

THE MANY WORLDS OF THE WORLD'S PRESS
A multinational cooperative and comparative
study of foreign news coverage

by

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This is the report of a study of the foreign news coverage of the daily press of different social systems. Its purpose was to explore the similarities and differences in the images of the "outside world" that each society projects for its members. The study included 60 daily papers published in 9 countries of the capitalist, socialist and "third" worlds. The countries were the United States, Great Britain, the German Federal Republic (West Germany), the Soviet Union, Hungary, Czechoslovakia, Ghana, India, and the Philippines. A total of 5,866 pages and 11,437 separate foreign news items were analyzed to probe dimensions of coverage affecting different societies' views of each other and of the rest of the world.

After a discussion of the development, questions, and conduct of the study, the findings will be summarized in two parts. First we shall discuss the amounts of foreign news coverage in the different press systems. Secondly, we shall describe and illustrate the distribution of story originations and news-event locations around the world, leading to some conclusions about the "worlds" of the U.S., Western and Eastern European, Soviet, and non-aligned press systems.

A comprehensive bibliography lists studies relating to world news flow. Appendix A contains all basic findings in tabular form. Appendices B - E contain all instructions, instruments, and forms used in the analysis.

The study was multinational in conception and execution. A jointly developed research plan was carried out in Philadelphia and Budapest. The support of the International Research Exchanges Board and of our home institutions, and the cooperation of our assistants and students made this study possible. We want to thank them for their help and for their patience.

We hope that this first effort of its kind will become a benchmark for similar research in the future.

George Gerbner,
Philadelphia

George Marvanyi,
Budapest

October, 1975

WHAT THE STUDY IS ABOUT

The idea for this study arose from a discussion between the two investigators when George Marvanyi was in residence at the Annenberg School of Communications as a visiting scholar on an IREX fellowship. We talked about the experience of traveling from one social system to another and reading about what each considers the outside world. The reality of that world is presumably common to all, but what each systems selects and projects as its image is clearly not the same. Our previous studies (38,39) suggest that the differences are not so much that some are "biased" and others are not as that all are highly selective, synthetic, and purposive, even if they seem to operate under some impersonal code of "news values" or of "historical necessity." We thought that we could best explicate the actual dynamics of that selectivity and purpose by focusing not on how "objective" each information system is but on what does each choose to be "objective" about. We decided that the methodology of message system analysis (41) would be appropriate for such an investigation, and that we should compare the press systems we knew best -- those of the U.S. and Hungary. However, it soon became apparent that to understand such -- or any -- multinational comparison, the findings would have to be placed in a wider context. So we broadened the study to include two countries of Western Europe, two countries of Eastern Europe, the Soviet Union, and three "non-aligned" countries.

The research plan we developed rests on the assumption that every system of communications serves the social structure which shapes and supports it. None is free of ideological controls and political tendencies. These are inherent not so much in party-partisanship as in the total operation of "news values" or other standards of relevance in reporting.

Distinctive standards of reporting are products of each social system's conditions for industrial investment, national security, and popular support. Studies of newsroom decision-making illustrate journalists' response to a collegial climate resting on the real or assumed interests (or actual interventions) of publishers, stockholders, advertisers, parties, public organizations, or governments that set the terms of employment (40).

When the subject is foreign news, the process can be even more flexible; there is no effective reality check. Many versions of the day's "world news" could be equally true, equally significant, and all different.

But how would we function as "one world?" We must assume that the ability of different people to relate to each other depends largely on what they know -- of think they know -- about each other. When citizens of different countries interact, they usually have some conceptions about each other and about the rest of the world. If these conceptions are based on a substantial body of common knowledge, it becomes possible to exchange ideas and to agree or disagree about the same set of facts, terms, and issues. But if the facts, definitions, and assumptions are out of tune, the discourse is likely to be disjointed.

So while the analytical purpose of the study was to examine the "windows" through which different societies view the outside world and to compare what they see, the practical policy implications relate to prospects for mutually productive international exchange and communication. An optimally shared understanding of world events, issues, and problems may be at least as much in the "national interest" as the divergent needs of institutional ownership and control and of political-economic-military service.

We hoped to further these objectives through the exploration of three general questions:

1. What are the amounts and proportions of foreign news coverage in each country and paper analyzed? How does this coverage relate to other characteristics of the press systems?
2. How does each press system allocate attention (frequency of foreign news items) and emphasis (size and display of foreign news) to different parts of the world?
3. What other features (of supply, focus, and other selected features) characterize each press system's news of the outside world?

After a description of the plan and procedures of the research, we shall summarize our answers to these questions. The tabulations that contain the full findings of this study are attached as Appendix A. The other Appendices contain the instructions to coders and the instruments of analysis.

HOW THE STUDY WAS CONDUCTED

The analysis of the material was conducted simultaneously in Philadelphia and in Budapest following the procedure worked out jointly in advance. The U.S., Western European, and non-aligned press samples were analyzed in Philadelphia while the Soviet and Eastern European samples were analyzed in Budapest. Sample analyses were exchanged and recoded to measure and improve coder reliability.

Sampling press systems

There is no generally accepted method of sampling a country's daily newspapers. The characteristics that may be represented in a sampling plan include circulation, "quality," reputation, size, location, political and other editorial

orientation, type of readership, type of sponsorship or ownership, extent of dependence on advertising or other subsidy, price, method of distribution, national or local scope, etc.

Standards for assembling a global comparative daily newspaper sample are even less developed. We know of only two other studies that attempted such a task. The first is Jacques Kayser's One Week's News; Comparative Study of 17 Major Dailies for a Seven-Day Period, published by UNESCO in 1953. (66). The second is Alexander Szalai's The United Nations and the News Media (1972), limited to U.N. coverage in 50 countries and enlisting the cooperation of the U.N.'s far-flung network of correspondents and agencies to assemble its materials (139).

Our goals were broader but our resources were smaller. The number of languages our analysts could handle and the availability of daily papers for a designated period imposed further limitations. These constraints dictated the selection of a limited number of daily papers in a few countries to indicate, rather than strictly "represent," some dimensions of convergence and divergence of foreign news coverage in different social systems and the great global power-blocs.

We decided to focus on the analysis of one week's foreign news. The advantage of comparing the coverage of developing stories over several days outweighed the danger of the possible "uniqueness" of the week's events. A composite week's sample would not necessarily alleviate the "uniqueness" problem but would make availability and comparisons more difficult because of time-zones and other transmission differences.

The week we picked for analysis was the week of May 24, 1970. There were elections in Ceylon, riots in Paris, and runoffs for the world soccer championships in Mexico. Israeli aircraft raided Lebanon, U.S. troops advanced into Cambodia, bombing and fighting raged in Vietnam. NATO Ministers

met in Rome, Arab leaders met in Khartoum, and the Komsomol Congress met in Moscow. Sudan nationalized some industries and the Queen of England dissolved Parliament in preparation for new elections. These and hundreds of minor stories made up the news of the world of that week. If it was "unique" (and which week isn't?) it fit the typical categories of news flow into which each country can dip for its own news.

The newspaper samples were drawn in such a way as to include various types of papers and to approximate a cross-section of news readerships. This required the selection of both elite and popular organs and of both mass-circulation and small newspapers. It was decided to divide the press of each country into five circulation classes, and to select the largest circulation paper in each class. In those circulation categories in which a generally recognized elite newspaper was found, that paper was selected. Newspapers were chosen from as many different regions within the country as possible. Furthermore, when a circulation class in a country represented a much larger proportion of all newspapers than the same class in another country, more than one paper was selected from that class in order to give it an appropriately greater weight in the total sample. The papers that were finally analyzed, and the circulations, number of days, and space measurements of each, are listed in Table 1. (All Arabic numbered Tables are in Appendix A.)

The characteristics of the samples reflect the relative circulations and sizes of the different newspapers. The United States press sample included two "elite" dailies of national circulation, the New York Times and the Christian Science Monitor. In the "popular" category of large circulation it also included the New York Daily News, and the medium circulation San Francisco Chronicle. Three newspapers of relatively low circulation (under 50,000) were included to

represent a prominent form of American journalism, the small local newspaper, and to provide additional geographical coverage. A total of nine U.S. newspapers of a combined circulation of almost 4 million copies and over 2,000 pages were analyzed.

The British sample included the London Times and Daily Telegraph as "elite" papers. The giant Daily Mirror was the "popular" daily, and other smaller papers to represented other circulation and regional categories. The large circulation of national dailies brought the total British sample to over 8 million copies with only 900 pages.

The West German sample included the "elite" Frankfurter Allgemeine and Die Welt, the "popular" Bild Zeitung, and three other smaller circulation regional papers. The combined circulation of the sample was almost 5½ million; its size was 924 pages.

The Soviet press sample included Pravda as the "elite" daily, three other papers published in Moscow, and four regional dailies. The combined circulation was nearly 14 million, but the size of the sample was 156 pages.

The Hungarian and Czechoslovak samples each included ten papers in the respective categories, amounting to a combined circulation of less than 2 million with a total of over 50 pages each.

The non-aligned "third" world was represented by three papers each in Ghana, India, and the Philippines, each including one "elite" daily, and all printed in English. Their combined circulation was over 11 million; the size of the sample was 60 pages. The general characteristics of the samples in all countries in each of the five "area totals" (U.S., Western Europe, Soviet Union, Eastern Europe, non-aligned), are given in Tables 1 to 3.

Analyzing foreign news

We defined news as non-advertising printed matter in a newspaper (text, picture, or tabular information) except editorials, cartoons and comic strips, book reviews, indices and tables of content, and Sunday magazine sections or other special supplements not part of the general weekday format of the newspaper.

The world, meaning the outside world, was defined as any territory outside of the geographical boundaries of the home country in which the newspaper is published. Colonies or protectorates of the home country were to be considered foreign for purposes of our study.

The general rule for the identification of a foreign news story was that the bulk of the information contained in the story had to come from abroad. Therefore, stories originating abroad (e.g. having a foreign dateline) were to be considered foreign news even if the subject matter involved domestic affairs. Secondly when most of the information came from abroad or the story dealt mostly with foreign matter, or both, it was to be considered foreign news even if had a domestic dateline. Third, a story about foreign visitors was always to be considered foreign news. News originating in or written about international zones and their affairs (the U.N. in New York, Geneva etc.; Berlin, East or West) were to be considered foreign in all papers.

The unit of analysis was the foreign news story or item, which we defined as a substantively and typographically distinct unit of relevant printed matter. Several items sharing the same headline were considered separate items if they were substantively and typographically distinct. Each item was to be marked, measured, and coded separately, except that a block of

tabular information from abroad printed without other text, such as financial, weather, or sports statistics, were to be considered a single item.

More detailed definitions and coding instructions are contained in Appendix B.

Two coding forms were developed to enable coders to isolate data for each of the two broad areas of interest: a given issue of a newspaper in toto, and each item of foreign news within that issue. Form 1 was developed for the former task, Form 2 for the latter. (They are reproduced in Appendices C and D.) For each newspaper of a given day, the coders had to complete one Form 1 and as many Forms 2's as the paper had foreign news items.

A core group of four researchers worked with two issues from each sample to compile a master list of foreign items and to develop examples of completed Forms 1 and 2 for coder-training purposes.

Coders were first trained on materials which were not in the sample, then tested on the issues coded by the core group. Coders were not permitted to code newspapers on their own until they demonstrated a high degree of reliability with the core group on the materials they had coded for testing purposes.

The coding tasks for each issue were divided into two stages: (1) isolation of foreign new items; (2) completion of Forms 1 and 2.

The coders worked independently on each stage. They were randomly assigned to a given stage of a given paper.

Upon completion of all Forms 1 and 2, the information was transferred to optical scan forms (Appendix E). The scan forms were then read through an optical scanning machine which recorded the data on tape. Computer tabulations were generated from the tape. All findings appear in tabular form in Appendix A. A summary of the highlights follows.

HOW MUCH FOREIGN COVERAGE?

The amount of attention newspapers devote to foreign news (or to anything else) depends on their physical characteristics and their policies. Large papers have more space, but much of that is devoted to advertising and other non-news features (which is why they are large in the first place). The size of the "news hole" limits the amount of space that can be devoted to any one category.

Nearly 60 percent of U.S. newspaper space, and over 40 percent of Western European newspaper space was devoted to advertising matter. Ads occupied only 15 percent of Eastern European and 2 percent of Soviet newspaper space. The average non-advertising space per issue in U.S. newspapers was one-quarter larger than in those of Western Europe, twice as much as those in the non-aligned countries, and almost four times as much as in Eastern Europe and in the Soviet Union. (The complete tabulations describing these and other general characteristics of the samples can be found in Tables 1 - 3.)

The amount of foreign coverage can thus be measured in two general ways. One is the absolute number of items and square inches of space devoted to foreign news. These measures are strongly influenced by physical characteristics. They are shown in columns A, B, and C on Table I on the next page. The other is the relative amount of available space or percent of the "news hole" devoted to foreign news. That is more a matter of editorial choice. They appear in columns D, E, and F of Table I on the next page.

In absolute terms, the U.S. press used almost as much newsprint per issue as the other eight countries combined. While the U.S. dailies averaged 41 (mostly large-sized) pages per issue, those of Western Europe averaged 26,

the non-aligned countries 14, Eastern European papers 9, and Soviet dailies 4. Nevertheless, the American press ranked first on only one of the "absolute" measures - the average length of foreign news items. As column A of Table I shows, Western European papers carried nearly twice as many foreign news items

Table I: Ranks and measures of foreign news coverage

	A Item /day	B Space /day	C Space /item	D Item /page	E Space /page	F % of non-ad space
	R No.	R sq"	R sq"	R No.	R sq"	R %
UNITED STATES	4 25.1	3 518	1 20.7	5 0.6	5 12.6	5 11.1
WESTERN EUROPE	1 49.8	1 857	3 17.2	4 1.8	4 32.4	2 23.6
SOVIET UNION	5 19.4	5 206	4 10.6	1.5 4.6	1 48.9	4 16.5
EASTERN EUROPE	2 39.7	4 321	5 8.1	1.5 4.6	3 36.9	1 24.7
NON-ALIGNED	3 30.8	2 535	2 17.4	3 2.2	2 37.5	3 22.8

Explanation of columns:

- A- No. of foreign news items per newspaper day in sample
- B- Square inches of foreign news space per newspaper day in sample
- C- Square inches of foreign news space per items in sample
- D- No. of foreign news items per page
- E- Square inches of foreign news per page
- F- Foreign news space as percent of all non-advertising space
- R- Rank of values in each column

per day as U.S. papers, with Eastern European papers second and the non-aligned press third. The press of Western Europe also lead in the absolute amount of space per day (column B), with non-aligned newspapers second and U.S. dailies third. In average length of foreign news items (column C), U.S. newspapers were followed by non-aligned and Western European papers. With the exception of the number of foreign news items in the Eastern European press, the Soviet

and other socialist papers, smallest in size and number of pages, lagged behind in absolute quantities of foreign news.

Relative allocations of attention, however, presented a different picture. As column D shows, Soviet and Eastern European papers lead in the number of foreign news items per page. The Soviet press was also first in the amount of space per page devoted to foreign news (column E), with non-aligned papers second and Eastern European dailies a close third. Eastern European newspapers devoted the largest percentage of their non-advertising space to foreign news (column F), with the press of Western Europe second and non-aligned countries third. The American newspaper sample ranked last on all relative measures, reflecting a low priority of editorial attention.

The U.S. press, then, ranked low in comparison with the other areas on relative measures of attention to the outside world. The press of Western Europe lead in absolute numbers of items and amounts of space, and the daily papers of the Socialist countries lead in the proportion of available space devoted to foreign news. The non-aligned countries come in second and third on all measures.

