all the news magazines. This is because political topics are particularly timely, significant and relevant to audiences. Those magazines covering the third world provided the highest proportion of articles on politics. Medicine and technology received very scanty coverage. Like all scientific material, the handling of these subjects presents problems to those magazines which do not have professional science writers. This, in turn, affects the volume of their presentation to the public. Third world magazines are affected more in this regard than those from the developed world due to the their low literacy levels.

5.3 Frequencies of graphics

The use of graphics was similar in all the news magazines. But magazines from the developed world had more varieties of graphics than those from the developing world.

All news magazines attracted potential readers visually, signposted various items to show their relative importance, and gave the magazine a recognizable visual character. Even the third world news magazines did this, to the extent that their readers have come to recognize their (usually attractive) front covers as being different from others. It was evident, however, that third world magazines had limited artistic resources to generate more varieties of graphics or receive them electronically from news agencies.

5.4 Other factors

1. Size and layout

On the technical side, there were differences in the sizes of the printed page of each magazine, page layout, and the number of pages per issue. Page widths ranged from 18 centimetres at minimum to 19 centimetres at maximum. The page depths were not very different, ranging from 24 to 27 centimetres.

The pages are generally divided into three columns (with a few insignificant variations). The average number of pages per magazine varies considerably. The 'Weekly Review' and the 'New Internationalist' (both covering the third world) have issues of

about 30 pages, while the 'Economist' from the developed world has about 140 pages.

Sizes in terms of pagination, varied greatly. The size of a news magazine is important for several reasons: because the bigger it is, the more articles it will contain, the more graphics it will use, and the better will be its design and layout. These will, in turn, have a greater impact on the readers, who will then buy the magazine and help raise its financial status.

2. Circulation

The second factor is that of circulation. It appears that news magazines from the developed world have bigger circulation figures than those from the third world. The most important point here is that the figures actually show the copies sold rather than the readership. It should be noted that, whereas only one or two people may have access to each magazine in developed countries, around ten people in developing countries read each copy of a news magazine.

3. Literacy

The literacy levels of the people where these news magazines are published are quite varied. The developing world, as represented by Kenya where the 'Weekly Review' is published, has an average 68%, while Western Europe, where the bulk of the news magazines under study are published, has a nearly one hundred percent literacy level. The United States where the 'Time' is published has a literacy level of 96%. These levels must be kept in mind when

determining the spectrum of the readers of a news magazine, and what type of material goes into them. It is one factor, for example, in ensuring that magazines from developed countries are more likely to cover science than those from the developing countries.

4. Historical development

The historical development of the mass media, in general, and of the magazine, in particular, is another important point of difference. Magazines in the developed world have a long history, whereas those in developing countries do not boast of such a rich background. This may affect the editorial planning and the attractive layout and design of news magazines.

5. Readership

The types of readers for whom the news magazines are published are as varied as the magazines themselves. In the developed world, the news magazines are aimed at the general public, but also for specialist readers, such as professionals, directors and managers among others. The third world news magazines are also intended mainly for the general public, but are aimed at a more youthful audience (including students). This can affect the balance of subjects in the magazine and their presentation.

6. Readability

Styles of writing are yet another important difference between the news magazines based on where they are published.

Constraints of space require that the language be used very carefully for maximum effect. During the study, it was that the style of writing of the news magazines from the third world included lengthy sentences whose comprehension was classified as 'very difficult', while those from the developed world were classified as 'fairly easy', on the average, with shorter sentence lengths. If anything, the converse would seem more reasonable.

7. Bias

The majority of the articles in the news magazines tended to be negative in character: the subject with most unfavourable articles was politics. Third world news magazines report more politics and, hence, have the highest incidence of unfavourable articles in them. Would the situation be different if third world news magazines reported other subjects to a greater extent ?

5.5 Recommendations

1. To avoid predominance of one subject, there is a need for all news magazines to balance the coverage of different subjects in proportion to their likely appeal to the readers. The geographical or proximity factor, which favours selection of the 'here-and-now' topics, might perhaps be used with more caution in a magazine such as the 'Weekly Review', because technological and scientific developments are increasingly becoming of world-wide significance and interest.

On the covering of science, third news magazines need to embark on deliberate programmes to recruit and train science writers. They also need to encourage freelance science writers and scientists, therepresent, to contribute relevant materials.

2. There is need for magazines like the 'Weekly Review' to put more emphasis on the visual outlook of their publications. They need better-quality paper on which different varieties of informational graphics, such as, maps, charts and cartoons which, apart from enlivening the page, make complicated articles easier to understand, should be accomodated. Heavy and growing production costs could force up the cover charges so that people might find the magazines too expensive to buy. But use of computirized technology, despite its problems, should be adapted and harnessed to bring about economies.

3. It is important for magazines from the developing world to improve their inside pages, which are still too featureless, to cover more material in the subjects under study and a variety of other subjects.

4. Since English is not the first language of the countries where these magazines are published, they need to write more understandably by adapting an uncomplicated style of writing.

In conclusion, this study feels that there is a need for further studies on this medium of communication using a larger sample (in terms of the number of news magazines and representation of countries of publication) for more significant results, and using such methods of research as, questionnaires and interviews, to establish trends and correlations better.

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APPENDICES

APPENDIX 1

List of the news magazines selected.

1. Weeklies

The Economist.

New Statesman and Society.

The Spectator.

Time International.

Weekly Review

2. Monthlies

New African.

New Internationalist.

3 Bi-monthlies

Courier.

Scala.

APPENDIX 2

List of selected issues

1. Weeklies

Economist

1. 30 May/ 5 June, 1992.
2. 25 April/ 1 May, 1992.
3. 11-17 April, 1992.
4. 7-13 March, 1992.
5. 22-28 February, 1992.
6. 18-24 January, 1992.

New Statesman and Society

1. 29 May, 1992.
2. 15 May, 1992.
3. 24 April, 1992.
4. 3 April, 1992.
5. 20 March, 1992.
6. 13 March, 1992.
7. 14 February, 1992.
8. 7 February, 1992.

Spectator

1. 30 May, 1992.
2. 16 May, 1992.

3. 18 April, 1992.
4. 4 1. 30 May, 1992.
2. 16 May, 1992.
3. 18 April, 1992.
4. 4 April, 1992.
5. 28 March, 1992.
6. 7 March, 1992.
7. 22 February, 1992.
8. 15 February, 1992.

Time

1. 25 May, 1992.
2. 4 May, 1992.
3. 20 April, 1992.
4. 13 April, 1992.
5. 30 March, 1992.
6. 23 March, 1992.
7. 17 February, 1992.
8. 27 January, 1992.

Weekly Review

1. 29 May, 1992.
2. 8 May, 1992.
3. 24 April, 1992.
4. 17 April, 1992.
5. 27 March, 1992.
6. 6 March, 1992.
7. 28 February, 1992.
8. 14 February, 1992.

9. 7 February, 1992.

10. 3 January, 1992.

2. Monthlies

New African

1. May, 1992.

2. April, 1992.

3. March, 1992.

4. February, 1992.

5. January, 1992.

6. December, 1991.

7. November, 1991.

8. October, 1991.

New Internationalist

1. May, 1992.

2. April, 1992.

3. March, 1992.

4. February, 1992.

5. January, 1992.

6. December, 1991.

7. November, 1991.

8. October, 1991.

9. September, 1991.

10. August, 1991.

3. Bi- Monthlies

Courier

1. May/ June, 1992.
 2. March/ April, 1992.
 3. January/ February, 1992.
 4. November/ December, 1991.
 5. September/ October, 1991.
- Intervening issues could not be found.
6. March/ April, 1991.

Scala

1. May/ June, 1992.
2. March/ April, 1992.
3. January/ February, 1992.
4. December, 1991 - end of year issue .
5. October/ November, 1991.
6. August/ September, 1991.
7. June/ July, 1991.
8. April/ May, 1991.
9. February/ March, 1991.

