A study of the treatment of and emphasis on an important social issue in five selected magazines, May, 1953 to May, 1955

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A STUDY OF THE TREATMENT OF AND EMPHASIS ON AN IMPORTANT SOCIAL ISSUE IN FIVE SELECTED MAGAZINES, MAY, 1953 TO MAY, 1955

A THESIS
SUBMITTED TO THE FACULTY OF ATLANTA UNIVERSITY IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF SCIENCE IN LIBRARY SERVICE

BY
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SCHOOL OF LIBRARY SERVICE

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CHAPTER I

INTRODUCTION

The treatment of important social issues in magazines has been a practice since the beginning of the publication of magazines in America. Originally, the magazine was a storehouse of varied material, and close examination of the modern magazine will reveal these same original characteristics which still allow for wide selection and concentration.¹

The modern American magazine, which made its initial appearance during the mid-eighteenth century, is among the major forces which affect and control public opinion. It has been contended that the magazine, the newspaper, the radio, and television all create the public opinion which they affect.² The penetration of the magazine, in this regard, is deep and its pressure on the American mind is continuous and unrelenting.³

Its policy, especially as it affects the preparation of its articles, may be responsible for its stability. Prepared weeks ahead of the issuance date, the national magazine need not oversimplify, limit, or compress any subject. Careful deliberation and preparation usually produce a full and thoughtful article. As a result, the magazine is

²Ibid., p. 243.
³Ibid., p. 248.
usually retained for further reading and informative enjoyment long after
the newspaper has been discarded and the radio program has faded.1 Wood
states that:

The American public spends an appreciable part of its time
reading magazines that have been skillfully enough edited and
made physically attractive enough to catch and hold its undivided
attention.2 American magazines are read, according to a Nation-
wide Magazine Audience Survey released in 1948 by Magazine Adver-
tising Bureau, by 71,550,000 individuals of fifteen years of age
and older in the United States. They are read by one or more
individuals, fifteen years old or older, in 82.5 per cent of all
the country's families.3

In the light of this fact, one is better able to understand and to
determine the potential social impact of the magazine, since the more
widely circulated the magazine the broader is its influence. Magazines
seek to inform this demanding audience by treating the important social
issues of the day.

Among the important social issues of the mid-twentieth century,
one which has been striking and revolutionizing is the issue of desegre-
gation. Segregation and discrimination may justifiably be thought to
have had their beginnings during the era of slavery when the principle
was that the slave was inferior as a human being.4 While some extreme
ideas about inferiority are still being expressed, many liberal views
are being voiced also. Especially since the Supreme Court Decision of
May 17, 1954, which rendered segregation in the public schools unlawful,

1 Ibid., p. 244.
2 Ibid.
3 Ibid., p. 248.
   Brothers, 1944), p. 577.
a pronounced social revolution is in process throughout the United States as represented by varying degrees of compliance with the decision. It is especially interesting to notice the change of emphasis on this social issue during the year immediately preceding the Supreme Court Decision regarding integration of the public schools of the United States, and that of the year immediately following the decision.

Purpose and Scope

It is the purpose of this study: (1) to analyze the articles found in five selected magazines which treat an important social issue; (2) to analyze the articles over the two-year period from May 1953 through May 1955; (3) to note the types of news reported, that is, whether the news is of a general nature, pertaining to groups, or about individuals; (4) to note attitudes toward desegregation by checking the authors' treatment of it as a social issue, that is, whether the subject is treated in a favorable, an unfavorable, or a neutral manner; (5) to note, in addition to education, various other aspects of desegregation treated, such as in regard to labor, religion, housing, the use of public facilities, et cetera; (6) to identify, in the analysis of these articles, any changes of emphasis on the various aspects of desegregation.

Methodology

The methodology employed in this study was as follows:

1. The types of magazines represented were arbitrarily chosen from the list of those indexed in the Readers' Guide to Periodical Literature. This particular index was chosen because a considerable majority of the periodicals indexed therein were available from the libraries in the Atlanta University Center.
2. The specific titles used were chosen because of their wide circulation and their availability to the writer.

3. The magazines examined initially for use in the study were:

   a. Life, a weekly pictorial news magazine which began publication in 1936 and capitalized on new methods of graphic reproduction and the age-old attraction of pictures. It presents a pictorial review of political, economic, and social events and performs its stated purpose of balancing the educational and informative with the attractive and entertaining. According to Ayers' Directory of Newspapers and Periodicals, the 1955 circulation figures for Life were 5,615,075.

   b. The Christian Century, a weekly religious magazine for which no 1955 circulation statistics were stated in Ayers' Directory. This non-sectarian journal of religious news and opinion discusses world events and social conditions which are related to practical Christianity. It originated in 1884 and is supplied with materials from many well-known contributors.

   c. The United States News and World Report, a weekly general news magazine with a circulation of 691,418. This twentieth-century magazine began in 1933 and it interprets the developments in world affairs, reviews the issues of the week, summarizes editorial opinion, and attempts to forecast tomorrow's news. Intensive staff research is done on topics of

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1Wood, op. cit., p. 175.