Taking the percentage allocation of non-advertising space as perhaps the most sensitive measure of editorial policy, we find (on Table 4 in Appendix A) that the undisputed leader is the German paper appropriately named Die Welt; it devotes 43.7 percent of its total non-advertising space to foreign news. Five other papers give more than 30 percent: the Soviet Pravda (38.0 percent), the Hungarian Magyar Nemzet (37.6 percent), Népszabadság (36.0 percent), Magyar Hirlap (35.6 percent), and the Czechoslovak Lud (30.1 percent). Another 16 dailies gave more than 25 percent, including the Christian Science Monitor (28.7 percent) but no other U.S., British or Soviet paper. The New York Times

used 16.4 percent of its non-advertising space for foreign news, and the London Times 22.4 percent. Relatively high foreign news space was given by Czechoslovak Rude Pravo (28.8 percent), the Ghanaian Daily Graphic (28.2 percent), the Times of India (25.4 percent) and the Manila Chronicle (28.2 percent). The average percentage of Soviet press allocation was 16.4, about the same as the New York Times.

Less than 10 percent of available space was devoted to foreign news by one Philippine, two Soviet, one British, and six U.S. daily papers. "Elite" papers gave generally more attention to foreign news than did the "popular" press. (These and other measures of foreign news space can be seen on Tables 4 - 6, Appendix A.)

An interesting comparison is made possible by the fact that six papers of our sample were also included in Kayser's study of the news in 1951. Table II

Table II: Foreign news content as a percentage of total news space in

	<u>1951</u>	<u>1970</u>
New York Times	16%	16%
New York Daily News	2%	7%
London Times	25%	22%
Pravda	30%	38%
Rude Pravo	25%	29%
Times of India	14%	25%

shows that three of the six papers devoted about the same percentages to foreign news in 1951 as in 1970, and that the rank order of the six papers shifted only because the Times of India nearly doubled its foreign coverage, perhaps as a result of independence. Two-point trend comparisons are, of

course, inconclusive. More reliable indication of trends will come from replications of this study.

In general, there is an inverse relationship between commercial sponsorship (and the consequent demand for sales and localized news service) and foreign news coverage. Foreign news does not boost circulation, although a few papers (such as Die Welt, and, to a lesser extent the Christian Science Monitor and the New York Times) derive some national circulation from their reputation (deserved or not) for international news coverage. On the whole, the publicly owned or institutionally managed press assigns higher priority to the outside world than the strictly commercial press does. How these institutional forces shape the distribution of attention and emphasis to different areas of the world is the subject to which we now turn.

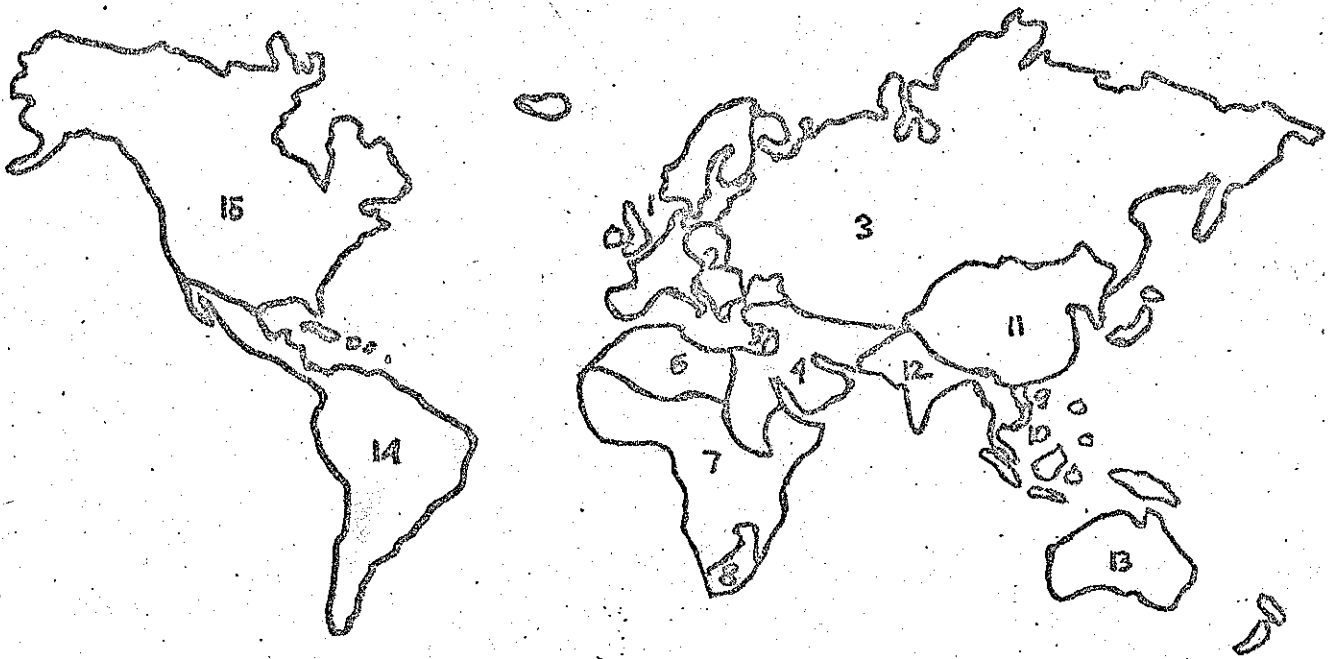
MANY WORLDS OR ONE?

What are the "worlds" that different press systems project for their readers? To answer that question, we recorded the country of origin of every foreign news item (where the story comes from), the country or countries where the events reported occurred, and the degree of emphasis accorded to news from the different locations. The detailed findings giving origins and locations of items in the nearly 100 countries recorded are in Tables 7 - 10. Mean emphasis ratings are given in Table 11.

To make the description of the global play of attention manageable, we divided the world into 15 regions on the basis of combination of geographical, political, and current affairs considerations. The list of countries included in each region can be found in Table 7. The regions were: (1) Western Europe,

(2) Eastern Europe, (3) the Soviet Union, (4) the Mideast, (5) Israel,
(6) North Africa, (7) Central Africa, (8) South Africa, (9) North Vietnam,
(10) South Vietnam, (11) Eastern Socialist countries (China, Mongolia,
North Korea), (12) South Asia and the Far East (including Burma, Cambodia,
India, Indonesia, Japan, South Korea, Taiwan, and other countries),
(13) Australia and Oceania, (14) Latin America, and (15) North America.

They can be seen on the map below.



Where the stories come from; originations

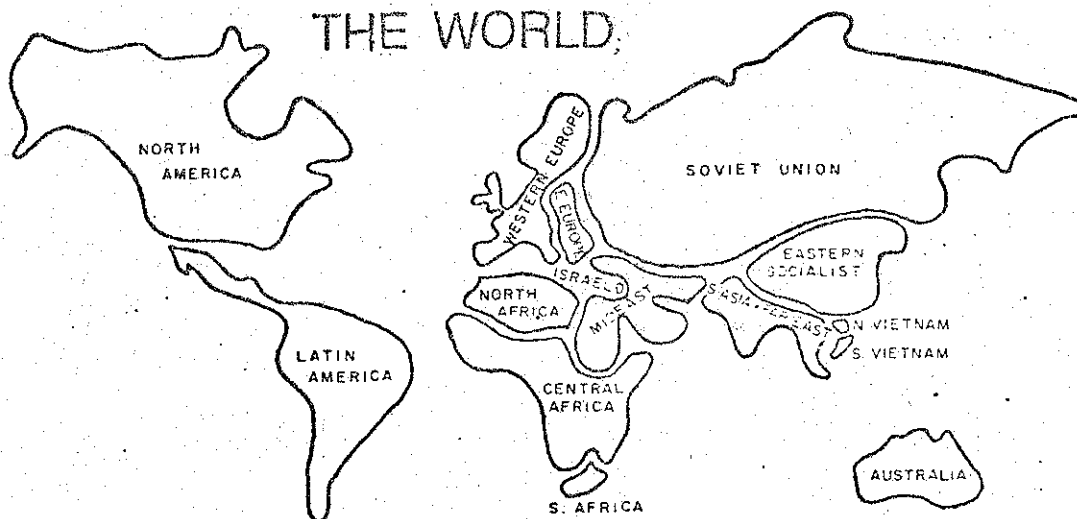
Datelines and other indications of where news is filed reveals something about the global network of bureaus, correspondents, and telecommunications facilities serving the different press systems. These networks both reflect and shape the allocation of press attention around the world.

On pages 18 and 19 is a graphic presentation of percentage originations for each press system. The first map is a simplified representation of the main areas of the 15 regions. The next five maps show where each press system (U.S., Western Europe, Eastern Europe, Soviet Union, and non-aligned or "Third World") gets its news from. The circles and numbers for each region indicate what percent of all foreign news printed by each press system were filed in that region. (These percentages as well as the numbers of items and rankings of regions can be seen in Table 8.)

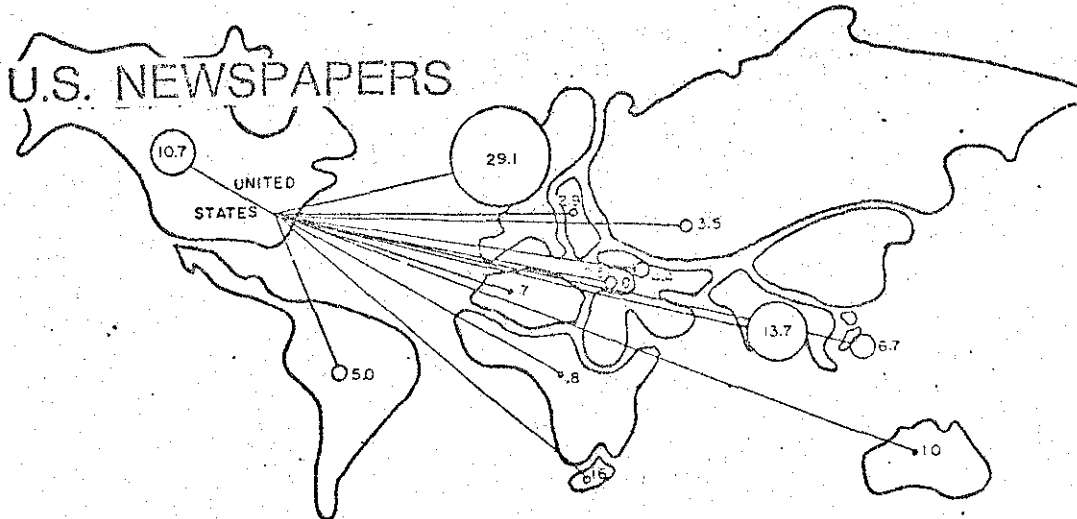
Insofar as the origins of the news could be determined (as many as 36 percent in Western European papers was coded "indeterminate"), at least half of the foreign news of the superpowers and their allies comes from inside their own blocs. American papers got most of their foreign news from Western Europe, Asia and the Far East (particularly, at the time of our study, Cambodia, Japan, and India), and from within North America (most of it from the United States itself, as in news of foreign visitors or discussion of foreign affairs). British and German papers representing Western Europe received about the same percentage of news from within Western Europe as did the American papers, but much less from Asia and the Far East and much more from Latin America. Eastern European and Soviet papers drew more from their own immediate areas than did the others, but they still received more news from Western sources than the West did from socialist sources. The non-aligned countries got most of their foreign news from Asia and the Far East,

