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Where are the Women of *Time*?

Women and the “Person of the Year” Covers for *Time* Magazine

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Thesis Prospectus

University of Nevada, Las Vegas

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Abstract

The Abstract, of course, is a summary of the entire Prospectus/Thesis. For this particular piece of work, let's shoot for a three sentence paragraph, single spaced, that explains the W/W/W/W/W/H and "So What?" of your proposed study. Mention the overall arch of scholarship that already exists and explain how you're doing something different. Include direct mention of sources, if you have any especially noteworthy.

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Where are the Women of *Time*?

Women and the “Person of the Year” Covers for *Time* Magazine

The portrayal of women on magazine covers is a subject that has sparked the interest of communications scholars for decades. Researchers have studied magazines for indications about the roots of gender ideology, construction of gender roles, and the visual depictions of women (Kang, 1997; Livingston & Green, 1986; Rak & McMullen, 1987). Traditional roles for women were assumed to be in the home, but presently, women do not have one designated role. Women of today maintain diverse roles in society, as well as uphold the same stature as men. “Ironically,” claims historian and author Beverly Wettenstein, business and newsmagazine covers are still male territory (2007, p.3). Wettenstein studied the four major business and news-oriented magazines *Business Week*, *Forbes*, *Fortune*, *Newsweek* and *Time* magazine. Similar to the Wettenstein’s study, this thesis will focus on the portrayal of women using the cover of the popular newsmagazine, *Time*. The primary focus consists of twelve covers selected from the annual “Man of the Year” and “Person of the Year” issue. Covers will be selected from specific decades prior to the title change in 1999, as well as the corresponding decades to follow.

Time, the original and world’s largest newsmagazine, informs readers of national and international issues, current events and societal trends in a quick and organized manner. *Time* creators Henry Luce and Briton Hadden, directed every intention and

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effort toward the creation of a newsmagazine that contained different categories, which delivered short news pieces that the average consumer could quickly read and interpret. *Time*'s short news fragments reach a domestic audience of 20 million, and four worldwide editions that reach a combined global readership of 24 million.

The difference between *Time* and other newsmagazines is that *Time* as a publication places emphasis on people, and very rarely a place. *Time* editors have always stressed the very fact that it does not honor people by putting them on the cover, and that it is strictly society that deems these individuals as recognizable (Elson, 1968). *Time*'s motto, "the faces of *Time* have been the faces of the world," represents the heroes, the inventors, the rule breakers, and the people making a difference in the world, and it is society that highlights what men and women are on top. Each year *Time* selects one of these societal movers and shakers and places them on the annual "Person of the Year" cover. What began in 1928 as "Man of the Year," and later renamed in 1999 to "Person of the Year," remains a tradition that is still carried on today. These traditions represent societal trends and or change from both the past and present and are depicted through the individuals featured on the annual cover. Who are these people? Are any of these memorable individuals women? According to *Time*, during celebration of the 75th anniversary of the "Person of the Year," they reflected on the past by stating, "*Time* has showed that journalism, the rough draft of history, could illuminate momentous events by profiling the gifted and powerful personalities who helped shape them. Nowhere more so than in *Time*'s selection of a 'Person of the Year,' which has been a highlight since 1927" (www.time.com).

Background

Time Magazine

Time is a highly reputable biweekly magazine that initiated the start of a new journalistic era for the creation of newsmagazines. Founded in 1923, *Time* orients its covers around people rather than concepts, pushing the notion that people make history, not ideas, or trends. *Time* ranks as the thirteenth top-circulated magazines in the United States. In 2010, historians and authors Norberto Angeletti and Alberto Olivia published a book dedicated to the history of *Time*, which they refer to as “the world’s most influential magazine” (www.time.com). *Time*’s steady and powerful reputation is particularly why it is the publication of choice for this thesis. *Time*’s influence as a publication, among the large array of publications on the market, is an aspect that has trailed alongside its credible reputation for eight decades.

Published by media mogul TimeWarner Incorporation, *Time* differentiates itself from entertainment magazines, and publishes stories that primarily keep people informed of new people, products, and trends. According to the Magazine Publishers of America (MPA, 2009), *Time* had an average circulation of about 3,313,739 for the 2010 calendar year. Most sales were derived from subscriptions, 3,237,950, leaving a remaining of 75,789 in single copy sales. *Time* sales have decreased a small amount from the previous year. Average circulation for the 2009 calendar year reached an estimated 3,350,415 (MPA, 2009). However, according to Jeremy Peters and his article in the *New York Times* (2011), *Time* has made considerable gains for newsstand sales during the first six months of the 2011 calendar year. The article reports that *Time*’s newsstand sales rose 16 percent from January through June, and total average circulation rose about two percent

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THEMATIC STATEMENT
SIGNIFICANCE OF STUDY
LITERATURE REVIEW
METHODS
OUTLINE

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to just under 3.4 million. Competing publications like *Newsweek* did not significantly make an impact in newsstand sales or to what Peters refers to as “barely moving the needle despite creating provocative covers” (www.nytimes.com).

