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A COMPARISON OF THREE NEWSCASTING STYLES
MEASURED IN TERMS OF AUDIENCE
INFORMATION RETENTION

By

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ABSTRACT

A COMPARISON OF THREE NEWSCASTING STYLES MEASURED IN TERMS OF AUDIENCE INFORMATION RETENTION

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This study was conducted in order to determine whether a newscast style and announcer's presentation affect the level of information retained by a viewer and his perception of various elements including: language, credibility, dress, posture, clarity, and pace and rate of delivery.

Three newscasts, representing the most common newscasting styles were written. All facts were identical, but the writing and style of delivery were altered to demonstrate the Formal, Informal and Telegraphic styles. The newscasts were presented by one announcer.

Three groups of 20 random subjects viewed one style each, then answered a questionnaire.

It was determined that the Telegraphic group retained significantly more information from the newscast than the Informal group. Variation between the other styles was not significant at the .05 level.

Nancy Marie McCauley

Scaled questions were designed to measure the viewer's reaction to the other variables. There was no significant difference between the groups.

DEDICATION

To my dearest friend John,
thank you for sharing your time and patience.

ACKNOWLEDGMENTS

Many thanks to WJBK TV2 and the Storer Broadcasting Company which donated the equipment, facilities and manpower for this study. Also a special thank you to Ken Cline and the engineers, cameramen and stagehands who gave freely of their time and talents so that this study could be accomplished.

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INTRODUCTION

Since the birth of our nation more than two hundred years ago, the media has accepted the responsibility of informing, alerting and educating the American public.

Communications and technology have grown to include electronic journalism and specifically television news, which has become the leading source of news for 73% of the people in this country. With the monumental task of informing 225 million people daily, comes the clear responsibility for accurate and unbiased reporting, and a clear presentation of news and information.

The television industry is in its infancy when compared to the print media, yet this tremendous responsibility to daily inform has fallen firmly upon the shoulders of this young medium. The American public has come to expect the evening news to inform them concerning the events and issues which affect their very lives. The viewer demands the news be embellished with pictures and often color in order to more easily comprehend daily occurrences. Clarity and accuracy in reporting are considered perfunctory by the viewer who looks

to television as the source of news which can be absorbed with ease.

The style of presentation is the key to understanding, digesting and retaining facts dispensed during a television newscast. A broadcaster's chief communicating tool is language. A 19th century German philologist, William Von Humbolt, stated: "Man lives with the world about him principally, indeed exclusively as language presents it."¹

Within the realm of language, style and word choice are important to the impact of a story and retention of pertinent facts which may be recalled at a later time.

Because of its youth, the television industry is yet searching for the most effective utilization of this language tool in dispensing the clearest, most understandable information to the viewer.

Many styles of newscasting reflect various word selection and grammatical sentence structure as a means of communicating facts. This study will seek to examine three styles of newscasting common to the Detroit television market.

¹Peter Farb, Word Play (New York: Bantam Books, 1975), p. 205.

LITERATURE SEARCH

It has been estimated that sixty million Americans watch television news each evening, and early two-thirds of them depend solely upon television as their primary source of news.²

This dependency has led to a tremendous competition among television stations to draw the largest viewership.

Each station seeks to present the news in a particular style which it believes to be the most effective method of presentation. Many styles are used daily in Detroit, Michigan by the three major network affiliates. This study will examine each style of presentation in order to determine the most effective method of communicating information as judged by viewer recall ability.

Schramm found simplicity to be the key to comprehension and retention of information. In an examination of 393 studies, he discovered a large number of visual clues may cloud the facts and make it more difficult

²Harris Poll for U.S. Senate, "Confidence and Concerns: Citizens View American Government," Advertising Age (December 1973): 75.

for the student to discern the main principles of the presentation.³

This premise of simplicity as a streamlined, uncluttered style of presentation is reflected in a hypothesis within this study. The uncomplicated style which uses short sentences and small words will prove the most effective method of communication when measured in terms of audience comprehension and retention of information.

Robert Schlater also explored the rate of presentation in terms of the amount of visual information transmitted before recall was affected. A group of 452 high school students were tested in terms of their comprehension of Greek temple architecture facts presented in various audio and visual treatments. He deduced that viewers have a capacity for accepting information from both channels without significant interference in comprehension greater than the amount of information presentation in the fastest television message in this experiment.⁴

³Wilber Schramm, Educational Television the Next Ten Years (Stanford: Institute for Communication Research, 1962), p. 66.

