

12-1-2012

Where in the World are the Women of Time? Women and the "Person of the Year" Covers for Time Magazine

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WHERE ARE THE WOMEN OF *TIME*? WOMEN AND THE “PERSON OF THE
YEAR” COVERS FOR *TIME* MAGAZINE

by

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Bachelor of Arts
University of Nevada, Las Vegas
2007

A thesis submitted in partial fulfillment
of the requirements for the

Master of Arts in Journalism and Media Studies

Hank Greenspun School of Journalism and Media Studies
Greenspun College of Urban Affairs
The Graduate College

University of Nevada, Las Vegas
December 2012



THE GRADUATE COLLEGE

We recommend the thesis prepared under our supervision by

Krystle Anttonelli

entitled

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

be accepted in partial fulfillment of the requirements for the degree of

Master of Arts in Journalism and Media Studies

Hank Greenspun School of Journalism and Media Studies

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December 2012

ABSTRACT

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

by

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Through a content analysis of *Time* magazine’s “Person of the Year” issue, formerly titled “Man of the Year,” this thesis examines how the news magazine has reevaluated and revised the once gender suggestive title to a more inclusive title in correlation to the portrayal of women featured on the covers from both past and present. This thesis also provides background on the feminist theory in order to put into perspective the professional and intellectual growth of women throughout the decades. The supporting literature contextualizes the findings with reference to other mainstream magazines and the portrayal of women versus men featured on the covers. Findings support that the dominant ideology of white wealthy men is a consistent pattern throughout the covers. It also concludes that *Time*’s change in its title designation from “Man of the Year” to “Person of the Year” was largely symbolic and reflects no departure from the magazine’s 83-year history of this annual issue.

ACKNOWLEDGEMENTS

I would like to thank Dr. Gregory Borchard, my thesis committee chair, for agreeing to guide me on this thesis journey by dedicating his time, effort, and impeccable editing skills. Thank you to all the individuals that contributed their insight, time towards coding, and their constructive criticism. This thesis was made stronger with the help of committee members Dr. Daniel Stout, Dr. Lawrence Muller, and Dr. Sean Clark, as well as coders, Jean Norman and Adrian Castrejon.

Additionally, I would like to dedicate this thesis to my father. Without his continuous encouragement for me to achieve higher education, I fear I would not have the determination to finish on my own, so dad, thank you.

PREFACE

I chose to study the topic of women portrayed on magazines as a broad subject because the concept of gender inequality and the change from “a woman’s place is in the home” to women now occupying high profile positions in the workplace has always been an interest of mine. From a large array of magazine publications provided on the market today, I chose *Time* because of its generally recognized credibility among readers, which publishers have upheld for decades. It is also generally consistent as a news magazine, and not the typical fashion-oriented magazine featured in other studies of this type. This study has extended my perspective to the idea that gender equality is a great concept in theory and most people assume that both men and women have the same access and privileges; however, there is an inconsistency when you take a deeper look at magazines and quite possibly other forms of media and gender portrayal.

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CHAPTER 1

INTRODUCTION

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 news magazine covers are still male territory (2007, p.3). In the article, *Business and News Magazine Covers Still Male Territory, Survey Finds*, 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 news magazine, *Time*. The primary focus consists of *Time*’s annual “Man of the Year” and “Person of the Year” covers from the initial cover published in 1928 to the most current 2011 issue.

Time, the world’s largest and first weekly news magazine, 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 efforts toward the creation of a news magazine 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 (www.nbm.org).

The difference between *Time* and other news magazines 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 through 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? During celebration of the 75th anniversary of the "Person of the Year," *Time*'s editors reflected on the past by stating the magazine had shown that journalism, "the rough draft of history," had illuminated 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" (cover actual sent to press in 1928) (www.time.com).

Background

Time Magazine

Time is a highly reputable weekly magazine that initiated the start of a new journalistic era for the creation of news magazines. 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 13th top-circulated magazine in the United States. In 2010, historians and authors Norberto Angeletti and Alberto Oliva published a book dedicated to the history of *Time*, which they refer to as “the world’s most influential magazine” (Stengel, 2010). The steady and powerful reputation of *Time* makes it a prime publication for study, specifically, 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, Inc., *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 (2011) and his article, *Abundance of News, but Mixed Sales, for News Magazines, in the New York Times*, *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% from January through June, and total average circulation rose about 2% 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, has stabilized its readership and circulation while other news magazines such as *Newsweek* and *U.S. News & World Report* have faced a loss in revenue (www.stateofthedia.org). *Time* readers are loyal subscribers that on average pay \$30 for a yearly subscription of 56 issues. Readership gender is led by men; however, the gap between male and female readers varies by 6%. *Time* readers consist of a ratio of 53:47 (male: female). 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 events.

