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National news magazines’ portrayal of the Reverend Jesse Louis Jackson as a mythical hero during the 1988 United States presidential campaign

Durnell, Nannetta Yvette, Ph.D.
The Ohio State University, 1993
NATIONAL NEWS MAGAZINES' PORTRAYAL OF THE
REVEREND JESSE LOUIS JACKSON AS A MYTHICAL HERO
DURING THE 1988 UNITED STATES PRESIDENTIAL CAMPAIGN.

DISSERTATION

Presented in Partial Fulfillment of the Requirements
for the Degree Doctor of Philosophy in the Graduate
School of The Ohio State University

By

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***

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1993

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Adviser
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To My Parents
Evelyn Ruth Sims Durnell
and
Warner Albert Durnell
ACKNOWLEDGEMENTS

I wish to express sincere appreciation to my adviser, Dr. Robert R. Monaghan, for his guidance, support, and insight throughout this research, and during my tenure at The Ohio State University. Gratitude is also expressed to my dissertation committee, Dr. Ali Elgabri, Dr. James Harless, and Dr. William Nelson, Jr., for their suggestions and comments. To my friends, I offer a heartfelt thanks for their constant words of faith and encouragement. To my family, Linda and Charles Oxley, Warner and Sandy Durnell, Joan and Maxie Powell, Patricia and William Johnson, and Greta and Isaac Merchant, I offer sincere thanks for your love, support, and understanding. To my parents, Warner and Evelyn Durnell, I thank you for your patience, love, support, and numerous prayers throughout the years.
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CHAPTER I
INTRODUCTION

Background

This study is an analysis of the portrayal of the Reverend Jesse Louis Jackson as a "mythical hero." A "myth" is a special kind of story that deals with the gods or the forces of creation, and the relationship of those forces to human beings (Feinstein and Krippner, 1988). Vogler (1992) describes "myth" as a comparison that helps us to understand by analogy some aspect of our mysterious selves. Therefore, a "myth" is not an untruth, but a way of reaching profound truth.

The word "hero" is Greek, from a root that means "to protect and to serve." "Heroes" may be described as individuals who slay dragons, rescue damsels or other victims in distress, and find and bring back treasures (Pearson, 1991, p. 3). However, "mythical heroes" are individuals who achieve or accomplish a "deed" beyond what is viewed as the normal range of achievement or experience, and give their lives to something bigger than they could ever imagine (Campbell, 1949).
In order to investigate the portrayal of Jesse Jackson as a "mythical hero," news stories from Newsweek, Time, and U.S. News and World Report's coverage of the 1988 presidential campaign will be analyzed for their mythical content. The question then, is asked: "Did national news magazines portray Jesse Jackson's 1988 presidential campaign as a mythical motif?" In asking this question others arise: Was Jackson portrayed as a mythical hero? If Jackson was portrayed as a mythical hero, which heroic qualities did he possess? Did mythical themes structure much of the content in national news magazines coverage of Jackson's 1988 presidential campaign?

Defining the Mythical Hero

In the book entitled, Mythology, Leeming (1976) describes, the mythical hero as a universal phenomenon occurring in every culture--different in its detail, but fundamentally the same. During the hero's lifetime the hero is repeatedly tested in a series of adventures, which Leeming (1976) explains, also serve to establish the hero's identity. These adventures may be national, religious, cultural or ideological, but at their deepest level, they are all symbolic--that is, they are consciously or unconsciously searching for the
meaning of life (Leeming, 1976). In this search, heroes break through the barriers erected by their particular culture, and in doing so become universal human figures.

Joseph Campbell (1988), one of the world’s leading scholars on mythology, describes in, The Power of Myth, that in all cultures there are two types of "deeds" performed by the mythical heroes. First, there are "physical deeds" where heroes perform a "war act" or "physical act;" i.e., saving a life or sacrificing themselves for another. The second type are described as "spiritual deeds," where the heroes find and experience some supernormal range of spiritual life, and comes back to the world and communicates about it. This spiritual journey involves heroes finding their center—a place of rest inside themselves. Campbell (1988) states, that by holding on to their center, heroes can act (carry out their duties) from there (the center) and not be compelled to action by desire, fear or social commitment.

In addition to the heroic "deeds," Campbell (1949) explains in The Hero With A Thousand Faces, that the mythical hero must also partake in an "adventure" (p. 49). According to Houston (1987), this image of the "hero’s adventure" is universal—young heroes seeking magic swords, maidens risking death to save loved ones,
knights riding off to fight evil dragons deep in caves, etc.—and act as symbols of universal life experiences. In fact, Houston (1987) adds, that these "symbols" are constantly changing to fit the needs of a society or culture (p. 101).

This "heroic adventure" begins with the "departure" (Catford and Ray, 1991 and Campbell, 1949). At this stage, the heroes leave the realm of light with which they have familiarity. In other words, heroes set forth from their huts or castles (the familiarity), and are lured, carried away, or voluntarily proceed to the threshold of the adventure. At the threshold they encounter a shadowy presence (power) that guards the passage to the threshold. At this point, Catford and Ray (1991) and Campbell (1949) describe how the hero must either win the trust of this power and go "alive" into the kingdom of the dread, or the hero will be slain by this power and descend in "death."

If the hero wins the presence's trust, the hero now moves on to the next stage of the adventure; described as the "initiation" process (Vogler, 1992 and Campbell, 1949). At this point, the hero enters the threshold and is met by the dragon. According to Campbell, this encounter between the hero and the dragon will end in one of two ways: (1) the hero will be cut into pieces and descend into the belly of the
monster to be resurrected, or (2) the hero may kill the
dragon, taste its blood, and receive its powers. If
the dragon is defeated, heroes transcend their humanity
and reassociate themselves with the powers of nature
which are the powers of life.

Next, Vogler (1992) and Campbell (1949) observe,
that the hero moves beyond the threshold and journeys
toward the "nadir" (the boon or treasure) traveling
through a world of unfamiliar and strange forces--some
of which threaten and test the hero, others which offer
magical aid. Finally upon reaching the nadir, the
heroes either gains the "boon" (reward, blessing, or
knowledge) or meet their doom (Vogler, 1992 and
Campbell, 1949).

The final stage of the hero's adventure is the
"return"--the journey back to the world of the familiar
(Leeming, 1976 and Campbell, 1949). In this phase of
the adventure, the hero journeys back to the threshold
under "protective powers," or be constantly "pursued."
Finally, upon reaching the threshold, the hero
re-emerges and returns from the kingdom of the dread to
the land of familiarity. Consequently, if heroes are
victorious in their quest, the "boon" that they bring
will restore the world (Leeming, 1976 and Campbell,
1949).
<table>
<thead>
<tr>
<th></th>
<th>Stages of the Hero's Adventure</th>
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<tbody>
<tr>
<td>1.</td>
<td>Heroes are introduced (seen) in the ORDINARY WORLD, where</td>
</tr>
<tr>
<td>2.</td>
<td>they receive the CALL TO ADVENTURE.</td>
</tr>
<tr>
<td>3.</td>
<td>They are RELUCTANT at first or REFUSE THE CALL, but</td>
</tr>
<tr>
<td>4.</td>
<td>are encourage by a MENTOR to</td>
</tr>
<tr>
<td>5.</td>
<td>CROSS THE FIRST THRESHOLD and enter the Special World, where</td>
</tr>
<tr>
<td>6.</td>
<td>they encounter TESTS, ALLIES AND ENEMIES.</td>
</tr>
<tr>
<td>7.</td>
<td>They APPROACH THE INMOST CAVE, crossing a second threshold,</td>
</tr>
<tr>
<td>8.</td>
<td>where they endure the SUPREME ORDEAL.</td>
</tr>
<tr>
<td>9.</td>
<td>They take possession of their REWARD and</td>
</tr>
<tr>
<td>10.</td>
<td>are pursued on THE ROAD BACK to the Ordinary World.</td>
</tr>
<tr>
<td>11.</td>
<td>They cross the third threshold, experience a RESURRECTION, and are transformed by the experience.</td>
</tr>
<tr>
<td>12.</td>
<td>They RETURN WITH THE NADIR, (a boon or treasure) to benefit the Ordinary World (p. 30).</td>
</tr>
</tbody>
</table>

In Table 1, Vogler (1992) summarizes the various stages of the "hero's adventure" using a skeletal framework. Vogler posits, that the heroic stages listed in Table 1 are only one of several possible variations. According to Vogler, the stages can be deleted, added to, and drastically shuffled without losing any of their power. He adds, that "modern
heroes" may not be going into caves and labyrinths to fight mythical beasts, but they do enter a "Special World" and an "Inmost Cave" by venturing into space, to the bottom of the sea, into the depths of a modern city, or into their own hearts.

Finally, in addition to the "deeds" and "adventures" of the mythical hero, there are certain "archetypes" or "personality traits" that characterize this phenomenon. According to Campbell (1949), the most frequently occurring archetypes of the mythical hero are: "the Warrior," "the Lover," "the Savior" and "the Ruler" (pp. 315-356). According to Pearson (1991), these archetypes are not rigid character roles, but are seen as flexible character functions performed temporarily by the hero to achieve certain effects during the adventure.

In this sense, a hero can manifest the qualities of more than one archetype. These archetypes can be thought of as masks, Vogler (1992) explains, worn by the hero temporarily as they are needed to advance the adventure. For example, a individual might enter the story performing a function of the "Warrior," then switch masks to perform a function as a "Lover," "Ruler," or "Savior." In addition, each major or "superordinal" archetype is comprised of the following "subordinal" constructs which characterize and describe
the "superordinal" archetype in detail:

<table>
<thead>
<tr>
<th>WARRIOR</th>
<th>LOVER</th>
<th>SAVIOR</th>
<th>RULER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Courageous</td>
<td>Compassionate</td>
<td>Rescuer</td>
<td>Proud</td>
</tr>
<tr>
<td>Strong</td>
<td>Commitment</td>
<td>Saint</td>
<td>Authoritative</td>
</tr>
<tr>
<td>Admirable</td>
<td>Skillful</td>
<td>Creates Hope</td>
<td>Tyrannical</td>
</tr>
<tr>
<td>Fighter</td>
<td>Magical</td>
<td>Sacrificing</td>
<td>Manipulative</td>
</tr>
</tbody>
</table>

Krippner (1990) and Houston (1987) note, that heroic "archetypes" are constant throughout all times and cultures; in the dreams and personalities of individuals, as well as, in the mythic imagination of the entire world. In fact, Vogler (1992) adds, that "heroic archetypes" are part of the universal language of storytelling and, therefore, recognizable to everyone. "You can't read stories without them. For the storyteller, certain character archetypes are indispensable tools of the trade" (Vogler, 1992, p. 39).

**Question**

Did *U.S. News and World Report*, *Time*, and *Newsweek* magazines portray Jesse Jackson as a "mythical hero" in their coverage of the 1988 United States presidential campaign?

**Assumptions**

The following assumptions are made concerning the study of the "mythical hero" and its portrayal by
national news magazines during the 1988 presidential campaign.

These are:

1. that the terms "hero" and "mythical hero" can describe either a man or a woman;
2. that the mythical hero is perceived by the followers as being somewhat superhuman;
3. that the followers blindly believe the mythical hero's statements;
4. that the followers comply with the mythical hero's directives;
5. and that the followers give the mythical hero emotional commitment (Willner, 1984).

Purpose Of This Research

The following explanation will help to conceptualize the topic under investigation. In many ways, the media have the most fundamental power of all in the United States because they have the power of appraisal—that is, they have the power to determine priorities and establish who or what is important. Today, the news media have become the primary transmitters of information, norms, and cultural values. The media (newspapers, radio, television, and movies) have replaced the religious institution, the home, and the school as the essential educator of our day (Patterson, 1980 and Arterton, 1984). In fact, the media have been known to either contribute to the "success" or the "downfall" of an individual.
To illustrate, both admirers and critics of the Reverend Jesse Jackson agree that Jackson's success as spokesperson for Black America is attributed to the support from the mass media (Reynolds, 1975; Reed, 1986; and Barker, 1988). In national polls one finds Jesse Jackson is one of the most admired figures in America; respected by both blacks and whites alike, one of the few blacks so honored. John White describes in Black Leadership In America, that from Booker T. Washington through Martin Luther King, Jr., the media traditionally accepts only one primary black spokesperson/leader at a time. So when media personnel want to know what blacks think about a particular issue, these individuals always turn to that one "charismatic" individual who presumable represents the black viewpoint (White, 1990).

And after King's death, Reynolds (1975) points out, media personnel chose Jesse Jackson as the spokesperson for black America. Jackson was a popular choice because he was a capitalist, had moral authority, and possessed tremendous charisma in the black community. He was also, highly articulate, photogenic, nonviolent, yet said controversial things—all of which attracted viewers (Young, 1979 and Reynolds, 1975). In other words, Jackson won the mantle of black leadership through his own personal
talents and the intensive support of the mass media.

Reed (1986), a well-known critic of Jackson, argues in *The Jesse Jackson Phenomenon*, that Jackson is too much the creation of the media. Reed asserts that Jackson, in his rise to national prominence as America's black leader, did not address the real concerns of poor black people, and that the media did not always concentrate on the content of his message—focusing instead on his performance. However, House (1988) and Reynolds (1975) point out, that regardless of what Jackson's critics had to say about him, Jackson's rise to power was and remains strongly supported by segments of the popular media; who label Jackson as a spellbinding orator with mesmerizing power—a "Black Jesus," "Black Moses" or a "Black Messiah."

In this context, House (1988) describes, how Jackson is viewed as an individual who possesses "superhuman," "supernatural," and "extraordinary powers" which sets him apart from ordinary people—he is considered "divinely inspired." Hamilton (1972), explains how this "messiah complex" is characterized by the emergence of an articulate, black, male leader during a time of crisis, who builds a strong protest organization around himself and leads a fight to advance the interest of the poor, the working class,
and the oppressed.

Still today, the political style and discourse of black America is heavily identified with the church. In fact, most black political leaders in the United States have been Christian ministers or religious figures. However, the purpose of this research to investigate if in addition to Jackson’s religious stature, charisma, and support from the media, whether Jesse Jackson’s success as a national black leader in America can be attributed to his portrayal as a “mythical hero.”

In review, the "mythical hero" is a universal phenomenon occurring in every culture. According to Leeming (1976), this universal hero represents the shared values already established in a culture (p. 95). Upon entering the world of the mythical hero, one becomes aware of recurring "archetypes" or "character traits." These "archetypes" can be thought of as masks worn by the hero temporarily; as they are needed throughout the hero’s adventure. In this sense, the hero will frequently utilize the qualities of a variety character types, depending on the task at hand (Feinstein and Krippner 1988, and Vogler 1992).
CHAPTER II
REVIEW OF THE LITERATURE

Political Communication and The Media

In the United States, the media reaches an adult audience of more than 150 million people. According to Arterton (1984), the peak of such communications usually occurs during presidential debates; with an estimated audience of 100 million. Realizing this, political communicators are interested in maximum effectiveness in influencing members of the public, and they do so through political communication (Arterton, 1984, pp. 7-16).

Denton and Hahn (1986) describe "political communication" as "persuasive communication;" where persuasive communication is viewed as the essence of politics (pp. 49-50). Alger (1989) points out that, the act of "persuasion" is usually thought of as changing the attitude or behavior of someone, but the effort for "political communication" is to reinforce existing orientations—i.e., a Democratic Party nominee for president seeking to persuade democrats to remain loyal to the party and vote Democratic again.
In order to gain an understanding of the role of the media in political communication, an analysis of the various segments of the "public" where such communication is aimed should be examined. In *The Media and Politics*, Alger (1989), identifies three basic categories of "publics." The first type of "public" he labels as "geographic" area. This is when political communication is directed towards a state, legislature, district, or a specific region of the country (i.e., the North or Midwest). As in the case of political-advertisements and speeches of candidates designed specifically for a particular state or region.

Alger (1989) defines the second category of "publics" as "demographics." In this category, political messages are tailored to appeal to particular segments of the public (i.e., communication targeted at women, blue-collar workers, minorities, farmers, senior citizens or other demographic arenas).

The final category of a "public" Alger (1989) refers to as "groups"--those that are "formal" (organized) or "informal" (groups of people with common interests). Here, political communication is geared towards members of a particular formal group (i.e., labor unions or environmental groups), or informal group (i.e., people who have environmental concerns, but do not belong to an environmental group).
Broh (1987) assesses, in *A Horse of a Different Color*, that during the past few decades, there has been a dramatic increase on the public's dependence on the mass media for information and impressions on candidates, their campaigns, and the issues. Patterson (1980) notes, that the central way in which campaigns communicate to the public is through the media. Brennan and Hahn (1990) reveal, in their assessment of political campaigns that the schedules, appearances, and the themes of political candidates and campaigns are geared towards media deadlines, a need for visuals, and other factors characteristic of making and presenting political-ads and news for the media.

Arterton (1984) points out, in *Media Politics*, that the success of candidates for public office is greatly influenced by the type of media coverage their campaign receive—particularly from television. By gaining access to the media, Dennis (1978) explains, how political figures, with "limited funds," are able to reach those members of the general public who will do them the most good: (1) those most likely to vote for them in an election, (2) to be converted to the politician's candidacy, or (3) to support their bills in the legislature.

Today, campaigns are fundamentally organized around the mass media. Denton and Hahn (1986) claim
that as a result of political communication, elections have become increasingly candidate centered; where the principle factors in elections is the "individual candidate" and how that candidate is evaluated by the public. As a result, Denton and Hahn (1986) point out, that politicians no longer try to convert through argumentation;

...rather, they attempt to say something we in the audience can identify with, to project an image by what they say, and to communicate something about their personalities by the audiences they choose to address (p. 279).

Deciding What Is News

Journalists try hard to be objective, but bring their own values into the newsroom. Gans's (1979) study of the CBS Evening News, NBC Nightly News, Newsweek and Time found, that certain "enduring values" often affect what events become news. These "enduring values" Gans (1979) describes as recurring values or themes which can be found in many different types of news stories over a period of time:

(a) Individualism-- news that looks for people who act heroically during disasters and pays attention to people who conquer nature without hurting it: explorers, mountain climbers, astronauts, scientists, etc. "Self-made" individuals remain attractive, as do people who overcome poverty or bureaucracy.

(b) Small-town Pastoralism--refers to rural and anti-industrial values which favors small towns over cities. Small towns are reported
nostalgically. Cities are viewed almost entirely as problematic with the major emphasis on crime, drugs, racial conflict, and fiscal debts.

(c) Ethnocentrism--news which judges other countries by the extent to which they live up or imitate American practices and values.

(d) Altruistic Democracy--news which suggest explicitly that democracy is superior to dictatorship (usually presented in foreign news).

(e) Responsible Capitalism--news which demonstrates an optimistic faith that in the good society businessmen and businesswomen will compete with each other in order to create increased prosperity for all.

(f) Moderatism--occurs when groups which exhibit what is seen as "extremist" behavior are criticized in the news (i.e., atheists, religious fanatics, etc.).