Within the last few years, *Time* has stabilized its readership and circulation while other newsmagazines such as *Newsweek* and *U.S. News & World Report* have faced a loss in revenue (www.stateofthemedial.org). *Time* readers are loyal subscribers that on average pay \$30 for a yearly subscription of 56 issues. Readership gender is lead by men; however, the gap between male and female readers varies by six percent. *Time* readers consist of (male: female) 53:47. According to Johnson and Christ (1987), two professors in the department of communications at Trinity University in Texas credited with several studies dedicated towards *Time*, the average U.S. subscriber is just over 41 years old, well educated and primarily reads *Time* for its informative aspect on key people and key events.

The Women’s Movement of the 1960s

In 1972, *Time* published an issue dedicated to assessing the status of women during the women’s liberation movement. The “women’s lib” occurred from the 1960s through the early 1970s. Significant events during this historical period include the 1964 Civil Rights Act, the 1972 Equal Rights Amendment, and the start of the National Organization for Women (NOW), a women’s empowerment group that is still currently active worldwide.

According to a Nancy Gibbs article published in *Time* titled “What Women Want Now,” during the women’s liberation movement, women received significant lower

working wages than men did, women in governmental positions were rare, there were no female Supreme Court justices and no female agents belonging to the Federal Bureau of Investigations (FBI). During this time, women lacked positions in high profile companies and institutions. There were no female network-news anchors, and of Harvard's tenured staff, there were only five women out of 421 men (www.time.com).

Since the movement, women have significantly progressed into the occupational and scholarly world. College campuses were once predominantly male by a ratio of 60 to 40, but this ratio has reversed and women lead in universities, graduating with close to half of medical and law degrees. Half of the Ivy League college presidents are women. Women now occupy many seats in the government, as well as feel it is acceptable to run for higher positions that were once solely dominated by men. The recent campaigns of Sarah Palin and Hilary Clinton are a prime example of this role reversal freedom. Gibbs' article concludes that women have rose from their previous status from prior decades, however that does not mean that the battle is won. According to a *Time* survey within the Gibbs' article, more than two-thirds of women still think men resent powerful women. Men are more likely to say there are no roadblocks for female advancement, and seven out of ten men offer approval for women working outside the home (www.time.com). Even with reported statistical changes in female advancement, magazine covers may not act as a reflection of society due to what philosopher, Simone de Beauvoir refers to as "the concept of appeal" (<http://plato.stanford.edu/entries/beauvoir>). According to de Beauvoir, a female philosopher and author of *The Second Sex*, one of the 100 most important works of the twentieth century, a woman's success is dependent on to what extent they are accepted by others.

“Man of the Year”

This particular aspect of *Time* where they dedicate one cover per year to the man or woman selected is a tradition that started in 1928. The “Man of the Year” cover reflects the individual selected for their contributions or reflections in society for that particular calendar year. American aviator Charles Lindberg was the first individual to grace *Time*’s “Man of the Year” cover in 1928. Lindberg was selected as “Man of the Year” for his dare devilish achievement of being the first solo aviator to fly across the Atlantic Ocean from New York to Paris. Lindberg’s side profile launched the annual publication tradition that would continue for decades to come.

Since Lindberg’s cover, there have been five “Man of the Year” covers dedicated to women, nominated with the title “Woman of the Year.” Of these five covers, only three women graced the cover alone. The other remaining covers depicted husband and wife, and a group of women. In addition to these five “Man of the Year” covers, two more covers featured women in the background image of a man. The five covers include the following women.