Feminist Theory

To better explain the societal mindset of the gender divide and the prominent ideology present on *Time*'s covers, the feminist theory is used to provide structural support for the portrayal of women and media. Feminist theory offers a framework for understanding the separation of sexes and the devaluation of women grounded in cultural and social constructions. These constructions create ideas that form discriminatory views about gender identity and the roles of women. Feminist theory, made inroads into academia beginning in the 1960s. Liberal feminism, the most popular individualistic form

of the feminist theory, often focuses on magazines and critique them for their construction and promotion of a particular female ideology. Past research concludes that portrayal of a particular ideology affects the identity of women, as well as teaches American society the idea of male superiority (D'Enbeau, 2000; Coleman, 2008; Ferguson, 2004).

In 1972, *Time* published an issue dedicated to assessing the status of women during women's liberation movement. The "women's lib" movement 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 in 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 at Harvard, there were only six women out of 421 tenured faculty (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 60:40, 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 risen 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 7 out of 10 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>). According to de Beauvoir, female philosopher and author of *The Second Sex*, one of the 100 most important works of the 20th century, a woman's success is dependent on to what extent they are accepted by others (<http://plato.stanford.edu>).

To be accepted by others is to be accepted by society. Nonetheless, societal efforts are not always equally forthcoming in their actions towards establishing acceptance. For example, feminists support the notion that media are biased, most often representing men and under representing women. The disappearance of women in the media is what professor and ethnographer Gaye Tuchman (1978) refers to as “symbolic annihilation.” According to Tuchman, symbolic annihilation occurs when women are invisible in the news or portrayed in stereotypical roles such as wives, mothers, and victims (Harp, Loke, & Bachmann, 2011).

In the past decade, the question “Is Feminism Dead?” which *Time* asked on their June 29, 1998 cover, has some scholars readdressing the current importance of the issue.

According to feminist theorist, Mary Hawkesworth (1998), the popularity of feminism has grown rapidly over the past four decades both nationally and internationally. Hawkesworth argues that “to announce constantly the irrelevance and death of something vital and growing is to express not a fact, but a wish (Duplessis & Snitow, 1998). Hawkesworth also stresses that even though there are more women in impressive occupational positions than past years, it does not symbolize the death or irrelevancy of feminism. Feminism is not a fixed set of standards or goals, but rather “it grows and changes with the changing conditions of women’s oppression,” (Duplessis & Snitow, 1998, p. 8).

As feminism adapts to new issues facing women of the current day, some scholars like Judith Taylor, associate professor of women’s studies at University of Toronto (St. George), take a more embracing view on the cultural contributions associated with feminism. According to Taylor (2011), contemporary feminism is a way to reclaim gender and take ownership of the group stereotype. Taylor explains gender reclamation on a positive note, as “the act of taking back aspects of femininity discarded by previous feminist generations” (Reger, 2011, p. 111).

“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 daring 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 a combined 10 “Man of the Year” and “Person of the Year” covers to feature women. Of these 10 covers, three women graced the cover alone, six covers featured women as part of a group, and two of these six featured groups made up of strictly women. When not featured individually or as part of a group, a woman was featured in partnership as husband and wife, which accounts for one cover. An additional cover that the gender of the individual is not easily identifiable, which could quite possibly make the above number to 11 women featured on *Time*’s “Man of the Year” and “Person of the Year” covers is the 2011 “The Protestor.”

Thematic Statement

This thesis examines the portrayal of women on the cover of *Time*. This thesis will examine the portrayal of women using *Time*’s “Man of the Year” and “Person of the Year” covers. 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 total of 80 covers will be examined using a qualitatively-based content analysis. Of these 80 covers, 68 are titled “Man of the Year” and the remaining 12 covers are titled “Person of the Year.” The 1999 cover, representing the first official use of the new title, will be

included among the covers studied as a reference point for analyzing potential changes in publishing strategy.

Time magazine is an artifact of history. It has documented historic events and monumental achievements of influential people. Such documentation of these influential people is featured on *Time*'s annual "Man of the Year," now titled "Person of the Year" cover. According to David Scott, communications professor at University of South Carolina, and Daniel Stout, director of the Hank Greenspun School of Journalism and Media Studies 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).

Significance of Study

Media and gender research has generally 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 (Cusumano & Thompson, 1997; Holmstrom, 2004; Monteath & McCabe, 1997). This thesis contributes to scholarship on an innovative level because it examines a highly reputable news magazine and the individuals featured on the cover as a reflection of society, specifically focusing on the representation of women. After a thorough review of available studies, searched through online and library resources, few sources detailed the

portrayal of women on magazine covers. Keywords in the search of news magazines included “women,” “women in media,” “women in news,” “gender inequality,” “magazine covers,” and “visual images.” 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 Catherine Warren (2003), “mass media exists to make money, but also to make meaning” (p. 221). Research has shown that masculine and feminine stereotypes have been perpetuated through mass media since well before the advent of modern broadcasting. 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 an 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 annual “Man of the Year” and “Person of the Year” covers.