(g) Social Order--news dealing with activities which disturb the public peace and may involve violence or the threat of violence against life or physical property.

(h) National Leadership--stories that focus on the activities of leading public officials, as well as, the election or appointment of new officials (pp. 47-57).

According to Gans (1979), these "enduring values" affect what news personnel view as "newsworthy" and how they believe the stories should be presented. However, Dennis (1974) points out, that the news formulation process is described by many news media personnel as a "mirror metaphor;" where the media holds up a mirror to society and tries to report it as accurately as possible.
Davis and Baran (1981) report that many journalist maintain that they are objective, trained professionals, so what gets printed or aired as the news is not the product of biased human judgment, but simply the reflection of what is going on in the world—reporters and editors simply do "straight reporting" of what has actually transpired.

The News Selection Process

The news selection activity, known as the "gatekeeping" process, occurs when a message is developed and moves to its potential audience through a chain of activity. Shoemaker (1991) describes, how at every point along the chain someone (the gatekeeper) has the right to say whether the message shall be rejected or received and transmitted (in its original form or with changes made).

According to Bass (1969), there are two types of gatekeepers: "news gatherers" and "news processors" (pg. 72). The first type, "news gatherers," take the information (raw news or ideas) that comes to them from various channels, and turn it into news copy. "News gatherers" have job titles such as writers, bureau chiefs, reporters or city editors.

The second type of gatekeepers, Bass (1969) refers to as the "news processors." These individuals modify
and integrate the copy into a finished product that can be transmitted to the audience. "News processors" include editors, copy readers, and translators.

Shoemaker (1991) observes, that these "gatekeepers," by saying yes or no to messages that come along the chain, play one of the most important roles in social communication—the passage of news along the chain.

Davis and Baran (1981) give the following example of how this chain of activity would operate in a television newsroom:

A reporter covers a story in a certain way; a cameraperson films it according to a set of professional, technical, and personal criteria; a writer works out the copy for the anchorperson and the voice-over announcer; a film editor edits the story based on the available film and shot selection; and lastly, the news director decides how much time the story should get and where it is placed in the news program (p. 98).

To summarize the gatekeeping process—a story is written about an individual or an event, whereby, the story passes from one gatekeeper to another; each of whom may cut, reorganize, or merge the story with another story before the information ultimately reaches the receiver.

In White's (1950) study of the "gatekeeping process," White found that about one-third of the time the gatekeeper ("Mr. Gates"), rejected stories based on: (a) his own personal evaluation of the merits of the story's content, and (b) whether he believed the
story to be true. In the final analysis, according to White (1950), the gatekeeper's decisions are "highly subjective." In other words, the community hears, sees, or reads only those events which the gatekeeper believes to be true. The other two-thirds of the stories were rejected by Mr. Gates; because (a) there was not enough space for them, or (b) other similar stories had run or were already running.

However, Geiber's (1964) study of the gatekeeping process found, gatekeepers to be "passive," not active, in the news selection process. According to Geiber (1964), it was not the gatekeeper's personal attributes or attitudes that were important in gatekeeping, but the "organizational constraints" imposed on the gatekeeper—i.e., number of news items available, their size, and the pressures of deadlines.

Alger (1989) notes, that "economic considerations" are also very important. Making a profit is central to media organizations, whereby, effecting the information that will go into production. Alger (1989) explains, that obtaining and retaining a large readership or audience is of central importance for many media organizations; because the advertising revenues that support the corporate enterprises depends on it. However, Gans (1979) points out, too often the media's preoccupation with profits can result in presenting
information that will increase the size of their audiences, rather than presenting audiences with pertinent information (pp. 214-216).

Overall, the news itself was found to be a product of "forces" and processes in and outside of the organization; where the "higher-ups" decide what stories to cover and which stories will be reported in the news. The gatekeepers do not make such news selection decisions--they answer to the "forces."

Cultural Effects of The Media

Since the history of mass media theory in the United States, researchers of mass communication have debated the effects of the media on individuals and culture. One such "cultural" theory is Gerbner's "Cultivation Theory;" which looks at the effect of television in providing cultures a shared way of viewing the world. Gerbner (1986) claims, that television is a "homogenizing agent" in culture--a centralized system of storytelling; where its drama, commercials, news, and other programs brings a world of "common images and messages" into every home.

However, Gerbner (1986) points out, that the world of television may present a way of viewing reality, but does not necessarily "reflect" the world of reality. His research on prime-time television, for example,
reveals that there are three males to every female on television, there are few Hispanics (those shown are usually in minor roles), there are almost entirely middle-class characters, and that there are three-times as many law officers as blue collar workers. This repetitive pattern of television's messages and images forms a common symbolic environment in society.

Agee, Ault and Emery (1982) stress that "total immersion" in television, not "selective viewing," is also important in "cultivation theory." Agee, Ault, and Emery (1982) found, that different groups are affected differently by cultivation--heavy television viewers are more cultivated in this sense than light viewers (p. 379).

Littlejohn (1989) reports, that one of the most interesting outcomes of television "cultivation" is Gerbner's "mean world syndrome." Although less than one percent of the population are victims of violent crimes in any one-year period, Littlejohn (1989) explains, that one message television viewers receive from "heavy exposure" is that the world is a "mean" and "dangerous" place; where most people cannot be trusted, and many people are just looking out for themselves (pp. 270-271).

Gross and Morgan (1985) found, that the nature of an individual's "personal interaction" in the real
world affects the tendency to accept the reality of television. For example, children who interact with their parents during television viewing are less likely to be affected by television images than children who do not talk with their parents about television.

Another theory that looks at the effect of the mass media on society is the "Agenda Setting" hypothesis of McCombs and Shaw (1977). Their hypothesis suggests that news media may not directly effect "how" the public thinks about political matters, but it does affect "what" subjects people think are important (pp. 18-22). "Agenda-setting" studies look for a correlation between the amount of attention one or more news media give to certain issues, and how significant the public considers the given issues to be. Broh's (1987) study on national television news coverage of the 1984 presidential campaign indicates that the news media does have a significant effect on what the public thinks about during a political campaign, and what they see as important.

Individual Effects of the Media

In addition to the "cultural" effects of the media, much research has also dealt with the "individual" effects of mass communication. One of the more popular theories in this area is the "Dependency
Theory" of DeFleur and Rokeach (1982, pp. 240-51). The "dependency theory" looks at how individuals "depend" on media information to meet their needs.

DeFleur and Rokeach (1982) explain, that dependency occurs when (1) certain kinds of media content are used to gratify specific needs, or (2) when certain media forms are taken in habitually as a ritual to fill time, to escape, or used as a form of distraction. For example, a commuter may come to rely on the radio for news and information during the rush hour drive, or an elderly person (who has few friends) may come to depend on television to fill his/her loneliness.

Littlejohn (1989) posits, that the dependency theory involves three types of media effects: cognitive, affective, and behavioral (pp. 278-282). "Cognitive" effects deal with the fact that events in the environment can create ambiguities; leading to a need to seek out additional information. So when ambiguities are present, dependence on the media increases. "Affective" effects relate to the feelings and emotional responses of individuals; such as feelings of fear, anxiety, or alienation that may occur as a result from information from the media.

Lastly, Littlejohn (1989) states, that dependency effects may be "behavioral;" where the individual
initiates new behavior and ceases old behavior as a result of information received from the media. Agee, Ault and Emery (1982) claim, the most important factor regarding the "dependency theory" is that messages from the media affect people only to the degree that individuals depend on the media for information.

Factors Which Influence Persuasive Communication In The Media

As noted earlier, "persuasion" is a process in which people influence each other. Operating on this assumption, researchers study persuasive communication attempting to determine which effects can occur, and what mediating factors are involved. Denton and Hahn (1986) describe the process of persuasion as an essential element of politics; acting as a powerful instrument for the advancement of personal and social causes (pp.48-50).

Hovland's (1959) early behavioral study on media effects identifies several factors which contribute to persuasive communication in the media. First, according to Hovland, a major factor which contributes to persuasive communication is when "who" says something is usually as important as what is being said. Stempel and Westley (1989), explain that in this instance the emphasis is on the "ethos" (i.e., trustworthiness or untrustworthiness) of the
communicator and their position in society (i.e., educator, politician, delinquent) (p. 229). In other words, the communicator's "ethos" influences the degree to which a communicator's messages are accepted.

A second factor involved in persuasive communication in the media is the "communication." According to Hovland, this occurs when the audience is influenced by the "content" of communication. Here, the focus is on the "appeals" and "arguments" used in the message. Osborn and Osborn (1991) describe in Public Speaking, that some audience members are affected more by "emotional" appeals in the message, while others are effected by "rational" appeals (pp. 365-366).

In addition to the "appeals," a message can impact the audience depending on the "order" or "structure" in which various statements (arguments) are presented. In some cases, Osborn and Osborn point out, audience members are influenced when the "strongest arguments are used at the beginning" of a message, whereas, in other cases, messages may influence the audience when the "strongest arguments are placed at the end" (pp. 364-365).

A third factor influencing the degree of persuasive communication in the media focuses on the "type" of medium; when one medium is viewed as
achieving a desired effect more so than another medium. Gan's (1979) analysis of the national new media demonstrates, that different kinds of audiences are attracted and aroused by different kinds of media (pp. 220-224). For some, the oral presentation of information appears to be more effective (i.e., radio, television or movies), rather than, the printed presentation (newspapers or magazines) in changing public opinion. For example, television is compelling, and individuals give it their undivided attention to a much greater extent than newspapers.

In addition to the "type" of medium, Hovland (1959) stresses, that the degree to which a message is accepted by an audience is based on the "prestige" of the medium--where one medium may be considered more prestigious than another. For some, radio may be more prestigious, for others, television, for others, the print medium. In other words, the medium viewed as the most "trustworthy" tends to be the most effective.

The final factor contributing to persuasive communication in the media is the "audience." According to Sherif, Sherif and Nebergall (1965), the "personality" of the audience plays a major role in the extent to which various "types of individuals" are influenced by communication. The "personality" includes such factors as predisposition, education, and
the social and cultural background of the audience members. Janis (1982) posits, that individuals with low self-esteem are "predisposed" to high influences, due to the fact that their compliance is motivated by excessive fear of social disapproval.

"Education" also falls under the category of "audience." Hovland (1959) describes, how low educational groups usually believe information presented to them from the media, without further investigation and at significantly higher levels, when compared to those individuals with a higher education (i.e., as indicated by a study of radio listeners influenced by Orson Welles "War of the World's" broadcast).

Finally, the "social and cultural differences" of the audience can influence the effects of the media. Katz and Lazarsfeld (1955) point out, within various social and cultural groups, there are important differences in communication behavior; which may have an important bearing on the effectiveness of communication. For example, membership in a group (i.e., based on race, nationality, religion, origin, sex, age, or sexual preference, etc.) serves to increase the individual's resistance to change in opinion when subjected to information from those viewed as "outsiders."
Myth And The Media

Myths work their way into the American mass media system by taking on the culture's prevailing ideologies. Hall (1986) points out, that the media (perceived as the powerful tools of the dominant ideology), have a special role in affecting popular culture through the dissemination of information. Therefore, Hall adds, the media have the potential of raising the consciousness of the population about issues of class, power, and domination (pp. 33-40).

According to Davis and Baran (1981), "mythical themes" structure much of the content in mass media. In fact, a continuing problem that faces content producers, states Davis and Baran (1981), is to discover and create mythical themes that will attract and interest large audiences (pp. 185-201).

Gans (1979) explains, that because news is transmitted as "stories," journalists are sometimes equated as "storytellers" who pass on the myths and legends which exist in all societies. In this mythical process, where news stories are seen as "legends" or "myths," Gans (1979) describes how journalists are more often "passive transmitters" than "active myth makers:"

The Kennedy Family, which appears to have been unusually adept in describing itself in mythic terms, was successful not because of the journalists, but in spite of them. Many reporters resented the Kennedys' effort at persona and news management, but story selectors felt that
the audience was interested in them, and thus continued to keep them on the story lists (Gans 1979, pp. 294-295).

Davis and Baran found that "mythical themes" structure much of the content in mass media. They attribute this phenomenon to the fact that more individuals use mythical themes to structure their everyday lives. Hence, the more attractive these themes become, the more audiences will seek out content in the media that offers these themes for them.

For example, Gerbner's (1986) "cultivation" study found that the media presents a way of "viewing reality." Whereas, Davis and Baran (1981) add, that a "mythical theme" in the media provides an individual with a biased and arbitrary "world view" of simple solutions to everyday problems (p. 190). In other words, individuals learn from the mythical themes presented in media content because of the various combinations of simple solutions presented. Each of the mythical themes presented take on a personal meaning when individuals use them to anticipate how they should plan and structure their daily personal lives.

According to Baran and Davis (1981), myths are not intended by their creators to be used to frame "serious" everyday situations. However, Nimmo (1978), and Denton and Hahn (1986) point out, that there are occasions when the prevailing ideology is structured as
a myth; for the purpose of producing "specific consequences." For example, many major corporations, special interest groups, and individuals (i.e., elected officials) surround themselves with advertising and public relations people to manage their campaigns and create certain "mythical images" in the media (Alger, 1989).

According to Hall (1986), such ideologies are often transformed into myths in the media, and repackaged for audience consumption. One such example is the "Superwoman" motif provided by Davis and Baran (1981). This "mythical image" suggests it is not only possible, but "necessary" for a woman to be both "successful mother" (keeps her family well-fed, happy, and the house clean) and "successful career woman" (p. 194). Many magazines targeted for women (i.e., Redbook or Working Woman) and prime-time sitcoms (i.e., "The Cosby Show" or "Growing Pains") demonstrate to society that Superwomen "dress" in certain ways for power, and use certain communication "talk" to avoid being taken advantage of by others.

This "Superwoman" theme has many appealing features for many women, whereas, the "Happy Homemaker" motif is now rejected by many women. In the 1990s modern women want more from life, and more is expected from them; and the "Superwoman" motif provides them
with the assurance that what they want can be achieved. Thus, the ideology is transformed into a "mythical theme" (Superwoman) consistent with the "consumption factor" (what the audience wants).

However, Davis and Baran (1981) point out, the danger of using mythical themes occur when audiences lose interest in a particular theme (as in the case of the "Happy Homemaker" motif). Consequently, when this happens, the myth will disappear from mass communication.

As noted earlier, many political candidates depend on media exposure to confirm their campaign's importance and success. In fact, Alger (1989) notes, that these candidates usually assist reporters by creating pseudoevents that link the leaders to "mythical themes" in order to achieve national prominence (pp. 47-48)—i.e., the portrayal of Jesse Jackson as a "Warrior." But, fame can easily disappear when reporters ignore candidates or use "negative myths" to describe them—i.e., Jesse Jackson the "Tyrant."

In addition to the "negative exposure," Baran and Davis (1981) warn, when coverage from the media stops, it is as though the plug has been pulled and the myth ceases to be in existence. Therefore, social movements or campaigns based on "mythical motifs" in the media,
only survive as long as the myths survive. Vogler (1992) asserts, that as long as the myths are popular, audience involvement will continue to grow, but when the myths become routine, the audience interests fades away.

The "Uses and Gratifications Theory" of Blumler and Katz (1974) demonstrates the "duration" and "affect" of mythical themes on media audiences. Their theory states that the audience member, not the communicator, determines the usefulness of messages--whether or not to buy into the myth (pp. 11-35). Depending on what is consumed and the gratifications sought, certain media effects will be felt, and will feed back into one's belief about information from the media. Baran and Davis (1981) found, that as an individual gains experience consuming a particular myth in the media, the perceived gratifications obtained will feed back to his/her belief and acceptance or rejection of that myth for the future.

Windahl (1981) found, that individuals not only selectively expose themselves to myths in the media, but also selectively avoid certain myths in the media. Based on the mythical options that the media presents, individuals actively select those media myths that will gratify their individual needs (i.e., the "Superwoman").
and rejects those that do not fill a need (i.e., the "Happy Homemaker").

Levy and Windahl (1984) note, that unlike most mass communication effect theories, the "uses and gratifications theory" assumes that audience members are not "passive," but take an "active role" in deciding how to use messages from the media in their lives. Overall, scholars in this tradition focus on receivers as "active participants" in the communication process, rather than the traditional viewpoint of the "passive," unthinking audience.

Typologies and Styles of Black Leaders

The Minister

Throughout history, the black church has been one of the most effective means of mobilization and communication in the black community. Morris (1975) describes in the Politics of Black America, how the church was one of the few institutions exclusively under black leadership and control, and capable of reaching large audiences (pp. 98-99). Young (1979) points out, in Major Black Religious Leaders, that black religious leaders and the black church have played a major role in the quest for the freedom and liberation of blacks in America.
Traditionally, Hamilton (1972) explains, the black preacher is without question, the one spokesperson for his people with the longest tenure of leadership. Childs (1980) discusses in *The Political Black Minister*, how in the 1960s, black preachers began using their leadership and pulpits for "political action" to assist blacks during the Civil Rights Movement—-for the black preacher had in his presence people who would respond to him and could spread the word immediately.

Harris (1987) describes in *Black Ministers and Laity In Urban Church*, how ministers opened their churches to mass meetings and voter registration drives, and preached sermons that combined the themes of personal redemption through Christ with social justice and protest.

Geschwender (1971) reports, in *The Black Revolt*, ministers frequently involved their congregations in "social-action" programs. For example, it was not unusual for pastors to have their members support boycotts, voting drives, etc. Witvliet (1987) describes in *The Way of the Black Messiah*, that the preachers relied solely on the pulpits to "call on" and "call off" a campaign. For example, ministers met and chose a particular company to boycott; unless or until the company agreed to change its employment policies and hire and promote blacks.
In *The Black Preacher in America*, Hamilton discusses the three distinct types of "political activism" which defines the role of the black preacher in politics: the "church-based," the "community-based," and "the church-based programmatic." According to Hamilton (1972), the "church-based" minister is influential in the community, town, or city by virtue of being a leader of a rather large congregation (pp. 127-128). This minister is frequently consulted by the public and private decision-makers of the community (i.e., those in City Hall or the Chamber of Commerce).

The author points out, that the politics for this preacher is not a full-time or continuous activity. These preachers may lend their name and support to a particular civil rights cause, but they describe themselves as "simply ministers, not politicians." In fact, "church-based" ministers view their mission as one of "human rights," not politics; viewing politics as basically a dirty business, where people have to make compromises and deals.

The second type of politically involved minister is the "community-based" local activist (pp. 128-129). According to Hamilton (1972), this preacher takes an active part in local electoral politics, as well as, in mass-oriented pressure group politics. This minister may run for office or serve as the leader of a
political action group. Their church is where these individuals got their start as community-oriented people, but their church office is physically "separated" from their political headquarters.

Hamilton (1972) notes, that these ministers are viewed as more "militant" than the "church-based" type, and is less likely to shy away from overt confrontation politics. In fact, if "community-based" ministers local activity becomes very successful or visible, they may gain national prominence. However, it always understood that their base of support and operation is the particular community from which they come.