⁴Robert Schlater, "Effect of Speed of Presentation on Recall of Television Messages," Journal of Broadcasting, 14 (Spring 1970): 207-214.

This discovery provides an interesting parallel to the premise tested in this study as to the affect speed and rate of presentation will have on a subject's comprehension and recall of facts. The audio rate will be the variable tested, rather than rate of video presented.

Zeigler's study dealt with the visual manipulation of a panel of 48 MSU students. She found very little difference in the level of recall among the various treatments, but she did suggest a future study of audio manipulation through the number of words used and spacing of words would be valid.⁵ This study will examine those specific variables through the three styles of news presentation.

Jersild and Ehrensberger discovered that audio pauses were beneficial to the listener's level of recall.⁶ This study will contrast a news presentation style which includes long pauses between thoughts and

⁵Sheeilyn K. Zeigler, "Attention Factors in Televised Messages: Effects of Looking Behavior and Recall," Journal of Broadcasting, 14 (Summer 1970): 307-314.

⁶Arthur Jersild, "Primacy, Recency, Frequency, and Vividness," Journal of Experimental Psychology, 7 (1929): 58-70; Ray Ehrensberger, "An Experimental Study of Relative Effectiveness of Certain Forms of Emphasis in Public Speaking," Speech Monographs, 12 (1945): 94-111.

stories, one that utilizes moderate pauses, and one that includes very brief hesitations between stories.

The recall of information was also studied by W. Russell Newman. He focused on short term learning and recall. Through the use of a telephone survey, Newman measured the immediate recall of television news viewers in San Francisco.⁷ This concept of testing will be followed in this study. It will use a hand distributed questionnaire rather than the phone, nor will it examine recall in terms of the subject's socio-economic background, but rather by style of presentation.

The basic mechanics of the proposed study are simple. A single anchorman will read all three styles of newscasts. According to Erling Jorgensen's findings, visuals should not be used to accompany the script. Jorgensen examined three treatments of a newscast: with film support, still picture support and without visuals to aid the anchorman. He found the sole anchorman the most effective method of communicating the message. Jorgensen states: ". . . the newscast alone has decided advantages over other techniques. On camera he can communicate some kinds of news more clearly and more directly to the viewer." The subject is not distracted

⁷W. Russell Newman, "Patterns of Recall Among Television News Viewers," Public Opinion Quarterly, 40 (Spring 1976): 115-23.

by visuals and can concentrate on the message communicated.⁸

It has been proven that the speaker can be vital to a presentation. A viewer's attention can be affected by the speaker's voice quality. Ken Hadwiger discovered that unpleasant voice qualities may be distracting to a viewer.

Hadwiger examined the retention levels of the eight classes of communication students, utilizing two treatments and a multiple choice retention test. He found ". . . if the communicative purpose is to inform, the communicator should endeavor to use as 'good' a voice quality as possible."⁹

The anchorman selected for this study offers an excellent mixture of low pleasant tones, clear pronunciation and polished, professional performance. He will eliminate the possibility of viewer distraction.

The anchorman, Ken Kline, is a professional booth announcer at WJBK TV2 Detroit and was an anchorman at that station for many years. He has mastered the art

⁸Erling Sejr Jorgensen, "The Relative Effectiveness of Three Methods of Television Newscasting," Ph.D. dissertation, Michigan State University, 1955.

⁹Ken Hadwiger, "Some Effects of Voice Quality on Retention," Journal of Broadcasting, 14 (Summer 1970): 317-323.

of reading from a script and glancing up at the camera, thus insuring good and frequent eye contact.

Austin and Donaghy support the premise that good eye contact is most important to a presentation. They found the most effective method of orally communicating a newscast is a mixture of reading and frequent eye to eye contact with the audience.¹⁰

Although credibility is measured in this study, the camera angle will not be manipulated. In a study involving twenty sections of communications students, McCain, Chilberg and Wakshlag found a higher camera angle projects a greater sense of credibility. Scaled questions revealed the subject's preferences for the higher angle.¹¹ But since the styles of presentation are being examined in this study, the camera angle must remain unobtrusive, so the subjects can more fully concentrate on the style of presentation.

Michael Singletary studied other factors comprising an audience's perception of news source credibility. One panel of students was instructed to create a word list, describing a credible news source. A

¹⁰Henry R. Austin and William Donaghy, "The Comparative 'Look-up' Ability of Script Readers on Television," Journal of Broadcasting, 14 (Spring 1970): 197-205.

