

MARCH 23, 2013

TIME

NEW
WORLD
POPE

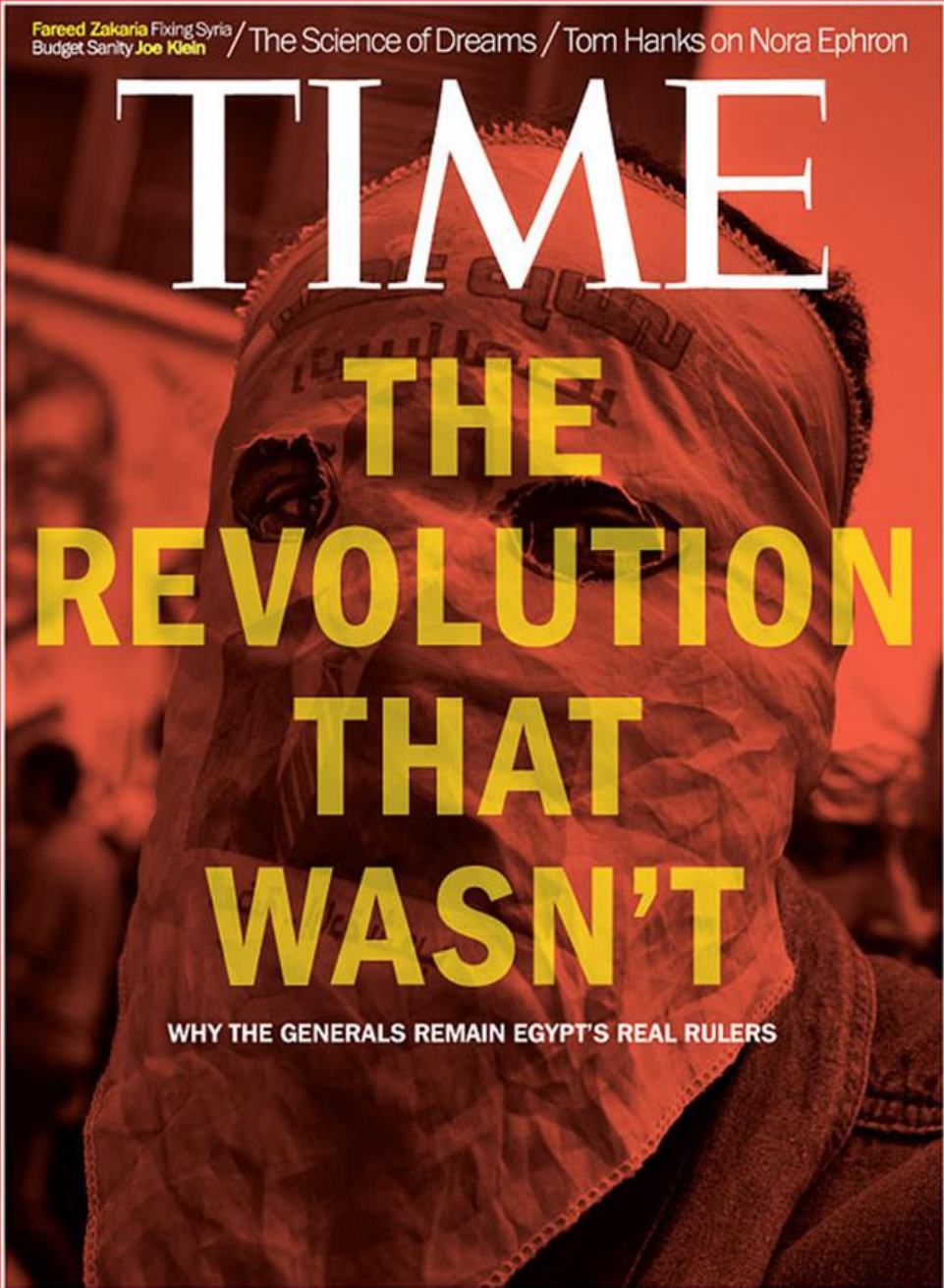
POPE FRANCIS



www.time.com

JULY 9, 2012

Fareed Zakaria Fixing Syria / The Science of Dreams / Tom Hanks on Nora Ephron
Budget Sanity Joe Klein