CHAPTER 2

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 not media molds social change or if it reflects it. While research also acknowledges that there is a large selection of media available to the average reader, compared to other media, 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% of U.S. adults read magazines, and, at the same time, magazine readership has increased during the past 5 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 12 months” (Voss, 1987, p. 2). Of the “Man of the Year” covers from 1927 through 1984, 58 covers were analyzed. Christ and Johnson disregarded five covers that were generic and

pictured groups of people, rather than an individual. The remaining 53 covers analyzed featured:

- 43 individuals;
- three pairs Chiang Kai-shek and Soong Mei-ling (1938), Henry Kissinger and Richard Nixon (1972), and Ronald Reagan and Yuri Andropov (1983);
- three groups; group of three astronauts (1968), group of 12 American women (1975), and a group of 15 scientists (1960).

From the selected covers, Christ and Johnson coded 89 persons by gender. Of these 89 persons, 72 were male and 17 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 64-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 (2002), *Sixty-Four Years of Life: What Did Its 2,128 Covers Cover of Life*, 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% 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%, a 40% 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. Publishing both hard news and entertainment, the 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 Barack 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 35 magazines, a growth of about 24% over a 37-year period (p. 278). In comparison to *Time* covers, during the 1960s, 38 covers featured women. Of these 38 covers, 10 featured women alongside a man. For 2003, *Time* featured women on 10 covers, and 1 cover featured a woman alongside 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 is 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, 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 news magazine. On average, for every 5-year period, four public intellectuals were covered by *Time*. Specific years portrayed a 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 editorial teams and trends in marketing for the decreasing number of public intellectuals on the cover of *Time* (p. 45).

CHAPTER 3

METHODOLOGY

The primary tool used for this thesis consisted of a content analysis of 80 covers from *Time*'s "Man of the Year" and "Person of the Year" covers. This methodology was chosen because it "embraces what could very well be the essence of human behavior: talk, conversation, and mediated communication" (Krippendorf, 2004, p.12). These covers were not among the weekly issues published, but rather selected from the annual "Man of the Year" and "Person of the Year" cover published in December or January representing each calendar year.

The scope of the study included covers reaching from 1928 to 2011, 83 calendar years. Beginning with the premise that each year might have a "person" or "man" of the year featured, it might be expected that 83 covers would form the sample—one for each year. However, because of *Time*'s publication schedule, three of the corresponding covers per years were lost in the cycle. In the end, the sample used featured 80 *Time* covers (not 83) that met the criteria for either a "Man of the Year" or "Person of the Year" designation. Sixty-eight of these covers feature the title "Man of the Year" and 12 feature the title "Person of the Year." It is remarkable that in 1999, *Time* changed the title "Man of the Year" to "Person of the Year," and this 1999 cover was critical among the selected covers because of its clear importance in the transition of titles. This significant cover featured Jeff Bezos, founder of the electronic commerce company Amazon.com, Inc.

Also noteworthy, all of the "Man of the Year" covers published from 1928 through 1994 were published in January, which reflected on events during the previous

year. For example, the Charles Lindbergh “Man of the Year” cover was published in January 1928; however, Lindbergh was selected as “Man of the Year” for his accomplishments and contributions that occurred during 1927. In 1994, *Time* changed their publishing schedule so that the annual “Man of the Year” and “Person of the Year” covers were published in December of the same calendar year that the person on the cover was actually representing. For example, the December 1994 “Man of the Year” cover featuring Pope John Paul II highlights the Pope for his achievements during the 1994 calendar year.

To clarify: In the year 1945, *Time* actually published two “Man of the Year” covers, one cover in January 1945 featuring Dwight D Eisenhower, and one cover in December 1945 featuring Harry S Truman. However, the cover published in January 1945 refers back to Eisenhower nominated for the 1944 calendar year, whereas the December 1945 cover refers to Truman for the actual 1945 calendar year. In other words, there was technically no 1946 “Man of the Year” cover. A similar scenario played out when *Time* switched its publication schedule from the original “Man of the Year” format in which the designation was recognized in January, to recognition in December. Because of the transition, 1994 actually had two “Man of the Year” covers, and 1995 had one as well. The January 1994 “Men of the Year” cover, featuring “The Peacemakers,” Yitzhak Rabin, Nelson Mandela, F.W. DeKlerk, and Yasser Arafat, recognized these men for their peace efforts during the 1993 calendar year, while the December 1994 issue featuring the Pope reflected the 1994 calendar year. In sum, given the transitions in *Time*’s cycles, the sample coded included 80 covers because the title was explicitly stated on the magazine cover (i.e. “Man/Men of the Year,” “Woman/Women of the Year,”

“Man/Wife of the Year,” or “Person of the Year”), or a living person(s) was featured on the cover.