¹¹Thomas A. McCain, Joseph Chilberg, and Jacob Wakshlag, "The Effect of Camera Angles on Source Credibility and Attraction," Journal of Broadcasting, 21 (Winter 1977): 35-46.

second panel then scaled the responses in order to discover the most common and important qualities. He found credibility to be a ". . . highly complex and somewhat undifferentiated system of factors."¹²

The study also touches the basic elements of credibility, such as trustworthiness, articulation and stability. The subjects were also asked to identify such characteristics and rate their effectiveness in terms of a news presentation and the source.

¹²Michael W. Singletary, "Components of Credibility of a Favorable News Source," Journalism Quarterly, 53 (Summer 1976): 316-319.

HYPOTHESES

Definition of Newscasting Styles

Telegraphic: A streamlined style of writing and delivery. The telegraphic style utilizes short words and sentences which are often grammatically unsound. The announcer's rapid pace and rate of delivery is emphasized by his intent lean toward the camera.

Informal: A casual, conversation style of writing and presentation. The word endings are dropped to create a slang type of impression. The anchorman's elbow lean and friendly delivery contribute to this very personal presentation.

Formal: A very proper writing style which includes grammatically complete and complex sentences, delivered in a slow, deliberate and articular manner. The speaker's posture is very stiff and straight, which conforms to a very traditional air.

Major Hypothesis

The Telegraphic style newscast will prove more effective than either the Informal or Formal styles when measured in terms of audience retention of information. The Informal will prove less effective than the

Telegraphic style but more effective than the Formal style of presentation. The Formal will prove to be less effective than either the Telegraphic or the Informal style newscasts.

Sub Hypothesis: Believability
and Credibility of the
Announcer

The Telegraphic style newscast will prove the most effective when measured in terms of favorable audience reaction to the announcer's believability and credibility. Both the Informal and Formal styles of presentation will prove less effective. The Informal style will prove less effective than the Telegraphic and more effective than the Formal style when measured in terms of favorable audience reaction to the announcer's believability and credibility. The Formal style will prove less effective than either the Telegraphic or the Informal when measured in terms of favorable audience reaction to the announcer's believability and credibility.

Sub Hypothesis: Pace
and Rate of Delivery

The Telegraphic style newscast will prove more effective than either the Informal or Formal styles when measured in terms of favorable audience reaction to the announcer's pace and rate of delivery. The Informal style will prove less effective than the Telegraphic

but more effective than the Formal style when measured in terms of favorable audience reaction to the announcer's pace and rate of delivery. The Formal style will prove less effective than either the Telegraphic or the Informal style when measured in terms of favorable audience reaction to the announcer's pace and rate of delivery.

Sub Hypothesis: Dress

The Telegraphic style newscast will prove more effective than either the Informal or Formal style when measured in terms of favorable audience reaction to the announcer's dress. The Informal will prove less effective than the Telegraphic, but more effective than the Formal style when measured in terms of favorable audience reaction to the announcer's dress. The Formal style will prove less effective than either the Telegraphic or Informal when measured in terms of favorable reaction to the announcer's dress.

Sub Hypothesis: Posture

The Telegraphic style will prove more effective than either the Informal or the Formal style when measured in terms of favorable audience reaction to the announcer's posture during the presentation. The Informal style will prove less effective than the Telegraphic but more effective than the Formal style when measured in

terms of favorable audience reaction to the announcer's posture during the newscast.

PROCEDURE

Selection and Construction of Newscast

The three most prominent newscasts found in the nation's seventh largest television market, Detroit, Michigan, were determined to be Telegraphic, Informal and Formal.

The Telegraphic style utilizes a streamlined writing style comprised of short sentences which are often not grammatically correct, delivered in a rapid fire manner. The Informal style is characterized by its casual, conversational style of writing and delivery. The Formal may be described as the traditional news writing style and delivery used by the network news teams. The sentences are sometimes long and always grammatically correct. The announcer speaks at a slower pace, articulating distinctly.

The lead story aired on the 6:00 p.m. newscast on WJBK TV2 in Detroit, Michigan was selected for four consecutive evenings. The stories were:

1. A bar shooting in Wayne, Michigan
2. A stabbing at Detroit General Hospital
3. The bombing of an Inkster, Michigan restaurant

4. The exploratory surgery of Mrs. Rosalynn Carter

The newscast was constructed utilizing each of the three newscasting styles. Each newscast contained the four selected stories and identical facts and information. Only the style of writing and presentation and the dress of the speaker differed.