TIME

THE REVOLUTION THAT WASN'T

WHY THE GENERALS REMAIN EGYPT'S REAL RULERS

www.time.com

PERSONAL MARK

DECEMBER 21, 1997 / JANUARY 5, 1998

Person of the Year

And the Runners-Up
Al Gore, J.K. Rowling, Hu Jintao
& General David Petraeus

TIME

Vladimir
Putin

Tsar of
The New
Russia



www.time.com

DOUBLE ISSUE

DECEMBER 18, 2018

Person of the Year **TIME**



**DONALD
TRUMP**

PRESIDENT
OF THE
DIVIDED STATES
OF AMERICA

time.com

Cultural Stereotyping

MEDIA, NEWS, and the Imagistic Framing of the “Self” and the “Other”



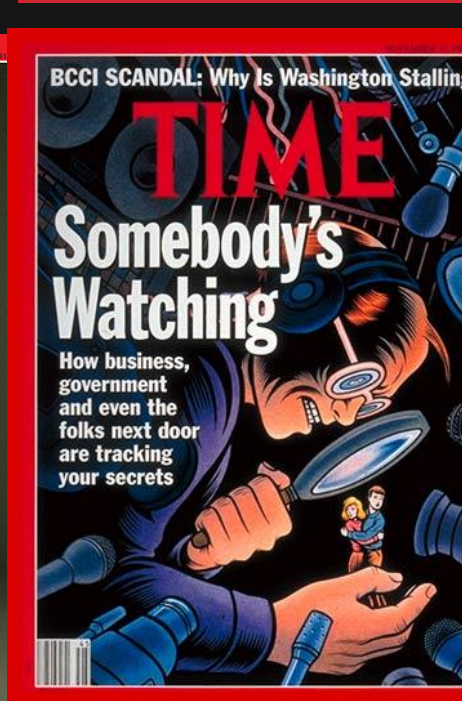
Cultural Stereotypes and Story Telling

- Stereotypes are a central part of nearly ALL stories!
- **STORY TOOLS: Quick/Identifiable** → quickest “meaning-making” comes out of oppositional forces
- **Dramatic Tensions**
- Frequently represent the **EXTREMES** of our Cultural Biases.
- Frequently “**normed**” and therefore **invisible** to consumers **AND** producers of media
 - Information Overload +
 - Quick Stories +
 - Lack of context
 - Unidimensional +
 - Uninformed populace +
 - Humor (All comedy all the time)+
 - Extreme Solutions+



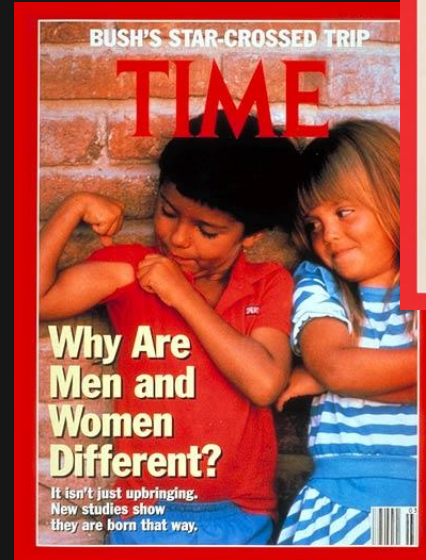
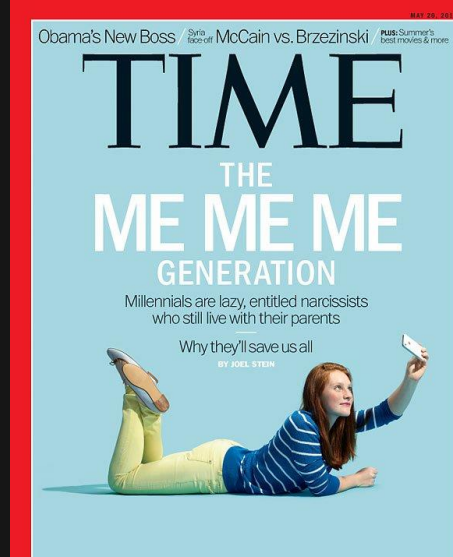
NATIONAL News: Framing of NEWS STEREOTYPES