TABLE 1

STATISTICS OF LOCAL CONDITIONS

<u>Country</u>	1	2	3	4	5	6	7
Belgium	Courier	Brussels	Dutch, French	100	195	457	309
Germany	Scala	Bonn	German	100	479	413	374
Kenya	Weekly Review	Nairobi	Swahili, English	68	13	77	88
United Kingdom	Economist, New African, New Interlist, New Statesman, Spectator.	London	English	100	443	1,004	327
United States	Time	Washington	English, Spanish	96	255	2,095	806

Key

- 1..... Relevant news magazine.
- 2..... Capital city.
- 3..... Principal languages.
- 4..... Literacy Per centage.
- 5..... Daily newspaper circulation per 1000 people.
- 6..... Radio receivers per 1000 people.
- 7..... Television sets per 1000 people.

TABLE 2
OVERALL DISTRIBUTION OF SUBJECTS

<u>Magazine</u>	<u>Number of Articles</u>	<u>Politics Articles</u>	<u>Medical Articles</u>	<u>Technology Articles</u>	<u>Others</u>
Courier	200	33	4	12	151
Economist	200	76	4	27	93
New African	200	105	11	12	72
New Internation.	200	44	10	5	141
New Statesman	200	85	11	25	79
Scala	200	27	11	49	113
Spectator	200	37	10	10	143
Time	200	75	6	25	94
Weekly Review	200	104	5	12	79

Note:

New Internation. = New Internationalist.

TABLE 3

DISTRIBUTION OF POLITICS ARTICLES BY CATEGORY

<u>Magazine</u>	1	2	3	4	5	6	7
Courier	13	6	6	4	1	0	3
Economist	14	14	30	10	1	0	1
New African	36	2	31	19	0	11	6
New Internat'l list	8	8	2	10	0	0	16
New Statesman	20	7	50	2	1	1	4
Scala	5	18	1	0	0	1	2
Spectator	1	13	21	2	0	0	0
Time	5	8	31	16	3	9	3
Weekly Review	18	3	47	15	6	4	11

Key to the categories numbered 1- 7.

- 1..... Government and Politics.
 - 2..... International Relations and Cooperation.
 - 3..... Political Processes.
 - 4..... Conflicts, Immigration and Migration.
 - 5..... Legislative Processes.
 - 6..... Systems of Governments and States.
 - 7..... Civil and Political Rights.
- New Internat'l list = New Internationalist.

TABLE 4

DISTRIBUTION OF MEDICAL ARTICLES BY CATEGORY

<u>Magazine</u>	1	2	3	4	5	6
Courier	0	2	0	2	0	0
Economist	1	1	0	0	1	1
New African	1	4	0	4	0	2
New Internatio'list	0	4	0	3	0	3
New Statesman	1	3	1	2	2	2
Scala	4	2	0	1	1	3
Spectator	0	1	0	6	1	2
Time	0	1	2	2	0	1
Weekly Review	0	1	1	3	0	0

Key to the categories numbered 1-6

1..... Research.

2..... Disease.

3..... Drugs, Herbs and Potions.

4..... Promotion of Health.

5..... Prevention of Disease.

6..... Treatment.

New Internatio'list = New Internationalist.

TABLE 5

DISTRIBUTION OF TECHNOLOGY ARTICLES BY CATEGORY

<u>Magazine</u>	1	2	3	4	5	6	7	8
Courier	2	1	1	4	3	0	0	1
Economist	6	0	0	18	0	1	2	0
New African	2	0	0	9	0	0	1	0
New Intern'list	1	0	0	3	0	0	0	1
New Statesman	0	1	0	24	0	0	0	0
Scala	8	10	7	13	1	8	1	1
Spectator	0	0	1	9	0	0	0	0
Time	8	3	0	8	0	1	5	0
Weekly Review	4	0	0	5	2	0	0	1

Key to the categories numbered 1-8

- 1..... Transport.
 - 2..... Buildings.
 - 3..... Computers.
 - 4..... Communications.
 - 5..... Chemicals, fuels and energy.
 - 6..... Research.
 - 7..... Hydraulics.
 - 8..... Military engineering.
- New Intern'list = New Internationalist.

TABLE 6

OVERALL DISTRIBUTION OF GRAPHICS

<u>Magazine</u>	1	2	3	4	5
Courier	49	76	60	4	12
Economist	107	152	106	4	42
New African	128	177	145	18	14
New Internat'list	59	113	80	19	14
New Statesman	121	106	78	5	23
Scala	87	235	58	17	160
Spectator	57	41	31	1	9
Time	106	236	181	9	46
Weekly Review	121	208	187	4	17

Key to the numbers 1-5.

- 1..... Total number of relevant articles.
 - 2..... Total number of graphics.
 - 3..... Number of graphics in politics articles.
 - 4..... Number of graphics in medical articles.
 - 5..... Number of articles in technology articles.
- New Internat'list = New Internationalist.

TABLE 7

GRAPHICS-TO-TEXTS DISTRIBUTION RATIOS.

<u>Magazine</u>	1	2	3	4	5	6
Courier	49	76	1.6	1.8	1	1
Economist	107	152	1.4	1.4	1	1.6
New African	128	177	1.4	1.4	1.6	0.9
New Internationalist	59	113	1.9	1.8	1.9	2.8
New Statesman	121	106	1.1	0.9	0.5	0.9
Scala	87	235	2.7	2.2	1.5	3.3
Spectator	57	41	0.7	0.8	0.1	0.9
Time	106	236	2.2	2.4	1.5	1.8
Weekly Review	121	208	1.7	1.8	0.8	1.4

Key to numbers 1-6.

- 1..... Total number of relevant articles.
- 2..... Number of graphics accompanying them.
- 3..... Their ratios.
- 4..... Ratio of graphics to texts in politics articles.
- 5..... Ratio of graphics to texts in medical articles.
- 6..... Ratio of graphics to texts in technology articles.

TABLE 8

AVERAGE READABILITY MEASUREMENTS PER MAGAZINE.

<u>Magazine</u>	1	2	3	4
Courier	5.5	18.3	167	47
Economist	5.5	18.6	145	65
New African	4.9	20.8	155	54
New Internationalist	6	17.1	159	55
New Statesman	5.5	20	153	57
Scala	4.9	20.8	155	55
Spectator	6	16.8	145	67
Time	4.7	22.5	159	49
Weekly Review	25	40.8	160	30

Key to numbers 1-4 above.

- 1..... Average number of sentences per 100 words samples.
- 2..... Average number of words per sentence.
- 3..... Average number of syllables per sample of 100 words.
- 4..... Average 'Reading Ease Score'.

TABLE 9

CLASSIFICATION OF MAGAZINES BY WRITING STYLE USING FLESCH SCALE.

<u>SCORES</u> <u>LENGTHS</u>	<u>STYLE</u>	<u>MAGAZINE</u>	<u>AV. SYLLS</u>	<u>AV. SENT.</u>
90 - 100	Very easy	None	123	8
80 - 90	Easy	None	131	11
70 - 80	Fairly easy	None	139	14
60 - 70	Standard	Spectator	145	16.8
		Economist	145	18.6
50 - 60	Fairly difficult	New Inter'list	157	17.1
		New Statesman	153	20
		Scala	155	20.8
		New African	155	20.8
30 - 50	Difficult	Courier	159	22.5
		Time	167	18.3
0 - 30	Very difficult	Weekly Review	160	40.8

Notes

AV. SYLLS. = Average syllables per 100 words sample.

AV. SENT. LENGTHS = Average sentence lengths.

New Inter'list = New Internationalist.

TABLE 10

OVERALL DISTRIBUTION OF BIAS BY MAGAZINE.