4Ayer, op. cit., p. 173.
outstanding importance in national affairs.1

d. School and Society, a bi-weekly educational magazine which began in 1915. This magazine is dedicated to discussions of educational events, surveys, reports of original studies, research and statistics, and to news and notes of societies.2 Its 1955 circulation statistics were 5,314.3

e. Woman's Home Companion, a monthly publication with a circulation of 4,162,500.4 Started in 1873, this magazine deals with all phases of women's interests, such as interior decoration, gardens, foods, fashions, poetry, et cetera.5 Autobiographical and biographical materials of the inspirational type are usually contributed by prominent people.6

4. The issues analyzed covered the two-year period extending from May 1953 through May 1955.

5. Since three of the magazines are published weekly, one bi-weekly, and one monthly, they were analyzed thusly:

a. For the weekly and bi-weekly magazines, the first, second, third, and fourth issues of each were examined for consecutively alternating months covering the two-year period. To illustrate, the pattern follows this design from May 1953 through May 1955 progressively:

First issues of each magazine for May and July,

\[\text{Lyle and Trumper, op. cit., p. 75.}\]
\[\text{Ibid., p. 25.}\]
\[\text{Ayer, op. cit., p. 718.}\]
\[\text{Ibid., p. 727.}\]
\[\text{Lyle and Trumper, op. cit., p. 37.}\]
\[\text{Wood, op. cit., p. 123-4.}\]
Second issues of each magazine for August and October,
Third issues of each magazine for November and January,
Fourth issues of each magazine for February and April,
First issues of each magazine for June and August,
Second issues of each magazine for September and November,
Third issues of each magazine for December and February,
Fourth issues of each magazine for March and May;

b. For the monthly magazine, alternating issues for the two-
year period were used. The specific issues and the dates of each of
these magazines are listed in Appendix B.

6. A checksheet, constructed for the analyzation of the articles,
provided for the recording of the following data:

a. The titles, dates, volume and page numbers of the magazines
used.

b. The title of the articles.

c. The names and identifications of the authors of the articles
which were obtained by checking against the masthead of the magazine the
signatures found at the ends of the articles.

d. The aspects of desegregation treated in the articles,
such as education, labor, religion, the use of public facilities, et cetera.

e. The type of news reported which was designated as general,
group, or individual news.

(1) The article was considered general news when it was
not confined to the treatment of one individual or
of a single group;

(2) group news applied to articles which concerned an
organization or more than one person;
(3) individual news referred to articles in which one person was the subject of the news reported.

f. The positions of the articles; that is, whether they were lead articles, cover stories, "incidental" articles, et cetera.

(1) An introductory or initial article under a general topic was regarded as a lead article;
(2) a story which was mentioned on the cover of the magazine in which it appeared was considered as a cover story;
(3) the term "incidental" was used to identify paragraph-articles which were compiled with other articles under one general heading.

g. The treatment of the contents of the articles. Designated as being either favorable, unfavorable, or neutral, the treatment was considered favorable when the article upheld desegregation, unfavorable when it did not favor integration, and neutral when the general theme of the article was neither in favor of nor against the issue under discussion.

h. Illustrations which accompanied the article. Illustrations, which included only pictures, were analyzed because of their story value, and were regarded as favorable, unfavorable, or neutral.

(1) Illustrations were considered favorable if they were complimentary to desegregation;
(2) they were considered unfavorable if they were un-complimentary to integration;
(3) they were regarded as neutral if they were neither complimentary nor uncomplimentary to the issue at hand.

i. Annotation of the articles used for the study.
7. Seventy-six issues of the magazines were examined and a total of 31 articles were found and analyzed. The Christian Century reported a total of 24 articles and the United States News and World Report produced four articles; School and Society reported three articles.

In its original prospectus, Life announced its purpose "to eye-witness great events," but in the 16 issues which were examined, no articles pertaining to desegregation in any aspect were found. Woman's Home Companion also did not include any articles on the subject. While this does not necessarily indicate that the subject was, on the whole, socially unimportant, it does seem to imply that it was not important to the extent that it warranted attention or emphasis in these publications. Because the issues which the writer sampled did not reveal news pertinent to the subject, these two publications had to be excluded from the analyzation and comparisons which follow.

Hence Chapter II will present detailed and summarized findings of the analyzation of these articles in only three magazines.

\[Ibid., p. 194.\]
CHAPTER II

ANALYSIS OF ARTICLES TREATING DESEGREGATION

It is the purpose of this chapter to present the findings of the analysis of articles treating an important social issue as reported in three selected magazines. In addition, this chapter purposes to compare the articles found in each magazine in terms of (1) the number of articles reported in each; (2) the aspects of desegregation treated in the articles, (3) the types of news reported in the articles; that is, whether the news is general news, group news, or individual news; (4) the manner of treatment given to the news reported; that is, whether the author was favorable, unfavorable, or neutral in regard to desegregation; (5) the positions of the articles in the magazines; that is, whether they were cover stories, lead articles, et cetera, and (6) the number of articles with accompanying illustrations.