- **Bias #1: Nationalistic/Patriotic Political Bias**-- News Media almost always reinforce the Government on foreign policy issues. News Patriotism.
- **Bias #2: Corporate Consumer Culture Bias**. Audiences→Advertisers: 70%-30% split (ads vs. news).
- **Bias #3: News slants create/reinforce Mainstream Cultural Biases/Viewpoints**



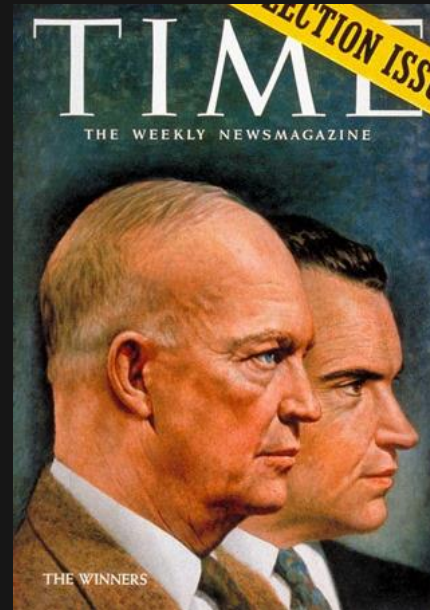
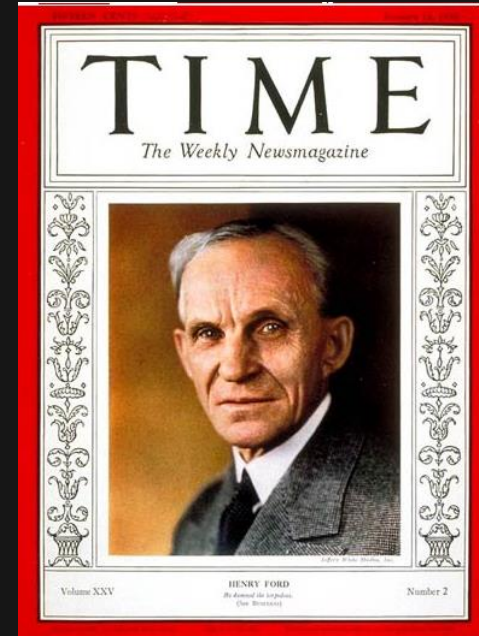
Bias #4: POLEMICS: Dramatic/Confrontational Divisional and Oppositional Polemics through IMAGES, HEADLINES, and EDITORIAL SLANTS

1. Gender: He-She-They
2. Politics: Conservative vs. Liberal
3. Age: Children – Tweens – Adults – Elderly
4. Religion: Christians v. Muslims; Believers vs. Non-believers
5. Race: Black vs. White
6. Economics/Income/Cla\$\$: Elites of Society vs. Common People
7. NATIONALISTIC: US (Americans) vs. Them



Time Magazine and Foreign Policy

- ✓ **Time/Life Media Empire:** Henry Luce—
Founder (1923) -
- ✓ **Time Magazine** = News for the “common man”
- ✓ **Life Magazine** = American Family, Culture, Society, Fashion, Trends
- ✓ **Mainstream News Digest**— One sitting.
- ✓ **America First (er)!!** (Ardent Nationalism/Patriotism).
- ✓ **Centrist Conservative** Editorial Slant.
- ✓ **“American Exceptionalism”:** United States is the “Guiding light of Freedom and Democracy worldwide.”