<u>Magazine</u>	<u>N</u>	<u>FAVS.</u>	<u>UNFAVS.</u>	<u>AMBIGUOUS</u>	<u>NEUTRALS</u>
Courier	49	13	17	7	12
Economist	107	11	75	14	7
New African	128	23	81	9	15
New Inte'list	59	14	40	5	0
New State'an	121	24	64	26	7
Scala	87	42	9	21	15
Spectator	57	15	32	8	2
Time	106	19	64	15	8
Weekly Review	121	23	77	13	8

Notes

N = Number of relevant articles.

FAVS. = Favourable items.

UNFAVS. = Unfavourable items.

New Inte'list = New Internationalist.

New State'an = New Statesman.

Figure 1

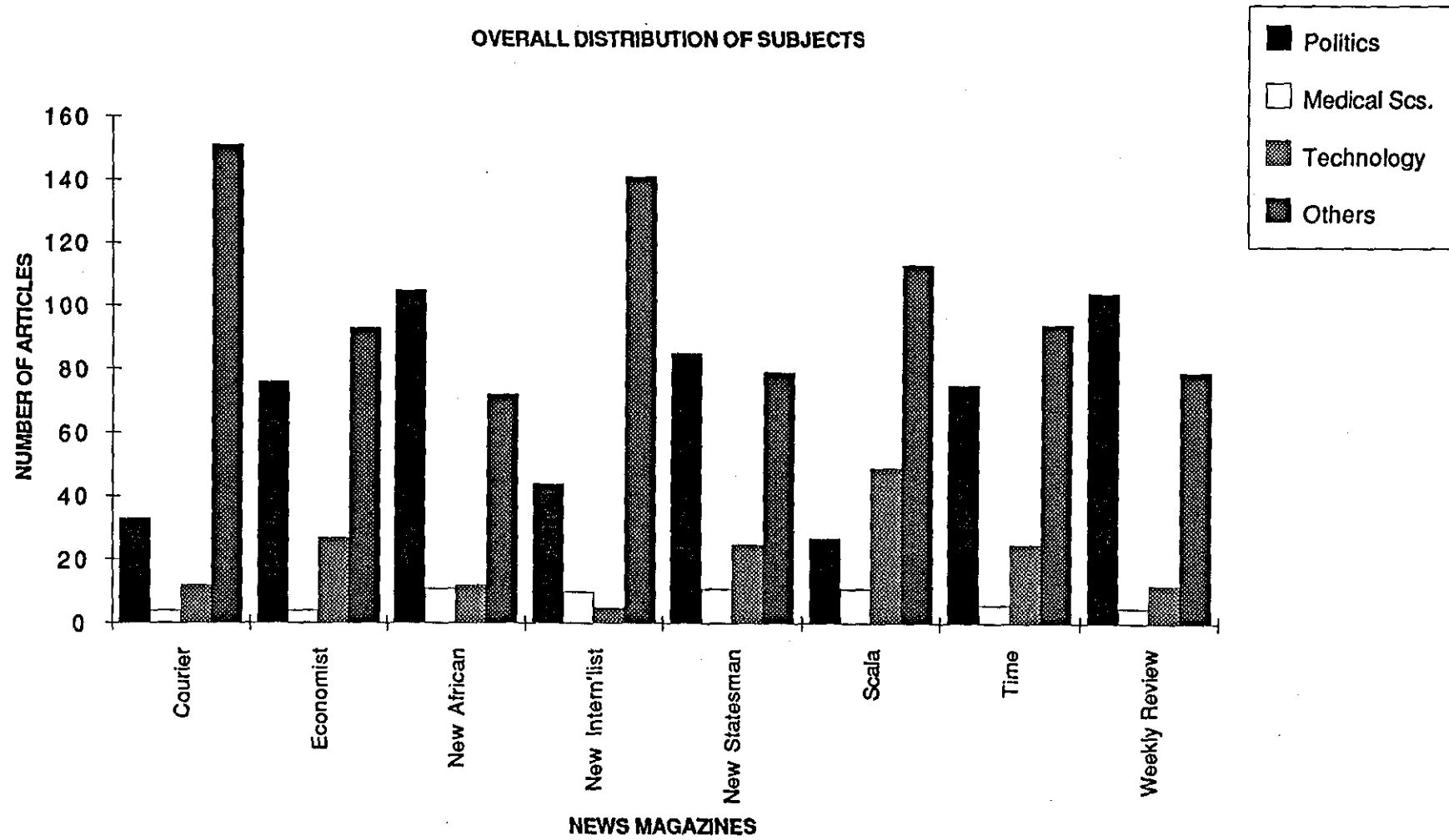


Figure 2

POLITICS COVERAGE

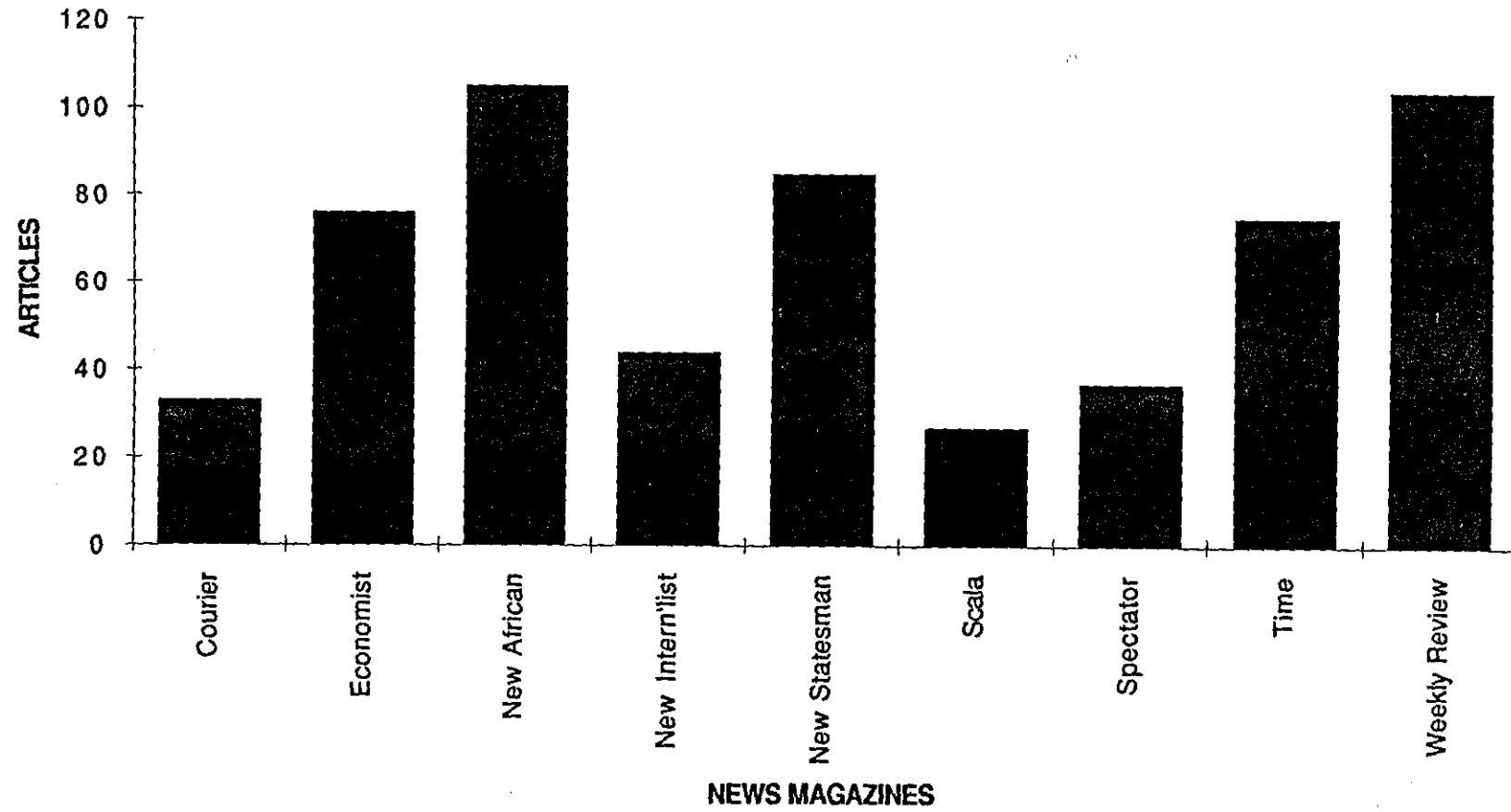


Figure 3

MEDICAL SCIENCES COVERAGE

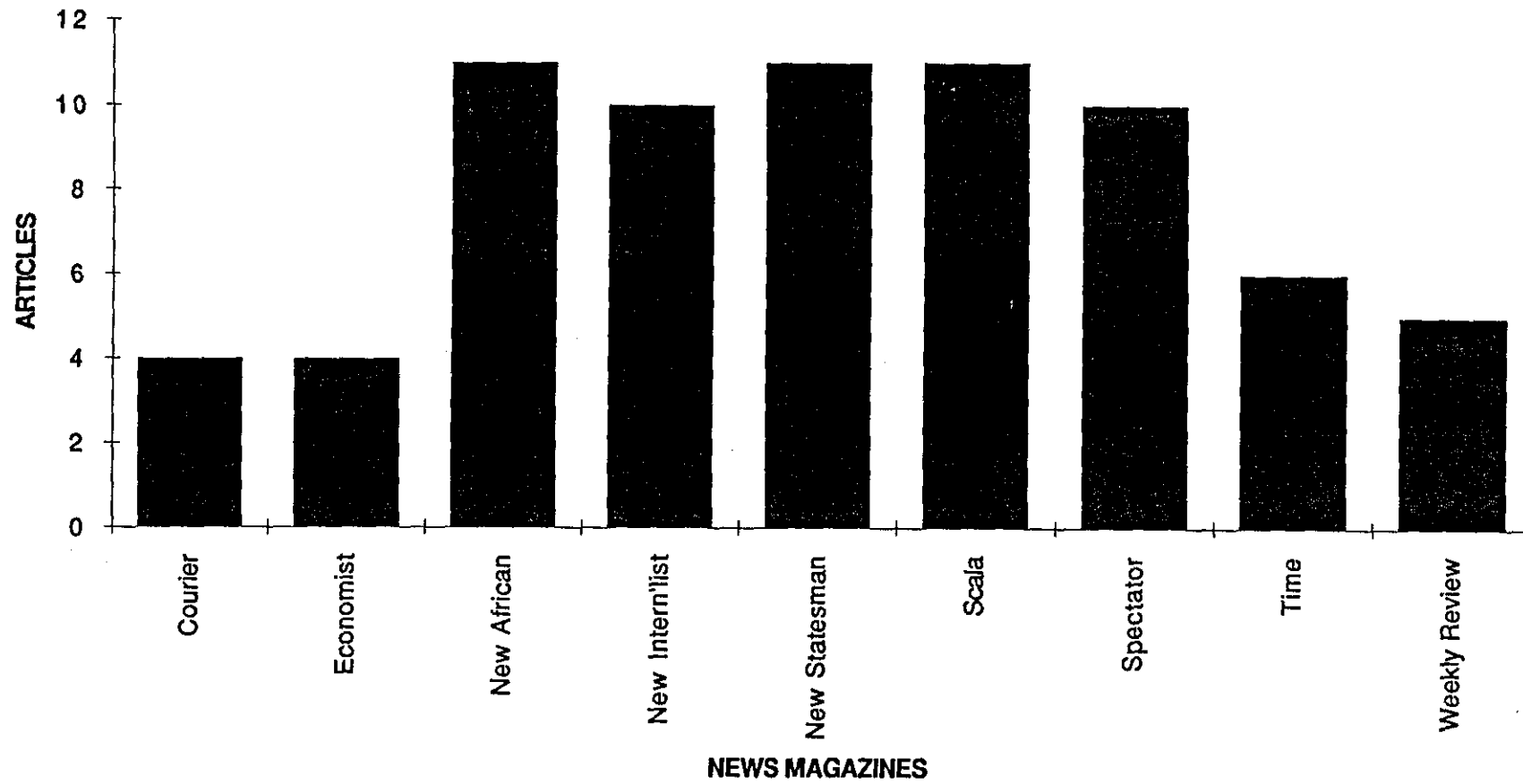


Figure 4

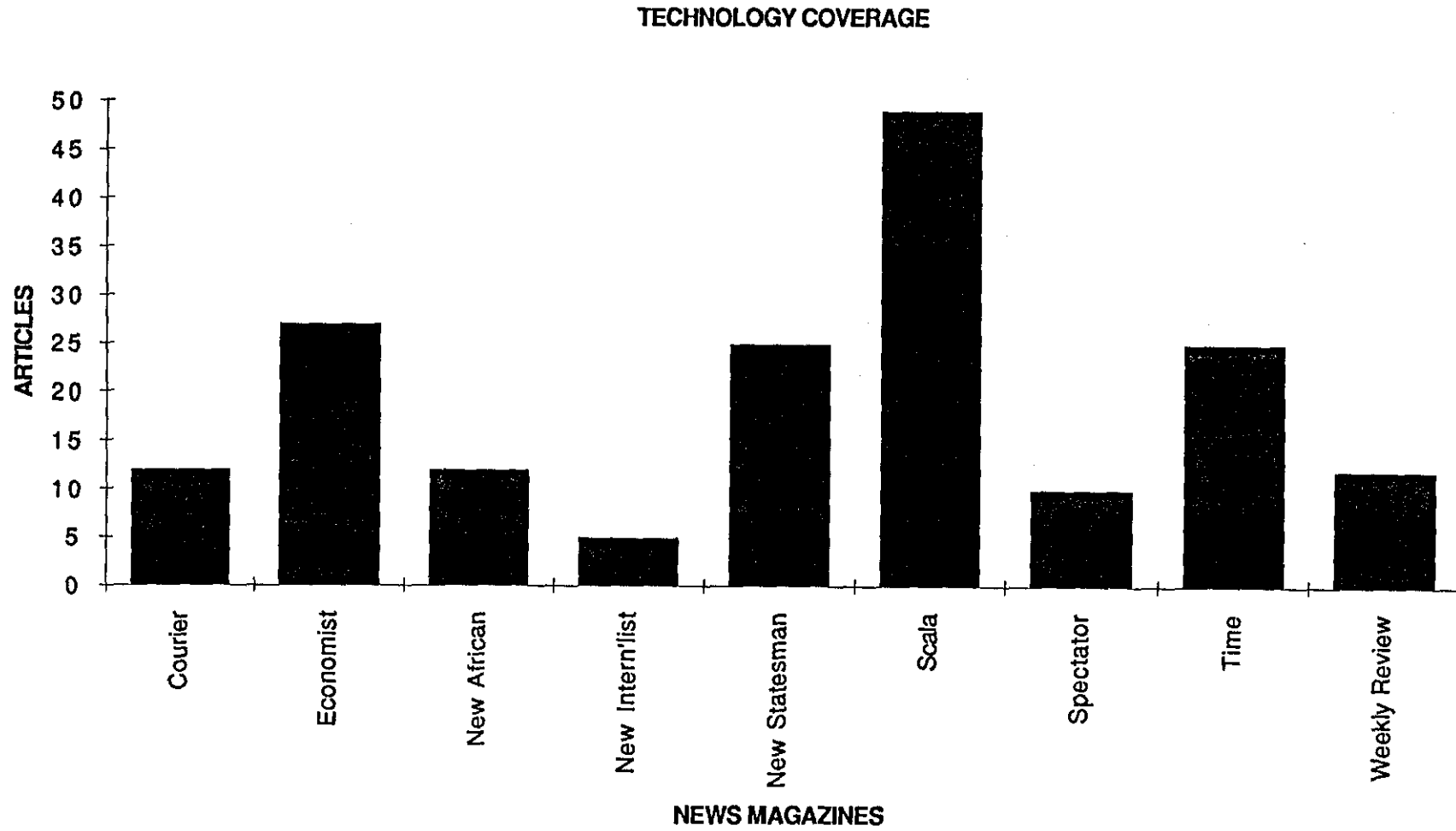