Each story was timed for length. Each was approximately :30 seconds, except the stories reported in the Formal style. The combination of a slower pace and longer, more complex sentences lengthen each story by approximately :05 seconds for the Formal style.

Production of the Newscast

The three newscasts were recorded by one professional booth announcer and former anchorman at WJBK television, Ken Cline. A possible bias either for or against different speakers was eliminated in this way. Mr. Cline is not a recognized television news personality, which eliminated the possibility of a predetermined impression formed by a viewer and subject.

The newscasts were recorded in the TV2 news studio in the electronic newscenter set. Background visuals, which could have proved distracting to the subject, were not used. A mini-camera was used to record the presentations so that the newscasts could be placed directly on 3/4 inch tape cassette. One stationary

head and shoulders camera shot was used to record each newscast.

Questionnaire

A questionnaire was designed to measure audience retention of information, reaction to the anchorman and newscasts as a whole and audience reaction to specific elements of the writing styles and presentations. The questionnaire was divided into three sections. Part one contained twelve multiple choice questions, three questions per story. Each subject was asked to select one of three possible answers or none of the above. The section measured the information recalled by the viewer.

Part two included six questions, which dealt with the subject's specific impressions of the newscast and the presentation. The questions were as follows:

1. How did you react to the use of the word "folks" by the speaker?
2. Were you comfortable with the announcer's pace and rate of delivery?
3. Could you easily understand the speaker?
4. Is the announcer trustworthy and believable?
5. Did you find the dress of the speaker appropriate for his role as anchorman?

Each subject was asked to give his or her response to the question by selecting the appropriate

answer for the Likert Scale. The choice of responses included the following:

STRONGLY DISLIKE

DISLIKE

NEUTRAL

LIKE

STRONGLY LIKE

Subjects in the Experiment

A total of 60 subjects participated in the study, twenty per style.

Video tape equipment was set up in the lobby of Erickson Hall on the campus of Michigan State University. Students, faculty and staff members and the general public, passing through the lobby, were asked to participate in the experiment between 12:30 p.m. and 4:00 p.m. on June 29, 1978.

ANOVA RESULTS

One way analysis of variance was performed on the dependent measures of (a) the level of audience retention of information, (b) the viewer's reaction to the word "folks," (c) the announcer's pace and rate of delivery, (d) the speaker's clarity, (e) the announcer's trustworthiness and believability and (f) the anchorman's dress and posture. Table 1 contains the group means and analysis of variance tests for the total sample for the dependent measures.

The F test for the dependent measure of audience retention of information was significant at the .05 level. However, the F tests for the dependent variables of the viewer's reaction to the word "folks," the announcer's pace and rate of delivery, the speaker's clarity, the announcer's trustworthiness and believability, and the anchorman's dress and posture were not significant at the .05 level. A summary of results is presented in Table 2.

Hypotheses Test

The preceding analysis of variance tests were performed to determine if the independent variable, type

TABLE 1.--Analysis of Variance Test on Dependent Measures.

Source	D.F.	Sum of Squares	Mean Sq.	F Ratio	F Prob.
Level of audience retention of information					
Telegraphic		Group Means			
9.1		Informal		Formal	
		8.6		7.4	
Between Groups	2	30.534	15.267	4.124	.05
Within Groups	57	211.014	3.702		
Total	59	241.548			
Viewer's reaction to the word "folks"					
Telegraphic		Group Means			
2.8		Informal		Formal	
		3.1		3.0	
Between Groups	2	.932	.466	1.42	NS
Within Groups	57	18.753	.329		
Total	59	19.685			
Announcer's pace and rate of delivery					
Telegraphic		Group Means			
3.25		Informal		Formal	
		3.4		3.0	
Between Groups	2	1.08	.54	1.64	NS
Within Groups	57	187.53	3.29		
Total	59	188.61			

TABLE 1.--Continued.