MARCH 24, 2013

TIME

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www.time.com

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TIME

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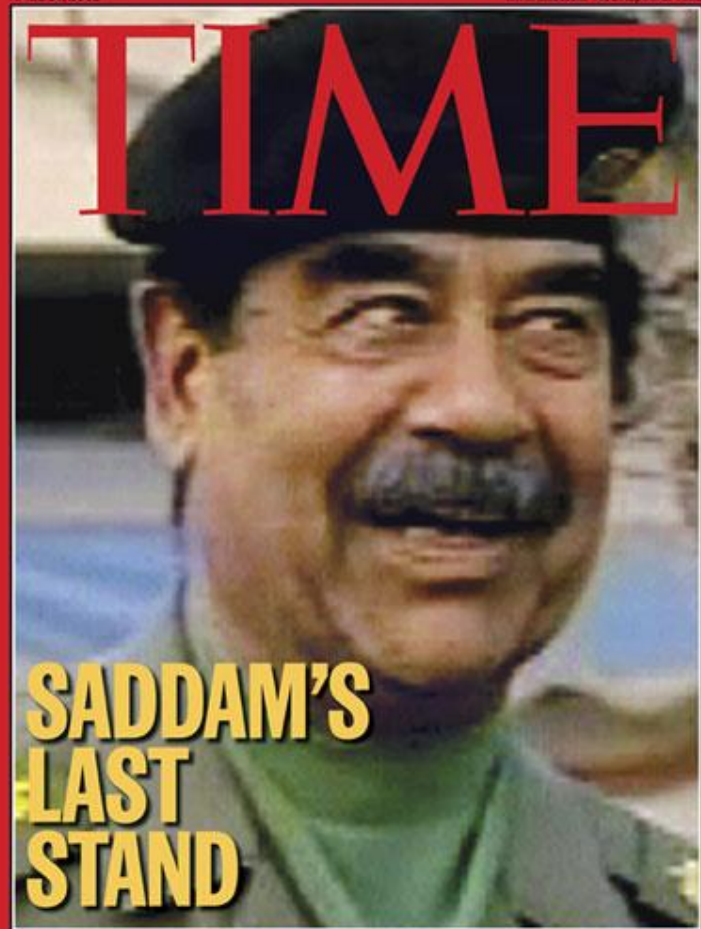
WHY THE GENERALS REMAIN EGYPT'S REAL RULERS



www.time.com

APRIL 14, 2003

www.time.com AOL Keyword: TIME



**SADDAM'S
LAST
STAND**

SEPTEMBER 25, 2006

www.time.com

EXCLUSIVE INTERVIEW
AHMADINEJAD SPEAKS



**WHAT
WAR
WITH
IRAN
WOULD LOOK LIKE**
(And how to avoid it)

**Iranian
President
Mahmoud
Ahmadinejad**

AUGUST 14, 2006

www.time.com AOL Keyword: TIME



LIFE IN HELL

A BAGHDAD DIARY
BY APARISIM GHOSH

AS LEBANON RAGES,
IRAQ SLIDES INTO CIVIL WAR.
ONE MAN'S VIEW OF
A LAND COMING APART

JULY 31, 2006

www.time.com AOL Keyword: TIME



DID ISRAEL MISCALCULATE? ■ EXCLUSIVE PHOTOS: INSIDE HIZBALLAH

TIME

THE WAY OUT

...OF THIS MESS. THE SIX KEYS TO PEACE IN THE MIDDLE EAST

BY MICHAEL ELLIOTT

Beirut, July 20

MARCH 9, 2010

Joe Klein:
West Bank
Renaissance

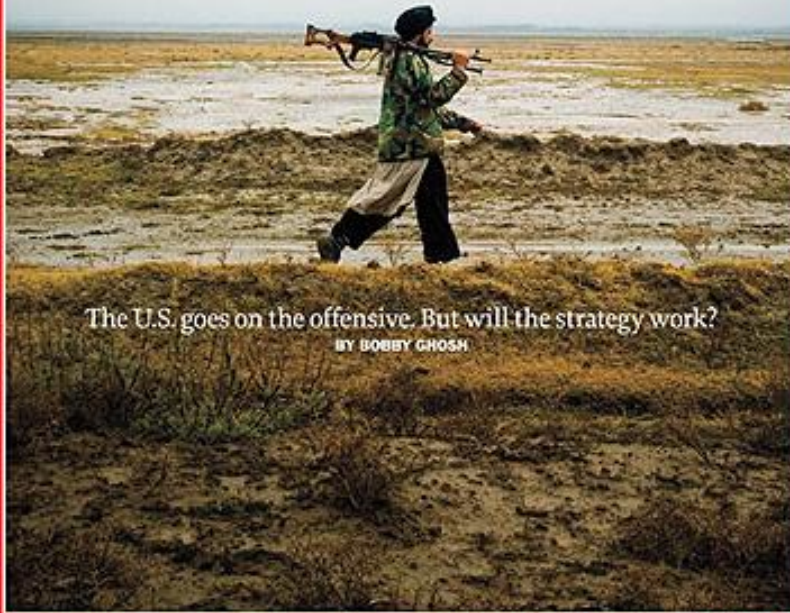
Haiti:
Coping with a New
Crop of Orphans