- Wallis Simpson (1937). First woman selected as “Woman of the Year,” in part with the annual “Man of the Year” cover. Better known for her notorious behavior and seductress power over men, Simpson was blamed for her alleged persuasion over King Edward VIII and his abdication of the throne. Other reputations that follow Simpson involved the rumor that she passed along information to Nazi foreign minister and secret lover, Joachim von Ribbentrop.
- Chiang Kai-shek and Soong Mei-ling (1938). The first martial couple to appear as “Man and Wife of the Year,” in part with the annual “Man of the Year” cover. This powerful couple was known for their leadership efforts during World War II and the Chinese Civil War. Mei-ling, also referred to as Madame Chiang-Kai-shek, was one of the very few college educated Oriental women during this time. After Mei-ling graduated with a degree from Wellesley College in Massachusetts, she became the voice that tied both Eastern and Western traditions in matters of

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war and democracy. Mei-ling often acted as a translator and advisor for Generalissimo Kai-shek, often leaving other leaders to believe they should be negotiating with her rather than her husband.

- Queen Elizabeth II (1953). Queen Elizabeth has reigned over the United Kingdom since she was 25 years old. She graced the *Time* cover as “Woman of the Year” in part with the annual “Man of the Year” cover just one year after being crowned queen. Queen Elizabeth is the daughter of King Edward VIII (see information in prior paragraph about Wallis Simpson). Queen Elizabeth in comparison to previous monarchs is known for her connection to commoners and her tendency to not be sheltered and spoiled by the privileges and restrictions of royalty.
- Women of the Year (1976). This cover features twelve American women that represent the change and choice of women in the U.S. *Time* supplies the description “refusing to play second fiddle, women asserted their equality” on the cover. Author Susan Brown and Smith College President Jill Ker Conway are among the women pictured on the cover.
- Philippine President Corazon Aquino (1987). Aquino is the last individual “Woman of the Year” in part with the “Man of the Year” cover for *Time*. Aquino, the first female Philippine president, was famous for her support of the people. Referred to as “people power,” she gained the trust and support from the people as a stronghold when her politically involved husband was murdered. Rumors circulated that Philippine President Ferdinand Marcos was to blame. Aquino stepped into the presidential seat after Marcos was re-elected but then exiled by the people. Aquino served as president for about six years (www.time.com).

Two additional covers featuring women in the backdrop included a Hungarian Freedom Fighter, 1957, which represented the people who stood up and fought for freedom against the Soviet installed Hungarian Communist Government. The other cover featured several young people with the title “Twenty-five and Under.” This cover represents the new young up and comers, the new generation.

Thematic Statement

Time magazine is an artifact of history. It has documented historic events and monumental achievements of influential people. Such documentation of these influential

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people is featured on *Time*'s annual "Man of the Year," now titled "Person of the Year" cover. This thesis will examine the portrayal of women using selected years of the annual covers. According to David Scott, communications professor at University of South Carolina, and Daniel Stout, director of the Hank Greenspun School of Journalism and Media at the University of Nevada, Las Vegas, *Time* reveals public perceptions about historical events. In the article *Religion on Time: Personal Spiritual Quests and Religious Institutions on the Cover of Popular News*, Scott and Stout (2006) encourage studies to be pursued using *Time* due to its dominance as a news vehicle. *Time* offers a unique credibility with the people and supplies conversation about national and international news (p. 2).

The purpose of this thesis is to examine the portrayal of women on the cover of *Time* using selected years. The annual "Person of the Year" cover, formerly known as "Man of the Year," will be the central focus of the study. *Time* switched from use of the title "Man of the Year" to the politically correct title "Person of the Year" in 1999. The "Man of the Year" title as opposed to "Person of the Year" suggested a gender specific nomination. A content analysis will be conducted on six "Man of the Year" covers, and six "Person of the Year" covers. The 1999 cover, representing the first official use of the new title is included in the six "Person of the Year" covers.

Significance of Study

For years, research has focused on the portrayal of women in reference to physical image and the pressure to obtain an ideal body type. Most magazines that scholars examine come from the health, beauty, and fashion genre. This thesis contributes to

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scholarship on a different level because it examines a highly reputable newsmagazine and the individuals featured on the cover as a reflection of society, specifically focusing on the representation of women. There was a lack of research available that pertained directly to women featured on magazine covers, even more so when the search was narrowed down to newsmagazines. Therefore, with the added detail of the annual “Person of the Year” cover an even greater contribution is being made to academia by straying away from the stereotypical studies about women and magazines oriented towards physical appearance.

According to English professor and cultural studies, author Catherine Warren (2003), “mass media exists to make money, but also to make meaning” (p. 221). For a long time mass media have placed a certain stereotype on men and women, however mostly on women. These stereotypes suggest what it means to be an ideal American man or woman and what efforts it takes to have status in society. Magazine covers are a prime example of the stereotypes that exist as well as instrument that reinforces gender ideology. In the article, *The Power of Truth*, Richard Stolley (2010) expresses that magazines are a form of journalism that will continue to be around and never disappear, be uprooted, or lose relevancy. Furthermore, this thesis strives to understand what gender ideologies *Time* reinforces from the purposeful selection of the “Man of the Year” and “Person of the Year” covers.