Source	D.F.	Sum of Squares	Mean Sq.	F Ratio	F Prob.
Speaker's Clarity					
Telegraphic		Group Means			
3.45		Informal		Formal	
		3.30		3.15	
Between Groups	2	.9	.45	.469	NS
Within Groups	57	54.606	.958		
Total	59	55.506			
Announcer's trustworthiness and believability					
Telegraphic		Group Means			
3.25		Informal		Formal	
		3.55		3.50	
Between Groups	2	1.04	.52	.738	NS
Within Groups	57	40.185	.705		
Total	59	41.225			
Anchorman's dress					
Telegraphic		Group Means			
3.35		Informal		Formal	
		3.20		3.40	
Between Groups	2	.4	.2	.243	NS
Within Groups	57	46.854	.822		
Total	59	47.254			
Anchorman's posture					
Telegraphic		Group Means			
3.4		Informal		Formal	
		3.1		3.0	
Between Groups	2	1.8	.9	1.35	NS
Within Groups	57	37.905	.665		
Total	59	39.705			

TABLE 2.--Summary of Overall F Tests for Dependent Variables.

Dependent Variable	F Ratio	Probability
Level of audience information retention	4.124	.05
Viewer's reaction to the word "folks"	1.42	.25
Announcer's pace and rate of delivery	1.64	.25
Speaker's clarity	.469	NS*
Announcer's trustworthiness and believability	.738	NS
Anchorman's dress	2.43	.10
Anchorman's posture	1.35	NS

*Not significant

of news style, significantly affected the dependent measures of: level of audience retention of information, viewer's reaction to the word "folks," announcer's pace and rate of delivery, the speaker's clarity, the announcer's trustworthiness and believability, the anchorman's dress and his posture. The initial analysis of variance test was significant only for the dependent variable dealing with the level of audience retention of information. A post hoc analysis was conducted to test that specific hypothesis.

Test of Hypothesis:

Null Hypothesis: There is no difference in the mean scores between the Telegraphic, Informal and Formal newscast styles.

Alternative Hypothesis: The mean score for the Telegraphic style will be higher than either the Informal or the Formal styles.

Sub Hypothesis: The Informal mean score will be higher than the Formal, but lower than the Telegraphic.

Sub Hypothesis: The Formal mean score will be lower than the Telegraphic and Informal styles.

The hypothesis was tested by the Scheffé post hoc technique to determine whether the contrast between the scores on the Telegraphic, Informal and Formal styles are significant.

The null hypothesis was tested and rejected at the .05 level for only one condition. The Telegraphic style was more effective in terms of audience retention

of information than the Informal style. There was no significant difference between the Formal and Informal styles. Table 3 shows the contrast of means between the three styles.

Analysis of Open Ended Questions

The response to the open ended questions, "What was your impression of the announcer?" and "What did you think of the newscast?" were divided into three categories: favorable, unfavorable and neutral. The results were examined by open ended question per each of the three styles.

The announcer exemplifying the Telegraphic style drew eleven favorable comments and only two unfavorable comments. "Professionally competent" was the most common comment by viewers. However, an equal number of subjects felt the speaker "spoke too fast."

The Formal style announcer received the greatest number of positive comments, thirteen, and the largest number of unfavorable comments, eleven. The most frequent positive comment stated by viewers was that the speaker was "OK." The unfavorable comments were varied and ranged from "monotone" and "dull" to "sloppy."

The announcer viewed in the Informal presentation compiled only six favorable comments, as compared to ten

TABLE 3.--Level of Audience Retention of Information.

Newscast Styles	Contrast	Significant	Ho*
Telegraphic to Formal	.822	NS	Accept
Telegraphic to Informal	2.790	.05	Reject
Formal to Informal	.197	NS	Accept

*Null hypothesis

unfavorable remarks. The announcer was described as "articulate" but "dull."

The Telegraphic style newscast received seven favorable and four unfavorable comments. The viewers' most frequent responses were that the newscast was "well written" but "too fast paced" and contained "too much violence."

The Informal style newscast compiled three favorable and eight unfavorable responses. The viewers stated the newscast was "informative" but "too fast paced" and also contained "too much violence."

The Formal style newscast received two favorable comments and two unfavorable. They stated that the newscast was "informative" but "dull" and "too violent."

Unfortunately, not all of the participants responded to the open ended questions.

Three open ended questions were not answered within the Telegraphic group, seven were not completed within the Informal group and three were left unanswered within the Formal group. In addition many responded with non-relevant comments.

Thus, the fragmented sample prevents a totally accurate analysis. However, a general flow can be determined.