WHERE THE NEWS COMES FROM

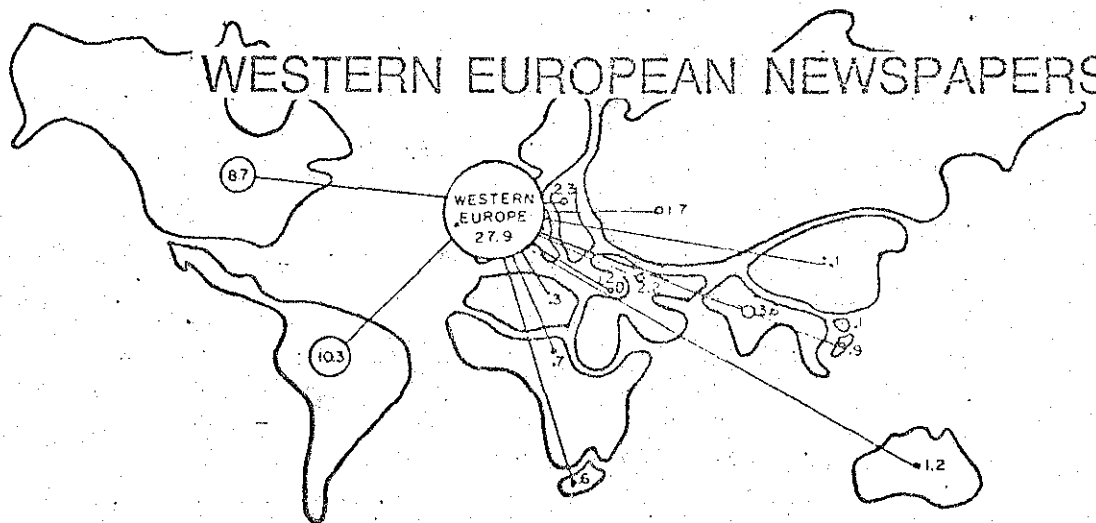
THE WORLD



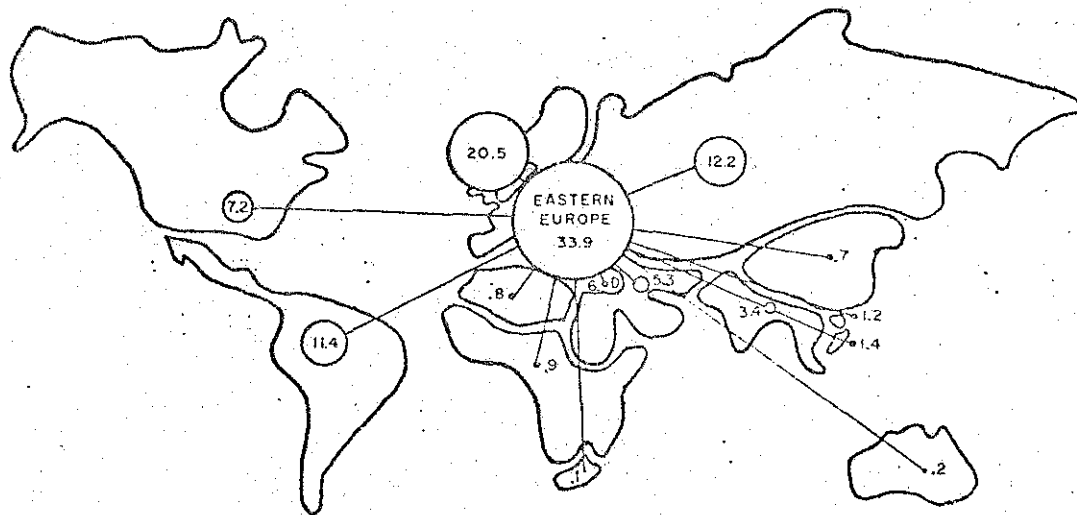
U.S. NEWSPAPERS



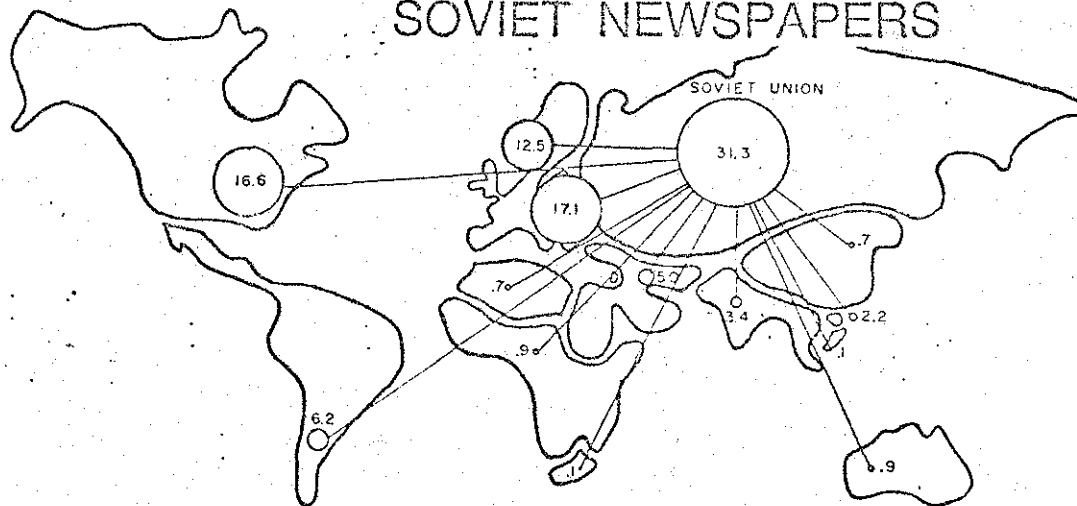
WESTERN EUROPEAN NEWSPAPERS



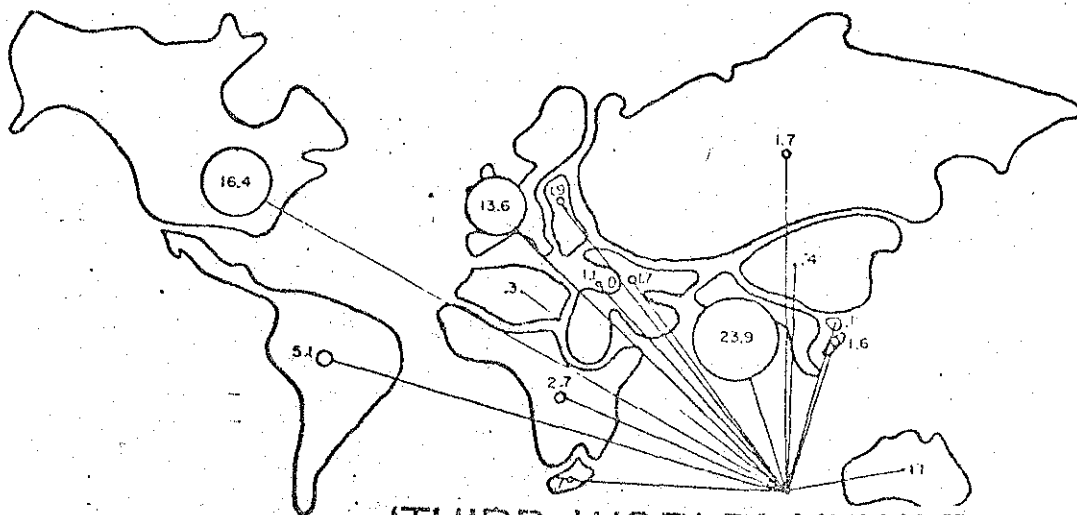
EASTERN EUROPEAN NEWSPAPERS



SOVIET NEWSPAPERS



'THIRD WORLD' NEWSPAPERS



and from Western sources.

Where the events occur: locations

Although originations channel the flow of news, they do not necessarily determine the location of events reported. The selective and synthetic picture we have about the world is probably based largely on our assumptions about where newsworthy events are likely to happen.

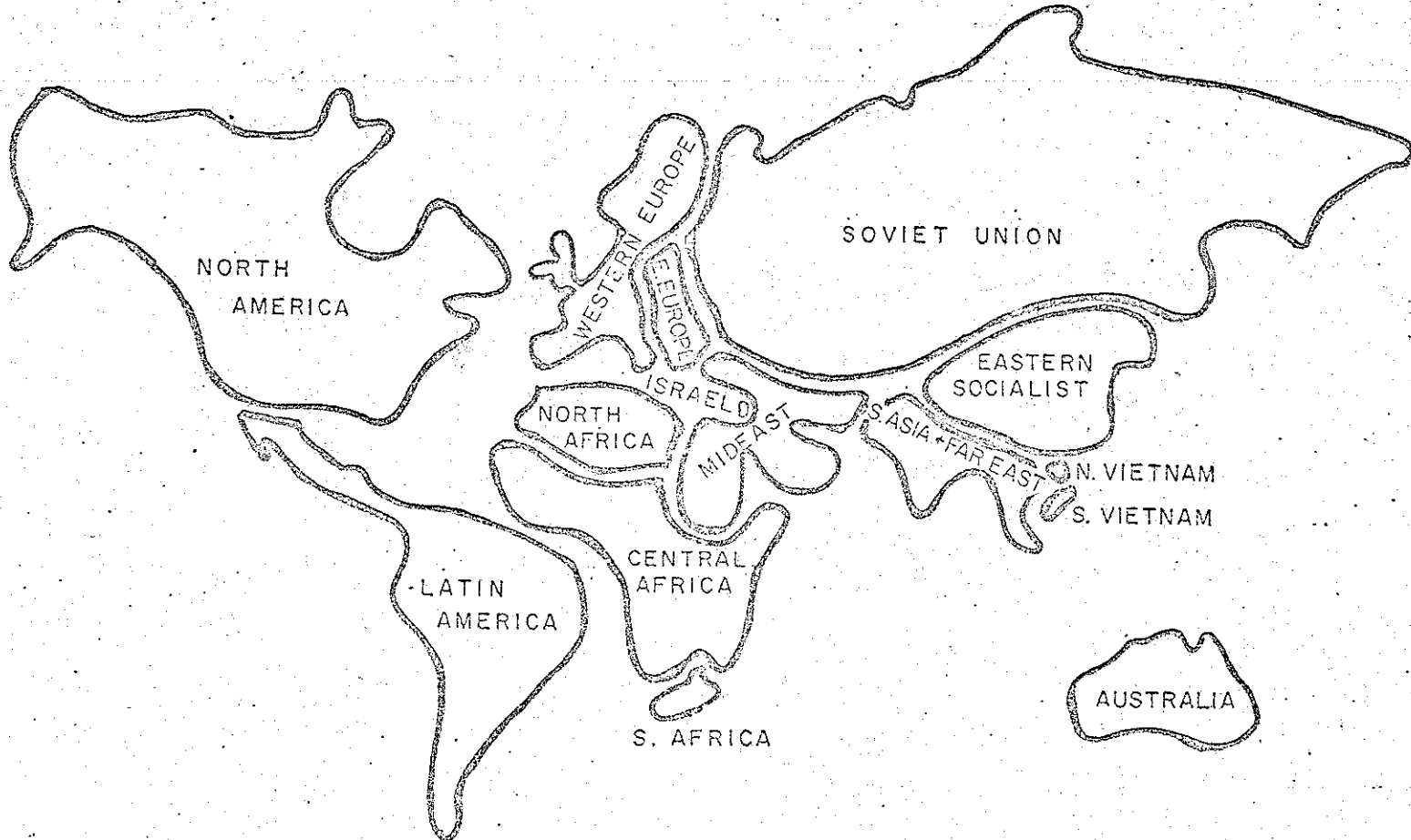
What are these subjective "maps?" Our tabulations of the locations of events reported (Tables 9 and 10) suggest some dimensions that the five press systems might cultivate in the minds of their readers. An attempt to represent these dimensions graphically can be seen on the maps that follow.

The first map is again the simplified presentation of the world as is, divided into the 15 regions. The next five maps are the "worlds" of the five press systems. Starting from the somewhat arbitrary (but necessary) assumption that each region has an equal chance of newsworthiness, we first equalized all regions, and then reduced each to the percentage of the equalized size that corresponds to its percentage representation in each press system. The resulting areas were then put together to form each of the "worlds" of the five press systems. The percentages can be seen in each region. (Numbers and ranks are also given in Table 10.)

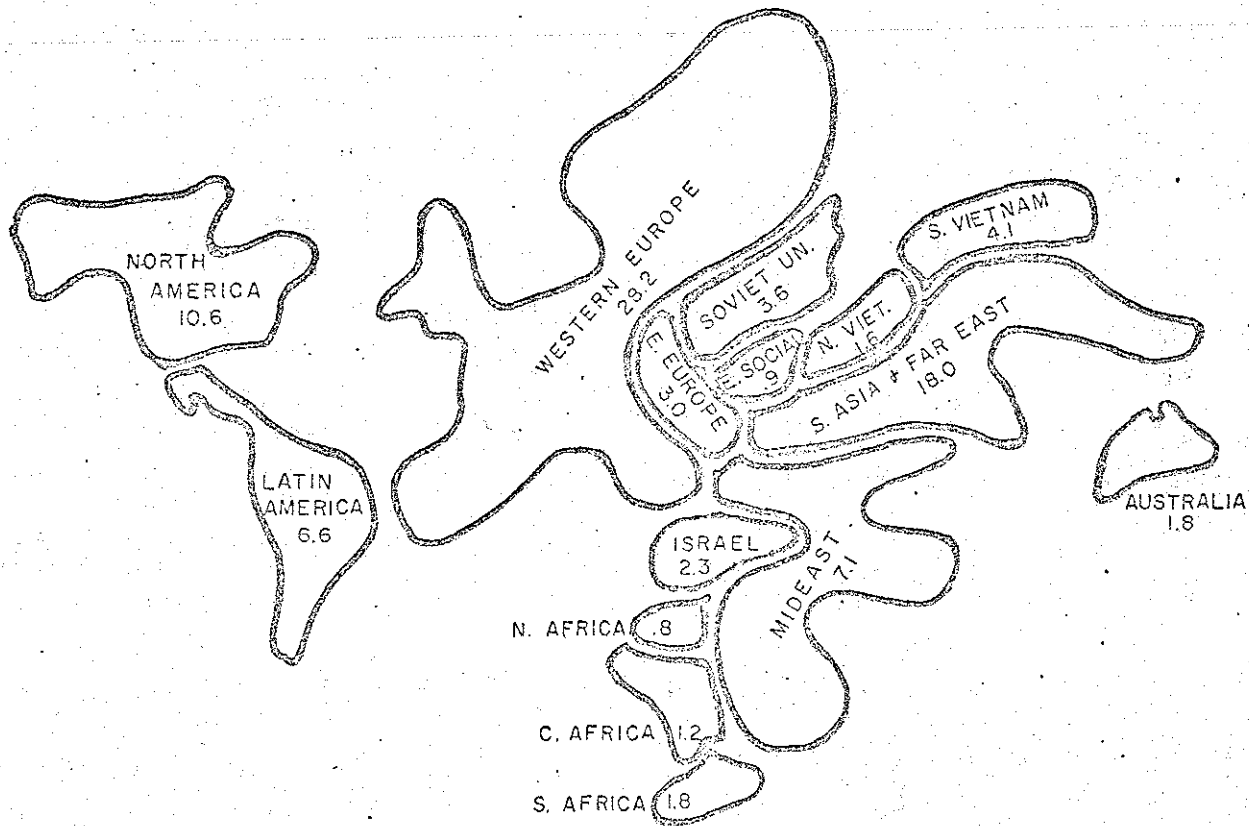
Looking at the world of U.S. newspapers, we can see that foreign news events happening in Western Europe, Asia and the Far East, North America, and the Middle East (including Israel), make up two-thirds of the U.S. map of the world. The war in Vietnam made that small region loom larger than all of Africa and China combined. The Mideast and Israel attracted more attention than the Soviet Union plus Eastern Europe.

In the world of British and West German newspapers, events in Western Europe, Latin America, and North America (in that order) occupied nearly