One prime example of the "community-based" activist preacher is the Reverend Adam Clayton Powell. Using the Abyssinian Baptist Church in Harlem as his base (with a congregation of more than 11,000), Powell was elected to city council and from there to a seat in the House of Representatives in 1944—a position he maintained until the mid-1960s.

The third type of preacher activist is the individual who uses his church as a specific base to launch and conduct "civic programs." Hamilton (1972) identifies this preacher as the "church-based programmatic" activist (pp. 131-132). Unlike the first type, these preachers are much more public and mass oriented in their actions. Unlike the second type,
these ministers might combine their church organization with a specific program of action.

This minister's focus essentially is on organization through the church structure to achieve certain goals; mainly of an economic nature (i.e., jobs, better housing, better health care, and better educational facilities). Such an example would be the Reverend Dr. Martin Luther King, Jr.; who was instrumental in several protest demonstrations in the 1950s and early 1960s. In many instances these protest demonstrations were led by local preachers and conducted out of their church buildings which were used as headquarters.

Overall, the black church has been the vanguard of social, economic, and political activism in America. However, as Young (1979) points out, each type of black preacher has a unique and distinct conceptualization of the role of the black church in helping blacks achieve their freedom and self-actualization. In addition, each preacher defines their own level of protest, and the interrelatedness of the black church to the political, social, educational, economic, and cultural structures of society.

**Political Styles**

Three political styles emerge from a study of black leadership—the "moderate," the "militant" and
the "conservative." Wilson (1960) points out, that the modes of thinking, speaking, and acting that are characteristic of these styles can be described in the following manner:

(1) the nature of the issues confronting the leader and the values the leader brings to bear on them;

(2) the ends or goal the leader deems it appropriate to seek in the realm of civic action;

(3) the means the leader employs in seeking these ends;

(4) the motives, goals, and attributes of those whom the leader sees in the world about her/him (pp. 214-215).

Based on the goals, tactics, and rhetoric listed above, the following examples and explanations will provide insight on the major typologies of black leadership in America.

The Conservative

In An America Dilemma, Myrdal (1944) classified black leaders in terms of "accommodation" and "protest." According to Myrdal (1944), "accommodation" or "conservatism" requires acceptance of the caste system; thus, leaders "lead" only in that context by seeking modifications in the life conditions of blacks that do not affect the caste system.
In *Negro Leadership In The South*, Ladd (1966) reports, that "conservatives" believe that the interests of blacks could best be served by adjusting to the caste system. To them, "accommodation" is regarded as the most practical policy. According to Ladd, conservatives try to alter the prevailing pattern of race relations by working within it and its demands. They seek the maximum benefits possible through channels considered legitimate by whites (p. 54).

Burgess (1962) describes in *Negro Leadership In A Southern City*, that the central and identifying element of "conservative" leaders is their avoidance—in fact, their rejection—of "direct action" (i.e., boycotts, protest marches, sit-ins, mass protest meetings, and picketing). Instead, "conservative" leaders emphasize negotiations rather than going through barricades. Because of their stand against "direct action," "conservatives" receive heavy criticism from "militant" leaders.

In *The Negro Leadership Class*, Thompson (1963) reports, that "conservatives" suggest it is impossible to know what the black masses want, since the community is seen as being sharply divided. Therefore, "conservatives" frequently make reference to common interests, common problems, and the importance of preserving good race relations, thus, they do not bring
sharp departures from the prevailing pattern of race relations. For the most part, Thompson (1963) posits, that "conservatives" no longer command a voice in decision making. They now lead by providing financial support or occasionally by lending a prestigeful name to a special project (pp. 54-57).

**The Militant**

The "militant" or "protest" style is often clearly revealed in the extent to which the leader sees the issues confronting the race and the community. Paris (1976) describes in *Black Leaders In Conflict*, that for the "militant," issues tend to be seen in "simplified" terms; where many issues are brought together or agglomerated into a "single" general issue, rather than in parts. With this tendency to "agglomerate issues," rather then to deal with them singularly, the "militant" will present a maximum number of demands to a public agency for solutions.

According to Smith (1983) in *Black Leadership: A Survey of Theory and Research*, the central identifying element of "militants" is their emphasis on "direct action." These "militants" are generally envisioned as young men in their late twenties, and thirties. These leaders are characterized as brash, boisterous exhibitionistic, and constantly professing
impatience with the rate of change.

Fax (1970) assesses, in *Contemporary Black Leaders*, that "militants" are more outspoken in the sense that their rhetoric poses racial controversy firmly, clearly, and unavoidably. Geschwender (1971) describes, in *The Black Revolt*, how their rhetoric frequently serves to dramatize existing racial injustices, and heighten the tension present in racial controversies. The "militant" avoids neutral or conciliatory words, therefore Geschwender (1971) adds, any black American who speaks forthrightly and forcefully against racial injustice would be placed in this category (pp. 334-337).

Holden (1973) notes, in *The Politics of the Black Nation*, that the "militant" leader is not one who has achieved something in other areas of life, nor is the "militant" one who merely has a general favorable civic reputation; however, this individual assumes a posture of "protest" and "agitation." Holden (1973) describes, how this "protest" leadership involves a rejection of the caste system, and the slower procedures of arbitration and litigation. Instead, "militants" stress that they consider "direct action" an integral part of their program to realize the most vital political objectives of blacks.
According to Brisbane (1970) in *The Black Vanguard*, boycotts, protest marches, sit-ins, mass protest meetings, picketing, etc., have become the trademark of the "militant" style of black leadership (pp. 35-69). And Brisbane (1970) adds, since they identify with the suppressed black masses, many "militant" leaders support direct actions because it provides a vehicle for contact and involvement with the masses of black citizens.

**The Moderate**

More than either the "conservative" or the "militant" style, the "moderate" style depends upon a level of political involvement. Smith (1983) points out, that in contrast to the "militant" style, the "moderate" provides reasons for not taking direct action. Thompson (1963) notes, that the "moderate" or "bargainers" perceives race and community issues as ones to which there are no easy solutions, if there are indeed solutions at all. The "moderate" sees issues as "complex" and resist agglomerating them into omnibus problems.

"Moderate" leaders are classified as "functional leaders," Thompson (1963) explains, and give strong moral and financial support to protest activities.
However, "moderate" leaders are more active in the community than the "conservative" leader. Walton (1972) describes, in *Black Political Parties*, that with the diminishing influence of the "conservative" leadership, many white leaders turn to "moderates" in their search for "official spokesmen." The methods of the "moderates" put whites less on the defensive; for their subtler approach and less strident tones are easier to deal with than the "militants."

To sum, black leadership typologies appear to be based on a composite of goals, tactics, and rhetoric. The categorization of black leaders have basically been structured in terms of (a) acceptance or rejection of the extant race system, (b) style or method of opposition to the extant race system, and (c) style or method of race advancement activity.

For the most part, black leaders in America are classified as either "conservative," "militant," or "moderate." If one is "conservative," that individual is said to be "accommodating" and therefore, "legitimate." If the individual is "moderate," that individual is said to be "responsible" and therefore, "acceptable." And if one is "militant," that individual is said to be "irresponsible" and bears "close watching" (Fax 1970, p. 7).
Jesse Jackson's Rise As National Black Leader In America

Jesse Jackson's rise in the media as America's most prominent black leader of the 1980s and 90s can first, be traced back to his "political base" in the black community, which grew out of his involvement in the Civil Rights Movement of the 1960s. According to White (1990), as a student at North Carolina Agricultural and Technical State University in Greensboro, North Carolina, Jackson led demonstrations in the city that set forth the sit-ins movement (pp. 181-182).

Franklin and Moss (1988) describe how in 1963, Jackson became a staff member of the Southern Christian Leadership Conference (SCLC), and in 1966, Jackson established his SCLC base of operations in Chicago, Illinois, after Dr. Martin Luther King, Jr. (SCLC president) directed a desegregation campaign in Chicago (p. 478). Landess and Quinn (1985) report in Jesse Jackson and the Politics of Race, that Jackson headed the SCLC's "Operation Breadbasket" project in Chicago; which applied economic pressure on white-owned businesses to open up job opportunities for blacks. Franklin and Moss (1988) point out, that Jackson launched a number of protest campaigns in Chicago against discriminatory employment practices--which were met with varying degrees of
success (pp. 7-9).

Reynolds (1975) describes, in Jesse Jackson: the Man, the Movement, and the Myth, that within a short period following King's death in 1968, Jackson became a national figure in America. In 1971, Jackson resigned from the SCLC and formed a new Chicago-based organization to carry on the work he started with the SCLC--Operation PUSH (People United to Save Humanity); which emphasized black economic self-help (Reynolds, 1975). From his base of operations at PUSH, Jackson initiated boycotts, held voter registration drives, furnished campaign workers, and conducted weekly radio broadcast which publicized the concerns of the black community. By linking "protest" with "electoral politics," and mobilizing local communities to shape national agendas, Jackson carried on the tradition of the Civil Rights Movement (House 1988, p. 36).

The second factor attributed to Jackson's rise as America's black spokesman is his "personality." No matter what the accomplishments or failures of Jesse Jackson, most people continue to be fascinated by him. Both Reed (1986) and Barker (1988) report, that admirers and critics of Jackson view him as a "charismatic leader."

Reynolds (1975) writes, that Jackson rose to national prominence as successor to King (another
"charismatic leader"), and won the mantle of black leadership through his own personal talents and the intensive support of various segments of the media—which projected him as King's successor. In fact, Colton (1989) adds, in *The Jackson Phenomenon*, Jackson understood the media and learned to use it well. He possessed everything that the media wanted— he preached nonviolence, was photogenic, articulate, charismatic, and said controversial things. In the black community, Reynolds describes, how Jackson possessed tremendous "charisma" and was often referred to as the "Black Jesus," "Black Messiah," or "Black Moses."

According to Franklin and Moss (1988), Jackson's leadership encompassed a bold, broad and all inclusive agenda; which extended from the goals and objectives of King and the Civil Rights Movement. In Barker's 1984 study of the United States presidential campaign, he assesses in *Our Time Has Come*, that black Americans supported Jackson because (a) they understood him, (b) he was one of them, and (c) he supported their interests (1988, pp. 22-24).

In *Black Leadership in America*, White (1990) notes, how Jackson, as did King and the Civil Rights Movement, called for a rebirth of America by appealing to the basic goodness and morality of all Americans.
Barker adds, that Jackson presented himself as a reasonable, caring, knowledgeable, experienced, and professional leader; demonstrating a strong commitment to civil rights, poverty, hunger, unemployment, apartheid, and peace and justice for all Americans.

The third reason why Jackson maintains the reign as black America's leader stems from his "philosophy." Faw and Skelton (1986) describes in Thunder in America, how Jackson argues for creating a new America that is concerned about jobs, peace, and justice. For example, "Invest in America" was Jackson's 1984 presidential campaign theme. Barker (1988) points out, that this theme not only recognized the various issues and groups of people in America, but also stressed the importance of hope and vision in regard to public policy issues (p. 189).

Hatch (1988) assesses in Beyond Opportunity, that Jackson's view on domestic political issues focuses primarily on black economic development, educational reform, and poverty and hunger (pp. 45-57). According to Hatch (1988), Jackson's position is that it is better and cheaper in the long run to avoid and/or solve social problems in advance, by "developing America" and its people, rather than, trying to pick up the pieces when they fall apart.
Elizabeth Colton (1989), who served as Jackson's press secretary for the 1988 presidential campaign, posits that Jackson is rapidly becoming the most famous American in the world. At home in America, she (1989) writes, Jackson is building his machine and creating his "myth."

He has spent his entire lifetime as a leader, organizer and advocate for justice and peace and economic development in America and the World. He has achieved a well-deserved reputation as an activist for social and economic change, a successful negotiator, a master mediator, a defender of the poor and disadvantaged, a consummate organizer and manager of nationwide organizations. Jesse Jackson's name is known around the world because of the leadership role he has taken at home and abroad (p. 4).

Yet, despite Jackson's rise as national black leader in America, Broh (1987) points out in, A Horse of A Different Color, that the overriding barrier facing Jackson's vision for America in the 1990s is the same obstacle faced by Jackson in the 1960s--"racism."

According to Hatch (1988), racism affects nearly every aspect of U.S. domestic and foreign policy; i.e., its inconsistencies and inadequacies define democracy as majority rule in North America, but as minority rule in South Africa.

Jackson states, that America cannot have one standard for whites and another for blacks and browns; one for the rich, another for the poor; and one for women and another for men (Faw and Skelton, 1986 and
Barker, 1988). However, despite the roadblocks and obstacles, Jackson remains forever the optimist and tells his followers: "Never surrender and go forward...America will get better and better" (Colton 1989, p. 278).
CHAPTER III
METHODS

Content Analysis

In order to investigate how U.S. national news magazines portrayed Jesse Jackson, in his bid for the 1988 Democratic nomination for president of the United States, a content analysis will be conducted. Wimmer and Dominick (1991) explain in Mass Media Research, that content analysis techniques may be applied to study the content of any book, magazine, newspaper, movie, news broadcast, photograph, cartoon, comic strip, or a combination of any one of these items (p. 167).

In Content Analysis of Communication, Budd, Thorp, and Donohew (1967) suggest, that instead of observing the behavior of people directly or interviewing them, content analysis allows the investigator to observe communication messages at times and places of the investigator's own choosing, without fear that the attention will bias the communicator (p. 2).

Wimmer and Dominick (1991) report, that another important reason for using a content analysis approach
is that this approach is often identified with "image" analysis (p. 169). An increasing number of content analysis studies have focused on exploring the "images" of women, minorities, the elderly, and children in the media. With the information provided from a content analysis study, Wimmer and Dominick claim, the investigator can give a detailed account of a communication situation and make predictions about the process and effects of communication.

Stempel and Westley (1989) define content analysis in Research Methods in Mass Communication, as a "systematic technique" for observing and analyzing message content; which usually involves several stages. First, the investigator formulates a "research question" or "hypothesis." Second, the investigator defines the "population" and selects data from that population. Third, the investigator defines the "categories" under investigation.

Fourth, the investigator reads, listens or observes, and then "codes" the content based on the rules of the study. Fifth, the investigator establishes a quantification system in order to "rank" the items. Six, if variable factors are included in the study, the investigator "compares the findings" with the other variables. And lastly, the investigator "interprets" the findings and draws "conclusions" from
them (Stempel and Westley 1989, pp. 119-131).

Research Question

Research is often viewed as a search for solutions to a problem. In Communication Research: Strategies and Sources, Rubin, Rubin, and Piele (1990) explain, that this search is stated in the form of a hypothesis—a tentative "proposition" about the relationship between two or more observed phenomena or variables, and how the variables are related (p. 187). In this study a question identified the relationship under investigation: "Did national news magazines portray Jesse Jackson's 1988 presidential campaign as a "mythical motif?"

Defining the Universe and Selecting the Data

The next step for the researcher was to define the universe and to select the appropriate data. Carney (1972) explains, in Content Analysis: A Technique For Systematic Inference From Communications, that to define the "universe" means to specify the boundaries of content or the parameters under investigation (Carney, 1972, pp.137-139). The following statement defined the universe under investigation: "This study considers Time, Newsweek, and U.S. News and World Report's news coverage of the 1988 United States
presidential campaign from January 1 through December 31, 1988 (the year of the presidential election).

Once the "universe" was identified, the "data" were selected. In this study, the "data" consisted of content taken from a "census" (the process of examining every member of a population) of news articles mentioning Jesse Jackson or the Jackson campaign (Wimmer and Dominick, 1991, p. 69). In order to explore the possible relationship between national news magazines' portrayal of the Jackson campaign and a mythical motif, four major "characteristics" or "archetypes" of the mythical hero, as identified by the research and theory in field, were under observation: "the Warrior," "the Lover," "the Savior," and "the Ruler" (Pearson, 1991 and Campbell, 1949).

Categories for Analysis

Budd, Thorp, and Donohew (1967) state, that categories refer to the "constructs" which identify the "major themes" under investigation. According to Berelson (1971) in Content Analysis In Communications these categories act as compartments (with explicitly defined boundaries) into which the content is grouped for analysis. These categories are chosen according to the research problem, the research goals, and the hypothesis to be tested (Berelson, 1971, p. 47). But,
most importantly, Krippendorff (1990) adds, the categorization system should be reliable; that is, different coders should agree in the great majority of instances about the proper categorization for each unit of analysis (pp. 124-130).

As part of an analysis to investigate whether *Time*, *Newsweek*, and *U.S. News and World Report* portrayed Jackson as a "mythical hero" in their coverage of the 1988 presidential campaign, the researcher classified the "data" based on the four major "archetypes" of the mythical hero. As noted earlier, these superordinal "heroic" constructs were identified as: (1) "the Warrior," (2) "the Lover," (3) "the Savior," and (4) "the Ruler" (Campbell, 1949).

**Identifying The Unit of Analysis**

In *Content Analysis For The Social Sciences*, Holsti (1969) points out, that once the categories for analysis have been identified, the investigator must choose the unit of analysis for coding (pp. 116-119). According to Budd, Thorp and Donohew (1967), the most common coding units are the following: a word, paragraph, article, story, or a theme (an "assertion" about a particular subject matter that must be present or implied). Whereas, an "assertion" could be an article, paragraph, sentence, a part of a sentence, or
even a single word (Budd, Thorp and Donohew, 1967, pp. 47-48).

The coding unit for analysis in this study was the "theme" of the "mythical hero." The investigator identified, separated, and analyzed "assertions" pertaining to Jesse Jackson or the Jackson campaign. For example, the sentence "Jackson is courageous," represented a "single assertion," while the sentence, "Jackson is courageous, a fighter, and proud" had "three separate assertions": (1) Jackson is courageous, (2) Jackson is a fighter, and (3) Jackson is proud.

**Thematic Analysis and Coding**

Berelson (1971) reports, that one of the most useful coding unit in a content analysis is the "thematic" approach (pp. 138-140). In this "thematic" analysis, the "central theme" (mythical hero) was considered the unit of analysis (Budd, Thorp, and Donohew, 1967). Using this approach allowed the researcher to "identify" the major heroic themes in their various statement forms, and provided a systematic method for placing the "assertions" under their proper categories (Berelson, 1971). Whereas, a thematic investigation allowed the researcher to study the content of *Time*, *Newsweek*, and *U.S. News*
and World Report, in order to determine if the national news magazines portrayed Jesse Jackson as a "mythical hero."

Based on the "central theme" for this study, the major heroic categories were: "the Warrior," "the Lover," "the Savior," and "the Ruler" (Campbell, 1949). Next, the investigator searched each magazine issue from January 1 through December 31, 1988 from Time, Newsweek, and U.S. News and World Report for articles mentioning Jackson or the Jackson campaign.

Utilizing a "thematic approach" allowed the investigator to analyze the content and address the research under investigation: "Did national news magazines portray Jesse Jackson as a mythical hero in their coverage of the 1988 presidential campaign?" For this study the investigator analyzed a universe of 156 "issues;" representing the number of "issues" published by Time, Newsweek and U.S. News and World Report during 1988.