The announcer exemplifying the Telegraphic style proved to be the most popular when judged in terms of

favorable vs. unfavorable comments. This style drew the second largest number of favorable comments and the least amount of negative comments concerning the announcer. It also received the largest number of favorable style related comments but compiled an equal number of unfavorable remarks.

Although the Informal style received the greatest praise regarding the announcer, it also compiled the largest number of unfavorable comments.

Summary of Open Ended Questions

The Telegraphic style announcer was the most popular of the three presentations. The viewers provided the Telegraphic announcer with the largest majority of positive minus negative responses.

SUMMARY

The streamlined Telegraphic style newscast proved to be the most effective method of communicating information which can later be recalled by the viewer. However, the major hypothesis was only partially supported by the analysis of variance between the conditions. The Telegraphic style did prove to be the most effective means of presenting a newscast when compared to the Informal style. These results were significant at the .05 level. The Telegraphic style did not prove more effective than the Formal style.

The frequency count revealed that the Telegraphic style was more effective in terms of audience information retention than the other style, but the ANOVA analysis of raw data showed the Telegraphic was significantly more effective than the Informal, but not the Formal style.

The ANOVA analysis also revealed that the Informal did not prove more effective when measured in terms of audience information retention than the Formal style.

Thus, the major hypothesis was only partially supported. The Telegraphic style was more effective than the Informal, but not the Formal when measured in terms of audience information retention. Unfortunately, the

results from the Likert scaled questions did not prove significant at the .05 level, thus no conclusions concerning viewer preferences could be drawn.

An explanation of the open ended questions supplies a limited framework for determining the most popular newscast style of presentation.

The Telegraphic style announcer received the greatest number of favorable responses of the three presentations. Based upon the number of favorable minus unfavorable comments, the Telegraphic was the most preferred style of the three newscasts. Both the Informal and Formal newscasts drew more unfavorable remarks than did the Telegraphic. This result appears to indicate the audience found the Telegraphic the most desirable and least abrasive of the styles viewed.

It is impossible to develop an exact analysis of responses because of the small portion of subjects who responded to both the open ended questions. The viewers chose to respond to the question concerning the announcer more often than the question dealing with the newscast, but neither drew a desirable total response.

The viewers did reach a concensus in one area. An overwhelming number of viewers did state that there was too much violence contained within the newscasts.

Table 4 depicts the open ended question results.

TABLE 4.--Viewer Responses.

Newscast Style	Responses		
	Favorable	Unfavorable	Neutral
What was your impression of the announcer?			
Telegraphic	11	2	5
Informal	13	11	3
Formal	6	10	10
What did you think of the newscast?			
Telegraphic	4	4	8
Informal	3	8	10
Formal	2	2	7

DISCUSSION

This study was designed to explore and detect differences between three common newscasting styles found in the Detroit, Michigan area. The purpose was also to determine the most effective style of communicating news and information. The variances were measured in several ways, the most important of which was audience information retention. The study also measured viewer reaction and personal preferences to the styles presented.

The results revealed the most streamlined style of communicating news and information is the Telegraphic, but only significant when compared to the Informal style. The general trend in terms of audience preference was also Telegraphic, which supports the major hypothesis and gives some small credence to several sub-hypotheses. Thus, the simple, unembellished facts presented in direct, forceful manner appears the most preferable style of presentation.

Unfortunately, much of the study proved not significant which prevents a sweeping statement of conviction concerning newscasting styles. Perhaps a more sensitive method of information collection within a similar study

could more precisely measure the levels of retention and preference among viewers.

The literature search presented supports a hypothesis that the simplest, uncluttered style of conveying information will prove most effective. This concept was proven in part, but could be explored in greater detail in a follow up study of the data collected and presented within the study.

The careful selection of news story content is vital. The majority of viewers who commented on the newscast strongly believed too many violent stories were contained within the newscasts. A more varied selection of topics would alleviate this problem.

The subjects utilized in the study viewed the tapes under less than ideal conditions. The hallway of Erickson Hall proved distracting to the participants, who could not provide their full attention. A classroom or private viewing room would be ideal and would no doubt provide much improved results.

The revised questionnaire used in a future study could also prove most helpful. In Part I, a variety of story topic would alleviate the problem of repetition of answers, which may have been confusing to the viewers. The variance in story subjects and possible answers would prove a more accurate test for the subject, who would not

be confused by hearing similar information presented in several stories.

In Part II, several categories were available for the participant to select as an answer. Unfortunately many subjects chose a neutral response to the elements being tested rather than analyzing his or her reaction before answering. The elimination of the neutral category would force each subject to respond with a more substantive answer.