Literature Review

The relationship between media and society is a topic that scholars have left as an open outlet for future research. Research has tended to focus on questions of whether or

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not media molds social change or if it reflects it. While research also acknowledges that there is a large selection of mediums available to the average reader, compared to other mediums, magazines serve a variety of purposes for study, given their long-form style of journalism, eye-catching covers, and buzz-worthy trends. According to a recent survey conducted by GfK Mediamark Research and Intelligence, a corporation specializing in media, marketing and the American consumer, 93 percent of U.S. adults read magazines, and, at the same time, magazine readership has increased during the past five years, representing a trend unlike newspaper readership between 2006 and 2010 (MPA, 2011).

Because of their readily apparent visibility and their ability to communicate images of symbolic importance, scholars have paid specific attention to magazine covers in particular. One of the more remarkable studies to do so described the rationale used by *Time* editors in their decisions to select certain people for its covers. The study titled *Images Through Time: Man of the Year Covers*, by William Christ and Sammye Johnson (1985), was one of the first highly recognized studies to look at magazine covers in general. Christ and Johnson also evaluated “Man of the Year” covers or what *Time* refers to as “a person or persons who for better or worse dominated events in the previous twelve months” (Voss, 1987, p.2). Of the “Man of the Year” covers from 1927 through 1984, fifty-eight covers were analyzed. Christ and Johnson disregarded five covers that were generic and pictured groups of people, rather than an individual. The remaining fifty-three covers analyzed featured (a) forty-seven individuals, (b) three pairs; Chiang Kai-shek and Soong Mei-ling (1937), Henry Kissinger and Richard Nixon (1972), and Ronald Reagan and Yuri Andropov (1983), and (c) three groups; group of three astronauts (1968), group of twelve American women (1975), and a group of fifteen

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scientists (1960). From the selected covers, Christ and Johnson coded eighty-nine persons by gender. Of these eighty-nine persons, seventy-two were male and seventeen were female. The research of Christ and Johnson, which focuses strictly on magazine covers that yield a biased title like “Man of the Year,” signifies to readers that mostly men represent power and influence, and mostly men make an impact in history. Women merely stand an occasionally chance.

Christ and Johnson completed another subsequent groundbreaking study that focused specifically on *Time* and the myths and misconceptions of women. In their 1987 study, Christ and Johnson examined all of the women that appeared on *Time* covers from 1923 through the first cover of 1987. This study examined the occupation of the women featured on the covers, as well as the centrality of women on the cover. By centrality, Christ and Johnson refer to where the image of the woman is located on the cover. The woman did not have to be pictured alone, just as long as she was part of the central image and focus (p.9). The cover photo was coded as peripheral if the woman was just a mere image in the background, a form of “window dressing” (p.9). The findings of this study indicate that there was not vast coverage of women during these specific years. Out of the sixty-four-year period and 3,329 covers, only 441 covers pictured women. This averages out to about less than seven covers a year. Some years women appeared on only one cover. As far as occupations, Christ and Johnson identified that most women pictured on the specified covers were depicted as entertainers, artists, and spouses (p. 11).

Among the studies to follow Christ and Johnson’s, David Sumner’s, *Sixty-Four Years of Life: What Did Its 2,128 Covers Cover of Life* (2002), describes the recurring features of magazine covers from *Time*’s counterpart, *Life* magazine, one of the premier

magazines in the TimeWarner publishing dynasty. Sumner notes that although a single photo on the cover of one magazine might not directly affect the ways people interpret societal norms, it does serve as a useful marketing tool. Sumner's profile of *Life* in particular featured the magazine as a case study in which the cover is in fact the most important part of the magazine, setting the philosophy of the magazine in one simple image. The choice of who or what to feature on the cover becomes not only an editorial decision, Sumner writes, but it can also be a "societal indicator of where any group in society is today in terms of importance and value" (p. 2). Sumner evaluated 2,128 *Life* covers in an attempt to reveal who and what were publicized as important.