Once the articles mentioning Jackson or the Jackson campaign had been selected, the next step was be to identify and code each assertion, and to place the assertions into their proper "Heroic" or "Nonheroic" category. As noted in Chapter 1, "the Warrior" archetype was comprised of a subgroup of categories describing Jackson as admired, courageous,
strong, and a fighter. The subgroup of categories under "the Lover" archetype described Jackson as committed, compassionate, skillful, and magical. The group of categories under "the Savior" archetype characterized Jackson as a rescuer, a saint, a sacrificer, and one who creates hope. Finally, "the Ruler" was comprised of constructs describing Jackson as proud, authoritative, tyrannical, and manipulative.

It is important to note, that there were instances where investigators encountered an assertion that could not be classified in the "Heroic" category, (because the original rules did not provide for it). In this instance, the investigator placed the assertion in the "Nonheroic" category and (1) classified the assertion as "favorable" towards Jackson, (2) classified the assertion "unfavorable" towards Jackson, or (3) classified the assertion as "neutral" towards Jackson (Budd, Thorp, and Donohew, 1967, p. 44).

Reliability and Validity

Errors may creep into the study at any stage. Therefore, Rubin, Rubin, and Piele (1990) suggest, that the researcher should consider "reliability" and "validity" when designing a study. When the researcher asks the question, "Is this study predicting what it is supposed to predict?" the researcher is
concerned with "validity." When the investigator asks
the question, "Are the test results consistent and
repeatable?" the investigator is referring to
"reliability" (Rubin, Rubin and Piele, 1990, p. 188).

In determining the "validity" of one's research,
Emmert and Barker (1989) note, that the investigator
should ask if the instrument actually measured what it
adds, if the researcher wants to predict the occurrence
of "future events," this is referred to as "predictive
validity." In other words, the sole factor in
determining "validity" in the "predictive" method is
the measurement's ability to correctly forecast "future
behavior." In this study of mythical motifs, the
concern was not what was being measured, but whether
the instrument could predict something (Holsti, 1969,
p. 144).

In addition to being "valid," the study should
also yield "reliable results." Krippendorff (1980)
explains, in Content Analysis: An Introduction to Its
Methodology, that a measure is "reliable" if it
consistently gives the same results at different points
in time. Weber (1990) reports, in Basic Content
Analysis, that the reliability of a test is
strengthened when the investigator's measures and
procedures are unbiased (p. 17). In addition, a study
is deemed reliable when other investigators using the same techniques and the same materials will come up with the same results (Krippendorff, 1980, pp. 129-154).

In order to address this issue of "reliability" and "validity," Emmert and Barker (1989) suggest, the researcher should first ask, "What do I want from my data?" Having answered this question, next, the researcher defines the categories and boundaries of the study (in as specific terms as possible), and trains the coders in using the coding instrument (Emmert and Barker, 1989, pp. 206-207).

Prior to collecting the data for analysis, Wimmer and Dominick (1991) suggest, that training sessions using the coding instrument and category system be conducted in order to eliminate methodological problems. A major value of such training sessions is to promote a "common frame of reference" among coders. During these sessions, the group as a whole code sample material, and afterward discuss the results, as well as, the purpose of the study. Disagreements should be analyzed as they occur. The end result of the training session will be a "reference guide" of detailed instructions and coding examples for the coders (Wimmer and Dominick, 1991, p. 182).
To eliminate methodological problems, Stempel and Westley (1989) emphasize, that all content in the evaluation process must be treated in the same manner--there must be uniformity in the coding and analysis procedures, as well as the length of time coders are exposed to the message. Frey, Botan, Friedman and Kreps (1992) point out, in Interpreting Communication Research, that for any content study, a reliability estimate should be calculated and reported. Here, the appropriate fact to report is the "intercoder reliability" or "percentage of agreement" between coders (p. 198). Holsti (1969) provides the following formula for determining the "reliability" of nominal data in terms of percentage of agreement:

\[
\text{Reliability} = \frac{2M}{N_1 + N_2}
\]

\(M\) is the number of coding decisions on which two coders agree, and \(N_1\) and \(N_2\) refer to the total number of coding decisions by the first and second coder respectively. Thus, if two coders judge a sample of 50 units and agree on 35 of them, the calculation is:

\[
\text{Reliability} = \frac{2(35)}{50+50} = .70 \text{ or } 70\%
\]
Wimmer and Dominick (1991) point out that generally, most published content analysis typically report a minimum reliability coefficient of about 90% or above when using Holsti's formula.

In summary, as a method of observation, content analysis studies are popular in mass media research. Utilizing a content analysis approach allows the investigator to make valid inferences from the text; about the sender(s) of the message, the message itself, or the audience of the message. This form of analysis is an "objective" and "systematic" approach to analyzing information that can be "summarized" and "compared." Perhaps Holsti (1967) defines content analysis best when he proclaims:

"Thus, all content analysis is concerned with comparison, the type of comparison being dictated by the investigator's theory" (p. 5).

**Increasing Reliability Measures**

Realizing that disagreement among coders is usually the result of (a) inadequate definitions of categories or (b) failure of coders to achieve a "common frame of reference," the following procedures were utilized in order to achieve acceptable levels of "reliability.

First, "detailed definitions" of the mythical hero's "archetypes" or "character traits" were presented to the coders. Examples and explanations for
each "archetype" were provided to clarify definitions and procedures. Next, in order to develop a "common frame of reference," the coders were involved in a week-long training session. During this training period, the coders were given an opportunity to identify and discuss vague or ambiguously defined "archetypes" and address any instructional problems.

Upon reaching "definitional agreement" among the coders, the next step was to conduct "trial runs" of the study. At this phase, coder responses from the "trial runs" were compared item by item. This procedure was vital, in that it contributed greatly towards the development of a "common frame of reference." Also, poorly defined categories were detected, and "chronically dissenting" coders were identified and dropped from the group. The remaining coders were given one final opportunity to "identify" and "discuss" any problems in order to achieve an overall "common frame of reference."

Note: Those individuals identified as the "dissenting" coders were individuals who did not develop the same "code of reference" as the rest of the group. This dissension usually occurs when there are major differences in the background of a coder from the rest of the group (i.e., sex, race, age, educational background, etc.). Before leaving the group, the
dissenting coder was informed that their dismissal was not a reflection upon them, but merely an indication of a different perspective (Stempel and Westley, 1989).

Review of Methods and Procedures

Following is a brief review of the methods and procedures used in this study. A content analysis was conducted of national news magazines to ascertain whether U.S. News and World Report, Time, and Newsweek's coverage of Jesse Jackson's 1988 presidential campaign could be interpreted as a "mythical motif." Four major "heroic themes" or categories emerged from the study--"the Warrior," "the Lover," "the Savior," and "the Ruler"--and were extracted from the content.

A census of news articles mentioning Jackson and/or the Jackson campaign was taken from Time, Newsweek, and U.S. News and World Report; from January 1 through December 31, 1988. Assertions mentioning Jackson or the Jackson campaign were classified according to their appropriate "Heroic" category. In order to code the data, subcategories were used as descriptors for each of the four major mythical hero archetypes: Jackson the "Warrior"--courageous, strong, admirable, a fighter; Jackson the "Lover"--commitment, compassionate,
skillful, and magical; Jackson the "Savior"—a rescuer, saint, creates hope, and sacrificing; and Jackson the "Ruler"—proud, authoritative, tyrannical, and manipulative.

A total of 184 articles consisting of 2,100 assertions were located and analyzed for their mythical content. In order to increase the reliability of the study, assertions were "spot-checked" independently by two coders (Stempel and Westley, 1989, pp. 127-128). Based on the reliability checks, the intercoder agreement in the study was 93% (Holsti, 1969, pp. 130-140).

Overall, Time carried 51 articles which consisted of 793 assertions on the Jackson campaign. Newsweek reported 76 articles which consisted of 812 assertions on Jackson. And U.S. News and World Report carried 57 stories with 495 assertions on Jackson.
CHAPTER IV
FINDINGS AND INTERPRETATIONS

The Portrayal of The Warrior

The "Warrior" is viewed as a "courageous" individual who possesses tremendous "strength," has the "admiration" of others, and the ability to "fight" when necessary for the sake of others. According to Pearson (1991) and Campbell (1949), "Warrioring" is about claiming one's power in the world, and making the world a better place. It is about being "tough enough to have things one's own sweet way" (Pearson, 1991, p. 95).

Above all else, the well-developed Warrior protects our boundaries. Without courageous, disciplined, and well-trained "Warriors," the kingdom is always in danger of being overrun by the barbarians. And Pearson (1991) adds, without a strong "Warrior," we have no defense against the demands and the intrusions of others.

Examples of assertions listed in national news magazines, from January 1 to December 31, 1988, describing "Jackson as a Warrior" would be:
Courageous: He is a man of courage.

Strong: True, Jackson will have a strong hold, if he outpolls Dukakis.

Admiration: Young explained that he admired Jackson, but wanted a winner.

Fighter: He fought for the right to unionize plants in New Hampshire.

As Table 2 illustrates, of the 1,406 "heroic" assertions mentioning Jackson or the Jackson campaign from January 1 through December 31, 1988, 37% or 518 assertions portrayed Jackson as a "Warrior." From this number, Time magazine's coverage consisted of 205 "Warrior" assertions, Newsweek carried 199, and U.S. News and World Report had 114.

In all three news magazines "the Warrior" quality of the "fighter" was reported most often: Time carried 145 assertions portraying Jackson as a "fighter," Newsweek reported 139, and U.S. News and World Report's coverage consisted of 74. The "Warrior" trait of "strength" was reported second most often by all three magazines. Newsweek magazine carried 47 assertions pertaining to the "strength" of Jackson and/or his campaign, Time carried 45, and U.S. News and World Report carried 31.

The "Warrior" quality of "admiration" was ranked third by all three magazines. Time reported 14 assertions which "admired" Jackson and his campaign, Newsweek mentioned 11 assertions and U.S. News and
World Report carried 9. The "Warrior" role of "courage" was reported the least often by all three magazines. Newsweek carried 2 "courageous" assertions pertaining to Jackson, whereas, Time reported 1. U.S. News and World Report did not carry any assertion in the "courageous" subcategory.

The Portrayal of The Lover

The "Lover" demonstrates "compassion," "commitment," "skill," and is "magical." According to Houston (1987) and Pearson (1991), the love that is emoted from this individual is viewed as a passionate connection to a particular landscape, to one's work, to an activity, to a cause, a religion, or a way of life. More importantly, it is this passion, attachment, desire, and even lust that really makes this individual come alive.

According to Pearson (1991), this individual's "love" for humankind means working for the betterment of others. When love captures the "Lover," this person is no longer free to attend to their own desires and wishes. Instead, the "Lover" will make choices based on the good of what and whom this individual loves. In that the "Lover" is inspired by love and vision, this person is able to commit to the people, work, or a set of values he/she loves. Some examples of assertions
describing "Jackson as a Lover" would be:

Compassion: The field house in Steubenville, Ohio, was still ringing with Jesse Jackson's passionate cadences.

Commitment: In the jargon of modern romance, Dukakis and Jackson are trying to make their relationship work.

Skillful: He's one of the most skillful politicians to come along in decades.

Magical: Tom Peneski saw Jackson's magic at 10:30 last Thursday morning in Sheboygan, Wisconsin.

Findings from the data reveal that of the 1,406 "heroic" assertions mentioning Jackson or the Jackson campaign, 20% or 287 assertions described Jesse Jackson as a "Lover." Table 2 shows, that Time magazine's coverage consisted of 123 "Lover" assertions, Newsweek carried 100, and U.S. News and World Report had 64.

Time and U.S. News and World Report magazines reported the "compassion" trait with more frequently than the "commitment," "skillful," or "magical" traits listed in the "Lover" category. Time carried 42 assertions pertaining to Jackson as a man of "compassion" for humanity, and U.S. News carried 21. However, Newsweek reported more assertions in the "Lover" category portraying Jackson as "magical." In the "magical" subcategory, Newsweek reported 41 assertions describing Jackson in terms of his "charisma" and/or the "mystic" of the Jackson campaign.

The "skillful" trait was reported the second most
often by both *Time* and *Newsweek* magazines. 38 assertions from *Time* magazine and 24 from *Newsweek* described the "skill" of Jackson and the Jackson campaign in handling schedules, his critics, his opponents, and the media. The "compassion" trait also tied for second place in *Newsweek* magazine's coverage with 24 assertions. Ranked as second for *U.S. News and World Report* was the "magical" trait with 17 assertions. However, *Time*’s coverage of the "magical" trait came in third with 30 assertions.

The subcategory coming in third for *U.S. News and World Report* was "commitment" with 16 assertions. Jackson's "commitment" to the campaign and to his followers was reported least often in *Time* and *Newsweek* magazines, coming in at 13 and 11 assertions, respectively. The subcategory mentioned with the least amount of frequency in *U.S. News and World Report* was the "skillful" quality with 10 assertions.

The Portrayal of the Savior

The "Savior" is seen as an individual who "creates hope," a "saint," a "rescuer," and makes "sacrifices" for others or for the good of humanity. According to Campbell (1949) and Pearson (1991), the "Savior" creates an atmosphere and an environment in which people feel safe and at home. The "Savior" creates
community by helping people feel that they belong, that they are valued and cared for, and encourages nurturing relationships between and among individuals and constituencies.

The "Savior" is an individual who knows oneself and what one wants, but this individual's giving is even stronger than their self-interest. The caring within this person is even stronger than the instinct for self-preservation. In this sense, Vogler (1992) and Pearson (1991) point out, that the "Savior" is viewed as an individual who would give one's life for others; either by one's willingness to be martyred or by daily sacrifices in the service or cause of a mission. Examples of assertions describing "Jackson as a Savior" would be:

Rescuer: "Jesse Jackson saved the whole convention in Atlanta," said Turkish Reporter Turan Yavuz.

Saint: His presence is really symbolic.

Creates Hope: No other candidate comes close to the reaction Jackson get when he calls out "Down with dope. Up with hope."

Sacrificing: Jackson has taken great pains to support difficult strikes—for instance at Patrick Cudahy meatpacking plant in Milwaukee in April, 1987.

Table 2 indicates, that of the 1,406 heroic assertions mentioning Jackson or the Jackson campaign,
11% or 149 assertions described Jesse Jackson as a "Savior." In addition, Table 2 reveals Newsweek's coverage consisted of 66 "Savior" assertions, Time carried 54, and U.S. News and World Report had 29.

Assertions describing how Jackson "created an atmosphere of hope" among blacks, the poor, and the disenfranchised were reported the most often by all three magazines. Newsweek carried 28 "creates hopes" assertions, Time reported 26, and U.S. News and World Report carried 16. The "saint" subcategory, which characterized Jackson as virtuous, closely followed the "creates hope" characteristic. Newsweek carried 24 "saintly" assertions, Time reported 23, and U.S. News and World Report carried 12.

In the case of Newsweek and Time magazines, the "sacrificing" trait occurred third in the "Savior" category. 10 assertions in Newsweek, and 4 in Time described the "sacrifices" and concessions of Jackson throughout the 1988 presidential campaign. Assertions pertaining to how Jackson would "save" the disenfranchised, the Democratic party and America, were scantly reported in all three magazines. Mentioned the third most often in the "Savior" category in U.S. News magazine was the "rescuer" trait consisting of only 1 assertion. Coming in last, Newsweek carried 4 "rescuer" assertions and Time carried 1. U.S. News
and World Report's ranked the "sacrificing" trait last with 0 assertions.

The Portrayal of The Ruler

The "Ruler" is seen as "proud," "authoritative," "tyrannical" and "manipulative." The "Ruler" is considered a rigid and controlling individual concerned with order. The "Ruler's" kingdom cannot be fully productive unless some harmony reigns and conflict is handled in a productive way.

According to Pearson (1991), it is the task of the "Ruler" to promote order, peace, prosperity, and abundance. The "Ruler" does not so much create a life, as much as, maintain and govern it. This individual is concerned with the good of society and/or the planet; which entails helping different people to understand and appreciate the gifts of people different from themselves.

Another interesting quality of the "Ruler," Campbell (1949) and Pearson (1991) point out, is the ability to demonstrate "tyrannical" behavior. Here, the "Ruler" wants to force others to do things his/her own way--and will have tantrums if unsuccessful. This behavior is viewed as selfish, narrow-minded and vindictive. Some examples of "Jackson as a Ruler" would be:
Proud: Jesse Jackson can take pride in knowing that he finally has a place at the table.

Authoritative: A key question is whether Jesse Jackson would approve of Nunn's selection.

Tyrannical: Neither aide had checked with Jackson first and he was furious.

Manipulative: He knows instinctively how to bluff and bargain, when to hold 'em, when to fold 'em.

The results in the "Ruler" category revealed that of the 1,406 heroic assertions mentioning Jackson or the Jackson campaign, 32% or 452 assertions described Jesse Jackson as a "Ruler." Table 2 shows Time's coverage consisted of 183 Ruler assertions, Newsweek carried 164, and U.S. News and World Report had 105.

The majority of the assertions in all three magazines focused heavily on both the "authoritative" and "tyrannical" traits. Newsweek reported 61 assertions describing Jackson as an "authoritative" figure who likes to be in "control" of people and situations. U.S. News and World Report carried 47 "authoritative" assertions. However, Time magazine, which carried 66 assertions as "authoritative," reported even more assertions under the "tyrannical" category. 76 assertions in Time magazine described Jackson as a "dictator" or "tyrant." The "tyrant" characteristic also scored high on the list for


Newsweek magazine which carried 60 assertions, and U.S. News reported 32.