Unfortunately, few subjects responded to the open ended questions. This circumstance may be partially eliminated by an isolated viewing area where a viewer may comfortably consider the question and answer.

The questions themselves may also be reworded to elicit more directed and useful responses. The question regarding the newscaster may read: Please describe your reaction to the newscaster's presentation. What did you like? What did you dislike about his delivery, dress, pace and rate of delivery, credibility and language flow?

Viewer's responses to these specific elements of the open ended question would be most helpful in developing an opinion regarding the subject's reaction to the presentation and anchorman.

Finally, a larger, random sample of the population would be an ideal audience for a future study. However, gathering such a sample is most difficult. The

equipment necessary to perform this study is a limiting factor. The classroom may be viewed as the most practical alternative.

I believe the information gathered and presented here is valuable as a basis for more exact controlled study. As the broadcast industry continues to grow, it seeks guidance to better serve its audience.

This type of research is also a valuable tool for commercial television. As the battle for ratings continues, guidance concerning viewer preference may prove invaluable. A refined study based upon the findings presented here could be designed to gather specific information regarding a viewer's preference in terms of style, presentation and anchorman.

Many stations already pay consultants to conduct such studies in order to determine information to be used as input when making staff and programming decisions. With useful study, stations may conduct such audience surveys and avoid the cost of the consultant.

APPENDICES

APPENDIX A

QUESTIONNAIRE

QUESTIONNAIRE

Please place an X by the correct response.

Bar Shooting

1. The Burghuff Bar is located in:
 Wayne
 Detroit
 Inkster
 none of the above

2. The incident occurred as the result of:
 an accident
 police raid
 an argument
 none of the above

3. The injured were taken to:
 Detroit General Hospital
 Wayne County General Hospital
 Henry Ford
 none of the above

Stabbing

1. The stabbing occurred at:

- Detroit General Hospital
- Wayne County General Hospital
- City Council Chambers
- none of the above

2. The suspect was shot by:

- a hospital employee
- a police officer
- security guard
- none of the above

3. The suspect attempted to

- rob a hospital worker
- take a hostage
- stab a hospital worker
- none of the above

Bombing

1. How many people were injured in the incident?

- four
- two
- none
- none of the above

2. Dos Gringos is a:

- disco
- novelty shop
- restaurant
- none of the above

3. The damage is estimated as:

- minor
- exterior damage only
- totally destroyed the interior
- none of the above

Rosalynn Carter

1. Rosalynn Carter underwent surgery for:

- her appendix
- her right knee
- her tonsils
- none of the above

2. The operation took:

- one hour
- four hours
- 40 minutes
- none of the above

3. Following the operation, Mrs. Carter was:

- sent home to rest
- remained in the hospital
- returned to her regular duties
- none of the above

Please circle the correct response.

1. HOW DID YOU REACT TO THE USE OF THE WORD
"FOLKS" BY THE SPEAKER?

Strongly Dislike Dislike Neutral Like Strongly Like

2. WERE YOU COMFORTABLE WITH THE ANNOUNCER'S
PACE AND RATE OF DELIVERY?

Strongly Dislike Dislike Neutral Like Strongly Like

3. COULD YOU EASILY UNDERSTAND THE SPEAKER?

Strongly Dislike Dislike Neutral Like Strongly Like

4. IS THE ANNOUNCER TRUSTWORTHY AND BELIEVABLE?

Strongly Dislike Dislike Neutral Like Strongly Like

5. DID YOU FIND THE DRESS OF THE SPEAKER
APPROPRIATE FOR HIS ROLE AS AN ANCHORMAN?

Strongly Dislike Dislike Neutral Like Strongly Like

5. DID THE SPEAKER'S POSTURE CONTRIBUTE TO THE
PRESENTATION?

Strongly Dislike Dislike Neutral Like Strongly Like

APPENDIX B

NEWSCAST SCRIPTS

NEWSCAST SCRIPTS

Formal

Bar Shooting

Good Evening,

Three victims of a shooting incident in a Wayne bar are reported in serious condition today . . . at the Intensive Care Unit of the Wayne County General Hospital.

According to police, the disturbance occurred at the Burghoff Bar . . . which is located on Michigan Ave. near Wayne Road . . . just before 2 o'clock this morning.