It is noteworthy that the *Time* archives list more than the assumed 83 possible covers. The archives list 88 covers within the “Man of the Year” and “Person of the Year” collection. Eight of these covers were not included in the sample for the reasons listed below.

- Adolph Hitler (1939): The title “Man of the Year” was not used on the cover; plus, the cover did not feature an actual individual, but several bodies in the far background of the cover.
- The Computer (1983): The title presented on the cover was “Machine of the Year,” and a living person was not featured on the cover.
- Endangered Planet (1989): The title on the cover is “Planet of the Year,” and it features a picture of the endangered earth and not a living person.
- Mikhail Gorbachev (1990): The title on the cover is “Man of the Decade” and not “Man of the Year.”
- Albert Einstein (1999): The title on the cover is “Person of the Century.” *Time* did feature a “Person of the Year” for 1999, who was Jeff Bezos, included in the study and noted as the first recognized with this title.
- The Untold Saga of Early Man in America (March 2006): The title “Person of the Year” is not featured on the cover.
- You (2006): This cover features a computer with the word “you” on the screen and not a living person for the “Person of the Year.”

- The Year Man Become Immortal (February 2011): The title “Person of the Year” is not featured on the cover and the image provided is the back of a human head plugged in by a wire.

Although the *Time* archivist featured 88 covers in the collection of honorary issues, 80 were coded for this thesis because the above eight did not meet the requirements for the scope of this study.

Using the 80 *Time* covers, a qualitatively-based content analysis was 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). Their study also suggests that *Time* covers serve as benchmarks to history, or a magazine “of record” (to paraphrase a similar newspaper title), a prime indication of which individual(s) obtained power and status. These covers provide researchers the ability to view myths and misconceptions (p. 2).

Accordingly, this thesis sought to replicate two categories from Sumner’s study:

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

2. Type of theme:
 - 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. Religion: Includes leaders of organized religion or any individual involved in religious oriented issues;
 - k. History: A focus of any event or activity that occurred earlier in history;

- l. Geographic Places: An identifiable location with a proper name such as a city, state, or country. Random outdoor scenes without proper names are not included;
- m. Civil Rights Movement: Any photos that showcase the civil rights movement, which occurred during the 1950s and 1960s;
- n. Other: Individuals who cannot be classified in any of the above provided categories.

Five additional variables for this study were included based on scholarship in previous research that included:

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. According to research by Vanessa Hazell and Juanne Clark in the article, *Race and Gender in the Media: A Content Analysis of Advertisements in Two Main Stream Black Magazines* (2008), the dominant racial ideology in media is white males. White males are depicted more than females and any other race in our society. This dominant ideology is digested by society and in turn plays a great influence on people's views and attitudes concerning race (p. 6).
 - 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 earned 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). Aside from figures, income can also be translated to an idea or represent a particular characteristic. For example, in the article *The Symbolic Power of Money: Reminders of Money Alter Social Distress and Physical Pain*, researchers Xinyue Zhov, Kathleen Vohs and Roy Baumeister (2009), tested six hypotheses on students at a Chinese university that would generate results about the effects of money both socially and physically. Findings of the study

reveal that money promotes the idea of strength and efficacy. Results also indicated that having money signifies as “having the capability to deal with problems,” (p. 705). Using the statistics provided, 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)

5. Facial Expression: According to research by Keating et al. (1981) in the article *Culture and the Perception of Social Dominance from Facial Expression*, smiling is a simple non-verbal cue that is negatively associated with gender dominance. Women reportedly smile more frequently in pictures than men do (Hall, 1984; LaFrance & Hecht, 2000). From the photos that Keating presented in 11 national/cultural settings, most cultures reported a consistent correlation among non-smiling and its representation of social dominance. The category for this study determined if the individual(s) featured on the covers were:

- a. Smiling; or,
- b. Not Smiling

6. Portrait Presentation: Research provided by Cynthia Freeman in the article *Portraits in Painting and Photography* (2007), suggests portraits presented in

photographic form have superior accuracy and offer more realism as opposed to paintings. According to Freeman, photographic portraits are more direct than paintings and guarantee a kind of contact with its viewers. Portraits done in painting form requires the artist to turn the person, or rather the subject, into an object. This category determined if the portrait of the individual(s) featured on the cover represent a photograph, painting, or other artistic form:

- a. Photograph
- b. Painting
- c. Other Artistic Form

7. Centrality of Image: Replicated from the Christ and Johnson (1987) study, centrality of the image refers to where the individuals are located on the cover. The individual would be considered a central image if the image was centrally located and served as the focus of the cover. The individual would be considered a peripheral image if it was not the central focus, but acted as a background image or form of “window dressing” (p. 9). In Christ and Johnson’s study, this applied to only women portrayed on the covers; however, this category in this particular study, the centrality of image applies to all individuals featured on the *Time* covers, regardless of gender.