Number of Articles Reported and Analyzed

An investigation of the five magazines selected for use in this study entailed research from a total of 76 issues and led to the discovery of 31 articles which bore some relation to the issue of desegregation. Though five magazines were chosen and examined for relevant material, only three produced the articles which were analyzed. These publications represented a cross-section of a weekly pictorial, a weekly religious journal, a weekly general news magazine, a bi-weekly educational journal, and a monthly ladies' magazine. Of these, the religious journal, the
Christian Century, reported 24 articles; the general news magazine, the United States News and World Report, produced four articles, and the educational journal, School and Society, reported three articles (see Table 1). The issues of the pictorial and the ladies' magazines which were sampled for this study failed to produce any articles pertinent to the issue of desegregation and were necessarily excluded from the routine analysis.

**TABLE 1**

**DISTRIBUTION OF THE NUMBER OF ISSUES EXAMINED AND THE NUMBER OF ARTICLES FOUND IN EACH MAGAZINE**

<table>
<thead>
<tr>
<th>Magazines</th>
<th>May 1953 to May 1954</th>
<th>May 1954 to May 1955</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Issues Examined</td>
<td>Articles Reported</td>
<td>Issues Examined</td>
</tr>
<tr>
<td>Life</td>
<td>8</td>
<td>...</td>
<td>8</td>
</tr>
<tr>
<td>Christian Century</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>United States News and World Report</td>
<td>8</td>
<td>12</td>
<td>8</td>
</tr>
<tr>
<td>School and Society</td>
<td></td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td>Woman's Home Companion</td>
<td>6</td>
<td>...</td>
<td>7</td>
</tr>
<tr>
<td>Total</td>
<td>38</td>
<td>13</td>
<td>38</td>
</tr>
</tbody>
</table>

Upon the analysis of the articles found, a total of 10 aspects were revealed in 34 instances. In some of the articles, two or more aspects were discussed simultaneously, thus accounting for the numerical difference between the aspects and the instances in which they were revealed.
Chronologically progressing from May 1953 through May 1955, and irregardless of specific issues of the magazines, the findings are given below (see Table 2).

**TABLE 2**

**DISTRIBUTION OF THE ASPECTS OF NEWS PERTAINING TO DESEGREGATION IN THE THREE MAGAZINES**

<table>
<thead>
<tr>
<th>Aspects</th>
<th>Christian Century</th>
<th>United States News and World Report</th>
<th>School and Society</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>8</td>
<td>3</td>
<td>3</td>
<td>14</td>
</tr>
<tr>
<td>Religion</td>
<td>8</td>
<td>...</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>Labor</td>
<td>1</td>
<td>1</td>
<td>...</td>
<td>2</td>
</tr>
<tr>
<td>Housing</td>
<td>2</td>
<td>...</td>
<td>...</td>
<td>2</td>
</tr>
<tr>
<td>Use of Public Facilities</td>
<td>2</td>
<td>...</td>
<td>...</td>
<td>2</td>
</tr>
<tr>
<td>Sports</td>
<td>1</td>
<td>...</td>
<td>...</td>
<td>1</td>
</tr>
<tr>
<td>Public Office</td>
<td>1</td>
<td>...</td>
<td>...</td>
<td>1</td>
</tr>
<tr>
<td>Race Relations</td>
<td>1</td>
<td>...</td>
<td>...</td>
<td>1</td>
</tr>
<tr>
<td>Voting</td>
<td>...</td>
<td>1</td>
<td>...</td>
<td>1</td>
</tr>
<tr>
<td>United States Navy</td>
<td>...</td>
<td>...</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>24</td>
<td>5</td>
<td>5</td>
<td>34</td>
</tr>
</tbody>
</table>

**General Analysis of Ten Aspects of Desegregation Treated in the Articles**

**Education**

A total of 14 articles contained discussions of the educational aspect of desegregation and each article is discussed in its individual paragraph below.

Dr. Rufus E. Clement, recently elected Negro member of the Atlanta Education Board, cited and praised racial cooperation as a profitable
display of citizenship. He described his election not as a personal victory, but one for America and the South.\textsuperscript{1}

Initial integration across the nation in such places as the public schools of Arizona, on Virginia school boards, in the schools on military reservations by 1955, and in the Catholic churches in North Carolina, are indications of an integrated educational system, reported the editor of School and Society magazine. He concluded that the practice of segregation which has plagued American education for almost a century seemingly would be ended by fairmindedness, humaneness, and expediency.\textsuperscript{2}

An editorial from the June 2, 1954 Christian Century was a message to readers that a recently expressed opinion by Governor James F. Byrnes of South Carolina represented that of only a segment of the population. The former Supreme Court judge expressed the belief that the South will have to maintain a species of segregation if the social order is not to be thrown into chaos.\textsuperscript{3}

The historic importance of the May 14, 1954 Supreme Court school desegregation decision was the topic of an editorially treated cover story in the Christian Century in which the editor considered the decision historically important because it was a long step taken toward the equality of educational opportunity which has been denied so many Negro children. Reflections of educational inequality, the struggle for equality, and

\textsuperscript{1}James P. Wesberry, "Clement Praises South's Progress," Christian Century, LXX (July 8, 1953), 805.


predictions of Southern reaction were interspersed throughout the article which hailed the decision as a "great thing for all of us."¹