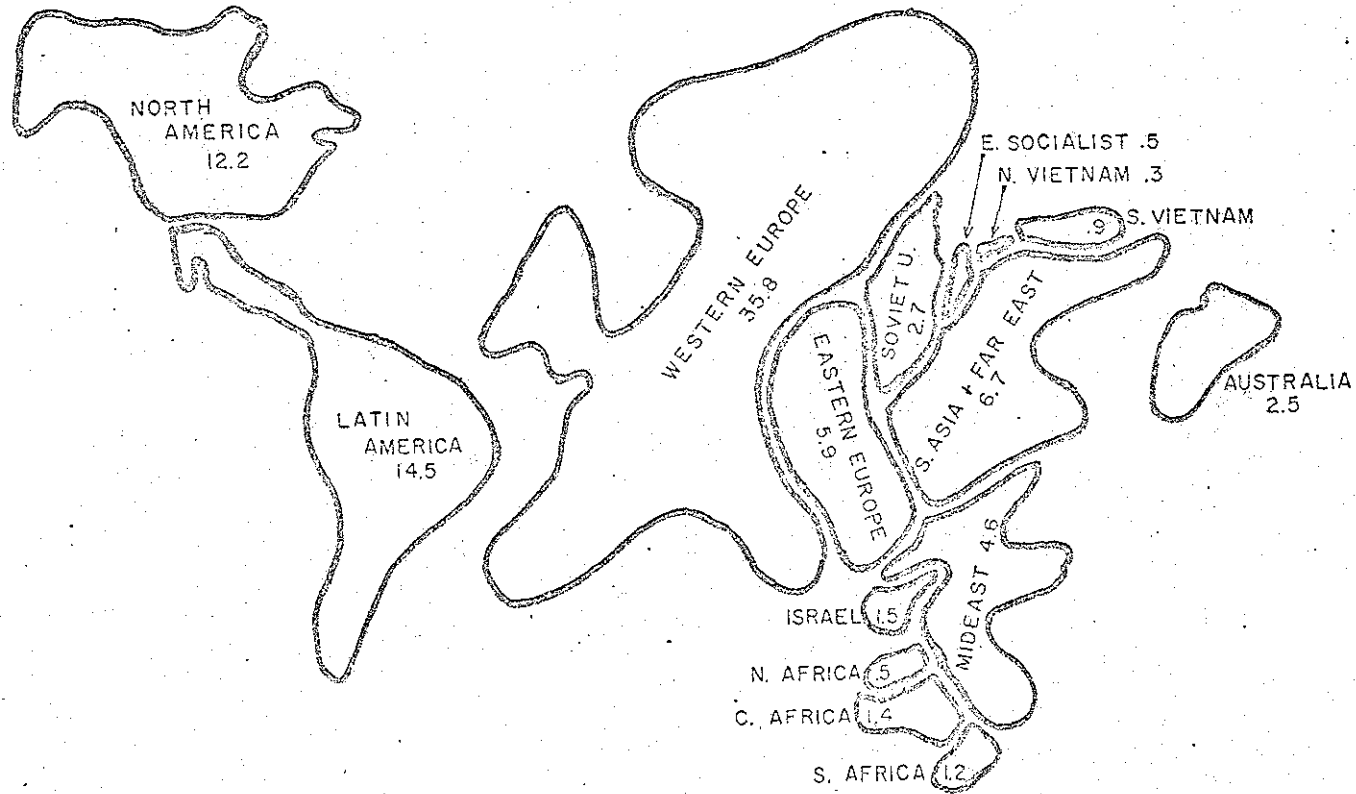
THE WORLD



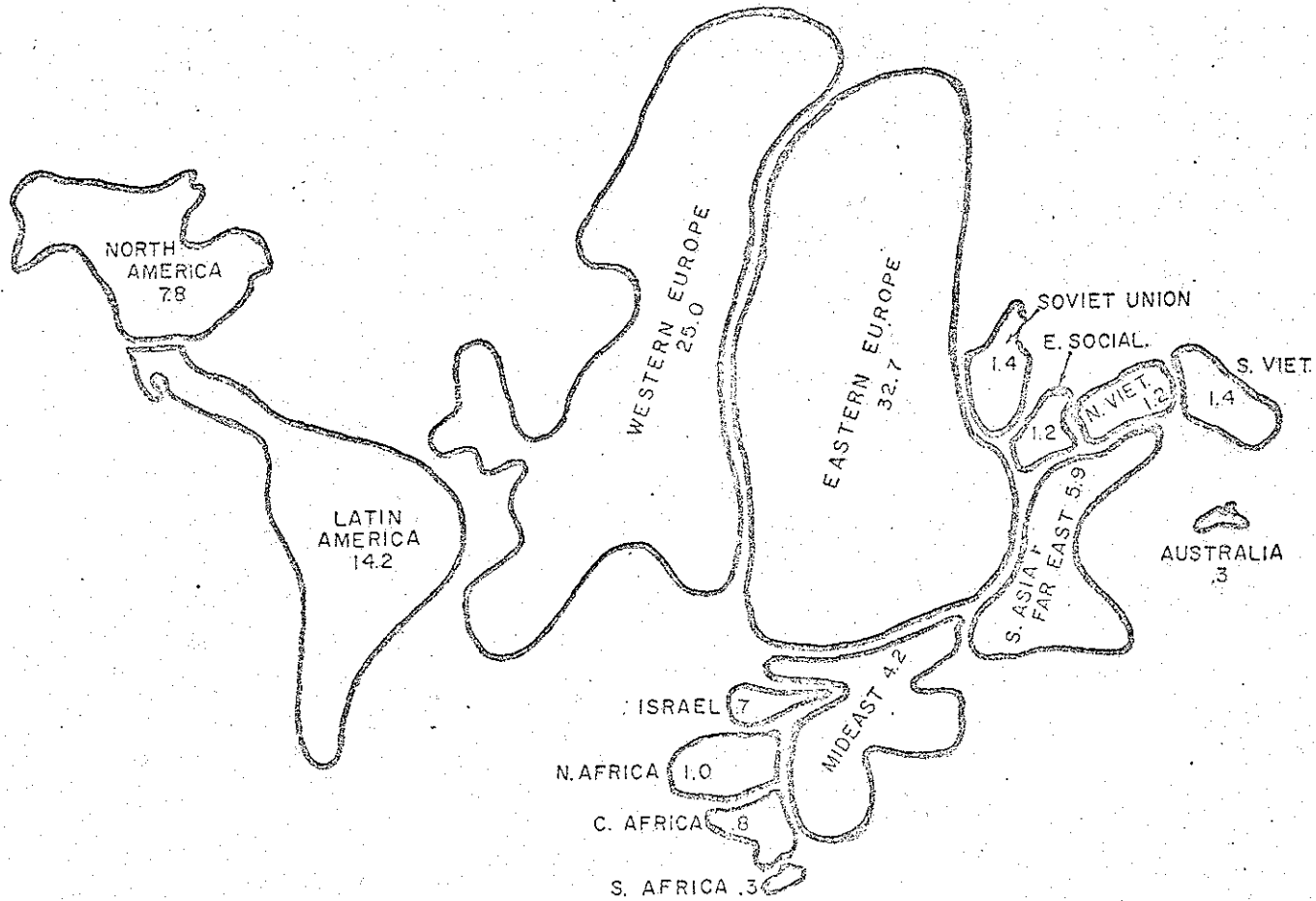
THE WORLD OF U.S. NEWSPAPERS



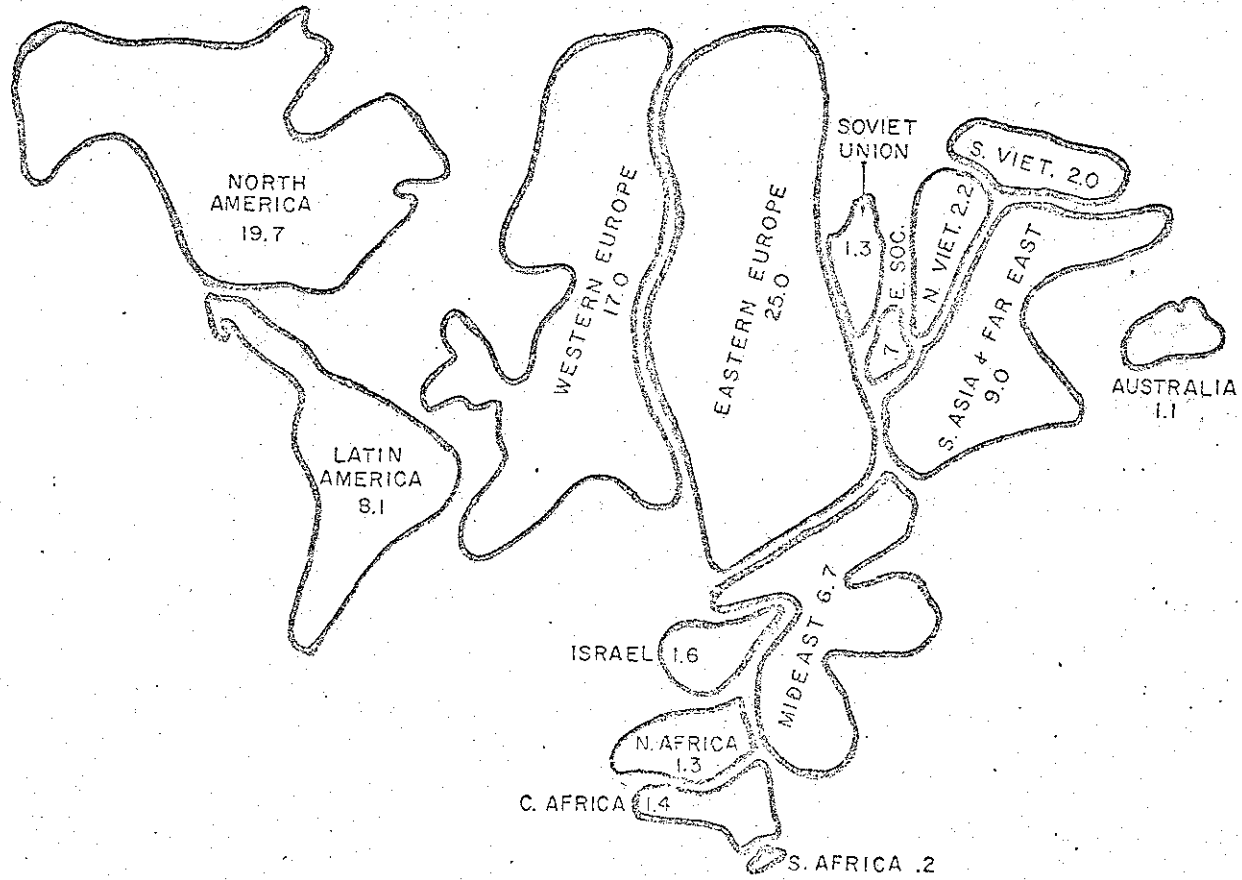
THE WORLD OF WESTERN EUROPEAN NEWSPAPERS



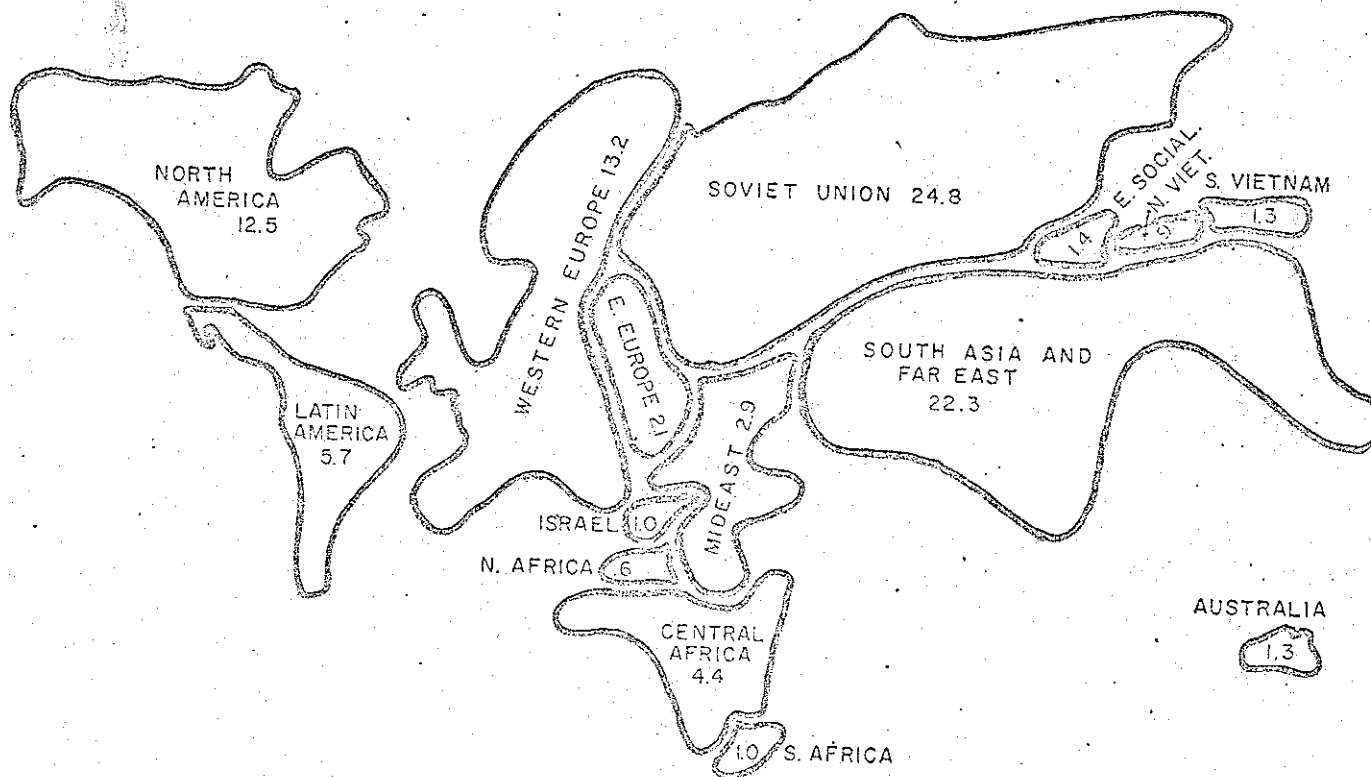
THE WORLD OF EASTERN EUROPEAN NEWSPAPERS



THE WORLD OF SOVIET NEWSPAPERS



THE WORLD OF SOME 'THIRD WORLD' NEWSPAPERS



two-thirds of all attention. The Western European papers paid less attention to Israel and to Vietnam than did the U.S., but more attention to Eastern Europe and Latin America. The soccer tournament finals in Mexico may have boosted the relative frequency of stories allocated to Latin America in the Western (and also Eastern) European press.

Eastern European papers gave as much news to events about their own region as Western European did to theirs, but much more to Western Europe than vice versa. Otherwise, Eastern European press allocations followed fairly closely those of Western Europe. However, Eastern Europe devoted less attention to events in the Soviet Union than did any other press system, including that of the United States. Even Africa got more play in the press of Eastern Europe than did the Soviet Union.

The Soviet press, on the other hand, ranked Eastern Europe first and North America second (the highest rank of attention devoted to North America of all the press systems). Western Europe ranked third in the Soviet press. The three regions accounted for two-thirds of Soviet press attention to the outside world. (Yet neither the American nor the Western European press paid much attention to the Soviet Union.) The percentage of Soviet attention to Israel or South Vietnam or Asia and the Far East was about half of that devoted to these regions by the American press.

The world of the "Third World" newspapers was the only one in which the Soviet Union loomed large, in fact the largest among all regions. Next were Asia and the Far East, Western Europe, North America, and Latin America, in that order, together making up two-thirds of the world of the non-aligned press. In that world, the Mideast ranked lower and Central Africa ranked higher than in any of the others.

What can we conclude from these findings? The worlds of the five press systems are certainly not one and the same. Aside from differences in views (which we did not study), the origins and locations of news of the same week's events differ from system to system. These differences can be related to historic economic, political, cultural, and strategic interests. But some of the reciprocities and imbalances are not easy to explain.

If foreign news cultivates knowledge, readers of all press systems know most about Western Europe. For American readers, non-communist Asia and the Mideast are next. The relative blind spot of the American press is Latin America, at least in comparison with the other press systems. The Western newspapers studied have little interest in the Socialist countries. News of the Soviet Union is also kept out of the press of Eastern Europe, but gets top play in newspapers of the "Third World." Soviet readers get more news about the U.S. and Western and Eastern Europe than readers of those areas get about the Soviets. The regions of Africa, Australia and Oceania, and the Eastern Socialist countries of China, Mongolia, and North Korea are barely visible on the peripheries of the worlds of the world's press.

This benchmark study suggests some dimensions underlying the present state of communications between different social systems. Our findings also indicate where the process of reciprocal information may be out of joint. The data for further detailed examination and country-by-country analysis are in the tabulations of Appendix A. Repeated and periodic monitoring will be necessary before those data, and, in fact, the aggregate findings discussed in this report take on full meaning. A "snapshot" of the global flow of foreign news based on one week's coverage, suggestive as it is of the dynamics of attention and emphasis,

can only serve as a starting point for sustained comparative analysis. More comprehensive and reliable insight into the "many worlds of the world's press" will come from indicators of trends over time and of the conceptions they cultivate in the minds of readers around the world.

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APPENDIX A

Tables 1 - 12

TABLE 1: GENERAL CHARACTERISTICS OF THE NEWSPAPER SAMPLE; ALL COUNTRIES, ALL PAPERS

	Circulation (000)	Days in Sample	Total Pages	Av. pages per issue	Total Space (sq. in.)	Av. space per issue (sq. in.)	Total non- advertising spc. (sq. in.)	Av. non-adv. spc. per issue (sq. in.)
UNITED STATES (tot.)	3,838	52	2,124	40.8	545,636	10,493	242,930	4,672
*New York Times	899	6	438	73.0	130,202	21,700	43,149	7,192
New York Daily News	2,110	6	552	92.0	73,968	12,328	24,485	4,081
San Francisco Chronicle	477	6	342	57.0	101,471	16,912	50,221	8,370
*Christian Science Monitor	214	6	112	18.7	32,950	5,492	26,475	4,413
Hudson Dispatch (N.J.)	57	6	162	27.0	48,081	8,014	26,158	4,360
Jackson Daily News (Miss.)	46	6	214	35.7	65,633	10,939	26,775	4,463
Headlight Sun (Pittsburg, Ka.)	12	6	82	13.7	25,608	4,268	13,848	2,308
Camarillo Daily News (Cal.)	5	5	80	16.0	24,424	4,885	13,704	2,741
Meadville Tribune (Penna.)	18	5	142	28.4	43,295	8,659	18,111	3,622
GREAT BRITAIN (tot.)	8,126	36	900	25.0	218,528	6,070	120,148	3,337
*Daily Telegraph	1,380	6	170	28.3	60,656	10,109	33,370	5,562
Daily Mirror	5,034	6	180	30.0	25,646	4,274	15,461	2,577
*Times	437	6	160	26.7	51,808	8,365	34,269	5,712
Evening Chronicle (Newcastle)	237	6	106	17.7	33,457	5,576	14,300	2,383
Evening Telegraph (Derby)	98	6	160	26.7	26,432	4,405	13,158	2,193
Northampton Evng. Telegraph	50	6	124	20.7	20,528	3,421	9,589	1,598
WEST GERMANY (tot.)	5,486	33	924	28.0	224,914	6,816	130,193	3,945
Bild-Zeitung (Hamburg)	4,508	6	140	23.3	40,469	6,745	19,824	3,304
*Frankfurter Allgemeine	306	5	230	46.0	66,010	13,202	39,475	7,895
*Die Welt (Hamburg)	273	6	68	11.3	25,092	4,182	17,474	2,912
Westfalische Rundschau	245	5	160	32.0	27,104	5,421	15,732	3,146
Kieler Nachrichten	104	6	210	35.0	40,719	6,787	21,688	3,615
Oberbayrisches Volksblatt (Rosenheim)	50	5	116	23.2	25,520	5,104	15,998	3,200
SOVIET UNION (tot.)	13,894	37	156	4.2	47,422	1,282	46,224	1,249
Leninszkoje Znomja	257	1	4	4.0	1,312	1,312	1,167	1,312
Moszkovskij- Komszomolec	106	5	20	4.0	6,068	1,214	6,068	1,214
*Pravda	9,000	5	28	5.6	8,854	1,771	8,843	1,769
Szovjetskaja Litva	184	5	20	4.0	6,244	1,249	6,244	1,249
Szovjetskaja Rosszia	2,761	5	20	4.0	6,328	1,266	5,435	1,087
Vecsernaja Moszkva	669	6	24	4.0	6,268	1,045	6,268	1,045
Moszkovszkaja Pravda	373	5	20	4.0	6,060	1,212	6,060	1,212
Radinszkaia Ukrainije	543	5	20	4.0	6,288	1,258	6,139	1,228
HUNGARY (tot.)	1,618	51	518	10.2	81,273	1,594	66,247	1,299
*Nepszabadsag	756	5	76	15.2	11,628	2,326	8,193	1,639
*Magyar Nemzet	111	5	56	11.2	6,337	1,267	6,045	1,209
Magyar Hirlap	48	6	72	12.0	10,224	1,704	7,862	1,310
Nepszava	277	5	52	10.4	9,256	1,851	5,595	1,119
Esti Hirlap	252	5	48	9.6	7,410	1,482	6,460	1,292
Hajdu-Bihari Naplo	53	5	44	8.8	7,348	1,470	5,623	1,125
Delmagyarorszag	41	5	40	8.0	6,669	1,334	6,263	1,253
Eszakmagyarorszag	52	5	44	8.8	7,546	1,509	6,312	1,262
Fejermegyei Hirlap	28	5	44	8.8	7,735	1,547	7,625	1,525
Dunantuli Naplo	NA	5	42	8.4	7,120	1,424	6,269	1,254
CZECHOSLOVAKIA (tot.)	1,903	53	388	7.3	76,957	1,452	69,130	1,304
*Rude Pravo	864	6	48	8.0	15,383	2,564	13,448	2,241
Pravda Bratislava	270	6	38	6.3	11,923	1,987	10,665	1,778
Rovnost	105	7	58	8.3	8,256	1,179	7,593	1,085
Lud	30	7	50	7.1	8,524	1,218	7,211	1,030
Osztravszki Vecsernik	40	2	12	6.0	2,059	1,030	2,059	1,030
Vychodoslovenske- Novini	55	5	36	7.2	6,486	1,297	6,135	1,227
Svoboda	58	5	40	8.0	7,800	1,560	6,366	1,273
Smena	128	5	36	7.2	5,493	1,099	5,493	1,099
Vecsernik	43	5	32	6.4	4,931	986	4,133	827
Prace	310	5	38	7.6	6,102	1,220	6,027	1,205