**Table 2**

Frequency of Heroic Themes In National News Magazines' Coverage Of Jackson's 1988 Presidential Campaign

<table>
<thead>
<tr>
<th></th>
<th>Newsweek</th>
<th>Time</th>
<th>World</th>
<th>Report</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Warrior</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Courage</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>Strong</td>
<td>47</td>
<td>45</td>
<td>31</td>
<td>123</td>
</tr>
<tr>
<td>Admirable</td>
<td>11</td>
<td>14</td>
<td>9</td>
<td>34</td>
</tr>
<tr>
<td>Fighter</td>
<td>139</td>
<td>145</td>
<td>74</td>
<td>358</td>
</tr>
<tr>
<td>Subtotal</td>
<td>199</td>
<td>205</td>
<td>114</td>
<td>518</td>
</tr>
<tr>
<td><strong>Lover</strong></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Commitment</td>
<td>11</td>
<td>13</td>
<td>16</td>
<td>40</td>
</tr>
<tr>
<td>Compassion</td>
<td>24</td>
<td>42</td>
<td>21</td>
<td>87</td>
</tr>
<tr>
<td>Skillful</td>
<td>24</td>
<td>38</td>
<td>10</td>
<td>72</td>
</tr>
<tr>
<td>Magical</td>
<td>41</td>
<td>30</td>
<td>17</td>
<td>88</td>
</tr>
<tr>
<td>Subtotal</td>
<td>100</td>
<td>123</td>
<td>64</td>
<td>287</td>
</tr>
<tr>
<td><strong>Savior</strong></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Rescuer</td>
<td>4</td>
<td>1</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>Saint</td>
<td>24</td>
<td>23</td>
<td>12</td>
<td>59</td>
</tr>
<tr>
<td>Creates Hope</td>
<td>28</td>
<td>26</td>
<td>16</td>
<td>70</td>
</tr>
<tr>
<td>Sacrificing</td>
<td>10</td>
<td>4</td>
<td>0</td>
<td>14</td>
</tr>
<tr>
<td>Subtotal</td>
<td>66</td>
<td>54</td>
<td>29</td>
<td>149</td>
</tr>
<tr>
<td><strong>Ruler</strong></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Proud</td>
<td>16</td>
<td>17</td>
<td>12</td>
<td>45</td>
</tr>
<tr>
<td>Authoritative</td>
<td>61</td>
<td>66</td>
<td>47</td>
<td>175</td>
</tr>
<tr>
<td>Tyrannical</td>
<td>60</td>
<td>76</td>
<td>32</td>
<td>168</td>
</tr>
<tr>
<td>Manipulative</td>
<td>27</td>
<td>24</td>
<td>14</td>
<td>65</td>
</tr>
<tr>
<td>Subtotal</td>
<td>164</td>
<td>183</td>
<td>105</td>
<td>452</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>529</td>
<td>565</td>
<td>312</td>
<td>1,406</td>
</tr>
</tbody>
</table>

Table 2 represents the "frequency" and "type" of "heroic" assertions that occurred in each of the magazines from January 1 to December 31, 1988.
Placing third on the "Ruler" list in all three magazines was the "manipulative" characteristic. The "manipulative" assertions, which described Jackson as an individual who knows how to "wheel and deal," consisted of 27 assertions in Newsweek magazine, 24 in Time and 14 in U.S. News and World Report. The "proud" trait was reported the least often in all of the magazines. Newsweek carried 16 assertions portraying Jackson as a "proud" man, Time reported 17, and U.S. News and World Report's coverage consisted of 12.

The Non-Heroic Portrayal

As noted earlier, 184 news articles and 2,100 assertions (from January 1 through December 31, 1988) in the national news magazines under investigation mentioned Jesse Jackson or the Jackson campaign. However, not all of the assertions reported could be classified under the "Heroic" category ("the Warrior," "the Lover," "the Savior," or "the Ruler"). Therefore, a miscellaneous category was included for the study which allowed the investigator to classify any "nonheroic" assertions pertaining to Jackson or the Jackson campaign (Budd, Thorp, and Donohew, 1967).

The "Nonheroic" category was comprised of the following subcategories: (a) "favorable" assertions mentioning Jackson or the Jackson campaign, (b)
"unfavorable" assertions mentioning Jackson or the Jackson campaign, and (c) "neutral" assertions mentioning Jackson or the Jackson campaign. Examples of "nonheroic" assertions are:

Favorable: Jackson’s support among Jews has risen to 10 percent.

Unfavorable: Jackson on the ticket would hurt a lot.

Neutral: The story came from Gerald Austin, Jackson’s campaign manager.

Table 3 reveals, of the 694 "nonheroic" assertions mentioning Jackson or the Jackson campaign in the national new magazines, 37% or 256 were "favorable, 25% or 177 were "unfavorable" and 38% or 261 "neutral" assertions. Newsweek magazine reported 283 "non-heroic assertions, followed by Time magazine with 228, and U.S. News and World Report with 183.

Table 3
Frequency of Appearance of Nonheroic Assertions In Coverage of Jackson’s 1988 Presidential Campaign

<table>
<thead>
<tr>
<th></th>
<th>Newsweek</th>
<th>Time</th>
<th>World Report</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neutral</td>
<td>104</td>
<td>89</td>
<td>68</td>
<td>261</td>
</tr>
<tr>
<td>Favorable</td>
<td>118</td>
<td>75</td>
<td>63</td>
<td>256</td>
</tr>
<tr>
<td>Unfavorable</td>
<td>61</td>
<td>64</td>
<td>52</td>
<td>177</td>
</tr>
<tr>
<td>Total</td>
<td>283</td>
<td>228</td>
<td>183</td>
<td>694</td>
</tr>
</tbody>
</table>
Table 4 presents a summary of percentages of "nonheroic " assertions in each of the magazines. Both 

*Time* and *U.S. News* carried more "neutral" assertions pertaining to Jackson and his campaign than "favorable" or "unfavorable" assertions. *Time* reported 89 "neutral" assertions, and *U.S. News and World Report* carried 68.

**Table 4**

Percentage Of Nonheroic Assertions In National News 
Magazines' Coverage Of Jackson's 
1988 Presidential Campaign

*Newsweek*
- Favorable: 118 or 42%
- Unfavorable: 61 or 21%
- Neutral: 104 or 37%
- Subtotal: 283 or 100%

*Time*
- Favorable: 75 or 33%
- Unfavorable: 64 or 28%
- Neutral: 89 or 39%
- Subtotal: 228 or 100%

*U.S. News and World Report*
- Favorable: 63 or 35%
- Unfavorable: 52 or 28%
- Neutral: 68 or 37%
- Subtotal: 183 or 100%

*Time, Newsweek, and U.S. News and World Report*
- Favorable: 256 or 37%
- Unfavorable: 177 or 25%
- Neutral: 261 or 38%
- Total: 694 or 100%

Both *Time* and *U.S. News* magazines followed suit in their listing of the remaining non-heroic subcategories. *Time* reported 75 "favorable"
assertions, U.S. News and World Report carried 63. Time reported 64 "unfavorable" assertions and U.S. News and World Report consisted of 52. Newsweek's "nonheroic" category was led by 118 assertions in the "favorable" subcategory. In addition, Newsweek carried 104 "neutral" assertions mentioning Jackson or his 1988 campaign, and reported 61 "unfavorable" assertions.

**Mythical Hero Portrayal In National News Magazines**

In order to study the portrayal of Jesse Jackson as a "mythical hero" during the 1988 presidential campaign, three national news magazines were analyzed for their "mythical content": Time, Newsweek, and U.S. News and World Report. 184 news articles, from January 1 to December 31, 1988, mentioning Jackson and the Jackson campaign were studied. Based on the content, 2,100 assertions were coded following the methods and rules mentioned previously in the study. Of the 2,100 assertions, 1,406 assertions were coded as "heroic" assertions and 694 as "nonheroic."

It is interesting to note, as Table 5 demonstrates, that based on the following "heroic" percentages, the overall frequency of the mythical hero categories were "ranked" in the same order during 1988, in Time, Newsweek, and U.S. News and World
Report. In terms of total coverage from January 1 to December 1988, *Newsweek* carried 76 "articles" mentioning Jesse Jackson or his presidential campaign (more articles than either *Time* or *U.S. News and World Report*).

Table 5

<table>
<thead>
<tr>
<th>Heroic Theme</th>
<th>Newsweek</th>
<th>Time</th>
<th>World Report</th>
</tr>
</thead>
<tbody>
<tr>
<td>Warrior</td>
<td>199 or 38%</td>
<td>205 or 36%</td>
<td>114 or 37%</td>
</tr>
<tr>
<td>Ruler</td>
<td>164 or 31%</td>
<td>183 or 32%</td>
<td>105 or 34%</td>
</tr>
<tr>
<td>Lover</td>
<td>100 or 19%</td>
<td>123 or 22%</td>
<td>64 or 20%</td>
</tr>
<tr>
<td>Savior</td>
<td>66 or 12%</td>
<td>54 or 10%</td>
<td>29 or 9%</td>
</tr>
<tr>
<td>Total</td>
<td>529 or 100%</td>
<td>565 or 100%</td>
<td>312 or 100%</td>
</tr>
</tbody>
</table>

As Table 6 reveals, 529 assertions were classified in the "Heroic" category in *Newsweek* magazine. And, of this number, 38% or 199 assertions described Jackson as a "Warrior." 31% or 164 assertions portrayed Jackson as a "Ruler." 19% or 100 assertions characterized Jackson as a "Lover," while, 12% or 66 assertions described Jackson as a "Savior."
Table 6

Frequency Of Heroic Themes In Newsweek's Coverage Of Jackson's 1988 Presidential Campaign

<table>
<thead>
<tr>
<th>Theme</th>
<th>Assertions</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Warrior</td>
<td>199 or 38%</td>
<td></td>
</tr>
<tr>
<td>Courage</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Strong</td>
<td>47</td>
<td></td>
</tr>
<tr>
<td>Admirable</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>Fighter</td>
<td>139</td>
<td></td>
</tr>
<tr>
<td>Lover</td>
<td>100 or 19%</td>
<td></td>
</tr>
<tr>
<td>Commitment</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>Compassion</td>
<td>24</td>
<td></td>
</tr>
<tr>
<td>Skillful</td>
<td>24</td>
<td></td>
</tr>
<tr>
<td>Magical</td>
<td>41</td>
<td></td>
</tr>
<tr>
<td>Savior</td>
<td>66 or 12%</td>
<td></td>
</tr>
<tr>
<td>Rescuer</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Saint</td>
<td>24</td>
<td></td>
</tr>
<tr>
<td>Creates Hope</td>
<td>28</td>
<td></td>
</tr>
<tr>
<td>Sacrificing</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Ruler</td>
<td>164 or 31%</td>
<td></td>
</tr>
<tr>
<td>Proud</td>
<td>16</td>
<td></td>
</tr>
<tr>
<td>Authoritative</td>
<td>61</td>
<td></td>
</tr>
<tr>
<td>Tyrannical</td>
<td>60</td>
<td></td>
</tr>
<tr>
<td>Manipulative</td>
<td>27</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>529 or 100%</td>
<td></td>
</tr>
</tbody>
</table>

As Table 7 illustrates, U.S. News and World Report's coverage consisted of 57 "articles" mentioning Jackson or the Jackson campaign. U.S. News and World Report had 312 assertions listed under the "Heroic" category. 37% or 114 assertions portrayed...
Jackson as "the Warrior," 34% or 105 assertions as "the Ruler, 20% or 64 as "the Lover," and 9% or 29 assertions pertained to "the Savior." *Time* magazine carried 51 articles mentioning Jackson or the Jackson campaign.

**Table 7**

*Frequency Of Heroic Themes In U.S. News and World Report's Coverage Of Jackson's 1988 Presidential Campaign*

<table>
<thead>
<tr>
<th>Warrior</th>
<th>Courage</th>
<th>0</th>
<th>Strong</th>
<th>31</th>
<th>Admirable</th>
<th>9</th>
<th>Fighter</th>
<th>74</th>
<th>Subtotal</th>
<th>114 or 37%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lover</td>
<td>Commitment</td>
<td>16</td>
<td>Compassion</td>
<td>21</td>
<td>Skillful</td>
<td>10</td>
<td>Magical</td>
<td>17</td>
<td>Subtotal</td>
<td>64 or 20%</td>
</tr>
<tr>
<td>Savior</td>
<td>Rescuer</td>
<td>1</td>
<td>Saint</td>
<td>12</td>
<td>Creates Hope</td>
<td>16</td>
<td>Sacrificing</td>
<td>0</td>
<td>Subtotal</td>
<td>29 or 9%</td>
</tr>
<tr>
<td>Ruler</td>
<td>Proud</td>
<td>12</td>
<td>Authoritative</td>
<td>47</td>
<td>Tyrannical</td>
<td>32</td>
<td>Manipulative</td>
<td>14</td>
<td>Subtotal</td>
<td>105 or 34%</td>
</tr>
</tbody>
</table>

**Total**.................312 or 100%

Table 8 shows, that 565 assertions received "Heroic" classification in *Time* magazine. The data
revealed, 36% or 205 assertions characterized Jackson as "the Warrior," 32% or 183 as "the Ruler," 22% or 123 as "the Lover," and 10% or 54 as "the Savior."

Table 8

Frequency of Heroic Themes in Time's Coverage of Jackson's 1988 Presidential Campaign

<p>| | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Warrior</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Courage</td>
<td></td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strong</td>
<td></td>
<td>45</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Admirable</td>
<td></td>
<td>14</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fighter</td>
<td></td>
<td>145</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Subtotal</td>
<td></td>
<td>205</td>
<td></td>
<td>36%</td>
</tr>
<tr>
<td><strong>Lover</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commitment</td>
<td></td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Compassion</td>
<td></td>
<td>42</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Skillful</td>
<td></td>
<td>38</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Magical</td>
<td></td>
<td>30</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Subtotal</td>
<td></td>
<td>123</td>
<td></td>
<td>22%</td>
</tr>
<tr>
<td><strong>Savior</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rescuer</td>
<td></td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Saint</td>
<td></td>
<td>23</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Creates Hope</td>
<td></td>
<td>26</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sacrificing</td>
<td></td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Subtotal</td>
<td></td>
<td>54</td>
<td></td>
<td>10%</td>
</tr>
<tr>
<td><strong>Ruler</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Proud</td>
<td></td>
<td>17</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Authoritative</td>
<td></td>
<td>66</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tyrannical</td>
<td></td>
<td>76</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Manipulative</td>
<td></td>
<td>24</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Subtotal</td>
<td></td>
<td>183</td>
<td></td>
<td>32%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>565</td>
<td></td>
<td>100%</td>
</tr>
</tbody>
</table>
CHAPTER V
SUMMARY AND IMPLICATIONS

Summary

In this study, the question "Did national news magazines portray Jesse Jackson's 1988 presidential campaign as a mythical motif" was investigated. A content analysis was applied to study the research question. More specifically, a "thematic analysis" approach was conducted in order to ascertain whether *Time*, *Newsweek*, and *U.S. News and World Report* portrayed Jesse Jackson as a "mythical hero" in their coverage of the 1988 U.S. presidential campaign.

The classification system for the study was based on four major "themes" describing the constructs of the "mythical hero": "the Warrior," "the Lover," "the Savior," and "the Ruler" (Campbell, 1949). Each heroic theme consisted of four "subordinal" constructs acting as descriptors for the "superordinal" themes:

<table>
<thead>
<tr>
<th>Warrior</th>
<th>Lover</th>
<th>Savior</th>
<th>Ruler</th>
</tr>
</thead>
<tbody>
<tr>
<td>Courageous</td>
<td>Commitment</td>
<td>Rescuer</td>
<td>Proud</td>
</tr>
<tr>
<td>Strong</td>
<td>Compassion</td>
<td>Saint</td>
<td>Authoritative</td>
</tr>
<tr>
<td>Admirable</td>
<td>Skillful</td>
<td>Creates Hope</td>
<td>Tyrannical</td>
</tr>
<tr>
<td>Fighter</td>
<td>Magical</td>
<td>Sacrificing</td>
<td>Manipulative</td>
</tr>
</tbody>
</table>

84
Based on the results from the study, the following factors emerged from the data under investigation, from January 1 to December 31, 1988. The research indicates a chi-square value of 11.4 with 1 degree of freedom. The chi square value at the .05 level for 1 degree of freedom is 3.84. The value 11.4 is larger than 3.84 so the conclusion is that the difference in the number of "Heroic" and "Nonheroic" assertions is a real difference, not a chance difference, hence the frequency difference is 'significant' (Stempel and Westley, 1981, pp. 136-137).

As Table 9 illustrates, Time, Newsweek, and U.S. News and World Report did portray Jesse Jackson

Table 9

Frequency Of Appearance Of Heroic Themes In Time, Newsweek, and U.S. News and World Report

<table>
<thead>
<tr>
<th>Theme</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fighter</td>
<td>358</td>
</tr>
<tr>
<td>Authoritative</td>
<td>174</td>
</tr>
<tr>
<td>Tyrannical</td>
<td>168</td>
</tr>
<tr>
<td>Strong</td>
<td>123</td>
</tr>
<tr>
<td>Magical</td>
<td>88</td>
</tr>
<tr>
<td>Compassion</td>
<td>87</td>
</tr>
<tr>
<td>Skillful</td>
<td>72</td>
</tr>
<tr>
<td>Creates Hope</td>
<td>70</td>
</tr>
<tr>
<td>Manipulative</td>
<td>65</td>
</tr>
<tr>
<td>Saint</td>
<td>59</td>
</tr>
<tr>
<td>Proud</td>
<td>45</td>
</tr>
<tr>
<td>Commitment</td>
<td>40</td>
</tr>
<tr>
<td>Admirable</td>
<td>34</td>
</tr>
<tr>
<td>Sacrificing</td>
<td>14</td>
</tr>
<tr>
<td>Rescuer</td>
<td>6</td>
</tr>
<tr>
<td>Courage</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>1,406</td>
</tr>
</tbody>
</table>
as a "mythical hero" in their coverage of the 1988 U.S. presidential campaign. The "Warrior" archetype received the heaviest amount of coverage in *Time*, *Newsweek*, and *U.S. News and World Report*. In fact, in the "Warrior" category, Jackson was repeatedly referred to as a "fighter" by all three magazines. As Tables 10-12 illustrate, of the 1,604 "heroic" assertions, the "fighter" subcategory received 358 assertions; the highest amount of coverage out of all 16 heroic subcategories.

However, it is also interesting to note, that in the "Warrior" category *Time*, *Newsweek*, and *U.S. News* did not view Jackson's 1988 bid for the presidency as "courageous." The data in Tables 10-12 reveal that Jackson received extremely low marks in the "courageous" subcategory. Perhaps, because this was Jackson's second attempt at the Democratic presidential nomination, and he was no longer treated or viewed as the "new kid on the block."

The "Ruler" archetype received the second highest amount of coverage in all three magazines. As Tables 10-12 demonstrate, *Time*, *Newsweek*, and *U.S. News and World Report* scored Jackson high as both "authoritative" and "tyrannical" in the "Ruler" category. In fact, many stories in all three publications focused on Jackson's captivating oratory;
which mesmerized audiences and infuriated and/or made Jackson the envy of his political opponents.