Figure 5

PROPORTIONATE DISTRIBUTION OF GRAPHICS AND ARTICLES

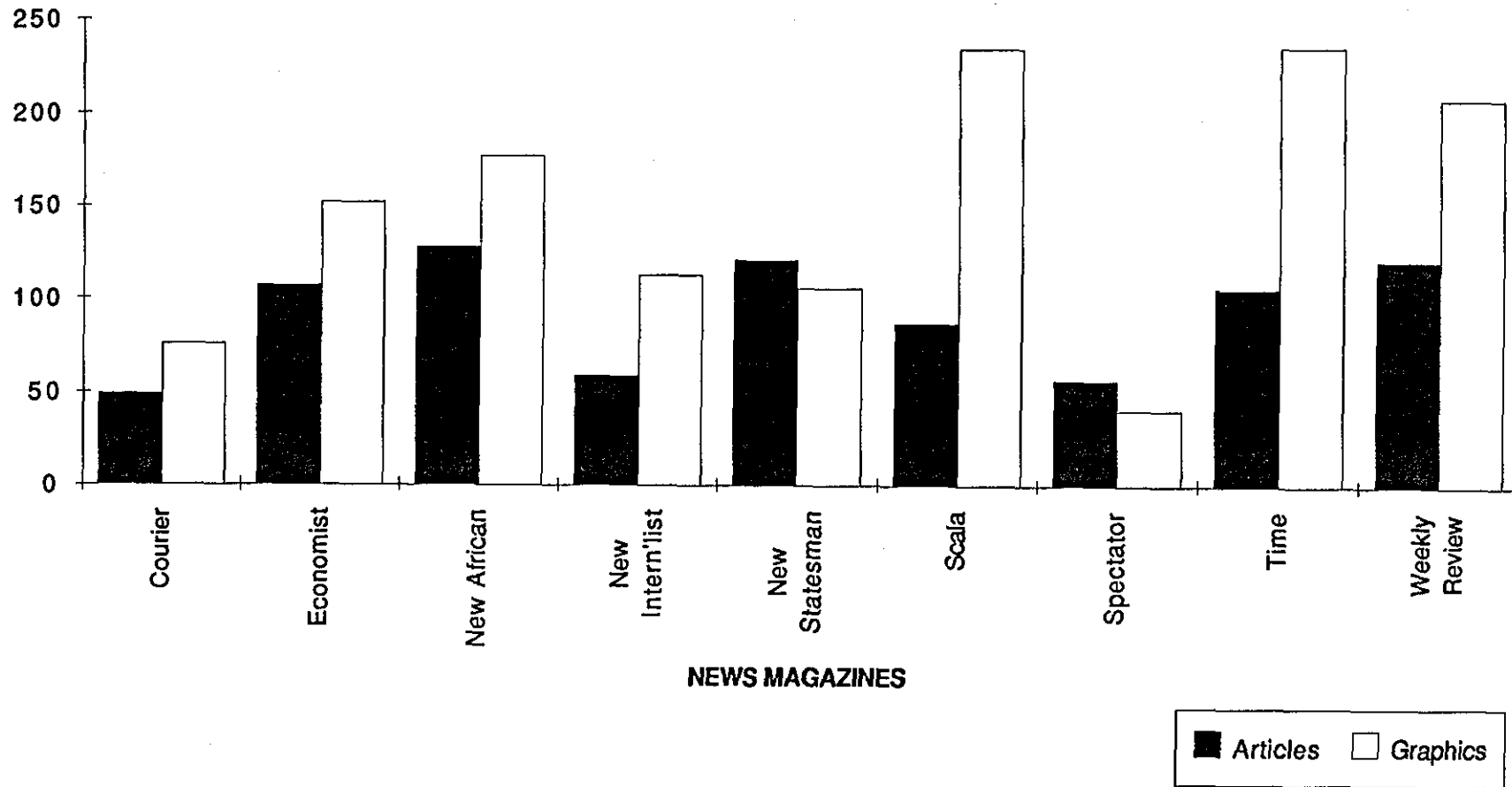


Figure 6

GRAPHICS DISTRIBUTION BY SUBJECT

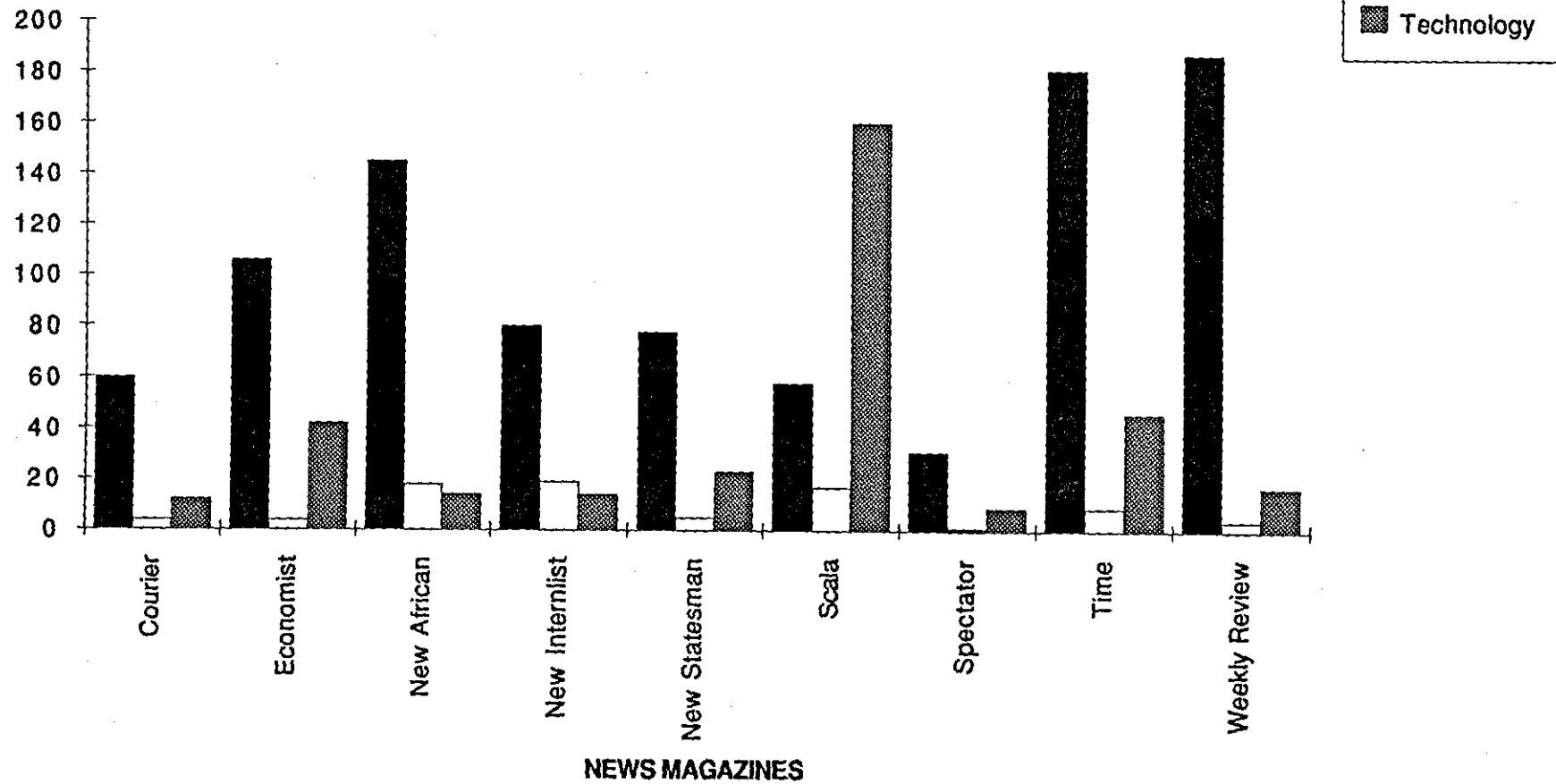


Figure 7

DISTRIBUTION OF GRAPHICS IN POLITICS