Table 1 continued

	Circulation (000)	Days in Sample	Total Pages	Av. pages per issue	Total Space (sq. in.)	Av. space per issue (sq. in.)	Total non- advertising spc. (sq. in.)	Av. non-adv. spc. per issue (sq. in.)
GHANA (tot.)	185	18	192	10.7	32,066	1,781	21,156	1,175
*Daily Graphic	105	6	96	16.0	12,729	2,122	7,611	1,269
Ghanaian Times	80	6	72	12.0	12,232	2,039	8,140	1,357
The Pioneer	NA	6	24	4.0	7,104	1,184	5,404	901
INDIA (tot.)	606	18	210	11.7	71,311	3,962	36,787	2,044
Indian Express	391	6	62	10.3	20,119	3,353	12,241	2,040
Times of India	188	6	94	15.7	32,994	5,499	10,542	1,757
The Mail	27	6	54	9.0	18,198	3,033	14,003	2,334
THE PHILIPPINES (tot.)	373	24	454	18.9	133,509	5,563	82,728	3,447
*Manila Times	230	6	148	24.7	42,683	7,114	22,146	3,691
Manila Chronicle	78	6	140	23.3	41,930	6,988	28,211	4,702
Philippines Herald	42	6	118	19.7	34,851	5,809	21,791	3,632
Taliba	23	6	48	8.0	14,044	2,341	10,578	1,763

TABLE 2: GENERAL CHARACTERISTICS OF THE NEWSPAPER SAMPLE; AREA TOTALS

	Circulation (000)	Days in Sample	Total Pages	Av. pages per issue	Total Space (sq. in.)	Av. space per issue (sq. in.)	Total non- advertising spc. (sq. in.)	Av. non-adv. spc. per issue (sq. in.)
United States	3,838	52	2,124	40.8	545,636	10,493	242,930	4,672
Western Europe	13,612	69	1,824	26.4	443,442	6,427	250,341	3,628
Soviet Union	13,894	37	156	4.2	47,422	1,282	46,224	1,249
Eastern Europe	3,521	104	906	8.7	158,230	1,521	135,377	1,302
Non-aligned	1,164	60	856	14.3	236,886	3,713	140,671	2,345

TABLE 3: GENERAL CHARACTERISTICS OF THE NEWSPAPER SAMPLE; PERCENTAGE SHARE OF EACH COUNTRY IN AREA TOTALS

	Circulation (000)	Days in Sample	Total Pages	Av. pages per issue	Total Space (sq. in.)	Av. space per issue (sq. in.)	Total non- advertising spc. (sq. in.)	Av. non-adv. spc. per issue (sq. in.)
WESTERN EUROPE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Great Britain	59.7	52.2	49.3	47.2	49.3	47.1	48.0	45.8
West Germany	40.3	47.8	50.7	52.8	50.7	52.9	52.0	54.2
EASTERN EUROPE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Hungary	46.0	49.0	57.2	58.3	51.2	52.3	48.9	49.1
Czechoslovakia	54.0	51.0	42.8	41.7	48.8	47.7	51.1	50.9
NON-ALIGNED	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Ghana	15.9	30.0	22.4	25.9	13.5	15.8	15.0	17.6
India	52.1	30.0	24.5	28.3	30.1	35.0	26.2	30.7
Philippines	32.0	40.0	53.1	45.8	56.4	49.2	58.8	51.7

* "Elite" newspaper

TABLE 4: FOREIGN NEWS BY COUNTRY AND PAPER

	No. of FN items		Tot. sq. inches devoted to FN		Ave. sq. in. per item	FN space as % of tot. sp.	FN sp. as % of tot. non-ad sp.
	N	%	N	%	N	%	%
UNITED STATES (tot.)	1,304	100.0	26,957	100.0	20.7	4.9	11.0
*New York Times	340	26.1	7,115	26.3	20.9	5.4	16.4
New York Daily News	169	13.0	1,855	6.9	11.0	1.8	7.5
San Francisco Chronicle	277	21.2	5,349	19.7	19.3	5.2	10.6
*Christian Science Monitor	160	12.3	7,613	28.2	47.6	23.1	28.7
Hudson Dispatch (N.J.)	107	8.2	936	3.5	8.8	1.9	3.5
Jackson Daily News (Miss.)	97	7.4	1,391	5.2	14.3	2.1	5.1
Headlight Sun (Pittsburg, Ka.)	42	3.2	1,014	3.7	24.1	3.9	7.3
Camarillo Daily News (Calif.)	33	2.5	477	1.7	14.5	1.9	3.4
Meadville Tribune (Penna.)	79	6.1	1,205	4.8	15.3	2.7	6.6
GREAT BRITAIN (tot.)	1,454	100.0	23,677	100.0	16.3	10.8	19.7
*Daily Telegraph	454	31.2	7,996	33.8	17.6	13.1	23.9
Daily Mirror	132	9.1	3,860	16.3	29.2	15.1	24.9
*Times	468	32.2	7,685	32.5	16.4	14.8	22.4
Evening Chronicle (Newcastle)	140	9.6	1,653	7.0	11.8	4.9	11.5
Evening Telegraph (Derby)	96	6.6	896	3.7	9.3	3.3	6.8
Northampton Evng. Telegraph	164	11.3	1,586	6.7	9.7	7.7	16.5
WEST GERMANY (tot.)	1,981	100.0	35,443	100.0	17.9	15.7	27.2
Bild-Zeitung (Hamburg)	270	13.6	5,507	15.5	20.4	13.6	27.7
*Frankfurter Allgemeine	489	24.7	8,971	25.3	18.3	13.5	22.7
*Die Welt (Hamburg)	390	19.7	7,638	21.6	19.6	38.0	43.7
Westfalisches Rundschau	203	10.3	3,533	10.0	17.4	13.0	22.4
Kieler Nachrichten	354	17.9	5,583	15.7	15.8	13.7	25.7
Oberbayrisches-Volksblatt (Rosenheim)	275	13.8	4,209	11.9	15.3	16.4	26.2
SOVIET UNION (tot.)	719	100.0	7,631	100.0	10.6	16.1	16.5
Leninszkoje Znamja	23	3.2	159	2.1	6.9	12.1	13.6
Moszkovszkij-Komszomolec	39	5.4	391	5.1	10.0	6.4	6.4
*Prawda	282	39.2	3,362	44.2	11.9	37.9	38.0
Szovjetskaja Litva	66	9.2	1,131	14.8	11.0	17.8	17.8
Szovjetskaja Rosszija	94	13.1	724	9.5	12.0	11.5	11.5
Vecsernaja Moszkva	62	8.6	612	8.0	9.9	9.8	9.8
Moszkovszkaja Pravda	76	10.6	613	8.0	8.1	10.1	10.1
Radinszkaia Ukrainije	77	10.7	636	8.3	8.3	10.1	10.4
HUNGARY (tot.)	2,079	100.0	16,144	100.0	7.8	19.9	24.4
*Nepszabadsag	338	16.3	2,947	18.3	8.7	25.3	36.0
*Magyar Nemzet	280	13.5	1,765	10.9	6.3	27.8	37.6
Magyar Hirlap	387	18.6	2,806	17.4	7.3	27.4	35.6
Nepszava	239	11.5	1,661	10.3	7.0	17.9	29.7
Esti Hirlap	186	8.9	1,738	10.8	9.3	23.4	26.9
Hajdu-Bihari Naplo	143	6.9	1,022	6.3	7.2	13.9	18.2
Delmagyarország	123	5.9	938	5.8	7.6	14.0	14.9
Eszakmagyarország	73	3.5	986	6.1	13.5	13.0	15.6
Fejermegyei Hirlap	114	5.5	889	5.5	7.8	11.4	11.6
Dunantuli Naplo	196	9.4	1,388	8.6	7.1	19.4	22.1
CZECHOSLOVAKIA (tot.)	2,052	100.0	17,260	100.0	8.4	22.4	25.0
*Rude Pravo	379	18.5	3,886	22.5	10.3	25.2	28.8
Pravda Bratislava	319	15.6	2,874	16.7	9.0	24.1	26.9
Rovnost	189	9.2	1,604	9.3	8.5	19.4	21.1
Lud	216	10.5	2,177	12.6	10.1	25.5	30.1
Osztravszki Vecsernik	35	1.7	209	1.2	6.0	10.1	10.1
Vychodoslovenske-Novini	223	10.9	1,563	9.1	7.0	24.1	25.4
Svoboda	124	6.0	963	5.6	7.8	12.3	15.1
Smena	208	10.1	1,416	8.2	6.8	25.7	25.7
Vecsernik.	78	3.8	953	5.5	12.2	19.3	23.0
Prace	281	13.7	1,610	9.3	5.7	26.3	26.7

Table 4 continued

	No. of FN items		Tot. sq. inches devoted to FN		Ave. sq. in. per item	FN space as % of tot. sp.	FN sp. as % of tot. non-ad sp.
	N	%	N	%	N	%	%
GHANA (tot.)	353	100.0	5,372	100.0	15.2	16.7	26.3
*Daily Graphic	155	43.9	2,147	40.0	13.9	16.8	28.2
Ghanaian Times	118	33.4	2,051	38.2	17.4	16.7	25.1
The Pioneer	80	22.7	1,174	21.8	14.7	16.5	21.7
INDIA (tot.)	640	100.0	8,276	100.0	12.9	11.6	22.4
Indian Express	191	30.0	2,883	34.9	15.1	14.3	23.5
*Times of India	288	35.6	2,683	32.4	11.8	8.1	25.4
The Mail	221	34.4	2,708	32.7	12.3	14.8	19.3
PHILIPPINES	855	100.0	18,472	100.0	21.6	13.8	22.3
*Manila Times	251	29.4	5,013	27.1	20.0	11.7	22.6
Manila Chronicle	332	38.8	7,509	40.7	22.6	17.9	26.6
Philippines Herald	256	29.9	5,610	30.4	21.9	16.0	25.7
Taliba	16	1.9	338	1.8	21.2	2.4	3.2

TABLE 5: FOREIGN NEWS; AREA TOTALS AND PERCENTAGES OF ITEMS FROM "ELITE" AND "POPULAR" DAILIES

	No. of FN items		Tot. sq. inches devoted to FN		Ave. sq. in. per item	FN space as % of tot. sp.	FN sp. as % of tot. non-ad sp.
	N	%	N	%	N	%	%
UNITED STATES	1,304	100.0	26,957	100.0	20.7	4.9	11.1
"Elite"	500	38.4	14,728	54.5	29.5	9.0	21.2
"Popular"	804	61.6	12,229	45.5	15.2	3.2	7.1
WESTERN EUROPE	3,435	100.0	59,120	100.0	17.2	13.3	23.6
"Elite"	1,801	52.4	32,290	54.6	17.9	15.9	25.9
"Popular"	1,634	47.6	26,830	45.4	16.4	11.2	21.3
SOVIET UNION	719	100.0	7,631	100.0	10.6	16.1	16.5
"Elite"	282	39.2	3,362	44.2	11.9	38.0	38.0
"Popular"	437	60.8	4,269	55.8	9.8	11.1	11.4
EASTERN EUROPE	4,131	100.0	33,404	100.0	8.1	21.1	24.7
"Elite"	997	24.1	8,598	25.7	8.6	25.8	31.1
"Popular"	3,134	75.9	24,806	74.3	7.9	19.9	23.0
NON-ALIGNED	1,848	100.0	32,120	100.0	17.4	13.6	22.8
"Elite"	634	34.3	9,843	30.6	15.5	11.1	24.4
"Popular"	1,214	65.7	22,277	69.4	18.4	15.0	22.2

TABLE 6: PERCENTAGE SHARE OF EACH COUNTRY'S FOREIGN NEWS IN AREA TOTALS

	Number of FN items	Total space devoted to FN
WESTERN EUROPE	100.0	100.0
Great Britain	42.3	40.1
West Germany	57.7	59.9
EASTERN EUROPE	100.0	100.0
Hungary	50.3	48.3
Czechoslovakia	49.7	51.7
NON-ALIGNED	100.0	100.0
Ghana	19.1	16.7
India	34.6	25.8
Philippines	46.3	57.5

* "Elite" newspaper

TABLE 7: ORIGINS (DATELINES) OF FOREIGN NEWS ITEMS

	U.S.	Great Britain	West Germany	U.S.S.R.	Hungary	Czechoslovakia	Ghana	India	Philippines	Total
Indeterminable or general worldwide reference, including United Nations	223	742	521	0	0	2	190	97	221	1,996
General reference to Europe	3	3	108	16	12	13	0	4	3	162
Austria	12	9	56	11	19	51	0	3	1	162
Belgium	4	8	39	3	4	15	0	0	0	73
Denmark	2	2	7	1	2	4	0	1	1	20
Finland	0	0	2	0	0	1	0	1	1	5
France	68	67	97	21	61	74	8	22	16	434
Greece	15	8	11	0	6	6	0	2	3	51
Iceland	2	0	0	1	0	0	0	0	0	3
Ireland	10	8	4	0	0	3	1	2	1	29
Italy	70	35	116	16	61	62	5	14	19	398
Luxemburg	0	1	3	0	1	0	0	0	0	5
Malta	0	1	0	0	0	0	0	0	0	1
Netherlands	2	7	14	2	15	4	1	0	0	45
Norway	0	1	6	0	0	1	0	0	1	9
Portugal	4	2	3	0	5	4	0	1	0	19
Spain	18	10	28	1	6	9	3	3	2	80
Sweden	6	5	10	1	8	0	0	0	0	30
Switzerland	17	7	26	0	9	11	1	1	1	73
United Kingdom	112	61	91	8	31	47	27	53	31	461
West Berlin	1	3	5	6	2	6	0	1	0	24
West Germany	28	27	166	16	33	98	2	10	4	384
Vatican	8	0	2	0	1	2	0	2	7	22
Total Western Europe	379	262	686	87	264	398	48	116	88	2,328
E. Europe (general)	0	0	0	0	0	1	0	0	0	1
Albania	0	0	0	0	0	1	0	0	0	1
Bulgaria	0	0	1	14	18	32	0	0	0	65
Czechoslovakia	6	5	10	26	33	167	0	1	0	248
East Berlin	1	0	3	23	8	32	0	0	0	67
East Germany	0	0	2	6	18	79	0	1	0	106
Hungary	6	1	6	11	407	57	1	0	2	491
Poland	7	0	13	18	15	45	0	0	0	98
Rumania	5	4	12	6	20	51	2	1	0	101
Yugoslavia	13	1	22	15	44	68	2	7	19	191
Total Eastern Europe	38	11	69	119	563	533	5	10	21	1,369
Total Europe	420	276	862	212	839	945	53	130	112	3,848
Soviet Union	46	21	40	218	129	261	1	17	14	747
Middle East (general)	2	0	1	2	1	1	0	0	0	7
Afghanistan	0	0	0	1	0	0	0	0	0	1
Cyprus	3	3	5	1	4	5	1	0	0	22
Iran	1	0	0	0	0	0	0	0	0	1
Iraq	0	0	0	0	0	0	0	0	0	0
Jordan	1	3	0	3	2	6	0	0	0	15
Kuwait	1	0	0	0	0	0	0	1	0	2
Lebanon	23	18	26	4	17	25	3	7	2	125
Saudi Arabia	0	0	1	0	0	1	0	0	0	2
South Yemen	1	0	0	0	0	0	1	0	0	2
Sudan	8	2	5	7	21	34	2	1	1	81
Syria	3	0	0	0	2	8	0	0	2	15
Turkey	6	1	5	0	2	1	0	0	1	16
United Arab Republic	8	5	3	15	20	22	1	8	1	83
Yemen	1	0	0	2	0	0	0	0	0	3
Total Middle East	58	32	46	35	69	103	8	17	7	375