Table 10

Frequency Of Appearance Of Heroic Themes In Time

<table>
<thead>
<tr>
<th>Theme</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fighter</td>
<td>145</td>
</tr>
<tr>
<td>Tyrannical</td>
<td>76</td>
</tr>
<tr>
<td>Authoritative</td>
<td>66</td>
</tr>
<tr>
<td>Strong</td>
<td>45</td>
</tr>
<tr>
<td>Compassion</td>
<td>42</td>
</tr>
<tr>
<td>Skilled</td>
<td>38</td>
</tr>
<tr>
<td>Magical</td>
<td>30</td>
</tr>
<tr>
<td>Creates Hope</td>
<td>26</td>
</tr>
<tr>
<td>Manipulative</td>
<td>24</td>
</tr>
<tr>
<td>Saint</td>
<td>23</td>
</tr>
<tr>
<td>Proud</td>
<td>17</td>
</tr>
<tr>
<td>Admirable</td>
<td>14</td>
</tr>
<tr>
<td>Commitment</td>
<td>13</td>
</tr>
<tr>
<td>Sacrificing</td>
<td>4</td>
</tr>
<tr>
<td>Rescuer</td>
<td>1</td>
</tr>
<tr>
<td>Courage</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>565</strong></td>
</tr>
</tbody>
</table>
Table 11

Frequency Of Appearance Of Heroic Themes In Newsweek

<table>
<thead>
<tr>
<th>Theme</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fighter</td>
<td>139</td>
</tr>
<tr>
<td>Authoritative</td>
<td>61</td>
</tr>
<tr>
<td>Tyrannical</td>
<td>60</td>
</tr>
<tr>
<td>Strong</td>
<td>47</td>
</tr>
<tr>
<td>Magical</td>
<td>41</td>
</tr>
<tr>
<td>Creates Hope</td>
<td>28</td>
</tr>
<tr>
<td>Manipulative</td>
<td>27</td>
</tr>
<tr>
<td>Compassion</td>
<td>24</td>
</tr>
<tr>
<td>Skillful</td>
<td>24</td>
</tr>
<tr>
<td>Saint</td>
<td>24</td>
</tr>
<tr>
<td>Proud</td>
<td>16</td>
</tr>
<tr>
<td>Admirable</td>
<td>11</td>
</tr>
<tr>
<td>Commitment</td>
<td>11</td>
</tr>
<tr>
<td>Sacrificing</td>
<td>10</td>
</tr>
<tr>
<td>Rescuer</td>
<td>4</td>
</tr>
<tr>
<td>Courage</td>
<td>2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>529</strong></td>
</tr>
</tbody>
</table>
Table 12

Frequency Of Appearance Of Heroic Themes In U.S. News and World Report

<table>
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<tr>
<th>Heroic Theme</th>
<th>Frequency</th>
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<tbody>
<tr>
<td>Fighter</td>
<td>74</td>
</tr>
<tr>
<td>Authoritative</td>
<td>47</td>
</tr>
<tr>
<td>Tyrannical</td>
<td>32</td>
</tr>
<tr>
<td>Strong</td>
<td>31</td>
</tr>
<tr>
<td>Compassion</td>
<td>21</td>
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<tr>
<td>Magical</td>
<td>17</td>
</tr>
<tr>
<td>Creates Hope</td>
<td>16</td>
</tr>
<tr>
<td>Commitment</td>
<td>16</td>
</tr>
<tr>
<td>Manipulative</td>
<td>14</td>
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<tr>
<td>Saint</td>
<td>12</td>
</tr>
<tr>
<td>Proud</td>
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</tr>
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<td>Skillful</td>
<td>10</td>
</tr>
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<td>9</td>
</tr>
<tr>
<td>Rescuer</td>
<td>1</td>
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<tr>
<td>Sacrificing</td>
<td>0</td>
</tr>
<tr>
<td>Courage</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>312</strong></td>
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</table>

The "Lover" archetype was third on the heroic hierarchy in *Time, Newsweek*, and *U.S. News and World Report*. However, the only agreement in the magazines' coverage of the "Lover" subcategory occurred
in Jackson's low showing under "commitment." In this case, news stories usually questioned Jackson's "commitment" with bold headlines asking, "What does Jesse want?" However, in the "Lover" category, both Time and U.S. News and World Report gave Jackson high marks in demonstrating "compassion." And Newsweek gave Jackson even higher marks in the "magical" subcategory. On numerous occasions Newsweek referred to the "charismatic" and "mystical" style of Jackson and his 1988 campaign.

Overall, the "Savior" archetype was reported with less frequency than the "Warrior," "Ruler" or "Lover" archetypes. However, similar coverage trends of the "Savior" did occur in the magazines. For instance, Time, Newsweek, and U.S. News and World Report agreed in their portrayal of Jackson as a candidate who "creates hope" in others. However, Jackson received low marks as a "rescuer" in each of the magazines. Perhaps, this can be attributed to the fact that Jackson's 1988 bid for the Democratic nomination focused on slogans such as "Together We Can Make It," whereas, in 1984 Jackson's campaign focused on how Jackson would "Save America."

In addition, to the "Heroic" category, a "Nonheroic" category was included in the study. Assertions mentioning Jackson or the Jackson campaign
which could not be classified as "heroic" were placed in the "Nonheroic" category and identified as "favorable," "unfavorable" or "neutral" assertions towards Jackson and/or the Jackson campaign. In the "Nonheroic" category, similar reporting occurred in all three magazines--"unfavorable" assertions mentioning Jackson and/or the Jackson campaign received the least amount of coverage.

Both U.S. News and World Report and Time magazines gave Jesse Jackson high marks in the "neutral" section, followed next by the "favorable" subcategory. However, Newsweek had more "nonheroic" assertions in the "favorable" section than in its "neutral" subcategory. This high area of "favorable" reporting towards Jackson might have occurred because overall, Newsweek reported more "nonheroic" assertions than the other magazines at 283--compared to Time's coverage of 228 "nonheroic" assertions, and U.S. News and World Report with 183.

Implications of The Study

This study contributes to the body of knowledge which exists regarding "mythical themes" in the media. Not only were four "mythical archetypes" describing Jesse Jackson identified, but also examined was the portrayal of "mythical constructs" in national news
magazines during the 1988 presidential campaign. In addition, this study provides insight into (1) how "mythical images" provide political organizations opportunities to present audiences with an ideology or world view; in order to achieve certain objectives, and (2) how the creation of "mythical themes" could be utilized by media professionals striving to attract the largest possible audience.

Several groups of people and several disciplines can benefit from this study. For example, those studying communication theory could use these findings. Individuals may come to use "mythical themes" as formulas for short and long-term personal planning. These themes enable individuals to simplify their understanding of themselves and their lives so that they can analyze their experiences and achieve specific objectives. Also, an understanding of "mythical themes" can help individuals organize and make sense of life's problems and provide simple solutions to ambiguities that exist in their environment.

Those studying mass communications or political science can also benefit from this study. By understanding "mythical themes" and the various types of "mythical content" which are significant to them, media producers and campaign organizations could have specific knowledge regarding how to create effective
messages. These messages could be those which particular audiences (i.e., women, minorities, senior citizens, blue or white collar workers, etc.) could identify with and respond to favorably.

Also, the "mythical content" described in this study supports the claim regarding the power of the media in political campaigns as an "image maker." According to Patterson (1980), the print medium--newspapers and magazines--are considered to be more instrumental in the formation of "images." The reason, he posits, is that the print medium provides a reader with an opportunity to go back, immediately or later, and reread statements by or about a candidate, and thereby, reconsider what the person said. In fact, Patterson adds, the print medium has been found to be far more responsible for audiences' learning of substantive information than watching a newscast--the latter adds little to learning about policies.

This content analysis can also serve as the first step in studying the possible effects of mythical themes and images in the media on audiences. A survey analysis of magazine readers of Time, Newsweek, and U.S. News and World Report would seem a logical next step. In this sense, a survey should be conducted to determine whether media content influenced "audience perceptions" of Jackson during the 1988 presidential
campaign. Audience demographics (i.e., sex, age, race, educational background, occupation, etc.) should be examined to determine the type of portrayal perceived by particular types of audiences.

In addition, the author suggests a study of national "television," "radio," and "newspapers" coverage of Jackson during the 1988 presidential campaign. It would be useful to know whether all forms of the media portrayed Jackson as a "mythical hero." In fact, a study to compare "regional coverage" of Jackson's 1988 campaign by the media (focusing on the Northern, Southern, Eastern, and Western regions "mythical portrayals" of Jackson) would provide valuable information in understanding the media's role in political campaigns.

Also, a study of the black national media's coverage of Jackson during the 1988 campaign should be examined to determine if (1) Jackson was portrayed as a "mythical hero," (2) the type of "mythical themes" portrayed in their coverage, and (3) the extent to which the ideologies in the content reflect African American culture.

In addition, the author suggests a mythical theme analysis of the speeches of Jesse Jackson from the 1988 presidential campaign be conducted. This information would provide insight regarding the various "themes"
and "images" used by Jackson and communicated to his audiences in his bid for the Democratic nomination for president of the United States.

Researchers should also investigate the portrayal of prominent or controversial African American leaders in the media to determine the type of "mythical theme" projected in the content and how it compares with Jackson. In fact, a "mythical theme analysis" of all 1988 U.S. presidential candidates, should be studied to determine the type of coverage their campaign received by the national media.

Lastly, by examining the image of Jesse Jackson, in terms of "mythical themes," the general public can gain more insight into what has been coined, "The Jesse Jackson Phenomenon." Current research which looks at the success of Jackson as America's black leader, has focused primarily on his "personality," "philosophy," and his "political base" in the black community. However information provided in this study suggest that the Jackson "phenomenon" could also be attributed to his portrayal by the media as a "mythical hero."

Overall, to be regarded as a mythical hero by the media, regardless of the type ("Warrior," "Lover," "Savior," or "Ruler") means power. This fact was clearly demonstrated by Jesse Jackson in his bid for
the 1988 Democratic nomination for president of the United States. For who would have thought that a small town, black, country preacher would win thirteen primaries and caucus races, placed either first or second in forty-six of the primaries and caucus races, and win a total of 1,200 delegates with nearly seven million people voting for him across the country (against Dukakis's nearly ten million) during the 1988 United States presidential campaign (Colton 1989, p. 240).

Conclusion

Myths explain the world, guide individual development, provide social direction, and address spiritual longings. A well-articulated, carefully examined mythology is one of the most effective devices available for understanding and encountering a world in constant turmoil. Realizing this fact, campaign organizations seek to communicate a unique "mythical theme" or "message" to the media.

For example, in most instances, audiences develop images of candidates from news coverage. In Denton and Hahn's (1986) study of presidential campaigns, they found that melodramatic images of victims, villains, and heroes were common. In fact, the themes used to outline many news stories were identified as constant:
triumph of the individual over adversity, justice winning over evil, redemption of the individual through reform, and rewarding of valor or heroism. Patterson (1980) states, that this "message" or "theme" is simultaneously intended to attract political support and differentiate the candidate from his/her opponent.

Explanations regarding the success of the Jackson’s campaign have been expressed by numerous authors. White (1990) suggests, that Jackson’s accomplishment as a national leader can be attributed to his "political base" in the black community. Hatch (1986) posits, that it was the "philosophy" of Jackson that made him appealing to audiences nationwide. Barker (1988), describes how Jackson’s success grew as he moved from being a "civil rights leader" to a "political leader." Colton (1989) and Reynolds (1975) argue, that the success of Jackson is due to his dynamic "personality"—his photogenic appeals, magnetic charisma, and his electrifying oratory.

However, the findings in this study reveal that in addition to Jackson’s "philosophy," "political base" and "personality," another variable was found as a contributor to the "Jackson Phenomenon"—his portrayal by the media as a "mythical hero." Overall, Time, Newsweek, and U.S. News and World Report’s coverage of the Jackson campaign was comprised of "mythical
themes" and "images; which portrayed Jackson as a "mythical hero."

Significance of the Study

While Jesse Jackson was portrayed as a mythical hero during the 1988 presidential campaign, such a phenomenon could not have occurred without the support of the media. In this context, the data reveals that Jackson created the "mythical theme" while the media responded as "storytellers" to the masses.

Jackson was unusually adept in describing himself as a "mythical hero" and the media followed suit. Based on this persona, Jackson was able to capture endorsements across class and racial lines. For example, during the 1984 presidential campaign, the media portrayed Jackson as a "significant candidate" with limited potentials (Broh, 1987). However by 1988, the probability of his success as a presidential contender was increased when the media covered Jackson as a "significant nominee;" drawing supporting from a diverse population of Americans.

This Jackson "phenomenon" has significant implications for African American leaders. This study not only demonstrates the power of the media as an "image maker," but more importantly the necessity of African American leaders to embody mythical archetypes
for persuasive communication.

In this context, the responsibilities of upholding the "mythical hero" personification should not be the sole responsibility of Jackson. Rather, African American institutions, organizations, and community leaders, should be called upon to provide the "required" leadership skills deemed necessary within their communities. As a result, African American communities may look to local-based leaders who are "Warriors," "Lovers," "Saviors" and "Rulers." In other words, "Mythical Heroes" are within our reach and dwell within each and every one of us. This study demonstrates that by understanding the principles that govern a society, culture, or community's underlying mythology, individuals can learn to influence patterns in their lives that once seemed predetermined or unattainable.
LIST OF REFERENCES


APPENDIX A

DATA COLLECTION SUMMARY

TIME, NEWSWEEK, AND U.S. NEWS AND WORLD REPORT
**Time, Newsweek, and U.S. News and World Report**

January 1 to December 31, 1988

Articles: 184

### HEROIC

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<td>4. Manipulative</td>
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**Total**: 1406 = 100%

### NONHEROIC

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<tbody>
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<td></td>
<td>261</td>
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**Total**: 694

**Total Assertions**: 2100
APPENDIX B
DATA COLLECTION MATERIALS
TIME, NEWSWEEK, AND U.S. NEWS AND WORLD REPORT
## Time, Newsweek, and U.S. News and World Report
January/1988
Articles: 12

### HEROIC

#### A. WARRIOR
1. Courage........................................... 0
2. Strength......................................... 1
3. Admirable........................................ 0
4. Fighter.......................................... 9
**Subtotal** ........................................ 10 = 31%

#### B. LOVER
1. Commitment....................................... 0
2. Compassion...................................... 1
3. Skillful......................................... 2
4. Magical.......................................... 2
**Subtotal** ........................................ 5 = 16%

#### C. SAVIOR
1. Rescuer.......................................... 0
2. Saint............................................ 2
3. Creates Hope.................................... 0
4. Sacrificing...................................... 0
**Subtotal** ........................................ 2 = 6%

#### D. RULER
1. Proud............................................. 2
2. Authoritative................................... 5
3. Tyrannical...................................... 6
4. Manipulative................................... 2
**Subtotal** ........................................ 15 = 47%

**Total** ............................................ 32 = 100%

### NONHEROIC

#### A. FAVORABLE.................................... 4
#### B. UNFAVORABLE................................. 3
#### C. NEUTRAL...................................... 5

**Total** ............................................ 12

**Total Assertions** ......................... 44
**Time, Newsweek, and U.S. News and World Report**
February/1988
Articles: 21

**HEROIC**

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<td>3. Admirable</td>
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<td>4. Fighter</td>
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Total........................................39 = 100%

**NONHEROIC**

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Total Assertions............................68
Time, Newsweek, and U.S. News and World Report
March/1988
Articles: 25

HEROIC

A. WARRIOR
1. Courage..............................1
2. Strength................................27
3. Admirable.............................6
4. Fighter..............................55
Subtotal................................89 = 35%

B. LOVER
1. Commitment...........................3
2. Compassion..........................23
3. Skillful............................15
4. Magical............................19
Subtotal................................60 = 23%

C. SAVIOR
1. Rescuer..............................2
2. Saint.................................8
3. Creates Hope........................16
4. Sacrificing...........................7
Subtotal................................33 = 13%

D. RULER
1. Proud................................9
2. Authoritative.......................23
3. Tyrannical..........................26
4. Manipulative........................18
Subtotal................................76 = 29%

Total....................................258 = 100%

NONHEROIC

A. FAVORABLE...............................63
B. UNFAVORABLE.............................33
C. NEUTRAL.................................41

Total....................................137

Total Assertions........................395
**Time, Newsweek, and U.S. News and World Report**
*April/1988*
*Articles: 20*

### HEROIC

**A. WARRIOR**
1. Courage ........................................ 0
2. Strength .......................................... 26
3. Admirable .......................................... 7
4. Fighter ........................................... 115

**Subtotal** ........................................ 148 = 42%

**B. LOVER**
1. Commitment ....................................... 6
2. Compassion ........................................ 20
3. Skillful ........................................... 17
4. Magical ............................................ 33

**Subtotal** ........................................ 76 = 22%

**C. SAVIOR**
1. Rescuer ........................................... 2
2. Saint ............................................... 17
3. Creates Hope ....................................... 13
4. Sacrificing ........................................ 1

**Subtotal** ........................................ 33 = 10%

**D. RULER**
1. Proud ............................................... 5
2. Authoritative ....................................... 36
3. Tyrannical ......................................... 43
4. Manipulative ....................................... 8

**Subtotal** ........................................ 92 = 26%

**Total** ........................................... 349 = 100%

### NONHEROIC

**A. FAVORABLE** ..................................... 59
**B. UNFAVORABLE** ................................... 51
**C. NEUTRAL** ....................................... 69

**Total** ........................................... 179

**Total Assertions** ................................. 528
### HEROIC

**A. WARRIOR**

1. Courage ................................ 2
2. Strength ................................ 15
3. Admirable .............................. 1
4. Fighter ................................. 46

Subtotal .................................. 64 = 42%

**B. LOVER**

1. Commitment .............................. 1
2. Compassion ............................. 13
3. Skillful ................................ 10
4. Magical ................................ 8

Subtotal .................................. 32 = 21%

**C. SAVIOR**

1. Rescuer ................................ 0
2. Saint .................................. 9
3. Creates Hope ........................... 8
4. Sacrificing ............................. 1

Subtotal .................................. 18 = 12%

**D. RULER**

1. Proud .................................. 6
2. Authoritative ........................... 16
3. Tyrannical .............................. 11
4. Manipulative ........................... 6

Subtotal .................................. 39 = 25%

**Total** ................................ 153 = 100%

### NONHEROIC

**A. FAVORABLE** ................................ 20

**B. UNFAVORABLE** .......................... 17

**C. NEUTRAL** ............................... 27

**Total** ................................ 64

**Total Assertions** ....................... 217
**Time, Newsweek, and U.S. News and World Report**
June/1988
Articles: 15

**HEROIC**

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<tr>
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HEROIC

A. WARRIOR
   1. Courage.................................. 0
   2. Strength.................................. 10
   3. Admirable.................................. 4
   4. Fighter.................................... 20
Subtotal........................................... 34 = 28%

B. LOVER
   1. Commitment................................. 3
   2. Compassion.................................. 3
   3. Skillful..................................... 6
   4. Magical..................................... 3
Subtotal........................................... 15 = 12%

C. SAVIOR
   1. Rescuer...................................... 1
   2. Saint...................................... 2
   3. Creates Hope............................... 8
   4. Sacrificing.................................. 2
Subtotal........................................... 13 = 11%

D. RULER
   1. Proud........................................ 8
   2. Authoritative............................... 21
   3. Tyrannical................................. 22
   4. Manipulative............................... 9
Subtotal........................................... 60 = 49%

Total.............................................. 122 = 100%

NONHEROIC

A. FAVORABLE.................................... 21
B. UNFAVORABLE................................. 8
C. NEUTRAL...................................... 22

Total.............................................. 51

Total Assertions............................ 173
**Time, Newsweek, and U.S. News and World Report**

August/1988

Articles: 19

**HEROIC**

A. WARRIOR
   1. Courage..............................0
   2. Strength.............................5
   3. Admirable............................5
   4. Fighter.............................19
   Subtotal...................................29 = 24%