The conclusions of the Sumner's study included the finding that the women featured on the magazine covers fluctuated during years where there should have been an increase due to radical historical changes. Sumner documents that on average 57 percent of covers from 1936 to 1959 featured women, and the number of women on covers decreased during the 1960s when coverage of women should have been more dominant due to the women's right movement. From 1960 to 2000 women on *Life* covers averaged 44 percent, a 40 percent decline from the previous years (2002, p. 12). Summers also identified that when women were featured on *Life*'s cover, they were mostly portrayed in the entertainment industry (p. 12). Such occupations that fall into entertainment are classified as singer, actor, and dancer. Due to the lack of equal gender coverage and bias occupations depicted, it can be concluded that *Life* failed as a cultural artifact in reflecting diversity in the U.S. (p.13).

Time and *Life* have circulated since the early 1920s and late 1930s respectively. One of the ways in which *Time* in particular has evaluated the interest of readers in

popular trends in culture is to refer to the interests of readers in other magazines. In determining the salience of issues that contribute to their year-end rankings of pop culture, for example, the editors of *Time* have drawn upon rankings from magazines such as *Rolling Stone*. The rankings of the top magazine cover featured in *Rolling Stone*'s "Top 10 of the Year" ranking, for example, has in some cases directly influenced the rankings of *Time* in determining their year-end rankings as well.

Rolling Stone, created in 1967, is considered a one-of-a-kind magazine of the modern day. *Rolling Stone* publishes both hard news stories as well as entertainment news. This magazine is similar to *Time* because many of its covers are highly controversial as well, and they both share the concept of highlighting benchmarks in history. Another commonality is that, *Time* recognizes and refers to *Rolling Stone* in its annual "Top 10 of Everything" online list. In 2010, the November issue of *Rolling Stone* featuring rap sensation Eminem was voted as the top magazine cover for the 2010 calendar year. *Rolling Stone* also made it into the top 10 category for 2007 featuring an anniversary cover, and 2008, featuring a cover of Obama (www.time.com).

Rolling Stone is a *Time* magazine with a twist. Most importantly, *Rolling Stone* is a similar publication to *Time* because most of its covers are male dominated. In a recent study (2009), Temple University communications professor, Donnalyn Pompper, and Florida State University Department of Communications alums, Suekyung Lee and Shana Lerner, set out to study the past and present of social equality using 892 *Rolling Stone* covers. In their article, *Gauging Outcomes of the 1960s Social Equality Movements: Nearly Four Decades of Gender and Ethnicity on the Cover of Rolling Stone Magazine*, findings suggest that *Rolling Stone* is more frequently placing women

on the cover than previous years. During the 1960s, six covers featured women, and by the end of 2003, women graced the cover of thirty-five magazines, a growth of about twenty-four percent over a thirty-seven year period (p. 278). In comparison to *Time* covers, during the 1960s, thirty-eight covers featured women. Of the thirty-eight covers during this decade, ten featured women alongside of a man. For 2003, *Time* featured women on ten covers, and one cover featured a woman alongside of a man.

A more recent study conducted by Harvard Law school graduate and assistant professor in the Hank Greenspun School of Journalism at University of Nevada, Las Vegas, Stephen Bates (2011), may showcase that it's not just a lack of women on *Time* covers, but a lack of people featured on the covers in general. In the study, *Public Intellectuals on Time's Covers*, Bates finds that public intellectuals on the cover of *Time* have decreased. Bates describes public intellectuals as being "a person known for social or political criticism expressed of the arts as well as generally the author of significant nonfiction books or essays" (p. 42). Bates examined *Time* covers from the start in 1923 through 2010, for a total of 4,500 covers. Of these covers, he determined that the number of public intellectuals depicted on the covers has dramatically decreased since the start of the newsmagazine. On average, for every five-year period, four public intellectuals were covered by *Time*. Specific years portrayed higher number of public intellectuals on covers than others. Public intellectuals made a dramatic decline from the latter half of the 1970s to the 1980s. The 1990s brought about an increase in public intellectuals on the covers. Bates also notes that since the end of 2010 no living public intellectual has been featured on a *Time* cover. Research credits the popularity of television, change in

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editorial teams and trends in marketing for the decreasing number of public intellectuals on the cover of *Time* (p. 45).

Methodology

This thesis will consist of a content analysis of the purposeful sample of *Time* covers. This methodology was chosen because it “embraces what could very well be the essence of human behavior: talk, conversation, and mediated communication” (Krippendorff, 2004, p.12). The selected magazines will not be among the normal issues published, but rather selected from the annual “Man of the Year” and “Person of the Year” cover published at the end of each calendar year.