Table 7 continued

	U.S.	Great Britain	West Germany	U.S.S.R.	Hungary	Czechoslovakia	Ghana	India	Philippines	Total
Israel	32	17	25	0	10	10	5	9	6	114
Algeria	4	1	3	5	4	16	0	3	0	36
Libya	0	1	0	0	0	0	1	0	0	2
Morocco	3	1	3	0	0	3	1	0	0	11
Tunisia	2	2	3	0	1	2	0	0	0	10
Total North Africa	9	5	9	5	5	21	2	3	0	59
Central Africa (general)	4	1	0	1	0	0	0	5	0	11
Botswana	0	2	0	0	0	0	0	0	0	2
Congo (Brazzaville)	0	0	0	1	0	0	1	0	0	2
Congo (Kinshasa)	1	1	0	0	1	0	0	0	0	3
Dahomey	0	0	0	0	0	0	1	0	0	1
Ethiopia	0	1	1	2	0	2	3	0	0	9
Ghana	0	1	2	0	0	0	29	0	0	32
Ivory Coast	0	0	0	0	0	0	1	0	0	1
Kenya	0	2	0	0	1	0	0	0	0	3
Liberia	0	0	0	0	0	1	0	0	0	1
Madagascar	0	0	0	0	0	0	2	0	0	2
Malawi	1	0	0	0	1	0	0	0	0	2
Niger	0	0	0	0	0	1	0	0	0	1
Nigeria	1	0	0	0	2	0	4	0	0	7
Senegal	0	0	0	1	0	0	0	0	1	2
Somalia	0	0	0	1	1	0	0	0	0	2
Southwest Africa	1	0	0	0	0	1	0	0	0	2
Tanzania	0	0	0	0	0	1	1	0	0	2
Uganda	0	10	0	0	0	0	0	0	0	10
Upper Volta	1	0	0	0	0	0	0	0	0	1
Zambia	2	4	0	0	0	0	2	0	0	8
Total Central Africa	11	22	3	6	6	6	44	5	1	104
Rhodesia	2	7	1	1	0	0	0	2	0	13
South Africa	19	11	3	0	2	2	4	6	1	48
Total South Africa	21	18	4	1	2	2	4	8	1	61
North Vietnam	0	3	1	15	19	19	1	0	0	58
South Vietnam	88	16	14	1	15	31	2	11	14	192
China	0	1	1	1	12	1	0	4	3	23
Mongolia	0	0	0	3	4	5	0	0	0	12
North Korea	0	0	0	1	0	0	0	0	0	1
Total East Socialist	0	1	1	5	16	6	0	4	3	36
Asia & Far East (general)	1	0	0	0	0	0	0	2	1	4
Burma	1	0	0	0	0	1	0	11	0	13
Cambodia	30	17	6	4	12	29	1	18	10	128
Ceylon	16	11	8	6	7	9	3	29	7	96
Hong Kong	12	8	11	0	2	1	1	12	14	61
India	24	5	8	7	3	6	2	91	2	148
Indonesia	8	2	0	0	1	0	0	2	6	19
Japan	37	5	14	6	8	20	0	10	43	143
Laos	9	3	0	0	0	0	0	2	1	15
Malaysia	4	1	1	0	0	2	0	4	2	14
Nepal	6	10	0	0	1	0	0	19	2	38
Pakistan	3	0	1	1	0	0	1	5	0	11
Philippines	10	3	0	0	0	0	0	1	113	127
Singapore	1	5	0	0	0	0	0	2	3	11
South Korea	3	2	2	0	0	0	0	0	0	7
Taiwan	4	0	0	0	0	0	0	2	14	20
Thailand	10	2	1	0	3	6	2	2	2	28
Total Asia & Far East	179	74	52	24	37	74	10	212	220	882

Table 7 continued

	U.S.	Great Britain	West Germany	U.S.S.R.	Hungary	Czechoslovakia	Ghana	India	Philippines	Total
Oceania (general)	1	1	0	0	0	0	0	0	0	2
Australia	6	26	4	5	2	4	4	7	8	66
Fiji Islands	1	0	0	1	0	0	0	0	0	2
New Guinea	3	0	0	0	0	0	0	0	0	3
New Zealand	1	6	0	0	0	1	0	2	0	10
Western Samoa	1	0	0	0	0	0	0	0	0	1
Total Australia & Oceania	13	33	4	6	2	5	4	9	8	84
Latin America (general)	3	1	0	0	0	1	0	1	0	6
Argentina	19	5	13	0	3	14	0	3	2	59
Bolivia	0	0	0	0	1	1	0	0	0	2
Brazil	7	5	5	0	4	10	1	0	5	37
Chile	2	0	1	3	0	5	0	0	1	12
Colombia	3	9	21	1	6	16	2	7	14	79
Costa Rica	0	0	0	2	0	2	0	2	0	6
Cuba	1	1	1	11	6	8	0	1	0	29
Dominican Republic	2	0	0	0	0	0	0	0	0	2
Ecuador	2	7	0	0	1	1	0	1	2	14
El Salvador	0	0	0	0	1	2	0	0	0	3
Guatemala	0	2	3	0	0	0	0	0	0	5
Guyana	1	0	0	0	0	0	0	0	0	1
Haiti	2	0	0	0	0	0	0	0	0	2
Mexico	9	43	233	23	53	200	3	20	22	606
Nicaragua	0	0	0	0	0	1	0	0	0	1
Panama	5	1	1	0	1	3	0	1	3	15
Paraguay	0	0	0	0	0	1	0	0	0	1
Peru	4	1	5	0	2	8	0	0	0	20
Puerto Rico	2	0	0	0	0	0	0	0	0	2
Trinidad & Tobago	0	1	0	0	0	0	0	0	0	1
Uruguay	2	1	2	0	1	6	0	0	0	12
Venezuela	1	0	0	3	3	8	0	0	3	18
Total Latin America	65	77	285	43	82	287	6	36	52	933
North America (general)	0	0	0	0	0	0	0	1	0	1
Canada	49	5	4	2	0	3	0	1	1	65
United States	90	119	178	114	83	147	22	81	198	1,032
Total North America	139	124	182	116	83	150	22	83	199	1,098
Total	1,304	1,461	2,050	697	1,314	1,921	352	641	858	10,598

TABLE 8: ALLOCATION OF ATTENTION; ORIGINS

	U.S.			W. Europe			U.S.S.R.			E. Europe			Non-aligned			Total		
	Rank	Sum	%	Rank	Sum	%	Rank	Sum	%	Rank	Sum	%	Rank	Sum	%	Rank	Sum	%
Indeterminable	2	223	17.1	1	1,263	36.0	16.5	0	0.0	17	2	.1	1	508	27.4	2	1,996	18.8
Gen. ref. to Europe	15	3	0.0	6	111	3.2	8	16	2.3	11	25	.8	14.5	7	.4	10	162	1.5
W. Europe	1	379	29.1	2	948	27.9	4	87	12.5	2	652	20.5	4	252	13.6	1	2,328	22.0
E. Europe	9	38	2.9	7	80	2.3	2	119	17.1	1	1,096	33.9	7	36	1.9	3	1,369	12.9
Soviet Union	8	46	3.5	9	61	1.7	1	218	31.3	3	390	12.1	8.5	32	1.7	7	747	7.0
Mideast	7	58	4.4	8	78	2.2	6	35	5.0	6	172	5.3	8.5	32	1.7	8	375	3.5
Israel	10	32	2.5	10	42	1.2	16.5	0	0.0	13	20	.6	12	20	1.1	11	114	1.1
N. Africa	14	9	.7	15	14	.3	12.5	5	.7	10	26	.8	16	5	.3	15	59	.6
Central Africa	13	11	.8	13	25	.7	10.5	6	.9	14	12	.4	6	50	2.7	12	104	1.0
S. Africa	11	21	1.6	14	22	.6	14.5	1	.1	16	4	.1	13	13	.7	14	61	.6
N. Vietnam	16.5	0	0.0	16	4	.1	9	15	2.2	9	38	1.2	17	1	.1	16	58	.5
S. Vietnam	5	88	6.7	12	30	.9	14.5	1	.1	8	46	1.4	10	27	1.6	9	192	1.8
E. Socialist	16.5	0	0.0	17	2	.1	12.5	5	.7	12	22	.7	14.5	7	.4	17	36	.3
Asia & Far East	3	179	13.7	5	126	3.6	7	24	3.4	7	111	3.4	2	442	23.9	6	882	8.3
Australia & Oceania	12	13	1.0	11	37	1.2	10.5	6	.9	15	7	.2	11	21	1.1	13	84	.8
Latin America	6	65	5.0	3	362	10.3	5	43	6.2	4	369	11.4	5	94	5.1	3	933	8.8
N. America	4	139	10.7	4	306	8.7	3	116	16.6	5	233	7.2	3	304	16.4	4	1,098	10.4
Total		1,304	100.0		3,511	100.0		697	100.0		3,235	100.0		1,851	100.0		10,598	100.0

TABLE 9: LOCATIONS OF EVENTS REPORTED

	U.S.	Great Britain	West Germany	U.S.S.R.	Hungary	Czechoslovakia	Ghana	India	Philippines	Total
Indeterminable or general worldwide reference, including United Nations	109	87	139	2	17	13	27	40	68	502
General reference to Europe	22	20	111	13	24	21	1	7	13	232
W. Europe (general)	2	2	6	0	1	1	0	1	1	14
Austria	7	8	37	9	53	56	0	1	1	172
Belgium	7	24	33	4	13	15	0	0	0	96
Denmark	3	5	13	1	8	5	0	2	2	39
Finland	1	1	5	0	2	4	0	4	0	17
France	77	96	122	18	119	88	11	38	32	601
Greece	17	17	15	0	6	8	0	3	3	69
Iceland	1	0	1	1	0	0	0	0	0	3
Ireland	14	25	8	0	5	4	2	2	2	62
Italy	79	68	154	15	104	74	7	13	24	538
Luxemburg	3	6	9	0	1	0	0	0	0	19
Malta	0	2	0	0	0	0	0	0	0	2
Netherlands	8	23	30	1	23	5	3	4	2	99
Norway	0	2	7	1	7	-1	0	0	3	21
Portugal	4	7	6	2	14	5	1	4	3	46
Spain	22	22	52	4	17	9	3	7	8	144
Sweden	6	9	20	2	15	3	0	1	1	57
Switzerland	17	19	39	1	21	10	5	7	3	122
United Kingdom	119	187	118	11	47	53	52	74	37	698
West Berlin	3	3	24	6	4	6	0	2	3	51
West Germany	37	48	190	18	58	114	8	17	11	501
Vatican	8	2	4	0	0	2	0	0	4	20
Total Western Europe	435	576	893	94	518	463	92	180	140	3,391
E. Europe (general)	2	1	3	0	0	1	1	0	0	8
Albania	0	0	0	0	0	1	0	1	0	2
Bulgaria	0	1	9	12	26	31	1	0	0	80
Czechoslovakia	4	11	29	28	67	183	0	5	0	327
East Berlin	0	0	24	23	13	32	0	0	1	93
East Germany	2	2	28	15	42	80	0	4	0	173
Hungary	3	4	16	17	404	57	4	1	1	507
Poland	9	2	22	22	39	70	0	3	0	165
Rumania	12	13	33	6	33	48	5	4	0	154
Yugoslavia	14	9	37	15	79	78	3	10	21	266
Total Eastern Europe	46	43	201	138	703	581	14	28	23	1,777
Total Europe	503	639	1,205	245	1,245	1,065	107	215	176	5,400
Soviet Union	56	38	74	7	31	22	218	275	263	984
Middle East (general)	9	2	16	2	9	3	1	2	1	45
Afghanistan	0	0	0	1	1	0	0	0	0	2
Cyprus	3	5	6	1	8	5	3	0	0	31
Iran	3	1	0	0	0	0	0	3	0	7
Iraq	2	0	1	0	5	0	0	2	0	10
Jordan	5	8	7	7	2	9	0	3	1	42
Kuwait	0	0	1	0	0	0	0	0	0	1
Lebanon	40	26	29	5	29	28	9	8	6	180
Saudi Arabia	2	1	4	0	0	1	0	0	0	8
Sudan	11	10	10	9	49	34	6	6	3	138
Syria	2	5	4	0	6	9	0	0	2	28
Turkey	7	3	6	0	5	1	0	0	2	24
United Arab Republic	24	21	22	10	41	17	3	15	12	165
Yemen	2	0	0	2	2	0	1	2	0	9
Total Middle East	110	82	106	37	157	107	23	41	27	690