How certain Southern states differed in their methods of meeting the ruling on school desegregation was the subject under discussion in another article from the Christian Century. It revealed that Kentucky chose to continue segregation in its schools for an indefinite period since the Supreme Court did not specify when and how for implementation. A few counties in West Virginia had complied but many remained segregated, and nine West Virginia colleges were opened to qualified students of all races.²

The Protestant Episcopal Cathedral Foundation, which maintained three of the most fashionable schools in Washington, D.C., voted to banish the racial barrier on a progressive schedule.³

A correspondent for the Christian Century reported that experiments in military and parochial schools at the secondary level in Virginia and in a part of West Virginia were proceeding without serious consequences.⁴

A lead article from the United States News and World Report concerned itself with some recent changes which were made by voters. Georgia and South Carolina, in order to prevent desegregation in their public schools, voted to support private schools and to abolish the public schools

if the present system is ever seriously threatened. Mississippi stiffened its voting qualifications in order to reduce the number of Negro voters.¹

What happened as schools integrated in the nation's capital was the subject of another article which treated the educational aspect of desegregation. The article revealed that as Negroes moved in, many whites moved out to the predominantly white districts and to other cities. The trend of relocation suggests that the city may eventually become a predominantly Negro metropolis. The reported higher birth rate among the Negroes was held partially accountable for the facts and predictions which were revealed.²

A report of the Seventh Annual Congress of the United States National Student Association was made in School and Society by a University of Kansas student. The article revealed the endorsement by the Association of a special committee report initiated by Southern schools requesting the end of segregation in all institutions of higher education.⁴

An editorial from the religious journal discussed situations in which integration worked before and after the Supreme Court ruling on desegregation in schools. The data used were collected by the National Council of Christians and Jews from 42 state-supported and church-related institutions and theological seminaries. The institutions which welcomed students regardless of race or religion prior to the decision did so...


²"As Mixed Schools Come to U. S. Capital -," Ibid., pp. 52-4.

voluntarily. Among those which integrated after the ruling, some plunged without formal preparation while others issued announcements from presidents and/or trustee boards that Negroes would be admitted. All stories were not successful ones, but promising experiences were accumulated, the article reported.1

A staff correspondent for the Carolinas, Henry Ruark, discussed the measures taken by these sister states to bypass an integration legislation. He reported that no decisive action had been taken by either state, but that both enacted measures to place the control of school enrollment in the hands of local authorities. South Carolina abolished its compulsory school law and North Carolina passed a resolution which declared that race mixing could not be accomplished without ill effects to the public support of schools. Both states sought to break down segregation in the use of public recreational facilities.2

The National Association for the Advancement of Colored People issued an extract of a report on the progress made since desegregation through the United States News and World Report magazine one year after the Supreme Court's decision was handed down. This nationwide report on the school situation revealed that nearly 250,000 Negro and white children attended classes together peacefully in nearly 500 public schools and that perhaps the most effective jobs were done in West Virginia and Missouri. Only Clarendon County in South Carolina and Prince Edward County


in Virginia refused to heed the court's decision. Kansas, New Mexico, Arizona, and Wyoming were referred to as the permissive states because no unusual enthusiasm was shown either for or against the ruling.¹

Myron Lieberman, from the University of Oklahoma, offered a professional challenge to the National Education Association to take effective action towards implementation. A resolution was presented in this article with the request that it be introduced before a representative assembly at the annual conference in July 1955. It proposed that it be considered unethical for any member to oppose the Supreme Court ruling, or to employ on a racial basis where this is no longer required by law, or to offer created positions as a result of discrimination.²

Labor

One of the two articles which treated the aspect of labor was from the Christian Century and it revealed actions of Los Angeles' Mayor Poulson in this respect. Mayor Poulson declared that two fire stations were operated solely by Negroes and that this alone constituted segregation. The fire commissioner was criticized for holding public hearings on the matter rather than taking affirmative, unequivocal action. After weeks of consultations and hearings, the fire departments were expected to integrate shortly.³

The second and final article which treated labor was one in which


the Federal Government cautioned that there should be more careful hiring and firing of employees in the North and in the South. This warning to employers to end race bias in hiring and firing was a direct effort to end racial and religious discrimination in these respects. This ruling is to be enforced, if necessary, by the Presidential Committee on Government Contracts of which Vice President Nixon is chairman.¹

Religion

The nine articles which treated the religious aspect of the subject were found exclusively in the religious journal. The nature of their contents is discussed below.

The Disciples of Christ of Oklahoma petitioned Christian acceptance of Negro church members who lack their own facilities. This plea for acceptance was made in direct relation to the problem as it occurs in the Southwest.²

Charleston, West Virginia's General Assembly's Council on Christian Relationships was commended for its unequivocal stand on segregation. Presbyterians (United States) urged the trustees of all institutions to open their doors to all persons immediately regardless of race, because the standard for acceptance of members should be on a spiritual basis of faith in Jesus Christ without reference to race. A further appeal was made to the Baptists to cooperate in making the necessary change in the public school system to conform to the Supreme Court's decision.³


The North Carolina Council of Churches issued a message to the Christian people of the South who waited for the Supreme Court's decision on segregation in schools "to be patient, tolerant, forbearing, to abide by the decision, and to seek a Christian solution." An expression of confidence in the court and in the public school system was also made.1