A total of twelve *Time* covers will be examined. Six covers will be selected starting from the first “Man of the Year” cover published in 1928 through 1998 (see the Background section for additional information about the first five covers). In 1999, *Time* changed the title “Man of the Year” to “Person of the Year.” This 1999 cover will be among the selected covers due to its importance in the transition of the title switch. Five more covers will be selected from the “Person of the Year” covers between 2000 and 2010. This thesis will feature the following selected *Time* covers:

1. Wallis Simpson (1937). Simpson’s reputation consisted of love triangles and powerful persuasion over the duties of men. This cover was selected because Simpson was the first individual woman to be featured as “Woman of the Year” in part with the annual “Man of the Year” cover.
2. Chiang Kai-shek and Soong Mei-ling (1928). Mei-ling or Madame Chiang Kai-shek was the first lady of the Republic of China. This cover featured both the powerful marital duo and was selected because it is one of the four covers in the history of *Time* before 1999 to feature a woman on the cover of the annual “Man of the Year.”

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With historically-based studies, the Methods are usually described as part of the process in locating primary sources, so this section can describe HOW you found sources WHY they’re important WHERE you found them, as well as what sources were NOT included (and why).

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3. Queen Elizabeth II (1953). The Queen was featured for her reign over the United Kingdom. This cover was selected because it is one of the four covers in the history of *Time* before 1999 to feature a woman on the cover of the annual “Man of the Year” cover. This was also the second cover to feature one individual woman.
4. Women of the Year (1976). The twelve American women featured on this cover represented the status change of U.S. women. This cover displayed an increase in female empowerment, signifying that women are entitled to the same professional and social rights as men. *Time* describes the women on the cover as “refusing to play second fiddle, women asserted their equality.” Author Susan Brown, Smith College President Jill Ker Conway, first lady Betty Ford, first female governor, Connecticut’s Ella Grasso, Department of Housing and Urban Development Commander Carla Hills, and Congresswoman Barbara Jordan are among the women pictured on the cover. This cover was selected because it is the fourth cover to feature women in part with the “Man of the Year” cover, as well as the first cover to feature a large group of nominated women.
5. Philippine President Corazon Aquino (1987). Aquino’s reputation was associated with her favoritism among the people. This cover was selected because it is the last cover to feature an individual woman for the annual “Man of the Year” tradition (even after the title switch in 1999, this is still the last remaining cover to feature an individual woman for “Person of the Year”).
6. President Bill Clinton and Ken Starr (1998). Clinton and Starr are the dueling duo mostly recalled for their antagonistic attitude towards each other during the course of investigation involving Clinton and White House intern, Monica Lewinsky. Starr at the time served as Independent Counsel and submitted a report that served as grounds for impeachment of Clinton in 1998. Clinton was the second U.S. president to be impeached. This cover was selected for this study due to its relevancy as the last actual issue with the title “Man of the Year.” It was also selected as a corresponding decade with the selected 2008 “Person of the Year” cover.
7. Jeff Bezos (1999). Bezos, a former Wall Street financial analyst, is the founder and chief operating officer of the internet phenomenon Amazon .com. In 1995, Amazon.com started out as a book-selling site attracting consumers for its publicized low prices. Today, Amazon.com has evolved as the world’s largest retail site. In 2007, Bezos took Amazon.com to the next level by creating the Kindle, a digital e-reader. With the creations of the Kindle and the new Kindle Fire, Amazon.com is now the leading competitor of Apple Inc. According to Bezos, he has achieved such great success by sticking to three things, “the best selection, the lowest prices, and the cheapest most convenient delivery” (www.cnn.com). This cover is specifically pertinent to this study because it is the central focus of this thesis. This cover represents the official title change of *Time*’s “Man of the Year” to “Person of the Year.”