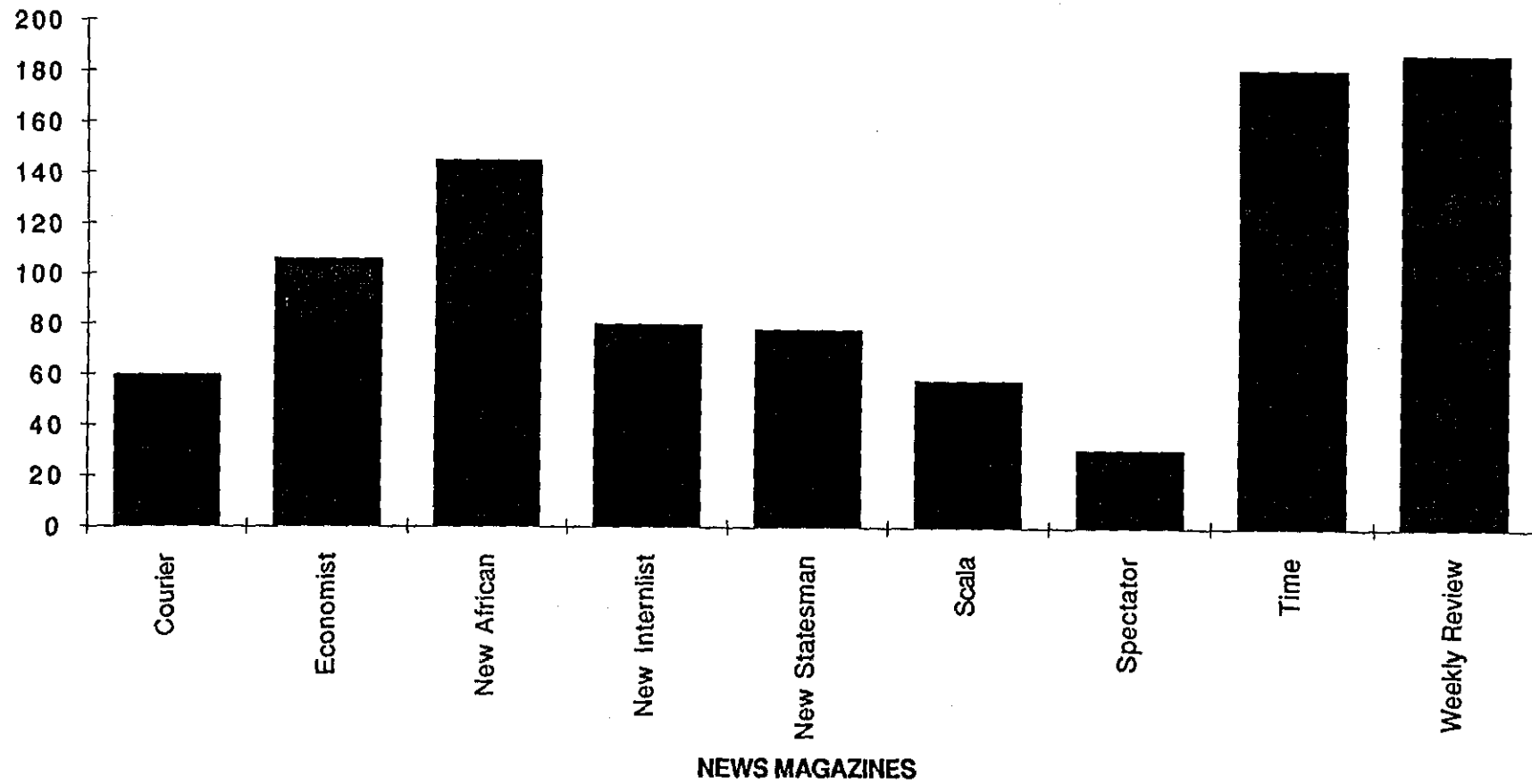


Figure 8

DISTRIBUTION OF GRAPHICS IN MEDICINE

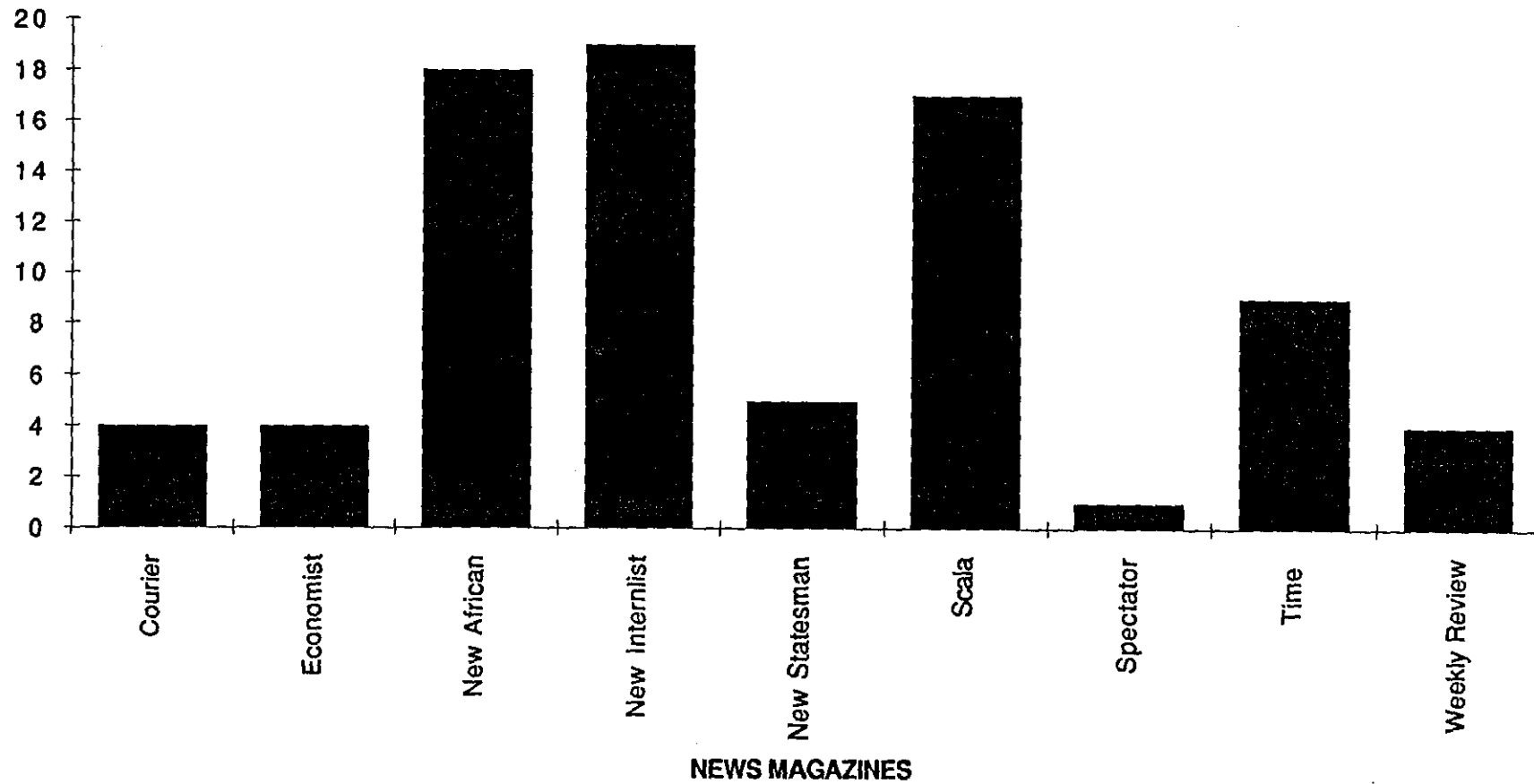


Figure 9

DISTRIBUTION OF GRAPHICS IN TECHNOLOGY

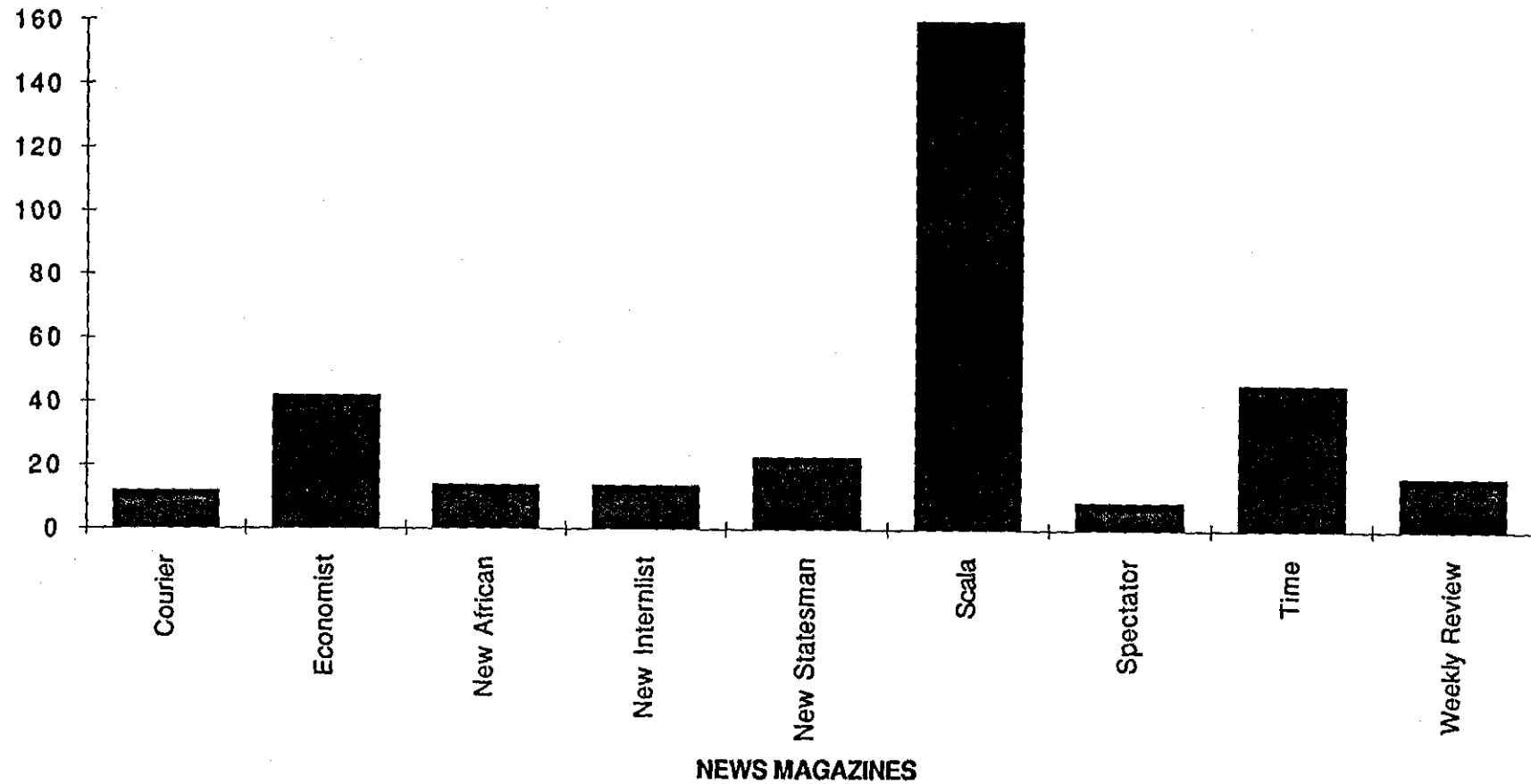