- a. Individual(s) are centrally located on the cover
- b. Individual(s) are peripherally located on the cover

Two coders, one male and one female, were used for the content analysis. The male coder coded all 80 *Time* covers, while the female coder acted as the second coder, coding about 10% of the covers, for a total of nine covers. The second coder served primarily to verify

the reliability of the first coder's responses, providing a measure of inter-coder reliability. The covers for the second coder were selected in 10-year increments. The selected covers include: (a) Mahatma Gandhi (1931); (b) Winston Churchill (1941); (c) GI Joe (1951); (d) U.S. Scientists (1961); (e) Willy Brandt (1971); (f) Ronald Reagan (1981); (g) "The Two George Bushes" (1991); (h) Rudy Giuliani (2001); and (i) The Protestor (2011). The coders ranged in 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 a significant range in age is beneficial to the study because it provides a different perspective from an older generation to a younger.

CHAPTER FOUR

FINDINGS

This thesis studied the portrayal of women using *Time*'s annual "Person of the Year" cover. The "Person of the Year" cover, formally titled "Man of the Year" until the switch in 1999, features the individual(s) that *Time* refers to as the memorable men and women that have made a dent in the world recognizable by society. Eighty *Time* covers were examined, 68 covers feature the title "Man of the Year," and 12 feature the title "Person of the Year."

Key variables used to exam the portrayal of women on these covers include:

- Type of Image
- Type of Theme
- Race
- Income
- Facial Expression
- Portrait Presentation
- Centrality of Image

Based on a preliminary analysis of an Excel file all coding was reviewed and totaled to grasp an overall concept of all 80 covers coded by coder one. Coder two, who coded nine covers representing 10% of total sample poll, and the researcher, who coded all 80 covers were included in this preliminary analysis as a quick cross reference tool to determine if there were any major discrepancies among coding and covers which could represent a

flaw in survey construction. There were no noted discrepancies provided through this first round observation.

It was observed that the majority of covers featured men with a theme of politics and governmental leaders. Other significant observations include that more than an expected amount of men were smiling on the covers, while most of the women featured on the covers were not smiling.

A readily apparent initial observation of coded information indicated that *Time* has not featured women at any greater—or lesser—number of frequencies throughout the years; meaning, the “Person of the Year” designation in 1999 did not mark a turning point in depictions of gender. Other preliminary observations that were apparent through the total number calculation on the Excel file include:

- Political figures: Most individual(s) featured on the covers were coded and classified in the political and governmental leader theme, regardless of race or gender. There is not a specific period where this theme was more present on the covers, it is consistent throughout all 80 covers.
- Women and smiles: Most of the individuals, regardless of gender, were coded as not smiling; however, it was assumed that women would be coded consistently as smiling, this was proved inaccurate.
- Women and portrait presentation: Fifty-three of the covers were coded as presented in painting form. It was anticipated that most covers featuring women would be presented as paintings and men would be captured as a photo; however, this was proved inaccurate. Women are closely portrayed in both painting and photo form. Five covers featuring women were portrayed as paintings, and four

covers featuring women were portrayed as a photo, while the remaining cover was portrayed as another artistic form. Most covers featuring men were dominated by painting form. To express the type of portrait presentation used for the covers depicting women, as well as men, refer to Table 1 (below).

- Centrally located: Using the numbers provided by the Excel file, this preliminary analysis revealed high numbers for images being centrally located on the covers. Therefore, most individuals featured on the covers are centrally located.

Table 1

Portrait Presentation and Gender

Portrait Presentation	Male	Female	Both Genders
Photograph	13	3	1
Painting	46	2	3
Other Artistic Form	9	0	1

Note. From the sample poll of 80 “Man of the Year” and “Person of the Year” covers, the above numbers were conducted out of 78 covers due to missing gender coding for two covers

Data Analysis

Following the preliminary analysis, the coded data were analyzed using the Statistical Package for the Social Sciences (SPSS, version 21.0). Frequency counts, descriptive statistics, and the cross tab function were used to calculate figures and observe trends over the 83-year period. The compare data sets function was used to verify that the data provided by coder one was sound. The compare data sets function cross analyzes two different data sets, or in this case, the pre-selected nine covers coded by

coder two, cross analyzed against the same exact covers coded by coder one. The outcome of comparing data sets proves that the data provided by coder one was valid and supported by coder two's data.

Data provided by coder one shows a consistent pattern provided on the *Time* covers:

- Male gender
- Features a single individual
- Politics/governmental leaders theme
- White race
- Wealthy income
- Not smiling
- Presented in painting form
- Image centrally located

Of the 80 covers coded by coder one, data revealed the following findings. Sixty-eight covers, or 87.5% of all the covers featured men, 6.4% or five covers featured only women, as well as 6.4% or five covers featured both genders. The coder did not supply information on two covers in regards to gender. The missing covers included *The Protester* (2011), and *Owen D. Young* (1930).