Again in North Carolina, an area pattern developed which caused mixed Catholic congregations of whites and Negroes. Some of the Catholics moved to other churches and even to other communities, but the local leaders said that the practice was being generally accepted.2

An almost entirely interrogative article sought to provoke thought among readers by asking questions relative to the impossibility of segregated churches helping to create a non-segregated society.3

An unsigned paragraph reported briefly that the first Negro in the 247-year history of the Philadelphia Presbytery was elected as moderator. The Religious News Service reported that the elected Benjamin F. Glasco was minister of the Berean Presbyterian Church, U. S. A.4

Another incidental article reported that Robert Lee James, Negro minister, was elected moderator of the presbytery of Washington, D. C. He was the second Negro in the past decade to be elected to this position.5

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2 Ibid.
5 Frederick E. Reissig, "And So Forth," Ibid., LXX (November 18, 1953), 1354.
That there existed a definite need for non-white missionaries was revealed through a survey by the National Council of Churches' missionary research library. It also showed that only 200 of 19,000 missionaries are non-white and suggested reorganization on an interracial, international, and interdenominational basis. These were reported as essential for combating "narrow nationalism, sectarianism, and racism."¹

Housing

Of the two articles reported on this aspect, one treated the issue of a Negro congregation which moved into a fashionable section of St. Louis. The new occupant, a Methodist Episcopal congregation, purchased and moved into one of the city's best-known pulpits--that of the Unitarian Church. This action represented the first racial shift in St. Louis church property in 50 years.²

The second report was that of a bombing incident in Kansas City, Missouri, in which the residence of Mr. and Mrs. William Andrews, Negroes, was maliciously damaged. The reporter considered this a definite challenge to the local human relations programs in their efforts to forestall interracial clashes.³

Use of Public Facilities

In relation to the use of public facilities, an article reported an improvement in the racial situation as the District of Columbia theatres

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¹ J. Henry Carpenter, "Survey Points Up Need For Non-white Missionaries," Ibid., LXX (October 14, 1953), 1181.
³ Wendell K. Patterson, "Bombing of Negro Home Poses Challenge to Good Sense," Ibid., LXX (May 6, 1953), 554.
accepted an inclusive policy. This acceptance was believed to have stemmed from the refusal by Lutheran laymen to sponsor the "Martin Luther" film in the segregated downtown theatres.¹

When the Baltimore Interracial, Interfaith Fellowship was denied the use of the city-owned commercial concert hall for the appearance of Marian Anderson, it proved to be a situation of which few citizens were apparently aware. The hall was not opened to Negro artists although the audience was not subject to segregation.²

Sports

The single article which treated sports reported that Negro performers were accepted in Baltimore with scarcely a murmur. It became the policy of the Baltimore Orioles to attract the services of the best players regardless of their race or creed.³

Public Office

A single article was likewise devoted to desegregation in public office and this article reported that for the first time, Negroes won offices in Mobile County, Alabama. Wide interest was created by this election which was the first of its kind since Reconstruction days. It was estimated that the Negro vote doubled but was still less than 10 per cent of the total.⁴

¹Frederick E. Reissig, "Theatres End Segregation Policy," Ibid., LXX (November 18, 1953), 1334.
²Samuel A. Snyder, Jr., "Reveal Concert Hall Stage Closed to Negroes," Ibid., p. 1340.
³"Baltimore Accepts Negro Diamond Stars," Ibid.
Race Relations

An unsigned article found in the religious journal reported that 28 boys and girls of the Evangelical and Reformed Church Sunday School in Royersford, Pennsylvania discussed the racial clashes which were at their worst in the Delaware public schools, and decided that the situation demanded attention. They drafted a letter to Governor Boggs of Delaware and explained therein that a comparison existed between juvenile delinquency and adult mob rule and cruelty. They further stated that the American flag belongs to Americans regardless of the color of their skin. 1

Voting

Mentioned in connection with a previous article which treated voting and education jointly, voting played a part in the bond issue for more schools and hospitals in Georgia and South Carolina. 2

United States Navy

This aspect was also mentioned jointly with education in an afore-mentioned editorial which discussed the breakdown of segregation in certain areas of the Armed Forces. 3

This analysis revealed 10 different aspects which were reported in a total of 34 instances, some being cases in which two aspects were treated under a single heading. Of this total, education was treated in


14 instances; religion in nine; housing, labor, and the use of public facilities were reported in two instances each, and sports, public office, race relations, voting, and the United States Navy were each mentioned in only one instance.

Aspects Treated in Each of the Three Magazines

Of the 16 issues of the Christian Century which were examined, a total of 24 articles was found. Among those analyzed, the distribution of aspects in which the subject was treated are as follows: eight of the articles were generally concerned with desegregation in education; one dealt with labor; eight treated integration in different phases of religion; two treated integration in housing; two discussed the use of public facilities, and sports, public office, and race relations were treated in one article each.

For the two-year period covered in the study, a total of 16 issues of the United States News and World Report were examined. Only four articles pertaining to the social issue at hand were found, and they reported a total of five aspects; three articles reported on desegregation in education, and one each on labor and voting.