Table 9 continued

	U.S.	Great Britain	West Germany	U.S.S.R.	Hungary	Czechoslovakia	Ghana	India	Philippines	Total
Israel	36	32	31	9	16	11	15	11	4	165
Algeria	6	2	5	6	11	16	4	3	0	53
Libya	1	3	1	0	2	2	1	0	0	10
Morocco	3	0	4	1	0	4	4	1	1	15
Tunisia	2	3	4	0	1	2	4	1	0	13
Total North Africa	12	8	14	7	14	24	13	5	1	98
Central Africa (general)	7	6	2	2	0	1	2	5	3	28
Botswana	0	2	0	0	0	0	1	0	0	3
Cameroon	0	0	0	0	1	0	1	0	0	2
Chad	0	1	1	0	0	0	1	0	0	3
Congo (Brazzaville)	0	4	0	2	3	0	2	0	0	11
Congo (Kinshasa)	1	1	0	0	1	0	0	0	0	3
Dahomey	0	1	0	0	1	0	1	0	0	3
Ethiopia	0	1	1	2	1	5	7	0	2	19
Gambia	0	0	0	0	1	0	0	0	0	1
Ghana	0	2	1	0	1	1	51	0	1	57
Guinea	0	2	0	0	0	0	0	0	0	2
Ivory Coast	0	0	0	0	0	0	10	0	0	10
Kenya	1	3	0	0	1	0	0	1	0	6
Lesotho	0	1	0	0	0	0	1	0	0	2
Liberia	0	0	0	0	0	1	1	0	0	2
Madagascar	1	1	0	0	0	0	3	0	0	5
Malawi	2	1	3	0	1	0	2	1	0	10
Mali	0	0	0	0	0	0	1	0	0	1
Niger	0	0	0	0	0	1	0	0	0	1
Nigeria	1	2	1	0	5	0	12	0	0	21
Portuguese Africa	2	1	1	0	0	0	2	0	0	6
Senegal	0	0	0	1	0	0	1	0	1	3
Sierra Leone	0	0	0	1	0	0	2	0	0	3
Somalia	0	0	0	0	2	0	0	0	0	2
Southwest Africa	1	0	0	0	0	1	0	0	0	2
Tanzania	0	2	1	0	0	1	6	2	2	14
Togo	0	0	0	0	3	0	1	0	0	4
Uganda	0	12	0	0	0	0	1	2	0	15
Upper Volta	1	0	0	0	0	0	0	0	0	1
Zambia	2	4	1	0	0	0	6	1	0	14
Total Central Africa	19	47	12	8	21	11	115	12	9	254
Rhodesia	3	8	3	1	2	0	4	1	0	22
South Africa	24	37	1	0	6	2	15	9	2	96
Total South Africa	27	45	4	1	8	2	19	10	2	118
North Vietnam	24	7	6	12	30	18	3	19	6	125
South Vietnam	63	22	15	11	29	25	3	21	18	207
China	12	12	8	1	21	2	4	25	14	99
Mongolia	0	0	0	2	15	6	0	0	0	23
North Korea	2	1	0	1	3	0	0	0	0	7
Total Eastern Socialist	14	13	8	4	39	8	4	25	14	129
Asia & Far East (General)	10	6	1	1	2	0	0	6	9	35
Burma	0	2	2	0	0	1	0	10	0	15
Cambodia	102	46	25	20	43	41	7	55	32	371
Ceylon	20	15	11	6	18	10	4	34	9	127
Hong Kong	3	6	0	0	2	0	0	1	20	32
India	22	17	10	6	12	7	2	78	6	160
Indonesia	12	7	0	0	6	2	0	6	19	52
Japan	42	20	28	7	30	28	11	15	61	242
Laos	11	6	3	8	10	1	0	5	5	49
Malaysia	8	10	2	0	0	1	0	8	2	31
Maldiv Islands	0	0	2	0	0	0	0	0	0	2
Nauru	2	0	0	0	0	0	0	0	0	2
Nepal	7	15	0	0	1	0	0	21	4	48
Pakistan	2	3	1	1	0	0	1	17	2	27
Philippines	15	6	3	0	0	1	0	4	176	205
Singapore	2	11	0	0	0	0	0	1	4	18
South Korea	4	2	1	0	0	0	0	0	8	15
Taiwan	3	0	0	0	0	1	0	0	35	39
Thailand	13	13	3	1	8	7	3	4	10	62
Total Asia & Far East	278	185	92	50	132	100	28	265	402	1,532

Table 9 continued

	U.S.	Great Britain	West Germany	U.S.S.R.	Hungary	Czechoslovakia	Ghana	India	Philippines	Total
Oceania (general)	2	3	0	0	1	0	0	0	3	9
Australia	17	68	12	6	4	4	9	11	15	146
Fiji Islands	1	0	0	0	0	0	0	0	1	2
New Guinea	5	0	0	0	0	1	0	0	0	6
New Zealand	1	20	0	0	0	1	0	2	0	24
Western Samoa	1	0	0	0	0	0	0	0	0	1
Total Australia & Oceania	27	91	12	6	5	6	9	13	19	188
Latin America (general)	13	5	9	1	6	3	1	3	5	46
Argentina	22	7	15	0	10	17	1	5	4	81
Barbados	0	1	0	0	0	0	0	0	0	1
Bolivia	0	0	1	0	1	2	0	0	0	4
Brazil	10	12	11	0	9	11	3	0	7	63
Chile	3	1	2	3	4	6	0	0	1	20
Colombia	5	29	32	1	22	31	10	10	19	159
Costa Rica	0	7	0	2	0	4	0	2	1	16
Cuba	8	5	10	13	16	13	1	3	7	76
Dominican Republic	2	0	0	0	0	0	0	0	1	3
Ecuador	2	8	0	0	6	1	2	1	2	22
El Salvador	1	3	1	0	2	1	0	0	0	8
Guatemala	1	2	3	0	0	0	0	0	0	6
Guyana	1	0	0	0	0	0	0	0	0	1
Haiti	2	0	0	0	0	0	0	0	0	2
Honduras	1	2	0	0	0	0	0	0	1	4
Jamaica	1	2	0	0	0	0	0	0	0	3
Mexico	18	100	293	23	146	194	16	30	29	849
Nicaragua	0	0	0	0	3	1	0	0	1	5
Panama	3	8	2	0	2	3	2	3	3	26
Paraguay	0	0	0	0	1	1	0	0	0	2
Peru	3	5	9	0	8	11	0	0	1	37
Puerto Rico	2	0	0	0	0	0	0	0	1	3
Trinidad & Tobago	0	2	0	0	0	0	0	0	0	2
Uruguay	2	4	5	0	2	6	0	0	0	19
Venezuela	1	0	1	2	7	8	0	0	2	21
Total Latin America	101	203	394	45	245	313	36	57	85	1,479
N. America (general)	5	5	3	0	1	0	0	0	1	15
Canada	61	31	6	2	4	3	2	5	10	124
United States	98	246	206	107	144	155	28	87	256	1,327
Total North America	164	282	215	109	149	158	30	92	267	1,466
Total	1,543	1,781	2,327	553	2,138	1,883	650	1,101	1,361	13,337

TABLE 10: ALLOCATION OF ATTENTION; LOCATION OF EVENTS

	U.S.			W. Europe			U.S.S.R.			E. Europe			Non-aligned			Total		
	Rank	Sum	%	Rank	Sum	%	Rank	Sum	%	Rank	Sum	%	Rank	Sum	%	Rank	Sum	%
Indeterminable	5	109	7.1	6	226	5.5	16	2	.4	14	30	.8	7	135	4.3	8	502	3.8
Gen. ref. to Europe	14	22	1.4	8	131	3.2	7	13	2.4	11	45	1.1	16	21	.7	10	232	1.7
W. Europe	1	435	28.2	1	1,469	35.8	3	94	17.0	2	981	25.0	3	412	13.2	1	3,391	25.4
E. Europe	9	46	3.0	5	244	5.9	1	138	25.0	1	1,284	32.7	9	65	2.1	2	1,777	13.3
Soviet Union	8	56	3.6	9	112	2.7	12.5	7	1.3	9	53	1.4	1	756	24.3	6	984	7.4
Mideast	4	110	7.1	7	188	4.6	6	37	6.7	6	164	4.2	8	91	2.9	7	590	4.4
Israel	10	36	2.3	11	63	1.5	10	9	1.6	15	27	.7	14	30	1.0	13	165	1.2
N. Africa	17	12	.8	15	22	.5	12.5	7	1.3	12	38	1.0	17	19	.6	17	98	.7
Central Africa	15	19	1.2	12	59	1.4	11	8	1.4	13	32	.8	6	136	4.4	9	254	1.9
S. Africa	11.5	27	1.8	13	49	1.2	17	1	.2	17	10	.3	13	31	1.0	16	118	.9
N. Vietnam	13	24	1.6	17	13	.3	8	12	2.2	10	48	1.2	15	28	.9	15	125	1.0
S. Vietnam	7	63	4.1	14	37	.9	9	11	2.0	8	54	1.4	11	42	1.3	11	207	1.6
E. Socialist	16	14	.9	16	21	.5	15	4	.7	7	57	1.2	10	43	1.4	14	129	1.0
Asia & Far East	2	278	18.0	4	277	6.7	4	50	9.0	5	232	5.9	2	695	22.3	3	1,532	11.5
Australia & Oceania	11.5	27	1.8	10	103	2.5	14	6	1.1	16	11	.3	12	41	1.3	12	188	1.4
Latin America	6	101	6.6	2	597	14.5	5	45	8.1	3	558	14.2	5	178	5.7	4	1,479	11.1
N. America	3	164	10.6	3	497	12.1	2	109	19.7	4	307	7.8	4	389	12.5	5	1,466	11.0
Total		1,543	100.0		4,108	100.0		553	100.0		3,921	100.0		3,112	100.0		13,337	100.0

TABLE 11: ALLOCATION OF EMPHASIS: MEAN RATINGS ON A 5-POINT SCALE

	U.S.		W. Europe		U.S.S.R.		E. Europe		Non-aligned	
	Rank	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank	Mean
Indeterminable	13	2.21	15	2.33	1	4.00	6	2.60	15	2.60
Gen. ref. to Europe	9	2.44	5	2.73	15	2.58	8	2.53	2	3.00
W. Europe	8	2.46	6	2.70	10	2.82	12	2.45	7.5	2.78
E. Europe	7	2.62	9	2.62	11	2.74	10	2.49	11	2.76
Soviet Union	12	2.32	4	2.76	8	2.93	7	2.56	13.5	2.71
Mideast	2	2.84	3	2.77	9	2.86	1	2.73	5.5	2.83
Israel	3	2.82	7	2.65	6.5	3.00	5	2.62	17	2.50
N. Africa	10	2.40	14	2.42	14	2.67	15	2.38	16	2.55
Central Africa	17	1.80	12	2.53	13	2.71	14	2.39	7.5	2.78
S. Africa	16	1.96	8	2.63	6.5	3.00	13	2.40	4	2.91
N. Vietnam	5	2.75	17	2.03	3	3.09	3	2.70	13.5	2.71
S. Vietnam	1	3.13	1	3.04	2	3.25	4	2.66	1	3.19
E. Socialist	14	2.13	11	2.54	16	2.50	9	2.50	12	2.72
Asia & Far East	6	2.65	13	2.51	4	3.07	2	2.71	3	2.96
Australia & Oceania	15	2.05	16	2.08	17	2.33	17	1.91	9.5	2.77
Latin America	11	2.35	2	2.98	5	3.02	16	2.37	5.5	2.83
N. America	4	2.80	10	2.60	12	2.73	11	2.47	9.5	2.77
Overall Mean		2.53		2.67		2.86		2.49		2.82

TABLE 12: SELECTED CHARACTERISTICS OF THE NATIONAL SAMPLES OF FOREIGN NEWS ITEMS

	U.S.		Great Britain		West Germany		U.S.S.R.		Hungary		Czechoslovakia		Ghana		India		Philippines	
	<u>N</u>	<u>%</u>	<u>N</u>	<u>%</u>	<u>N</u>	<u>%</u>	<u>N</u>	<u>%</u>	<u>N</u>	<u>%</u>	<u>N</u>	<u>%</u>	<u>N</u>	<u>%</u>	<u>N</u>	<u>%</u>	<u>N</u>	<u>%</u>
Items supplied by news agency	833	63.9	442	30.4	381	19.2	650	90.4	975	46.9	761	37.1	100	28.3	484	65.6	538	62.9
Items part of larger unit	223	17.1	367	25.2	741	37.4	291	40.5	1,237	59.5	961	46.8	131	37.1	83	13.0	225	26.3
Items having individual focus	609	46.7	766	52.7	825	41.6	342	47.6	1,212	58.3	907	44.2	192	54.4	358	55.9	507	59.3
<u>Pictorial Content</u>																		
Text Only	1,097	84.1	1,299	89.3	1,632	82.4	700	97.4	2,006	96.5	1,873	91.3	314	89.0	602	94.1	705	82.5
Some Picture	155	11.9	109	7.5	212	10.7	2	.3	34	1.6	59	2.9	16	4.5	14	2.2	67	7.8
Mostly Picture	35	2.7	42	2.9	134	6.8	16	2.2	33	1.6	119	5.8	22	6.2	24	3.8	76	8.9

APPENDIX B

DEFINITIONS AND INSTRUCTIONS

INTERNATIONAL STUDY OF FOREIGN NEWS -- DEFINITIONS AND INSTRUCTIONS

This is a comparative study of how the daily press presents the "outside world" to a cross-section of news readers in different social systems.

These definitions and instructions serve the purpose of helping analysts to (I) identify foreign news items to be analyzed, and (II) to complete Forms 1 and 2 of the analysis.

I. HOW TO IDENTIFY FOREIGN NEWS ITEMS

1. Foreign

Outside of the geographical boundaries of the country in which the newspaper is published. Colonies or protectorates of the home country are to be considered foreign.

2. News

Non-advertising printed matter in a newspaper; may be text (news, article, story), picture, tabular (numerical) information, or any combination of these.

The following are to be excluded from this study:

- (a) Editorials expressing the policy of the newspaper.
- (b) Cartoons - editorial, political, or popular (comic strips).
- (c) Book reviews of any kind, even of foreign books.
- (d) Front-page indices of mixed (both foreign and domestic) content referring the reader to inside stories, unless specifically labeled "international" "foreign," etc. (see news indices under 4 (b) below).
- (e) Sunday magazine sections or special supplements not part of the general weekday format of the newspaper.

3. Foreign news

The general rule is that the story itself or the bulk of the information contained in the story must come from abroad.

- (a) Story originating abroad (e.g. having a foreign dateline) is always foreign news (even if the subject matter is domestic).
- (b) When most of the information comes from abroad and/or story deals mostly with foreign matter, it is to be considered foreign news, even if it has a domestic dateline.
- (c) Story about foreign visitor(s) is always foreign news.

- (d) Obituaries (death notices) are to be considered foreign news if the deceased was foreign national or the death occurred abroad.
- (e) News originating in or written about international zones and their affairs (U.N. in New York, Geneva, etc.; Berlin, East or West) are to be considered foreign in all papers.
- (f) Exceptions to the above are, of course, items not considered news /see 2(a-d)/ such as editorials, etc. representing projections of domestic opinion, views, etc. onto foreign or world affairs.

4. Item

An item is a substantively and typographically distinct unit of relevant printed matter (as defined above). It is usually set off by a headline or other typographic device (such as bold face line, dash, asterisk, etc.). Several items sharing the same headline may be considered separate items if they are substantively and typographically distinct. Each item is to be marked, measured, and coded separately (except as noted below).

Items may be purely textual, or may include pictures (photo, illustration, map, etc.) or may be mostly pictorial. Note that "foreign" picture(s) in an otherwise domestic item are to be considered a separate foreign item.

The following types of material should not be considered separate items but lumped into a single item in each issue under the appropriate subject designation:

- (a) Tabular (numerical, statistical) information from abroad printed without other text (except headline, if any) should be grouped as a single item in each subject category (financial, weather, sports), as instructed on Form 2.
- (b) News indices when specifically labeled "international" or "foreign," etc. should be regarded as a single item in each issue and labeled "index." This rule also applies to brief 2-3 line summaries on the front page, referring to inside stories, when separated and identified as foreign news.
- (c) Several relevant (foreign) pictures on the same general subject in the same story are to be considered a single item if the story itself is not a foreign item. (If the story itself is foreign, pictures are included in this item.)

II. HOW TO COMPLETE FORMS 1 AND 2

Two coders screen, code, and review each newspaper, working as Coders 1 and 2. The coders should rotate roles and newspapers to distribute the tasks as evenly as possible among all coders. The following are the steps for each paper:

1. Coder 1 screens the newspaper and identifies all foreign news items by drawing borders around the item with a pencil.
2. Coder 2 screens the same newspaper. Additional items found by Coder 2 should be marked with a pencil, questionable selections should be marked with a question mark.
3. Coders 1 and 2 meet (if necessary) for final selection of foreign news items. Final items should be marked by drawing borders around them in ink.
4. Coder 1 completes Form 1.
5. Coder 1 completes Form 2's for each item.
6. Coder 2 reviews Form 1 and Form 2's completed by Coder 1 and makes own observations, if different from Coder 1's, in column marked "Coder 2." (If more space is needed, place checkmark in this column and write observation, repeating question number, on back of form.)
7. Items are copied and attached to Form 2's.
8. All Form 2's, with items, are attached to Form 1.
9. Original paper is returned to file.

ADDITIONAL INSTRUCTIONS

PART I: ISOLATING THE FOREIGN NEWS ITEM

CODER 1 selects these items by marking borders in pencil, blue or black ink. When a jump occurs (mention of a continuation of story on another page), Coder 1 places a "c" in the lower-right of the item on the page where it begins and another "c" in the upper-left of the item on the page where it is continued.

Items which are exclusively tabular are to be marked "S" if sports, "F" if financial or "W" if weather in the upper-left. Items which are not exclusively tabular (that is, those which have some text in addition to the numerical data) will be treated like the other articles even though they may fall into any of these three categories.