8. President-elect George W. Bush (2000). Bush is the forty-third U.S. president. The former Texas state governor was sworn into the presidential office in 2001, and then re-elected for his second term in 2005. The most challenging event during the Bush administration occurred on September 11, 2001. This cover was selected because it follows the decision of the previous year to make the switch; plus, it signifies the first cover at the end of a millennium.
9. The Whistleblowers (2002). On this cover, three women are all credited with blowing the whistle on unethical or illegal activity by their employers. The three women are identified as Cynthia Cooper of Worldcom, Coleen Rowley of the FBI, and Sherron Watkins of Enron. Cooper exposed illegal book keeping of Worldcom, the second largest phone company in the U.S. after AT&T. Cooper's actions resulted in \$9 billion in fraud and five executives facing imprisonment. Worldcom was eventually bought by Verizon Wireless. Rowley brought to light some of the deficiencies in the pre September 11, 2001 investigation of Zacarias Moussaoui in connection with Al Qaeda. Rowley testified to the Senate Judiciary Committee about some of the "endemic" problems faced by the FBI community (www.coleenrowley.com). Watkins, vice president of corporate development for the powerful energy firm Enron, alerted her boss in concern of the misstatements and funny accounting taking place within the company. *Time* refers to these women as "people who did right, just by doing their jobs rightly, fail safe systems that did not fail" (www.time.com). This cover was selected for this thesis because it is the last "Person of the Year" cover to feature women at all.
10. Barack Obama (2008). Obama is the forty-fourth U.S. president. He attended law school where he became the first African American president of the Harvard Law Review. He has served in the Illinois State Senate, as well as the U.S. senate. This cover was selected because it pairs with the 1998 cover selected, just one decade earlier; plus, it represents one decade after the decision leading into the title switch.
11. Ben Bernanke (2009). Bernanke is the Chairman of the Board of Governors of the Federal Reserve System. He also serves as the Chairman of the Federal Open Market Committee, which essentially is the main area that handles monetary policy building. Bernanke also dedicated much of his career as a professor teaching economics at such universities as Princeton and Harvard. This cover was selected because it compares with the 1999 issue, exactly a decade later, after the decision to switch to "Person of the Year."
12. Mark Zuckerberg (2010). In 2004, a 19 year-old college sophomore sat in his dorm creating a web site that would later become the world's most popular social networking site, Facebook. In 2010, Zuckerberg reported to *Time* that its membership was increasing by 700,000 people per day. Seventy percent of Facebook members live outside the U.S. Facebook acts as a global community reconnecting peoples past with their present, introducing new faces, as well as

acting as a facilitator of purpose by posting information about health, hope and happenings. This cover was selected because it is the last “Person of the Year” cover to feature an actual person, it compares with the 2000 issue, and can be compared as a sample a decade after the title switch.

Time has published the 2011 “Person of the Year” cover; however, depicted on the cover is an individual representing “the protester.” This individual was selected to represent the many individuals that object to certain governmental and societal policies. Protesters usually take to public demonstration to inform and influence the public. Even though this cover holds relevancy in reference to being current, it is not used in this thesis because it was published after the 12 purposeful covers were already selected, as well as features an individual who is unidentifiable by gender.

Using the above selected *Time* covers, a content analysis will be performed using a similar approach as the one used by Sumner (2002) during his research on *Life* covers (please return to the literature review section for a description of the study). Sumner’s approach was inspired from Christ and Johnsons many studies, and their illustration of the “cultural artifact model.” The cultural artifact model looks at magazines as a reflection of society and cultural demography (p.2). According to Christ and Johnson, “to investigate *Time* is to investigate a cultural artifact” (Sumner, 2002, p.2) They even go on to encourage that *Time* covers serve as benchmarks to history, a prime indication of which individual obtained power and status. These covers provide researchers the ability to view myths and misconceptions (p.2).

This study will replicate two categories from Sumner’s study:

1. Type of image:
 - a. The magazine will be coded with the word “type” if a single individual is featured on the cover.
 - b. The magazine will be coded with the word “crowd” if more than one individual is featured on the cover.

2. Type of theme: 11 out of the 15 categories will be used from Sumner's study
 - a. Business/Professional: individual depicting business and commerce occupations.
 - b. Leisure: individual pictured in connection for activities done during leisure time.
 - c. Movies/Entertainers: movie stars, singers, dancers, comedians, etc.
 - d. Politics/Governmental Leaders: includes office holders as well as candidates for public office.
 - e. Organized Sports/Athletics: collegiate or professional athletes.
 - f. Science/Technology: individuals that fall into the biological and physical sciences, engineering, and or have made advances in scientific research and technology.
 - g. War/Military Leaders: individuals related to a specific war or international conflict.
 - h. Education: includes individuals related to education at any level, including students.
 - i. Fashion: individual related to fashion trends and style.
 - j. Crime/Law Enforcement: law enforcement officers or individuals convicted of crimes.
 - k. Other: individuals that cannot be classified in any of the provided categories.