Frequencies of theme showed that 57.5% of the 80 covers depicted individuals that partake in an occupation in politics or governmental leaders. Of these 47 political and governmental themed covers, only three covers featured women (a) one cover coded as a type, *Corazon Aquino* (1987), and two covers coded as crowd, (b) *Women of the Year* (1976), and (c) *General and Mme. Chiang* (1938). Three of the themes that were not

present on the covers were education, fashion, and geographic places. Refer to Table 2 (below) for the frequencies of gender and the theme present on the covers.

Table 2

Frequencies of Gender and Type of Theme

Theme	Male	Female	Both Genders
Business/Professional	4	0	0
Civil Rights Movement	1	0	0
Crime/Law Enforcement	–	–	–
Education	–	–	–
Fashion	–	–	–
Geographic Places	–	–	–
History	–	–	–
Leisure	1	0	0
Movies/Entertainers	–	–	–
Organized Sports/Athletics	1	0	0
Politics/Governmental Leaders	44	1	1
Religion	4	0	0
Science/Technology	5	0	0
War/Military Leaders	7	0	1
Other	1	2	2
Respondent Selected More Than One Theme	0	2	1

Dashes indicate no data was classified as that theme. From the sample poll of 80 “Man of the Year” and “Person of the Year” covers, frequencies were conducted on 78 covers due to missing gender coding for two covers.

The prominent race with a consistent presence on the covers for both men and women was the white race. Frequencies report that 67 covers, or 83.8% of the covers,

were classified as of the white race. The remaining covers were coded as having more than one race. The additional covers featured the other leading races, African American, and Asian and Pacific Islander. There was a close coding result between the two races, a difference of about two covers, and a ratio of 8:6. Asian American and Pacific Islander women were more frequently depicted on the covers than African American women. Refer to Table 3 (below) for the frequencies of gender and race present on the covers.

Table 3

Frequencies of Gender and Race

Race	Male	Female	Both Genders
African American	4	0	0
American Indian/Alaskan native	–	–	–
Asian/Pacific Islander	3	1	1
Hispanic	–	–	–
White	59	3	3
Respondent Selected More Than One Race	<u>2</u>	<u>1</u>	<u>1</u>

Note. From the sample poll of 80 “Man of the Year” and “Person of the Year” covers, frequencies were conducted on 78 covers due to missing gender coding for two covers

Frequencies of income were straightforward and presented a consistent pattern among a larger portion of the covers, regardless of gender or any other variable. The cover, *The Protester* (2011), was excluded from this variable due to the coder selecting two options. Seventy-three covers, or 92.4% of the 80 covers, were coded as wealthy. The remaining three income statuses were all coded accordingly and each represented 2.5% of the covers.

Another significant variable ran as a crosstab function reflects on the data provided from the facial expressions category cross-referenced with gender. This variable showed that women were portrayed as not smiling more frequently than anticipated. Out of the 80 covers, 76 covers were analyzed, (two covers excluded for missing gender variables and two others for the coder selecting both options of the facial variable) six out of the eight covers featured women not smiling. The two covers not included for selecting both options of the facial variable featured women as part of a group, one with men and the other of strictly women. Refer to Table 4 (below) for men versus women and facial expression featured throughout the covers.

Table 4

Gender and Facial Expressions

Facial Expression	Male	Female	Both Genders
Smiling	18	2	0
Not Smiling	50	2	4

Reliability

In content analysis, inter-coder reliability, often called reproducibility, refers to the level of agreement among coders when the content being classified is coded the same way. According to Krippendorff (2004), “reproducibility is arguably the most important interpretation of reliability,” (p. 15). The web service ReCal was used to test percent agreements among all variables. ReCal, or reliability calculator, is a Web service created within the last five years that computes inter-coder reliability through a systematic comparison of data. ReCal addresses the limitations faced by other software, by allowing

the use of multiple coefficients for nominal data and making it easily accessible online (www.dfreelon.org).

The percent agreements are results from the data provided by each coder, and each variable from the nine pre-selected covers to test inter-coder reliability. A percentage of agreement is the most widely used form of agreement and is an easily digestible result. An overall percentage of agreement was not calculated due to a breakdown of variable agreement provides a more detailed look into the study and strengthens the reliability results. The percent agreements ranged from the mode percentage of 88.9% to the lowest agreement of 66.7%. To express percent agreements among each variable, as well as the number of agreements and disagreements per variable refer to Table 5 (below).