Figure 10

OVERALL DISTRIBUTION OF BIAS

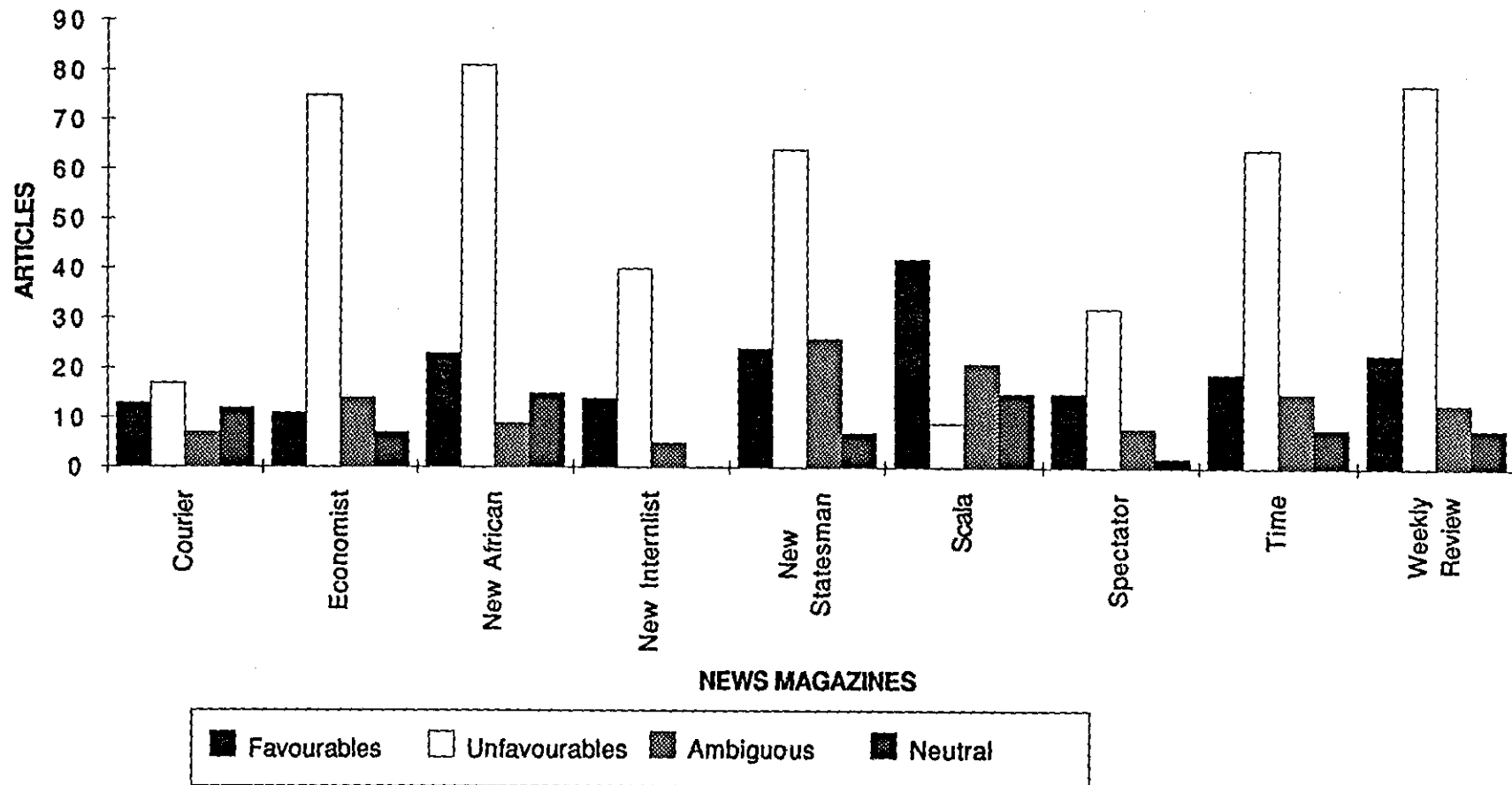


Figure 11

DITRIBUTION OF BIAS IN POLITICS

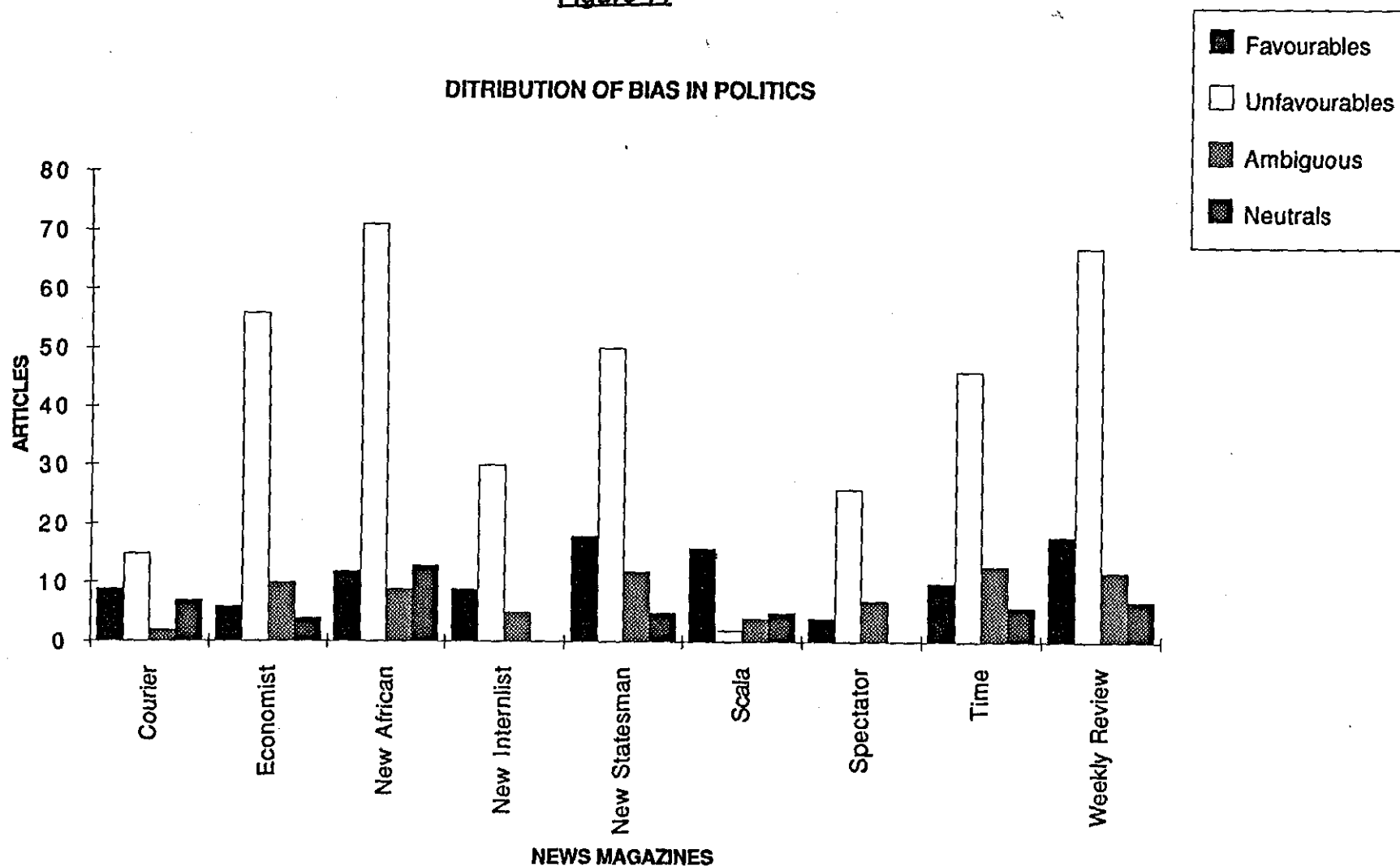


Figure 12

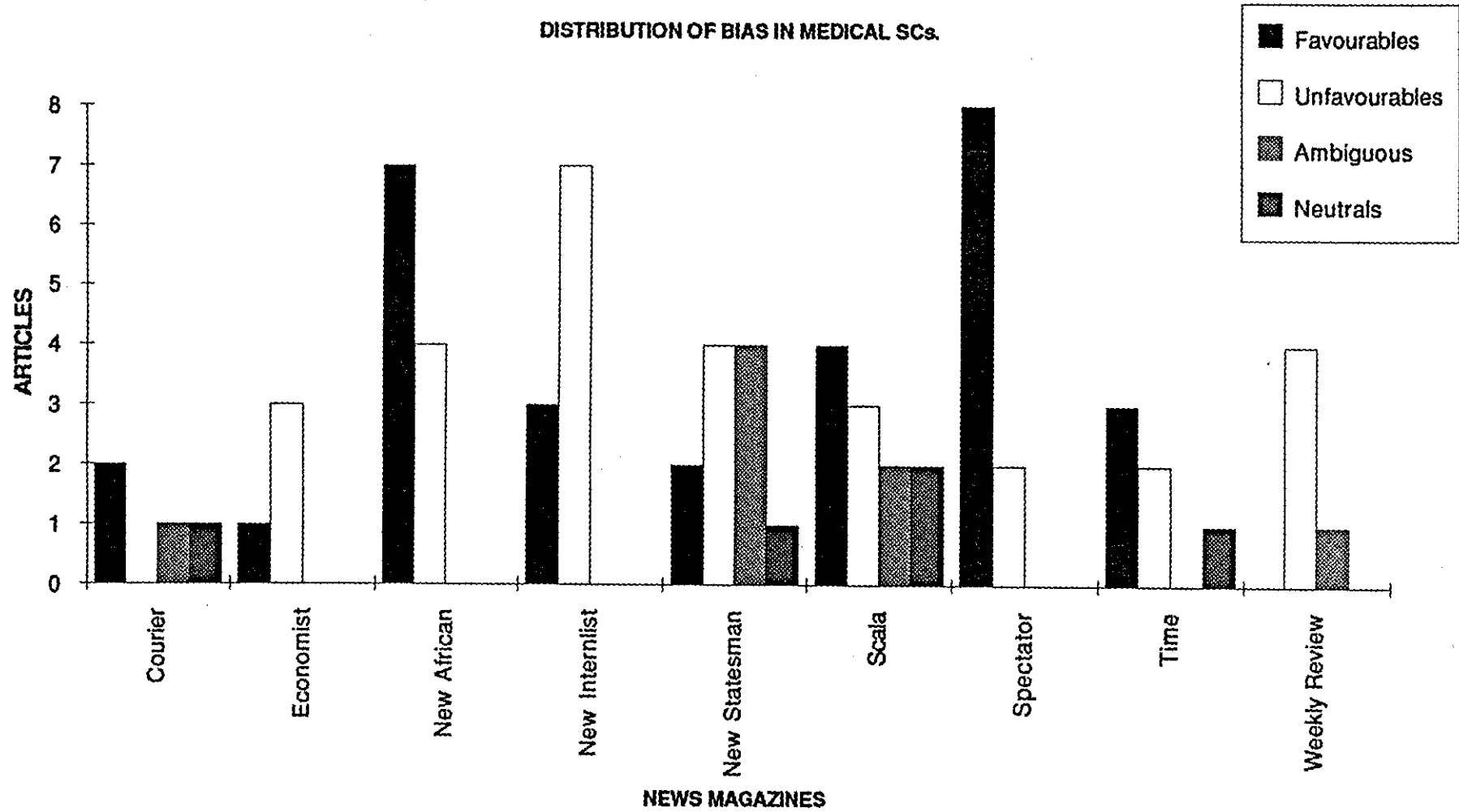


Figure 13