If the coder is unclear as to whether a given item should be included as "foreign news," he should indicate this with a pencil question mark.

CODER 2 completes the selection stage. Those items which were already coded by Coder 1 are to be reviewed for their satisfaction of the criteria. Coder 2 makes a red ink slash in both the upper-left and lower-right of the items and marks in red any letter indicators ("c" or "S," "F" or "W") to illustrate agreement of selection.

Coder 2 may also mark out items overlooked by Coder 1, if he is sure they should be included. He is also to resolve any questions indicated by Coder 1. He need consult Coder 1 only if: (a) Coder 1 has indicated the selection of an item Coder 2 is sure should NOT be included, or (b) Coder 2 has a question about an item overlooked by Coder 1.

These meetings should be kept as brief as possible, and where no quick agreement can be reached, the article is to be given the benefit of the doubt and be included.

The end of Part I should leave a given issue of a paper free of question marks and each item to be considered for Part II should be marked with the appropriate red markings.

PART II: COMPLETION OF FORMS 1, 1-7 and 2.

CODER 1 completes one copy of Form 1 for each paper per issue. Question #7 is answered by filling out Form 1-7 (or, where applicable 1-7S). This form requires no computations other than simple addition of the lengths of the ad space in any one column. All other mathematical operations will be done after Part II is complete and will yield the final numerical answer to this question 7 rapidly when a calculator is utilized.

Coder 1 also fills out one copy of Form 2 per foreign news item as indicated by the red markings of Part I. All items marked "S" will be satisfied by one copy of Form 2; likewise "F" and "W" items.

CODER 2 reviews Coder 1's answers. His additions and/or corrections should be indicated in red ink, or the Coder 2 column should be checked next to all appropriate questions to which he has detailed an explanation on the back of the sheet.

Coder 2 need consult Coder 1 only when an item that should have been coded for Form 2 was initially overlooked. Coder 2 need only check every fourth or fifth page of ad space measurements on Form 1-7, but when this spotcheck procedure should uncover large errors, Coder 2 should return the sheet to Coder 1 for a more careful analysis.

A master sheet of column widths and column lengths for each paper helps to eliminate many errors and thus save time in this regard.

Form 1-7S is to be used for those papers which do not hold their column width constant throughout.

All measurements of the size of the items should be left in (length x width) form and the final calculation will be performed on a calculating machine at the end of Part II.

APPENDIX C

Form 1 - The Newspaper

INTERNATIONAL STUDY OF FOREIGN NEWS -- FORM 1: THE NEWSPAPER

Coder 1: Complete separate Form 1 for each newspaper each day, writing in answers to the left of the column marked "Coder 2." Initial form here _____

Coder 2: Review answers and make own observations, if different, in column marked "Coder 2," or check column and write on other side. Initial here _____

Coder
2

DO NOT WRITE
IN THIS COLUMN

- | | |
|--|--|
| 1. Name of newspaper _____ | |
| 2. Place of publication _____ | |
| 3. Date of publication _____ | |
| 4. Circulation _____
(Note difference between weekday and Sunday Circ., if any) | |
| 5. Total number of printed pages (do not count Sunday magazines and special supplements not part of the general weekday format of the paper) | |
| 6. Printed surface per page (give one page only, in square inches) | |
| 7. Total non-advertising printed surface for the entire paper (in square inches) | |
| 8. Total number of foreign news items in this issue (attach the same number of Form 2's with copies of items) | |

APPENDIX D

Form 2 - The Item

INTERNATIONAL STUDY OF FOREIGN NEWS -- FORM 2: THE ITEM

Coder 1: Complete separate Form 2 for each item, writing answers to the left of the column marked "Coder 2."

Initial this form here _____

Coder 2: Review answers and make own observations, if different, in column marked "Coder 2," or check column and write on other side. Initial here _____

Coder
2

DO NOT WRITE
IN THIS COLUMN

1. Brief identification of newspaper, date, and first few words of headline or first line of item

2. Number of page on which item is printed (or begins)

3. Space in square inches, including headline(s), picture(s)

4. Space in square inches of picture, illustration, (if any) (If several related pictures, or "picture story," give measure of total space devoted to pictures)

5. From where was report sent? Note dateline (if any), other evidence of place of origin of dispatch, if known or evident

6. Where did main event(s) noted in story take place? State actual location(s) as specifically as possible; do not give speculations, implications, or possible effects of event(s). Explain if needed

7. Name specific primary source, agency, correspondent, author, if given. (Do not give secondary source to which report is attributed)

8. Note all secondary sources to which report is attributed, if any. E.g. other newspaper, government spokesman, campaign headquarters, "usually well-informed source," etc. (This is not the speaker cited, but a second-hand, usually authoritative source from whom the reporter got the story)

9. When did event(s) take place? Note time reference, time span, if indicated; explain if needed

Codex
2DO NOT WRITE
IN THIS COLUMN10. Pictorial content (check one or explain)

- (a) Only text; no picture or illustration
- (b) Some picture(s), illustration(s)
- (c) Mostly pictorial; picture story
- (d) Other (explain)

11. Type of item (check one, or explain)

- (a) Straight factual story of timely event
- (b) Feature article, interpretive or background story
- (c) Critical commentary of artistic event; review
- (d) Letter to editor (from abroad or by foreigner)
- (e) Tabular material (classified as single item)
(Note on next line whether financial, weather, sports, etc.)

(f) Filler or other (explain)12-1: Does the item focus on one or more distinct individuals? a) Yes. b) No. -2: Is the treatment biographical (is there information given about the life of the individual that is important beyond the scope of a specific event?) a) Yes. b) No.

-3: Name the individual(s) _____

-4: Is the item: a) interview, b) biography (or personal publicity), c) obituary, d) report of speech or e) none of the above? 13. If (12) was noted, state whether individual focus is upon
(a) celebrity, star, generally known public figure;
(b) figure known in limited circles; or (c) unknown, not a public figure. Explain if needed.

14. If (12) was noted, state occupation(s) of person(s) _____

15. Emphasis: Rate on a 5-point scale adjusted to the display characteristics of each newspaper. Rate item's prominence among all news in paper, not just foreign news. Rate (1) if exceptionally prominent, among the top 3 items for that issue; (2) if prominent but not exceptional; (3) medium display; (4) Subdued or part of a display feature that calls attention to a very small item (e.g. summary or roundup feature); (5) Least conspicuous, filler. Explain, if necessary

16. Is this item part of a larger unit in which several distinct items appear under a common heading? State Yes, No, or explain.

INTERNATIONAL STUDY OF FOREIGN NEWS

Coding Form and Instructions for Form 2

Revised November 2, 1970

Foreign News Study Project Number

1	2	3	4

Card Number

5	6	7

Do Not Write Above

Form 2

1. Newspaper. Fill in appropriate code from Code List.

9	10	11

Date. Use actual date of month indicated,
i.e. May 28 = 28

12	13

2. Page. Enter page number indicated,
i.e. Page 2 = 02

14	15	16

Item. Enter item number indicated.

17	18

3. Item Space. Enter total space of the item,
rounded to nearest 1/10.

20	21	22	23

4. Picture Space. Enter total picture space, rounded
to nearest 1/10. If no picture,
enter zeroes.

24	25	26	27

5. From Where Sent. Fill in blanks with any names
given. In boxes enter code for country of dateline
or for country of any other point of origin clearly
indicated. Using the Code List, code up to two
such countries, if necessary. If only one dateline
is involved, use the first set of three boxes. Enter
zeroes in all empty boxes. If a country is not
clearly indicated, but the continent or region can be
determined, use the most appropriate region or sub-
region code provided. If the place of origin is un-
clear or indeterminable, use the appropriate code.

29	30	31

32	33	34

6. Main Events. Write in all names given. Code as in #5 above, but code up to four countries (or regions) per item, if necessary. If more than four countries are mentioned, choose the most significant in the context of the item.

35	36	37

38	39	40

41	42	43

44	45	46

7. Primary Source. If a person's name is given, or if there is an indication that the writer is a staff, bureau or special correspondent, even though he is not named, place a (1) in box 48. Write the name or title in the blank below. If a news agency is given, enter its code (see Code List) in the set of three boxes. If no primary source is given, enter zeroes in all boxes.

--

 48

49	50	51

8. Secondary Sources. In the blanks below write in any secondary sources given. Code those sources according to the following scheme. Place a (1) in any appropriate box (such sources may be coded in more than one category). Enter zeroes in all unused boxes.

- 52. Government Officials
- 53. Party Officials
- 54. Other Organization Officials
- 55. Military Spokesmen
- 56. Police
- 57. Other Newspapers
- 58. Magazines
- 59. News Agencies
- 60. Radio or Television
- 61. "Usually reliable," "Authoritative," etc.
- 62. Other
- 63. No secondary sources given.

--

 52

--

 53

--

 54

--

 55

--

 56

--

 57

--

 58

--

 59

Code Col.

8. Secondary Sources (con'd).

_____ 60

_____ 61

_____ 62

_____ 63

9. When Events Occur. Enter a (1) for any time reference listed below which is clearly made in the item, i.e. if the item notes events of distant past, present and future, enter a (1) in all appropriate boxes. If the time reference is unstated or unclear, enter a (1) in the last box. Enter zeroes in all unused boxes.

65. Future 65

66. Present (within 2 days of publ.) 66

67. Recent Past (within 2-7 days of publ.) 67

68. Past 68

69. Distant Past (beyond 1 year before publ.) 69

70. Unclear 70

10. Pictorial Content. Code accordingly:

- a. Only text 1
- b. Some picture 2
- c. Mostly pictorial 3
- d. Other 4

71

11. Item Type. Code accordingly:

- a. Straight factual 1
- b. Feature, interpretive 2
- c. Critical, review 3
- d. Letter to editor 4
- e. Tabular: Sports 5
- Financial 6
- Weather 7
- f. Other 8

72

- | | | | Code | Col. |
|-----|---|---|--------------------------|------|
| 12. | 1. <u>Individual Focus.</u> | a. Yes <input type="checkbox"/> 1
b. No <input type="checkbox"/> 2 | <input type="checkbox"/> | 73 |
| | 2. <u>Biographical Treatment.</u> | a. Yes <input type="checkbox"/> 1
b. No <input type="checkbox"/> 2 | <input type="checkbox"/> | 74 |
| | 3. <u>Name of Individual.</u> Fill in blanks with any name(s) given. If such names appear, enter a (1) in the box. If no names appear, enter a (0). | | <input type="checkbox"/> | 75 |
-
-
-

4. Item Type re: Individual. Code as follows:
- | | | | |
|--------------|----------------------------|--------------------------|----|
| a. Interview | <input type="checkbox"/> 1 | <input type="checkbox"/> | 76 |
| b. Biography | <input type="checkbox"/> 2 | | |
| c. Obituary | <input type="checkbox"/> 3 | | |
| d. Speech | <input type="checkbox"/> 4 | | |
| e. Other | <input type="checkbox"/> 5 | | |

13. Individual Prominance. Code as follows:
- | | | | |
|------------------|----------------------------|--------------------------|----|
| a. Celebrity | <input type="checkbox"/> 1 | <input type="checkbox"/> | 77 |
| b. Limited Known | <input type="checkbox"/> 2 | | |
| c. Unknown | <input type="checkbox"/> 3 | | |

14. Occupation. Follow directions of 12.3 above.
-
-
-

15. Emphasis. Enter number given.
- | | |
|--------------------------|----|
| <input type="checkbox"/> | 79 |
|--------------------------|----|

16. Part of Larger Unit? Code as follows:
- | | | | |
|------------|----------------------------|--------------------------|----|
| a. Yes | <input type="checkbox"/> 1 | <input type="checkbox"/> | 80 |
| b. No | <input type="checkbox"/> 2 | | |
| c. Unclear | <input type="checkbox"/> 3 | | |

APPENDIX E

Optical scan form

FORM 2

PROJECT NUMBER			
0	0	0	0
1	1	1	1
2	2	2	2
3	3	3	3
4	4	4	4
5	5	5	5
6	6	6	6
7	7	7	7
8	8	8	8
9	9	9	9

CARD NUMBER			
0	0	0	0
1	1	1	1
2	2	2	2
3	3	3	3
4	4	4	4
5	5	5	5
6	6	6	6
7	7	7	7
8	8	8	8
9	9	9	9

CODERS DO NOT USE

1. a) NEWSPAPER		b) DATE		2. a) PAGE		b) ITEM		3. ITEM SPACE		4. PICTURE SPACE		5. FROM WHERE SENT		6. WHERE MAIN EVENTS OCCURRED										
								Inches		Inches		FIRST ORIGIN		SECOND ORIGIN		FIRST COUNTRY		SECOND COUNTRY		THIRD COUNTRY		FOURTH COUNTRY		
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9

7. PRIMARY SOURCE		8. SECONDARY SOURCES				9. WHEN MAIN EVENTS OCCUR		10. PICTORIAL CONTENT		11. ITEM TYPE	
NAME OR TITLE	Yes <input type="checkbox"/> No <input type="checkbox"/>	Government Officials	Yes <input type="checkbox"/> No <input type="checkbox"/>	Magazines	Yes <input type="checkbox"/> No <input type="checkbox"/>	Future	Yes <input type="checkbox"/> No <input type="checkbox"/>	a. Only text	<input type="checkbox"/>	a. Straight factual	<input type="checkbox"/>
FIRST AGENCY		Party Officials	Yes <input type="checkbox"/> No <input type="checkbox"/>	News Agencies	Yes <input type="checkbox"/> No <input type="checkbox"/>	Present (within 2 days of publication)	Yes <input type="checkbox"/> No <input type="checkbox"/>	b. Some Picture	<input type="checkbox"/>	b. Feature interpretative	<input type="checkbox"/>
SECOND AGENCY		Other Organization Officials	Yes <input type="checkbox"/> No <input type="checkbox"/>	Radio or Television	Yes <input type="checkbox"/> No <input type="checkbox"/>	Recent Past (within 2-7 days of publication)	Yes <input type="checkbox"/> No <input type="checkbox"/>	c. Mostly Pictorial	<input type="checkbox"/>	c. Critical review	<input type="checkbox"/>
		Military Spokesmen	Yes <input type="checkbox"/> No <input type="checkbox"/>	"Usually reliable" "Authoritative," etc.	Yes <input type="checkbox"/> No <input type="checkbox"/>	Past	Yes <input type="checkbox"/> No <input type="checkbox"/>	d. Other	<input type="checkbox"/>	d. Letter to editor	<input type="checkbox"/>
		Police	Yes <input type="checkbox"/> No <input type="checkbox"/>	Other	Yes <input type="checkbox"/> No <input type="checkbox"/>	Distant Past (beyond 1 year before publication)	Yes <input type="checkbox"/> No <input type="checkbox"/>			e. Tabular: Sports	<input type="checkbox"/>
		Other Newspapers	Yes <input type="checkbox"/> No <input type="checkbox"/>	No secondary sources given	Yes <input type="checkbox"/> No <input type="checkbox"/>	Unclear	Yes <input type="checkbox"/> No <input type="checkbox"/>			Weather	<input type="checkbox"/>
										Financial	<input type="checkbox"/>
										f. Other	<input type="checkbox"/>

12. INDIVIDUAL

1. Individual Focus? Yes No

2. Biographical Treatment? Yes No

3. Individual Named? Yes No

4. Item Type?

a. Interview

b. Biography

c. Obituary

d. Speech

e. Other

13. INDIVIDUAL PROMINENCE

a. Celebrity

b. Limited Known

c. Unknown

14. OCCUPATION LISTED

Yes No

15. EMPHASIS

16. PART OF LARGER UNIT?

Yes No Unclear

FORM 1

4. CIRCULATION

5. NUMBER OF PAGES

6. PRINTED SPACE PER PAGE

7. TOTAL NON-ADVERTISING SURFACE OF PAPER

8. TOTAL NUMBER OF FOREIGN NEWS ITEMS

CODERS: FILL IN THIS SPACE ONLY FOR FIRST NEWS ITEM OF THE ISSUE DATE

0	0	0	0	0	0	0	0	0	0
1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9