Table 5

Variable Agreement and Disagreement			
Variable	% of Agreements	N of Agreements	N of Disagreements
Gender	88.9	8	1
Type of Image	88.9	8	1
Type of Theme	77.8	7	2
Race	88.9	8	1
Income	77.8	7	2
Facial Expression	77.8	7	2
Portrait Presentation	66.7	6	3
Centrality of Image	88.9	8	1

Missing variables which coders either opted not to select or merely forgot to select were counted as a disagreement. The disagreement between coders for the variable “type of image” can be explained as an anomalous cover: The George Bush Sr. (1991) cover was coded as type for coder one, but coded as crowd for coder two. The cover featured the title “Men of the Year” as well as the subtitle “The Two George Bushes,” but featured only one man. The title(s) generated the illusion that two distinct men, both Bush, were featured on the cover, quiet possibly causing confusion for coder two.

Two covers out of nine had the lowest agreement among coders. The George Bush Sr. (1991) and Mahatma Gandhi (1931) each resulted in five out of eight variables in agreement between coders, but the areas of disagreement were not significant in skewing overall results. Portrait presentation was the lowest variable of agreement, perhaps because coders could not consistently distinguish between photographic images and paintings, given the abilities of computer technology to generate images.

CHAPTER FIVE

DISCUSSION

Significant trends were observed in the content of *Time*'s "Man of the Year" and "Person of the Year" covers. Based on the findings, it is fair to note that *Time*'s publishers have not made an active effort to reflect larger social trends and cultural shifts in their selections of noteworthy figures on a year-to-year basis. The most frequented trend throughout the covers portrayed individual men, with an occupation in politics and government, of wealthy standing, not smiling, and centrally located in painting form. Not only is there a gender inequality among the number of men versus women featured on the covers, but there are significant inequalities among the other variables as well. From this study, it was observed that *Time* has made no significant changes with the individuals featured on the covers to reflect the title change in 1999 from "Man of the Year" to "Person of the Year."

- In 1928, *Time* recognized Charles Lindbergh as "Man of the Year" for his aviation records. In 1932, Amelia Earhart was the first woman to fly solo across the Atlantic Ocean. In 1935, she was the first person to fly across both the Atlantic and Pacific Ocean via Hawaii to California. Earhart was never featured on *Time*'s "Man of the Year" cover for an accomplishment comparable to Lindbergh's.
- From 1940 to 1950, there was a consistent pattern of theme for strictly politics and governmental leaders, and war and military leaders. Individuals selected during this decade reflected society accurately with many changes occurring such

as the attack on Pearl Harbor, the death of Franklin Delano Roosevelt, Germans under Hitler's command surrendered, and the North Atlantic Treaty Organization (NATO) was formed.

- During the 1960s to the early 1970s when the “women’s lib” movement occurred there were no covers depicting women in relation to this historical event and the women who made moves in it.
- During 1979 to 1996, individuals of the Asian American and Pacific Islander race appeared on more covers than any other period. According to the U.S. Census Bureau (2010), the Asian population has grown faster in the last decade than any other race. During 2000 through 2010, Asian American and Pacific Islanders were not featured on any “Person of the Year” cover.
- The politics and governmental leader theme is the dominant theme of most the individuals featured on the covers; however, during a peak political time for minority women, *Time* did not feature any of these congressional representatives. Dubbed “Year of the Woman,” 1992 marked the start of an increase for minority women in office. From 1992 to 2005, 23 of the 34 African American, Asian American and Pacific Islander, and Hispanic women who have served in congress were elected during this period (www.womenincongress.house.gov).
- Since the 1999 title change from “Man of the Year” to “Person of the Year” only two covers have featured women. Of these covers, no individual woman has been featured, the women were featured contributing to a group. Highly influential women have emerged within the last decade that command the public’s attention, as well as possess the dominant theme of politics and governmental leaders. Such

women include former Secretary of State, Condoleeza Rice, Congresswoman Nancy Pelosi, and former presidential candidates Sarah Palin and Hilary Clinton.

Yet they were never featured on a “Person of the Year” cover.

Trends residing throughout the covers inadequately reflected individuals of society.

Instead of reaching for a reason externally, an answer often emerges itself internally.

Such misrepresentation could be influenced by the Board of Directors for TimeWarner, Inc., which mirrors the dominant image present on the *Time* covers. The board of directors consists of 11 members, nine men and two women. All of the men are of the white race with a wealthy income status. Of the two women serving on the board, both are of wealthy income status, and one is classified racially as white while the other is African American (www.timewarner.com). The choices in featured personalities on the cover of *Time* apparently reflect not only the composition of the editorial board, but also the board of directors and their interest in reaching only a select demographic of readership.

CHAPTER SIX

CONCLUSION

Previous research concerning media and the portrayal of women has been constrained to examining only the beauty, health and fashion oriented genres. Past research has had an abundance of studies that examine the way women are featured on magazine covers; however, of these studies, very few have strayed away from the above mentioned genres to a news-oriented genre.