The three articles which were found in the School and Society magazine revealed a total of five aspects. Three of these discussed desegregation in education; one discussed desegregation in religion, and one reported on desegregation in the United States Navy.

Types of News Reported in the Articles

The types of news reported in the articles were classified as general, group, or individual news (see Table 3). The Christian Century,
which reported the highest number of articles, treated 11 of its 24 articles as general news; 11 were treated as group news, and two were reported as individual news.

The United States News and World Report reported two of its articles as general news and two concerned news of a group.

**TABLE 3**

**DISTRIBUTION OF TYPES OF NEWS REPORTED IN THE THREE SELECTED MAGAZINES**

<table>
<thead>
<tr>
<th></th>
<th>Types of News</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>General</td>
</tr>
<tr>
<td><strong>Magazines</strong></td>
<td>Number</td>
</tr>
<tr>
<td>Christian Century</td>
<td>11 36</td>
</tr>
<tr>
<td>United States News and World Report</td>
<td>2 6</td>
</tr>
<tr>
<td>School and Society</td>
<td>1 3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>14 45</td>
</tr>
</tbody>
</table>

School and Society produced one article which was considered as general news and two articles which contained group news.

**Manner of Treatment Given to the Subject**

The treatment accorded the subject in each article was favorable, unfavorable, or neutral. Table 4 represents the distribution of the articles according to the manner in which they reported events pertaining
to desegregation.

The authors of the articles in the Christian Century were principally staff correspondents and editors who treated their subjects favorably, unfavorably, and neutrally. Fourteen of the total of 24 articles expressed approval of desegregation in the various aspects treated. Analysis revealed these aspects to be education, labor, religion, housing, sports, race relations, and the use of public facilities. The single article which gave unfavorable treatment to the issue was one which revealed disapproval of desegregation in the public schools of North and South Carolina. Neutral treatment was awarded nine articles which discussed education, religion, housing, public office, and the use of public facilities. Reporting in these nine articles was limited to objective statements of facts.

TABLE 4
DISTRIBUTION OF THE MANNERS OF TREATMENT GIVEN TO THE ARTICLES REPORTED

<table>
<thead>
<tr>
<th>Magazines</th>
<th>Manners of Treatment</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Favorable</td>
<td>Unfavorable</td>
<td>Neutral</td>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Number</td>
<td>Per Cent</td>
<td>Number</td>
<td>Per Cent</td>
<td>Number</td>
<td>Per Cent</td>
<td>Number</td>
</tr>
<tr>
<td>Christian Century</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>14</td>
<td>45</td>
<td>1</td>
<td>3</td>
<td>9</td>
<td>29</td>
<td>24</td>
</tr>
<tr>
<td>United States News and World Report</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>3</td>
<td>2</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>School and Society</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>10</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>18</td>
<td>58</td>
<td>2</td>
<td>6</td>
<td>11</td>
<td>35</td>
<td>31</td>
</tr>
</tbody>
</table>
The four relevant articles analyzed from the United States News and World Report consigned a single report on desegregation in labor to favorable treatment, one on education to unfavorable treatment, and the two remaining ones to neutral reporting in which bare facts were objectively stated. The latter concerned themselves with the educational and voting aspects of the desegregation issue.

The School and Society magazine, which is considered to be of general interest to the educational world, gave favorable treatment to desegregation in education in all of its three articles. Authors boldly challenged other educators to respond affirmatively to the Supreme Court's decision, and spoke out favoring fairmindedness and humaneness in providing adequate and equal education for all citizens.

TABLE 5

DISTRIBUTION OF POSITIONS OF ARTICLES ANALYZED FROM THE THREE SELECTED MAGAZINES

<table>
<thead>
<tr>
<th>Magazines</th>
<th>Positions of Articles</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Lead</td>
</tr>
<tr>
<td></td>
<td>Number</td>
</tr>
<tr>
<td>Christian Century</td>
<td>4</td>
</tr>
<tr>
<td>United States News and World Report</td>
<td>4</td>
</tr>
<tr>
<td>School and Society</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>11</td>
</tr>
</tbody>
</table>
Positions of the Articles in the Magazines

When classified according to their positions in their parent magazines, these articles were considered as cover stories, lead articles, editorials, and "incidental" articles. Table 5 illustrates the distribution of the articles in these varied positions.

The religious weekly magazine reported four of its articles as lead articles; one was a cover story which was treated editorially, three were editorials, and 16 were "incidental" articles.

Both the general news magazine and the educational journal placed their total number of articles in lead positions.

Illustrations

Of the three magazines which reported articles concerning desegregation, only one contained illustrations which accompanied the articles which it reported (see Table 6). The United States News and World Report illustrated six pictures, four of which were interpreted as being neutral toward the subject, and two were analyzed as being favorable.

TABLE 6

DISTRIBUTION OF ARTICLES WITH ACCOMPANYING ILLUSTRATIONS

<table>
<thead>
<tr>
<th>Magazines</th>
<th>With Illustrations</th>
<th>Without Illustrations</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Per Cent</td>
<td>Number</td>
</tr>
<tr>
<td>Christian Century</td>
<td>...</td>
<td>...</td>
<td>24</td>
</tr>
<tr>
<td>United States News and World Report</td>
<td>3</td>
<td>10</td>
<td>1</td>
</tr>
<tr>
<td>School and Society</td>
<td>...</td>
<td>...</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>3</td>
<td>10</td>
<td>28</td>
</tr>
</tbody>
</table>
Illustrations are not a part of the general format of the Christian Century or the School and Society magazines, therefore none accompanied the articles which were analyzed for use in this study.