B. LOVER
   1. Commitment...........................6
   2. Compassion...........................6
   3. Skillful.............................4
   4. Magical..............................6
   Subtotal...................................22 = 18%

C. SAVIOR
   1. Rescuer..............................1
   2. Saint................................11
   3. Creates Hope........................11
   4. Sacrificing...........................1
   Subtotal...................................24 = 20%

D. RULER
   1. Proud................................3
   2. Authoritative.......................20
   3. Tyrannical...........................16
   4. Manipulative.........................7
   Subtotal...................................46 = 38%

**Total......................................121 = 100%**

**NONHEROIC**

A. FAVORABLE...............................21
B. UNFAVORABLE.............................17
C. NEUTRAL.................................27

**Total......................................65**

**Total Assertions..........................186**
**Time, Newsweek, and U.S. News and World Report**
September/1988
Articles: 3

### HEROIC

**A. WARRIOR**
1. Courage.................................. 0
2. Strength.................................. 0
3. Admirable.................................. 0
4. Fighter.................................. 0
Subtotal.................................. 0 = 0%

**B. LOVER**
1. Commitment............................. 0
2. Compassion............................. 0
3. Skillful.................................. 0
4. Magical.................................. 0
Subtotal.................................. 0 = 0%

**C. SAVIOR**
1. Rescuer.................................. 0
2. Saint.................................... 0
3. Creates Hope............................ 1
4. Sacrificing................................ 0
Subtotal.................................. 0 = 33%

**D. RULER**
1. Proud.................................... 1
2. Authoritative............................ 0
3. Tyrannical............................... 0
4. Manipulative............................. 1
Subtotal.................................. 2 = 67%

Total..................................... 3 = 100%

### NONHEROIC

**A. FAVORABLE**.......................... 1
**B. UNFAVORABLE**........................ 0
**C. NEUTRAL**.............................. 1

Total..................................... 2

Total Assertions......................... 5
Time, Newsweek, and U.S. News and World Report
October/1988
Articles: 9

HEROIC

A. WARRIOR
   1. Courage........................................... 0
   2. Strength.......................................... 1
   3. Admirable........................................ 1
   4. Fighter........................................... 4
Subtotal............................................. 6 = 50%

B. LOVER
   1. Commitment........................................ 1
   2. Compassion....................................... 0
   3. Skillful........................................... 0
   4. Magical........................................... 1
Subtotal............................................. 2 = 17%

C. SAVIOR
   1. Rescuer.......................................... 0
   2. Saint............................................. 0
   3. Creates Hope.................................... 0
   4. Sacrificing...................................... 0
Subtotal............................................. 0 = 0%

D. RULER
   1. Proud............................................. 0
   2. Authoritative.................................... 3
   3. Tyrannical....................................... 1
   4. Manipulative.................................... 0
Subtotal............................................. 4 = 33%

Total................................................. 12 = 100%

NONHEROIC

A. FAVORABLE........................................... 4
B. UNFAVORABLE........................................ 2
C. NEUTRAL............................................. 9

Total................................................. 15

Total Assertions...................................... 27
**Time, Newsweek, and U.S. News and World Report**
November/1988
Articles: 19

**HEROIC**

**A. WARRIOR**
1. Courage.................................................0
2. Strength...............................................16
3. Admirable...............................................3
4. Fighter.................................................36
Subtotal..................................................55 = 38%

**B. LOVER**
1. Commitment.............................................8
2. Compassion..............................................8
3. Skillful...............................................16
4. Magical..................................................7
Subtotal..................................................27 = 19%

**C. SAVIOR**
1. Rescuer................................................0
2. Saint...................................................6
3. Creates Hope..........................................10
4. Sacrificing.............................................1
Subtotal..................................................17 = 12%

**D. RULER**
1. Proud..................................................5
2. Authoritative.........................................17
3. Tyrannical..............................................18
4. Manipulative..........................................18
Subtotal..................................................44 = 31%

**Total..................................................143 = 100%**

**NONHEROIC**

**A. FAVORABLE...........................................25**
**B. UNFAVORABLE.........................................25**
**C. NEUTRAL...............................................32**

**Total..................................................82**

**Total Assertions......................................225**
Time, Newsweek, and U.S. News and World Report
December/1988
Articles: 5

HEROIC

A. WARRIOR
   1. Courage..............................0
   2. Strength..............................2
   3. Admirable............................1
   4. Fighter..............................5
Subtotal................................8 = 35%

B. LOVER
   1. Commitment...........................1
   2. Compassion...........................0
   3. Skillful.............................2
   4. Magical..............................1
Subtotal................................4 = 17%

C. SAVIOR
   1. Rescuer..............................0
   2. Saint.................................0
   3. Creates Hope.........................2
   4. Sacrificing...........................1
Subtotal................................3 = 13%

D. RULER
   1. Proud................................0
   2. Authoritative........................6
   3. Tyrannical...........................2
   4. Manipulative.........................0
Subtotal................................8 = 35%

Total....................................23 = 100%

NONHEROIC

A. FAVORABLE.............................3
B. UNFAVORABLE...........................4
C. NEUTRAL.................................1

Total.....................................8

Total Assertions.........................31
APPENDIX C

DATA COLLECTION SUMMARY

TIME MAGAZINE
Time: January 1 to December 31, 1988
Articles: 51

**HEROIC**

A. **WARRIOR**
   1. Courage..........................1
   2. Strength..........................45
   3. Admirable........................14
   4. Fighter..........................145
Subtotal...........................................205 = 36%

B. **LOVER**
   1. Commitment........................13
   2. Compassion........................42
   3. Skillful...........................38
   4. Magical...........................30
Subtotal...........................................123 = 22%

C. **SAVIOR**
   1. Rescuer...........................1
   2. Saint................................23
   3. Creates Hope......................26
   4. Sacrificing........................4
Subtotal...........................................54 = 10%

D. **RULER**
   1. Proud...............................17
   2. Authoritative......................66
   3. Tyrannical.........................76
   4. Manipulative.......................24
Subtotal...........................................183 = 32%

Total...........................................565 = 100%

**NONHEROIC**

A. **FAVORABLE**..........................75
B. **UNFAVORABLE**......................64
C. **NEUTRAL**............................89

Total...........................................228

Total Assertions............................793
APPENDIX D

DATA COLLECTION MATERIALS

TIME MAGAZINE

124
Time: January/1988
Articles: 5

HEROIC

A. WARRIOR
   1. Courage.............................................. 0
   2. Strength............................................. 0
   3. Admirable........................................... 0
   4. Fighter............................................... 6
   Subtotal.............................................. 6 = 30%

B. LOVER
   1. Commitment.......................................... 0
   2. Compassion.......................................... 0
   3. Skillful.............................................. 1
   4. Magical............................................... 1
   Subtotal............................................... 2 = 10%

C. SAVIOR
   1. Rescuer.............................................. 0
   2. Saint............................................... 2
   3. Creates Hope....................................... 0
   4. Sacrificing......................................... 0
   Subtotal............................................... 2 = 10%

D. RULER
   1. Proud................................................. 2
   2. Authoritative...................................... 3
   3. Tyrannical......................................... 4
   4. Manipulative...................................... 1
   Subtotal................................................ 10 = 50%

Total................................................. 20 = 100%

NONHEROIC

A. FAVORABLE........................................... 2
B. UNFAVORABLE........................................ 2
C. NEUTRAL............................................. 1

Total..................................................... 5

Total Assertions..................................... 25
Time: February/1988
Articles: 5

### HEROIC

#### A. WARRIOR
1. Courage..............................0
2. Strength..............................1
3. Admirable............................2
4. Fighter..............................2
Subtotal......................................5 = 42%

#### B. LOVER
1. Commitment...........................1
2. Compassion...........................1
3. Skillful.............................0
4. Magical..............................0
Subtotal......................................2 = 17%

#### C. SAVIOR
1. Rescuer..............................0
2. Saint.................................1
3. Creates Hope.........................0
4. Sacrificing.........................0
Subtotal......................................1 = 8%

#### D. RULER
1. Proud................................0
2. Authoritative........................1
3. Tyrannical............................2
4. Manipulative.........................1
Subtotal......................................4 = 33%

Total........................................12 = 100%

### NONHEROIC

#### A. FAVORABLE..........................3
#### B. UNFAVORABLE..........................0
#### C. NEUTRAL...........................1

Total........................................4

Total Assertions..........................16
Time: March/1988
Articles: 7

HEROIC

A. WARRIOR
   1. Courage..............................1
   2. Strength.............................9
   3. Admirable............................2
   4. Fighter.............................19

Subtotal ..................................31 = 33%

B. LOVER
   1. Commitment...........................2
   2. Compassion..........................14
   3. Skillful.............................7
   4. Magical..............................4

Subtotal ..................................27 = 29%

C. SAVIOR
   1. Rescuer..............................0
   2. Saint................................2
   3. Creates Hope.........................5
   4. Sacrificing...........................3

Subtotal ..................................10 = 11%

D. RULER
   1. Proud................................3
   2. Authoritative........................7
   3. Tyrannical...........................8
   4. Manipulative........................7

Subtotal ..................................25

Total .......................................93

NONHEROIC

A. FAVORABLE...............................21
B. UNFAVORABLE.............................16
C. NEUTRAL.................................12

Total.......................................49

Total Assertions..........................142
Time: April/1988
Articles: 5

HEROIC

A. WARRIOR
1. Courage..............................0
2. Strength.............................11
3. Admirable............................2
4. Fighter.............................56
Subtotal................................69 = 45%

B. LOVER
1. Commitment...........................3
2. Compassion...........................8
3. Skillful.............................10
4. Magical.............................14
Subtotal................................35 = 23%

C. SAVIOR
1. Rescuer..............................0
2. Saint................................6
3. Creates Hope.........................5
4. Sacrificing..........................0
Subtotal................................11

D. RULER
1. Proud................................2
2. Authoritative.......................14
3. Tyrannical.........................20
4. Manipulative.........................3
Subtotal................................39

Total....................................154

NONHEROIC

A. FAVORABLE.............................19
B. UNFAVORABLE...........................20
C. NEUTRAL...............................28

Total....................................67

Total Assertions......................221
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**HEROIC**

A. **WARRIOR**
   1. Courage ....................... 0
   2. Strength ....................... 7
   3. Admirable ..................... 0
   4. Fighter ....................... 22
   **Subtotal** ..................... **29** = 40%

B. **LOVER**
   1. Commitment .................... 0
   2. Compassion .................... 7
   3. Skillful ....................... 8
   4. Magical ....................... 3
   **Subtotal** ..................... **18** = 24%

C. **SAVIOR**
   1. Rescuer ....................... 0
   2. Saint ........................ 3
   3. Creates Hope .................. 3
   4. Sacrificing ................... 0
   **Subtotal** ..................... **6** = 8%

D. **RULER**
   1. Proud ........................ 3
   2. Authoritative ................ 8
   3. Tyrannical .................... 8
   4. Manipulative ................ 2
   **Subtotal** ..................... **21**

**Total** ......................... **74** = 100%

**NONHEROIC**

A. **FAVORABLE** ................... 6
B. **UNFAVORABLE** ................ 3
C. **NEUTRAL** ..................... 11

**Total** .......................... **20**

**Total Assertions** ............... **94**
Time: June/1988
Articles: 4

HEROIC

A. WARRIOR
   1. Courage..............................0
   2. Strength..............................6
   3. Admirable.............................1
   4. Fighter..............................12
Subtotal....................................19 = 33%

B. LOVER
   1. Commitment...........................3
   2. Compassion...........................4
   3. Skillful..............................5
   4. Magical...............................3
Subtotal....................................15 = 26%

C. SAVIOR
   1. Rescuer..............................0
   2. Saint.................................2
   3. Creates Hope..........................0
   4. Sacrificing............................0
Subtotal....................................2 = 4%

D. RULER
   1. Proud..................................0
   2. Authoritative........................9
   3. Tyrannical..........................10
   4. Manipulative........................2
Subtotal....................................21 = 37%

Total........................................57 = 100%

NONHEROIC

A. FAVORABLE................................6
B. UNFAVORABLE..............................5
C. NEUTRAL..................................6

Total.......................................17

Total Assertions............................74
Time: July/1988
Articles: 3

HEROIC

A. WARRIOR
   1. Courage..............................0
   2. Strength..............................6
   3. Admirable............................0
   4. Fighter..............................9
Subtotal..................................15 = 29%

B. LOVER
   1. Commitment...........................0
   2. Compassion...........................0
   3. Skillful.............................4
   4. Magical..............................2
Subtotal..................................6 = 11%

C. SAVIOR
   1. Rescuer..............................0
   2. Saint.................................0
   3. Creates Hope.........................3
   4. Sacrificing............................0
Subtotal..................................3 = 6%

D. RULER
   1. Proud.................................2
   2. Authoritative.......................12
   3. Tyrannical............................10
   4. Manipulative.........................4
Subtotal..................................28 = 54%

Total.....................................52 = 69%

NONHEROIC

A. FAVORABLE..............................7
B. UNFAVORABLE............................4
C. NEUTRAL.................................6

Total.....................................17

Total Assertions..........................69
Time: August/1988
Articles: 5

**HEROIC**

A. **WARRIOR**
   1. Courage..............................0
   2. Strength..............................1
   3. Admirable............................5
   4. Fighter..............................9

Subtotal .....................................15 = 25%

B. **LOVER**
   1. Commitment...........................3
   2. Compassion...........................5
   3. Skillful..............................1
   4. Magical..............................2

Subtotal .....................................11 = 18%

C. **SAVIOR**
   1. Rescuer..............................1
   2. Saint.................................5
   3. Creates Hope.........................8
   4. Sacrificing...........................1

Subtotal .....................................15 = 25%

D. **RULER**
   1. Proud.................................1
   2. Authoritative........................7
   3. Tyrannical...........................8
   4. Manipulative.........................3

Subtotal .....................................19 = 32%

Total .......................................60 = 100%

**NONHEROIC**

A. **FAVORABLE**..............................9
B. **UNFAVORABLE**............................5
C. **NEUTRAL**..............................17

Total........................................31

Total Assertions..........................91
**Time:** September/1988  
**Articles:** 2

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**Total**...............................2 = 100%

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<td><strong>C. NEUTRAL</strong></td>
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Total....................................1

**Total Assertions**........................3
Time: October/1988
Articles: 1

**HEROIC**

A. WARRIOR
1. Courage...............................0
2. Strength..............................0
3. Admirable.............................1
4. Fighter...............................0
Subtotal......................................1 = 100%

B. LOVER
1. Commitment...........................0
2. Compassion...........................0
3. Skillful..............................0
4. Magical...............................0
Subtotal......................................0 = 0%

C. SAVIOR
1. Rescuer...............................0
2. Saint.................................0
3. Creates Hope.........................0
4. Sacrificing.........................0
Subtotal......................................0 = 0%

D. RULER
1. Proud.................................0
2. Authoritative........................0
3. Tyrannical...........................0
4. Manipulative.........................0
Subtotal......................................0 = 0%

Total.........................................1 = 100%

**NONHEROIC**

A. FAVORABLE.................................0
B. UNFAVORABLE...............................0
C. NEUTRAL...................................0

Total.........................................0

Total Assertions.............................1
Time: November/1988
Articles: 5

HEROIC

A. WARRIOR
   1. Courage..............................0
   2. Strength.............................4
   3. Admirable............................1
   4. Fighter.............................10
   Subtotal....................................15 = 38%

B. LOVER
   1. Commitment...........................1
   2. Compassion...........................3
   3. Skillful.............................2
   4. Magical..............................1
   Subtotal......................................7 = 18%

C. SAVIOR
   1. Rescuer..............................0
   2. Saint.................................2
   3. Creates Hope.........................1
   4. Sacrificing............................0
   Subtotal......................................3 = 8%

D. RULER
   1. Proud.................................3
   2. Authoritative........................5
   3. Tyrannical...........................6
   4. Manipulative..........................0
   Subtotal.....................................14 = 36%

Total........................................39 = 100%

NONHEROIC

A. FAVORABLE.................................2
B. UNFAVORABLE..............................9
C. NEUTRAL.................................6

Total........................................17

Total Assertions..........................56
Time: December/1988
Articles: 1

HEROIC

A. WARRIOR
1. Courage.................. 0
2. Strength.................. 0
3. Admirable.................. 0
4. Fighter.................. 0
Subtotal.......................... 0 = 0%

B. LOVER
1. Commitment.................. 0
2. Compassion.................. 0
3. Skillful.................. 0
4. Magical.................. 0
Subtotal.......................... 0 = 0%

C. SAVIOR
1. Rescuer.................. 0
2. Saint.................. 0
3. Creates Hope.................. 1
4. Sacrificing.................. 0
Subtotal.......................... 1 = 100%

D. RULER
1. Proud.................. 0
2. Authoritative.................. 0
3. Tyrannical.................. 0
4. Manipulative.................. 0
Subtotal.......................... 0 = 0%

Total.................................. 1

NONHEROIC

A. FAVORABLE.......................... 0
B. UNFAVORABLE.......................... 0
C. NEUTRAL.......................... 0

Total.................................. 0

Total Assertions.......................... 1
APPENDIX E
DATA COLLECTION SUMMARY
NEWSWEEK MAGAZINE
**Newsweek: January 1 to December 31, 1988**

**Articles:** 76

### HEROIC

#### A. WARRIOR
1. Courage: 2
2. Strength: 47
3. Admirable: 11
4. Fighter: 139
Subtotal: 199 = 38%

#### B. LOVER
1. Commitment: 11
2. Compassion: 24
3. Skillful: 24
4. Magical: 41
Subtotal: 100 = 19%

#### C. SAVIOR
1. Rescuer: 4
2. Saint: 24
3. Creates Hope: 28
4. Sacrificing: 10
Subtotal: 66 = 12%

#### D. RULER
1. Proud: 16
2. Authoritative: 61
3. Tyrannical: 60
4. Manipulative: 27
Subtotal: 164 = 31%

Total: 529 = 100%

### NONHEROIC

#### A. FAVORABLE
1. 118

#### B. UNFAVORABLE
1. 61

#### C. NEUTRAL
1. 104

Total: 283

Total Assertions: 812
APPENDIX F
DATA COLLECTION MATERIALS
NEWSWEEK MAGAZINE
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<td>2. Saint</td>
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<td>3. Creates Hope</td>
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### HEROIC

**A. WARRIOR**
1. Courage........................................0
2. Strength........................................2
3. Admirable......................................0
4. Fighter.........................................5

Subtotal........................................7 = 70%

**B. LOVER**
1. Commitment.....................................0
2. Compassion.....................................1
3. Skillful.........................................2
4. Magical.........................................0

Subtotal........................................3 = 30%

**C. SAVIOR**
1. Rescuer........................................0
2. Saint..........................................0
3. Creates Hope...................................0
4. Sacrificing.....................................0

Subtotal........................................0 = 0%

**D. RULER**
1. Proud...........................................0
2. Authoritative...................................0
3. Tyrannical.....................................0
4. Manipulative...................................0