Other outside variables added to the study will include:

3. Race: The race categories were provided by the Whitehouse Office of Management and Budget (1977). These categories are used to provide federal statistic reporting and could provide insight to possible editorial trends of individuals featured on *Time* covers.
 - a. White: white ethnic groups, including persons from the Middle East or Arab decent.
 - b. African American: black ethnic groups including persons with origin from Africa.
 - c. Asian/Pacific Islander: individuals with descendants from the Far East, Southeast Asia, Indian subcontinent, and the Pacific Islands. Such areas include China, India, Japan, Korea, Samoa and the Philippine Islands.
 - d. American Indian/Alaskan Native: individuals having origin with the original people of North America.
 - e. Hispanic: individuals with origins from Mexico, Puerto Rico, Cuba, and Central or South America. Regardless of race, a person can be of Hispanic origin when they originate from a place of Spanish culture.
4. Income: According to the U.S. Census Bureau (2010), the annual reported median income for the average household ranged from \$40,000 to \$66,000 depending on the state of employment. New Hampshire reported the highest family income of \$66,707. The median income for men was \$47,715 and

women accrued about \$36,931 a year. (www.census.gov). According to the U.S. Department of Health and Human Services (2011) poverty guidelines, an average four-person family is considered to live in poverty if the annual income is \$22,350 and below (www.aspe.hhs.gov). Using the above statistics, the following guidelines were developed for this particular study based on a four family annual income.

- a. Poverty (\$0-\$23,000)
- b. Below average (\$24,000-\$39,000)
- c. Average (\$40,000-\$66,000)
- d. Above average (\$67,000-\$99,000)
- e. Wealthy (\$100,000 and above)

Two coders, one male and one female, will be used for the content analysis. The coders will have an age variance of about 20 years. The age and gender variance is crucial to the study because it strays away from coder commonality that sometimes occurs in studies. Having coders of such a large age range is beneficial to the study because it provides a different perspective from an older generation to a younger.

Commented [U15]: Note: This is a highly detailed and fairly sophisticated Methods section. Yours might not need to be 6 pages ... there's no arbitrary length ... but do shoot for at least a page or two for your first draft.

Preliminary Outline

Introduction

- 1. Introduction to theme of study.
 - a. Brief introduction about *Time* and "Man of the Year."
 - b. The difference between *Time*'s features and other newsmagazines.

Body

- 1. Background of *Time*
 - a. From creation to the concept that "people decide who graces the cover of *Time*."
 - b. Specific statistics about readership and the type of reader.

Commented [U16]: Yes, everyone needs one of these. It might seem clunky and stupid to the writer, but you're supplying this for the committee's sake. Sketch out where you plan to go with the thesis as well as possible. The final draft will of course change over time, but a simple outline sometimes helps to anticipate what sections you'll write.

For example, some theses will require a "Discussion" section ... this could be an entire chapter. Others might bypass the "Discussion" section and go straight from "Findings" (a chapter) to "Conclusion" (the final chapter).

c. Description of the first “Women of the Year” in part with the annual “Man of the Year” tradition.

- 2. Thematic Statement

a. Purpose of study is to examine the portrayal of women on *Time* by using six “Man of the Year” covers and six “Person of the Year” covers.

- 3. Literature Review

a. Description of secondary sources that focus on magazines and portrayal of women on the cover, key studies focus on *Time*, and *Rolling Stone*.

- 4. Methods

a. Content analysis of twelve *Time* covers

b. Selected “Man of the Year” covers prior to title change in 1999.

c. Selected “Person of the Year” covers after the title change in 1999.

In depth description provided for these covers.

d. Adopted guidelines of methods of study from Sumner’s *Life* covers using two themes. Additional variables will be added for the sake of this study.

Findings/Conclusion

- 1. Results of study (To be determined).
- 2. Implications for future study.

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- “Person of the Year: Ben Bernake,” *Time* (2009, December 28), cover.
- “Person of the Year: Barack Obama,” *Time* (2008, December 29), cover.
- “Person of the Year: The Whistleblowers,” *Time* (2002, December 30), cover.
- “Person of the Year: George W. Bush,” *Time* (2000, December 27), cover.
- “Person of the Year: Jeff Bezos,” *Time* (1999, December 27), cover
- “Woman of the Year: Corazon Aquino,” *Time* (1987, January 5), cover.
- “Woman of the Year: Queen Elizabeth II,” *Time* (1953, January 5), cover.
- “Man and Wife of the Year: Chiang Kai-shek and Soong Mei-ling,” *Time* (1938 January 3), cover.
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Commented [U17]: This is the final section of the Prospectus. You'll of course include these in the final thesis, too ... plus, you'll probably add sources along the way.

I do want you to list your sources in at least the categories of “Primary” and “Secondary” ... not everyone does this, but it's going to help you think more clearly about your Methods and Lit review.

Generally, primary sources are the things you feature in your Methods section, and secondary sources are what you feature in your Lit Review.

DO use APA ... and DO pay as much attention to the small details with citation as you can. You'll need to have it all cleaned up eventually, so it's better to catch it sooner than later.

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