Comparison of Articles in the Three Magazines

Among the five magazines chosen for use in this study, two reported no articles on the subject under discussion. These magazines, Life and Woman's Home Companion, were therefore excluded from the comparison which follows.

Of the 31 articles found, the Christian Century reported the greatest number by having 24, or 77 per cent, of the articles. The United States News and World Report ranked second with four articles, or 13 per cent of the total, and School and Society ranked third with three, or 10 per cent, of the total number of articles.

With reference to the aspects treated in these articles, the Christian Century reported the greatest number of articles which dealt with the aspects of education and religion, and it was the only magazine which treated the aspects of housing, the use of public facilities, sports, public office, and race relations. The School and Society and the United States News and World Report publications were equal in their quantitative reporting of the various aspects. School and Society treated education in three aspects and was the only publication which mentioned the United States Navy in respect to desegregation; it also devoted one aspect to religion. The United States News and World Report reported on education in three articles, and discussed the aspects of labor and voting in one aspect each.
Christian Century yielded the greatest number of articles on the issue of desegregation (11 articles or 36 per cent of the total) which treated general news. The same number and percentage indicate the yield of articles which reported group news, and this magazine was the only one which reported any individual news. Two articles, or six per cent of the total were devoted to news of individuals.

The United States News and World Report produced the second greatest number of articles and two, or six per cent, of them were analyzed as general news. The remaining two reported group news.

Of the three articles found in the School and Society magazine, one, or three per cent of the total number, reported general news. Two articles, six per cent of the total number, reported group news.

Concerning the manner in which the articles were treated, analysis indicated that the publication which produced the greatest number of articles likewise produced more which were favorably treated by the authors. This magazine, the Christian Century, reported 14 articles, or 45 per cent of the total number, in favor of desegregation; one article emitted an unfavorable disposition toward the issue. Nine articles, or 29 per cent of the total number found, were neutrally treated in this religious journal. The United States News and World Report awarded favorable treatment to one of its four articles. Another was given unfavorable treatment and the remaining two, or six per cent, were neutrally treated. The educational journal, School and Society, awarded favorable treatment to its three articles which represented 10 per cent of the total number of articles reported.

All of the articles which were analyzed were either lead articles, cover stories, editorials, or incidental articles. The Christian Century
reported four lead articles, one cover story, three editorials, and 16 incidental articles. The United States News and World Report produced only four articles, all of which were accorded lead positions. The School and Society journal also reported its total of three articles as lead articles.

Of the three magazines concerned, two—the Christian Century and School and Society—do not include illustrations in their general formats. Six pictures were found in the United States News and World Report and four of them gave neutral treatment to the subject while two pictures were favorable to the issue of desegregation.
CHAPTER III

SUMMARY AND CONCLUSIONS

Freedom was one of the principles which instigated emigration to America and it remains a basic element of democracy. The desire of Americans to express themselves and to be influenced by and informed of current local, national, and international events produced a treasured freedom—freedom of the press. Articles, letters, and other written reactions from the public, in regard to important social issues, are evidence of the freedom of expression, but publishing these reactions and keeping the public intelligently informed of current world-wide affairs are the responsibilities of the press. For these reasons, among many others, the various types of magazines exist and are especially designed for the wide range of interests exemplified by their readers.

The magazines which were examined for this study represent a variety which consists of a weekly pictorial, a religious journal, a weekly general news magazine, and educational journal, and a monthly magazine designed for women. The articles reported in these publications covering a two-year period were analyzed to show the extent of treatment and emphasis which was given by these magazines to the issue of public school desegregation. Especial observation was given to the comparative emphasis given during the year immediately preceding the Supreme Court Decision which invalidated public school segregation, and that of the year immediately following the ruling. The articles were analyzed
on the basis of the number of articles reported, the various aspects of the subject which were treated, the types of news reported, the treatment given to the subject, the positions of the articles in the magazines, and the number of illustrations which accompanied the articles. In spite of the fact that the study was centered around the Supreme Court Decision regarding desegregation in education, the writer analyzed all articles which treated any aspect of desegregation, thus accounting for the references to such aspects as desegregation in labor, religion, housing, et cetera.

Two of the five magazines which were examined for this study did not report any articles which related to any aspect of desegregation. Life, the weekly pictorial, and Woman's Home Companion, the monthly magazine designed for ladies, failed to give attention to the subject in their total of 29 issues which were sampled for the period from May 1953 through May 1955.

From the Christian Century, the United States News and World Report, and the School and Society magazines, a total of 47 issues and 31 articles were examined for this study. Among the 31 articles analyzed, ten different aspects of the subject were treated in a total of 34 instances. This means that some aspects were discussed jointly with others in a single article, thus accounting for more instances than articles. These aspects, according to their quantitative representation in the articles, were education (14), religion (9), labor (2), housing (2), the use of public facilities (2), sports (1), public office (1), race relations (1), voting (1), and the United States Navy (1).