Two unidentified men entered into an argument. One man drew a gun and fired six shots. Three people were critically wounded, while a fourth victim escaped the incident with only minor injuries, for which he was treated and released at Wayne County General Hospital.

Hospital Shooting

A 36-year-old Detroit man was shot to death by a policeman today, as he attempted to attack an officer in pursuit.

The man had walked into the Detroit General Hospital whereupon, he drew a knife and tried to stab a hospital employee.

The policemen who were on duty chased the man from the hospital. As the suspect fled, he turned and

attempted to assault one officer with a knife, but another officer shot him.

The man died instantly.

Restaurant Bombing

Inkster police are searching for the person or persons who are responsible for the bombing of the Mexican restaurant, Dos Gringos, at 5 o'clock this morning.

Dos Gringos Restaurant . . . which is located at 111 Middle Belt Road . . . was the target of a dynamite explosion.

According to Inkster police . . . who contacted TV 2 about the incident . . . the interior of the establishment is in total disarray.

A spokesman states the violence may have been perpetrated by four former employees, who had their positions terminated last Saturday. The restaurant was empty at the time of the incident.

Rosalynn Carter

A White House spokesman reported today that First Lady, Rosalynn Carter, is in good spirits today after undergoing a successful operation.

During her semi-annual physical examination yesterday, doctors discovered a lump in Mrs. Carter's breast, which they decided must be removed immediately.

Physicians performed the necessary surgery, extracting a non-malignant tumor during a 40 minute operation this morning, and the First Lady returned to her regular duties shortly thereafter.

Informal

Bar Shooting

Good Evening,

It was almost time for last call at the Burghoff Bar on Michigan Ave. in Wayne last night when two men started fightin' and one of them tried to settle it with a gun.

Six shots were fired and when the smoke cleared four people were wounded . . three critically. Three shootin' victims are still hangin' on to life at Wayne County General Hospital.

Hospital Shooting

There were some horrifying moments on the streets of Detroit this afternoon.

It happened at Detroit General Hospital . . as a man walked into the place, drew a knife and tried to stab a worker.

Police were called, but the man ran with police chasing him.

The knife wielding man turned to stab one of the officers, who fired his gun killing him instantly.

The dead man is 36 years old and from Detroit.

Restaurant Bombing

From the outside . . . Dos Gringos Restaurant on Middle Belt Road in Inkster . . . you'd hardly think it looked like the target of a bomb. But it's a different story inside.

This morning . . . just after 5 o'clock . . . several sticks of dynamite exploded . . . leaving the inside of Dos Gringos in ruins.

Police say angry former employees may be responsible. No one was inside at the time of the blast.

Rosalynn Carter

And the Carters are breathing a sigh of relief today. First Lady Rosalynn Carter is in great spirits this morning . . . as she recovers from a 40 minute operation to remove a non-cancerous lump from her breast.

The lump was discovered yesterday . . . during the First Lady's six month checkup.

Doctors decided to remove it immediately.

TelegraphicBar Shooting

Good Evening,

Three people are still fighting for their lives right now . . . another was wounded but o'kay . . . following a shooting inside the Burghoff Bar in Wayne tonight.

Police telling us . . . two men started to fight . . . one of them pulling a gun.

The gunman fired six times . . . hitting four people. Three are in Intensive Care at Wayne County General Hospital.

Hospital Shooting

A Detroit man is dead tonight . . . police officers saying he was shot as he tried to stab an officer . . . chasing him.

The man had walked into Detroit General, drew a knife there and tried to stab a hospital employee.

When police were called the man ran from the hospital . . . with officers chasing him.

As he turned to attack one of them, the officer pulled his gun and fired.

The man was killed instantly. He is identified as a 36-year-old Detroit man.

Restaurant Bombing

A burned out building on Middle Belt in Inkster tonight.

A gutted building where Dos Gringos used to be.

Somebody planting several sticks of dynamite in there early this morning . . so early there was no one in the place.

Perhaps the result of labor problems at the restaurant recently.

Four people fired there over the weekend.

Fire investigators . . trying to find out who planted dynamite in Dos Gringos.

Rosalynn Carter

Business as usual today for Rosalynn Carter. The First Lady refusing to let yesterday's surgery slow her down.

Doctors discovering a lump in one of her breasts . . sending her to the surgery immediately.

The lump was non-malignant . . . doctors taking 40 minutes to remove it . . sending Mrs. Carter home to the White House in great spirits . .

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