Subtotal........................................0 = 0%

**Total........................................10 = 100%**

### NONHEROIC

**A. FAVORABLE..................................8**

**B. UNFAVORABLE..................................2**

**C. NEUTRAL......................................4**

**Total........................................14**

**Total Assertions..............................24**
Newsweek: March/1988
Articles: 12

HEROIC

A. WARRIOR
   1. Courage.................................0
   2. Strength...............................11
   3. Admirable..............................2
   4. Fighter..................................24
   Subtotal..................................37 = 34%

B. LOVER
   1. Commitment............................0
   2. Compassion............................4
   3. Skillful................................7
   4. Magical.................................12
   Subtotal..................................23 = 21%

C. SAVIOR
   1. Rescuer.................................1
   2. Saint...................................5
   3. Creates Hope...........................7
   4. Sacrificing.............................4
   Subtotal..................................17 = 16%

D. RULER
   1. Proud...................................5
   2. Authoritative..........................9
   3. Tyrannical..............................13
   4. Manipulative...........................4
   Subtotal..................................31 = 29%

Total......................................108 = 100%

NONHEROIC

A. FAVORABLE..............................22
B. UNFAVORABLE............................12
C. NEUTRAL.................................22

Total......................................56

Total Assertions..........................164
Newsweek: April/1988
Articles: 8

HEROIC

A. WARRIOR
   1. Courage ................................... 0
   2. Strength ................................... 10
   3. Admirable ................................... 3
   4. Fighter .................................... 38
Subtotal ........................................... 51 = 39%

B. LOVER
   1. Commitment ................................ 2
   2. Compassion ................................ 8
   3. Skillful .................................... 5
   4. Magical .................................... 16
Subtotal ........................................... 31 = 23%

C. SAVIOR
   1. Rescuer .................................... 2
   2. Saint ....................................... 7
   3. Creates Hope ............................... 6
   4. Sacrificing ................................ 1
Subtotal ........................................... 16 = 12%

D. RULER
   1. Proud ....................................... 1
   2. Authoritative .............................. 14
   3. Tyrannical ................................. 14
   4. Manipulative .............................. 5
Subtotal ........................................... 34 = 26%

Total ............................................... 132 = 100%

NONHEROIC

A. FAVORABLE ..................................... 30
B. UNFAVORABLE ................................. 17
C. NEUTRAL ..................................... 23

Total ............................................... 70

Total Assertions .............................. 202
Newsweek:  May/1988
Articles:  7

HEROIC

A. WARRIOR
   1. Courage..................................2
   2. Strength.................................8
   3. Admirable................................0
   4. Fighter...................................21
Subtotal......................................31 = 52%

B. LOVER
   1. Commitment...............................0
   2. Compassion................................2
   3. Skillful...................................0
   4. Magical...................................4
Subtotal......................................6 = 10%

C. SAVIOR
   1. Rescuer..................................0
   2. Saint.....................................4
   3. Creates Hope.............................3
   4. Sacrificing...............................1
Subtotal......................................8 = 13%

D. RULER
   1. Proud....................................2
   2. Authoritative.............................6
   3. Tyrannical................................3
   4. Manipulative.............................4
Subtotal......................................15

Total........................................60

NONHEROIC

A. FAVORABLE................................11
B. UNFAVORABLE...............................8
C. NEUTRAL..................................13

Total.........................................32

Total Assertions............................92
**HEROIC**

**A. WARRIOR**
1. Courage..............................0
2. Strength..............................1
3. Admirable............................2
4. Fighter..............................9
Subtotal....................................12 = 43%

**B. LOVER**
1. Commitment...........................1
2. Compassion...........................1
3. Skillful..............................1
4. Magical...............................1
Subtotal.....................................4 = 14%

**C. SAVIOR**
1. Rescuer..............................0
2. Saint.................................0
3. Creates Hope.........................0
4. Sacrificing...........................0
Subtotal.....................................0 = 0%

**D. RULER**
1. Proud.................................1
2. Authoritative........................4
3. Tyrannical...........................5
4. Manipulative........................2
Subtotal....................................12 = 43%

Total.......................................28 = 100%

**NONHEROIC**

**A. FAVORABLE**..............................4

**B. UNFAVORABLE**...........................1

**C. NEUTRAL**...............................0

Total.......................................5

Total Assertions..........................33
**Newsweek:** July/1988  
**Articles:** 7

### HEROIC

#### WARRIOR
1. Courage: 0  
2. Strength: 3  
3. Admirable: 2  
4. Fighter: 4  
**Subtotal:** 9 = 22%

#### LOVER
1. Commitment: 1  
2. Compassion: 2  
3. Skillful: 2  
4. Magical: 1  
**Subtotal:** 6 = 15%

#### SAVIOR
1. Rescuer: 1  
2. Saint: 2  
3. Creates Hope: 4  
4. Sacrificing: 2  
**Subtotal:** 9 = 22%

#### RULER
1. Proud: 3  
2. Authoritative: 4  
3. Tyrannical: 6  
4. Manipulative: 4  
**Subtotal:** 17 = 41%

**Total:** 41 = 100%

### NONHEROIC

#### FAVORABLE

#### UNFAVORABLE

#### NEUTRAL

**Total:** 21

**Total Assertions:** 62
**Heroic**

**WARRIOR**
1. Courage: 0
2. Strength: 0
3. Admirable: 0
4. Fighter: 5
Subtotal: 5 = 17%

**LOVER**
1. Commitment: 0
2. Compassion: 0
3. Skillful: 3
4. Magical: 0
Subtotal: 3 = 10%

**SAVIOR**
1. Rescuer: 0
2. Saint: 4
3. Creates Hope: 2
4. Sacrificing: 0
Subtotal: 6 = 20%

**RULER**
1. Proud: 2
2. Authoritative: 7
3. Tyrannical: 4
4. Manipulative: 3
Subtotal: 16 = 53%

Total: 30 = 100%

**Nonheroic**

**FAVORABLE**: 7
**UNFAVORABLE**: 3
**NEUTRAL**: 5

Total: 15

Total Assertions: 45
**HEROIC**

A. WARRIOR
   1. Courage............................. 0
   2. Strength............................ 0
   3. Admirable.......................... 0
   4. Fighter............................ 0
   Subtotal.............................. 0 = 0%

B. LOVER
   1. Commitment.......................... 0
   2. Compassion.......................... 0
   3. Skillful............................ 0
   4. Magical............................. 0
   Subtotal............................... 0 = 0%

C. SAVIOR
   1. Rescuer............................. 0
   2. Saint............................... 0
   3. Creates Hope........................ 1
   4. Sacrificing.......................... 0
   Subtotal............................... 1 = 100%

D. RULER
   1. Proud................................ 0
   2. Authoritative....................... 0
   3. Tyrannical.......................... 0
   4. Manipulative........................ 0
   Subtotal............................... 0 = 0%

Total.................................. 1 = 100%

**NONHEROIC**

A. FAVORABLE............................. 1
B. UNFAVORABLE.......................... 0
C. NEUTRAL............................... 0

Total.................................. 1

Total Assertions........................ 2
A. WARRIOR
1. Courage..............................0
2. Strength..............................1
3. Admirable............................0
4. Fighter..............................3
Subtotal........................................4 = 50%

B. LOVER
1. Commitment...........................1
2. Compassion...........................0
3. Skillful...............................0
4. Magical...............................1
Subtotal........................................2 = 25%

C. SAVIOR
1. Rescuer..............................0
2. Saint.................................0
3. Creates Hope.........................0
4. Sacrificing...........................0
Subtotal........................................0 = 0%

D. RULER
1. Proud................................0
2. Authoritative........................1
3. Tyrannical............................1
4. Manipulative..........................0
Subtotal........................................2 = 25%

Total...........................................8 = 100%

NONHEROIC
A. FAVORABLE................................2
B. UNFAVORABLE............................2
C. NEUTRAL....................................3

Total...........................................7

Total Assertions..........................15
Newsweek: November/1988
Articles: 10

HEROIC

A. WARRIOR
1. Courage                        0
2. Strength                       10
3. Admirable                      2
4. Fighter                        24
Subtotal                          36 = 41%

B. LOVER
1. Commitment                     6
2. Compassion                     5
3. Skillful                       2
4. Magical                        5
Subtotal                          18 = 20%

C. SAVIOR
1. Rescuer                        0
2. Saint                          2
3. Creates Hope                   5
4. Sacrificing                    1
Subtotal                          8  =  9%

D. RULER
1. Proud                          2
2. Authoritative                  9
3. Tyrannical                     11
4. Manipulative                   4
Subtotal                          26 = 30%

Total                             88 = 100%

NONHEROIC

A. FAVORABLE                      23
B. UNFAVORABLE                    12
C. NEUTRAL                        19

Total                             54

Total Assertions                  142
HEROIC

A. WARRIOR
   1. Courage................................ 0
   2. Strength............................. 0
   3. Admirable............................ 0
   4. Fighter................................ 3
Subtotal..................................... 3 = 27%

B. LOVER
   1. Commitment........................... 0
   2. Compassion........................... 0
   3. Skillful................................ 1
   4. Magical............................... 0
Subtotal..................................... 1 = 9%

C. SAVIOR
   1. Rescuer................................ 0
   2. Saint.................................. 0
   3. Creates Hope........................... 0
   4. Sacrificing............................ 1
Subtotal..................................... 1 = 9%

D. RULER
   1. Proud.................................. 0
   2. Authoritative.......................... 5
   3. Tyrannical............................. 1
   4. Manipulative......................... 0
Subtotal..................................... 6 = 55%

Total........................................ 11 = 100%

NONHEROIC

A. FAVORABLE................................. 1
B. UNFAVORABLE............................. 1
C. NEUTRAL.................................. 1

Total........................................ 3

Total Assertions.......................... 14
Articles: 57

**HEROIC**

A. WARRIOR
   1. Courage.............................. 0
   2. Strength............................ 31
   3. Admirable............................ 9
   4. Fighter............................. 74
   \[\text{Subtotal} \quad 114 = 37\%\]

B. LOVER
   1. Commitment.......................... 16
   2. Compassion.......................... 21
   3. Skillful............................ 10
   4. Magical............................. 17
   \[\text{Subtotal} \quad 64 = 20\%\]

C. SAVIOR
   1. Rescuer.............................. 1
   2. Saint............................... 12
   3. Creates Hope........................ 16
   4. Sacrificing.......................... 0
   \[\text{Subtotal} \quad 29 = 9\%\]

D. RULER
   1. Proud............................... 12
   2. Authoritative....................... 47
   3. Tyrannical.......................... 32
   4. Manipulative......................... 14
   \[\text{Subtotal} \quad 105 = 34\%\]

\[\text{Total} \quad 312 = 100\%\]

**NONHEROIC**

A. FAVORABLE............................... 63
B. UNFAVORABLE............................. 52
C. NEUTRAL................................. 68

\[\text{Total} \quad 183\]

\[\text{Total Assertions} \quad 495\]
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Articles: 9

HEROIC

A. WARRIOR
   1. Courage: 0
   2. Strength: 3
   3. Admirable: 0
   4. Fighter: 6
   Subtotal: 9 = 53%

B. LOVER
   1. Commitment: 1
   2. Compassion: 3
   3. Skillful: 1
   4. Magical: 1
   Subtotal: 6 = 35%

C. SAVIOR
   1. Rescuer: 0
   2. Saint: 0
   3. Creates Hope: 0
   4. Sacrificing: 0
   Subtotal: 0 = 0%

D. RULER
   1. Proud: 0
   2. Authoritative: 0
   3. Tyrannical: 1
   4. Manipulative: 1
   Subtotal: 2 = 12%

Total: 17 = 100%

NONHEROIC

A. FAVORABLE: 5
B. UNFAVORABLE: 1
C. NEUTRAL: 5

Total: 11

Total Assertions: 28
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<td>6 = 11%</td>
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Articles: 7

HEROIC

A. WARRIOR
1. Courage.................................................. 0
2. Strength.................................................. 5
3. Admirable.................................................. 2
4. Fighter...................................................... 21
Subtotal.................................................................. 28 = 44%

B. LOVER
1. Commitment.................................................... 1
2. Compassion.................................................. 4
3. Skilled.......................................................... 2
4. Magical........................................................ 3
Subtotal.................................................................. 10 = 16%

C. SAVIOR
1. Rescuer......................................................... 0
2. Saint............................................................ 4
3. Creates Hope.................................................. 2
4. Sacrificing..................................................... 0
Subtotal.................................................................. 6 = 10%

D. RULER
1. Proud............................................................ 2
2. Authoritative.................................................. 8
3. Tyrannical...................................................... 9
4. Manipulative.................................................. 0
Subtotal.................................................................. 19

Total........................................................................ 63 = 100%

NONHEROIC

A. FAVORABLE...................................................... 10
B. UNFAVORABLE.................................................. 14
C. NEUTRAL.......................................................... 18

Total........................................................................ 42

Total Assertions.................................................... 106
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HEROIC

A. WARRIOR
   1. Courage..............................0
   2. Strength.............................7
   3. Admirable............................1
   4. Fighter.............................15
   Subtotal..................................23 = 35%

B. LOVER
   1. Commitment...........................5
   2. Compassion...........................3
   3. Skillful.............................3
   4. Magical..............................3
   Subtotal..................................14 = 21%

C. SAVIOR
   1. Rescuer................................0
   2. Saint................................1
   3. Creates Hope..........................1
   4. Sacrificing............................0
   Subtotal..................................2 = 3%

D. RULER
   1. Proud................................5
   2. Authoritative.......................13
   3. Tyrannical............................5
   4. Manipulative..........................4
   Subtotal..................................27 = 41%

Total........................................66 = 100%

NONHEROIC

A. FAVORABLE...............................9
B. UNFAVORABLE.............................8
C. NEUTRAL.................................11

Total........................................28

Total Assertions...........................94
U.S. News and World Report: July/1988
Articles: 7

HEROIC

A. WARRIOR
1. Courage ........................................... 0
2. Strength ......................................... 1
3. Admirable ....................................... 2
4. Fighter ......................................... 7
Subtotal ........................................... 10 = 35%

B. LOVER
1. Commitment ................................. 2
2. Compassion ................................. 1
3. Skillful ....................................... 0
4. Magical ....................................... 0
Subtotal ........................................... 3 = 10%

C. SAVIOR
1. Rescuer ....................................... 0
2. Saint ......................................... 0
3. Creates Hope ............................... 1
4. Sacrificing .................................. 0
Subtotal ........................................... 1 = 3%

D. RULER
1. Proud ........................................... 3
2. Authoritative .............................. 5
3. Tyrannical .................................. 6
4. Manipulative ............................... 1
Subtotal ........................................... 15 = 52%

Total ........................................... 29 = 100%

NONHEROIC

A. FAVORABLE .................................... 7
B. UNFAVORABLE ................................. 2
C. NEUTRAL .................................... 4

Total ............................................. 13

Total Assertions ............................. 42
Articles: 8

HEROIC

A. WARRIOR
1. Courage.................................. 0
2. Strength.................................. 4
3. Admirable.................................. 0
4. Fighter.................................. 5
Subtotal.................................. 9 = 29%

B. LOVER
1. Commitment.............................. 3
2. Compassion.............................. 1
3. Skillful.................................. 0
4. Magical.................................. 4
Subtotal.................................. 8 = 26%

C. SAVIOR
1. Rescuer.................................. 0
2. Saint.................................. 2
3. Creates Hope............................ 1
4. Sacrificing................................ 0
Subtotal.................................. 3 = 10%

D. RULER
1. Proud.................................. 0
2. Authoritative............................ 6
3. Tyrannical................................ 4
4. Manipulative............................ 1
Subtotal.................................. 11 = 35%

Total........................................ 31 = 100%

NONHEROIC

A. FAVORABLE............................. 5
B. UNFAVORABLE........................... 9
C. NEUTRAL................................. 5

Total........................................ 19

Total Assertions.......................... 50
HEROIC

A. WARRIOR
   1. Courage .......................... 0
   2. Strength .......................... 0
   3. Admirable .......................... 0
   4. Fighter .......................... 0
   Subtotal ..................................... 0 = 0%

B. LOVER
   1. Commitment .......................... 0
   2. Compassion .......................... 0
   3. Skillful ............................. 0
   4. Magical ............................. 0
   Subtotal ..................................... 0 = 0%

C. SAVIOR
   1. Rescuer ............................. 0
   2. Saint ............................... 0
   3. Creates Hope ........................ 0
   4. Sacrificing .......................... 0
   Subtotal ..................................... 0 = 0%

D. RULER
   1. Proud ............................... 0
   2. Authoritative .......................... 0
   3. Tyrannical .......................... 0
   4. Manipulative .......................... 0
   Subtotal ..................................... 0 = 0%

Total ........................................ 0 = 0%

NONHEROIC

A. FAVORABLE .............................. 0
B. UNFAVORABLE ............................ 0
C. NEUTRAL ................................. 0

Total ........................................ 0

Total Assertions ............................ 0
Articles: 3

HEROIC

A. WARRIOR
   1. Courage..............................0
   2. Strength.............................0
   3. Admirable............................0
   4. Fighter..............................1
   Subtotal......................................1 = 33%

B. LOVER
   1. Commitment...........................0
   2. Compassion...........................0
   3. Skillful.............................0
   4. Magical..............................0
   Subtotal......................................0 = 0%

C. SAVIOR
   1. Rescuer..............................0
   2. Saint................................0
   3. Creates Hope.........................0
   4. Sacrificing...........................0
   Subtotal.....................................0 = 0%

D. RULER
   1. Proud................................0
   2. Authoritative........................2
   3. Tyrannical...........................0
   4. Manipulative.........................0
   Subtotal.....................................2 = 67%

Total.........................................3 = 100%

NONHEROIC

A. FAVORABLE................................2
B. UNFAVORABLE..............................0
C. NEUTRAL..................................6

Total.........................................8

Total Assertions............................11
HEROIC

A. WARRIOR
   1. Courage.............................. 0
   2. Strength.............................. 2
   3. Admirable............................ 0
   4. Fighter.............................. 2
   Subtotal...................................... 4 = 25%

B. LOVER
   1. Commitment......................... 1
   2. Compassion......................... 0
   3. Skillful............................. 0
   4. Magical.............................. 1
   Subtotal...................................... 2 = 12%

C. SAVIOR
   1. Rescuer.............................. 0
   2. Saint................................. 2
   3. Creates Hope......................... 4
   4. Sacrificing.......................... 0
   Subtotal..................................... 6 = 38%

D. RULER
   1. Proud................................ 0
   2. Authoritative...................... 3
   3. Tyrannical......................... 1
   4. Manipulative....................... 0
   Subtotal..................................... 4 = 25%

Total........................................... 16 = 100%

NONHEROIC

A. FAVORABLE................................ 0
B. UNFAVORABLE............................. 4
C. NEUTRAL.................................. 7

Total........................................... 11

Total Assertions............................ 27
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