Three types of news were considered—-the general news, group news, and individual news. Forty-five per cent (14) of the total number
of articles were classified as general news and the group news comprised 48 per cent (15). Individual news represented only six per cent (2) of the 31 articles analyzed.

Three levels of treatment were regarded: favorable, unfavorable, and neutral treatment. Fifty-eight per cent (18) of the articles gave favorable treatment to desegregation; six per cent (2) gave unfavorable treatment, and 35 per cent (11) represented neutral reporting.

All of the articles which were included in this study were found either in lead positions, as cover stories, as editorials, or as incidental articles. Eleven articles or 36 per cent were lead articles; one article, which represented three per cent of the total number of articles, was a cover story; three or nine per cent were editorials and 16 or 52 per cent were incidental articles.

Two of the three magazines which carried articles did not include illustrations as a part of their general format, therefore causing their necessary exclusion from such analysis. These publications were the Christian Century and the School and Society magazines. Three of the four articles in United States News and World Report contained five illustrations, four of which were interpreted as being neutral toward the subject and one as favorable.

Among the aspects of desegregation treated, education received most attention having been discussed in 14 different instances. Religion ranked second with mention in nine instances; labor, housing, and the use of public facilities shared the third rank with appearances in two instances each, and sports, public office, race relations, voting, and the United States Navy were mentioned in one instance each.
The analysis has shown that two publications which reported articles gave more emphasis to the subject of public school desegregation during the year immediately following the ruling. The religious journal which reported the greatest number of articles, however, gave an equal distribution of its articles over the two-year period, and gave equal emphasis to education and religion. None of the magazines seemed to typify its reporting, nor to place unusual emphasis on the subject either before or after the Supreme Court's ruling, and this is obvious from observation of the facts presented that the magazine which reported most extensively also distributed its articles evenly over the two-year period. The two remaining publications which produced more articles between May, 1954 and May, 1955 than from May, 1953 to May, 1954 did so to a very limited extent.

This study was limited to three magazines because two of the five which were initially chosen did not produce articles relevant to desegregation. The Readers' Guide to Periodical Literature showed that the subject was treated in Life, but in the samples chosen, there was an absolute lack of pertinent material. The fact that another widely circulated general news magazine, Time, carried articles during this two-year period, may be accountable for Life's lack of reporting on the subject during this time. Woman's Home Companion enjoyed the highest circulation among the magazines of its type, but the chosen samples did not produce any articles which treated the issue of desegregation.
APPENDIX A

CHECKSHEET

Title of magazine ____________________________________________

Date of magazine ________________, Volume ________, Page ______

Title of article _______________________________________________

Author of article __________________________ Identity ____________

Aspect of desegregation treated in article:

- Education __________________________
- Religion __________________________
- Labor ____________________________
- Housing __________________________
- Use of public facilities ____________
- Other ____________________________

Type of news:

- General ________________
- Group _________________
- Individual ___________

Position of article:

- Lead article ________________
- Cover story ________________
- Editorial _________________
- Other _____________________

Treatment of contents:

- Favorable ____________________
- Unfavorable _________________
- Neutral _____________________

Pictures accompanying articles:

- Favorable ________________
- Unfavorable ______________
- Neutral _________________

Annotation of articles:

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APPENDIX B

Specific Issues of Magazines Examined

A. Life

| May 4, 1953  | January 18, 1954  | September 13, 1954 |
| August 10, 1953 | April 28, 1954 | December 20, 1954 |
| October 12, 1953 | June 7, 1954 | February 21, 1955 |
| March 28, 1955 | | |

B. Christian Century

| May 6, 1953  | February 24, 1954  | November 10, 1954 |
| July 8, 1953 | April 28, 1954  | December 15, 1954 |
| August 12, 1953 | June 2, 1954 | February 16, 1955 |
| October 14, 1953 | August 4, 1954 | March 30, 1955 |
| November 18, 1953 | September 8, 1954 | May 25, 1955 |
| January 20, 1954 | | |

C. United States News and World Report

| May 1, 1953  | February 26, 1954  | November 12, 1954 |
| July 3, 1953 | April 23, 1954  | December 17, 1954 |
| August 14, 1953 | June 2, 1954 | February 18, 1955 |
| October 9, 1953 | August 4, 1954 | March 25, 1955 |
| November 20, 1953 | September 10, 1954 | May 27, 1955 |
| January 15, 1954 | | |

D. School and Society

| May 2, 1953  | January 9, 1954  | November 27, 1954 |
| July 11, 1953 | February 20, 1954 | December 25, 1954 |
| August 22, 1953 | April 17, 1954 | February 19, 1955 |
| October 17, 1953 | August 7, 1954 | March 19, 1955 |
| November 28, 1953 | September 18, 1954 | May 28, 1955 |

E. Woman's Home Companion

| May 1953  | March 1954  | November 1954 |
| July 1953 | May 1954  | January 1955 |
| September 1953 | July 1954 | March 1955 |
| November 1953 | September 1954 | May 1955 |
| January 1954 | | |
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