Autism:
Who's Afraid of
Jenny McCarthy?

The Oscars:
How to Win
Your Office Pool

TIME

TAKING ON THE TALIBAN



The U.S. goes on the offensive. But will the strategy work?

BY BOBBY GHOSH

www.time.com

MARCH 5, 2007

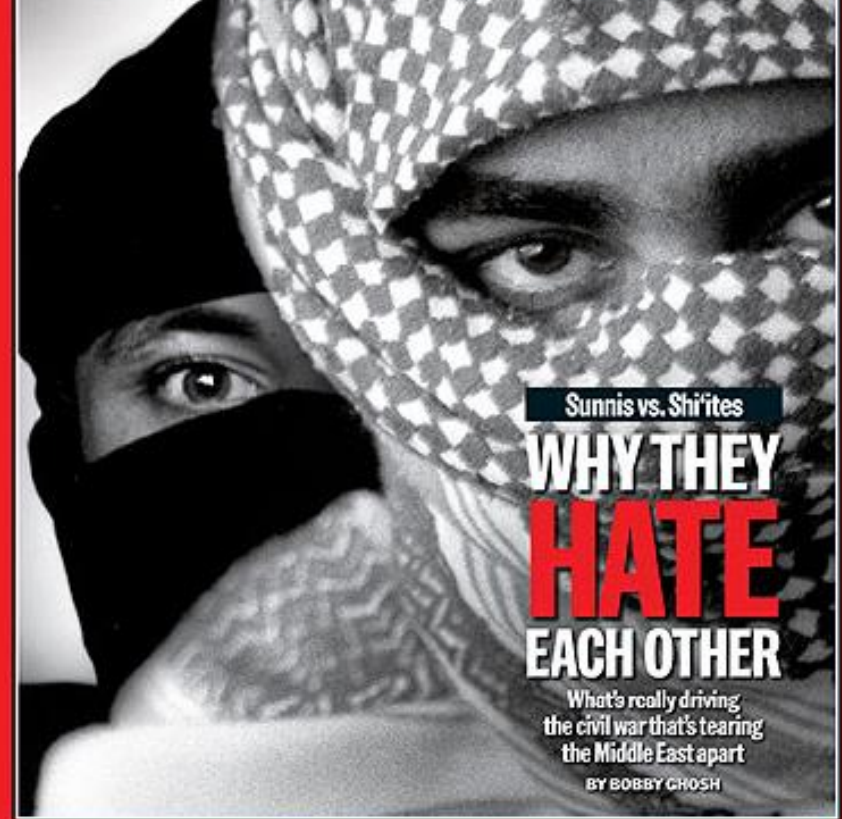
www.time.com

WHAT A BLAST: SPACE TOURISM MAY BE CLOSER THAN YOU THINK

TIME



Richard
Branson



Sunnis vs. Shi'ites

WHY THEY HATE EACH OTHER

What's really driving
the civil war that's tearing
the Middle East apart

BY BOBBY GHOSH

NOVEMBER 27, 2006

www.time.com

TIME

THE POPE
CONFRONTS

ISL^CM

How Benedict XVI's first
visit to a Muslim nation could
reshape the debate between
Islam and the West

BY DAVID VAN BIEMA
& JEFF ISRAELY



JUNE 19, 2006

www.time.com AOL Keyword: TIME



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