Magazines are a medium that appeal in print form as well as through the images they depict. According to Vickie Rutledge Shield (1990), in the study, *Advertising Visual Images: Gendered Ways of Seeing and Looking*, visual images are “reflections” of the larger society and how they relate to society (p. 25). *Time* magazine, accredited for the initiation of the new journalistic era of news magazines, is the world’s original and largest news magazine that is held highly among readers for its documentation of historical events and influential individuals. Even more emphasis on the “reflections” provided through *Time*’s covers is placed on the annual “Man of the Year” and “Person of the Year” cover. If such a magazine can hold a steady reputation among readers for over 89 years, the “reflections” it provides should accurately reflect society.

Through the analysis of 80 *Time* covers from its annual “Man of the Year” and “Person of the Year” tradition, this study has revealed that the individuals featured on these covers follow a consistent pattern that lacked in variance among gender, race, theme, income, facial expression, portrait presentation and image centrality. Data collected from two individual coders significantly proved that the individuals featured on

the covers did not differ after the title change in 1999 from “Man of the Year” to “Person of the Year.”

To reiterate: Despite the symbolic title change from “Man of the Year” to “Person of the Year” in 1999, only two *Time* covers have featured women, and since 1928, only 10 women have appeared in the “man” or “person” of the year issues. However, highly influential women have emerged—consistently more so within the last decade that command the public’s attention. A short list includes Nobel Peace Prize winner Aung San Suu Kyi, two Secretaries of State, Condoleeza Rice and Hilary Clinton, Congresswoman Nancy Pelosi, and former presidential candidate Sarah Palin. Preceding them, Princess Diana and Mother Theresa—the list goes on. None of these women were recognized for contributions comparable to either a “man” or “person” of the year. Feminist theory would suggest that *Time*’s deficient coverage of women feeds into the larger issue of the media’s suppression of them. Feminists suggest that the media reinforces a dominant male ideology while under-representing women, consequently undervaluing women and the qualities associated with the female gender. In the case of *Time*’s covers, the dominant ideology is reinforced through the large quantity of covers featuring men, and the inconsequential amount of covers featuring women. When *Time* has featured women for the “man” or “person” of the year, they were portrayed in a stern nature, as well as with a certain level of masculinity that competes with the men featured on the covers.

Future scholarship can benefit from this study by noting the progression of women and minorities in current society. Women and minorities have increased their status in society since the first “Man of the Year” cover in 1928, nonetheless; *Time* does not accurately represent these individuals on the covers. This study can further contribute

to scholarship by confirming another form of media that reinforces the dominant ideology. Hanna Adoni and Sherrilll Mane (1984) conclude their research in *Media and the Social Construction of Reality toward an Integration of Theory and Research* with the observation that the reinforcement of the dominant ideology by media, legitimizes social order and maintains the social status quo (p. 328). Equally important, future researchers should dedicate more studies to examining gender and news magazines, so that the researchers following in their trails have sufficient supporting literature. The limitations to this study were that, ideally, a pre-test should have been handed out to coders, so that any issues prior to the actual survey could have been addressed. For example, on some variables, the coders selected more than one option, which was not asked of in the directions, nor was it specified to select only one.

In conclusion, further research needs to be conducted on additional news magazines to thoroughly confirm that the dominant ideology is reinforced by such genres. For the sake of this study, the *Time* covers and variables examined did present a significant representation of the dominant ideology present throughout the covers.

APPENDIX I

Coder:

Title of Issue:

Year:

Individual(s) Featured on Cover:

Gender of Individual(s):

Directions: Please code each of the following variables using the individual(s) featured on each cover.

Type of Image:

_____ **Type:** A single individual is featured on the cover.

_____ **Crowd:** More than one individual is featured on the cover.

Type of Theme:

_____ **Business/Professional:** Individuals depicting business and commerce occupations.

_____ **Civil Rights Movement:** Any photos illustrating the civil rights movement of the 1950s and 1960s.

_____ **Crime/Law Enforcement:** Law enforcement officers or individuals convicted of crimes.

_____ **Education:** Includes individuals related to education at any level, including students.

_____ **Fashion:** Individuals related to fashion trends and style.

_____ **Geographic Places:** An identifiable location with a proper name such as a city, state, or country. Random outdoor scenes without proper names are not included.

_____ **History:** A focus of any event or activity that occurred earlier in history.

_____ **Leisure:** Individuals pictured in connection with activities done during leisure time.

_____ **Movies/Entertainers:** Movie stars, singers, dancers, comedians, etc.

_____ **Politics/Governmental Leaders:** Includes office holders as well as candidates for public office.

_____ **Organized Sports/Athletics:** Collegiate or professional athletes.

_____ **Religion:** Includes leaders of organized religion or any individual involved in religious oriented issues.

_____ **Science/Technology:** Individuals who fall into the biological and physical sciences, engineering, and/or have made advances in scientific research and technology.

_____ **War/Military Leaders:** Individuals related to a specific war or international conflict.

_____ **Other:** Individuals who cannot be classified in any of the above categories.

Race:

- African American:** Black ethnic groups including persons with origin from Africa.
- American Indian/Alaskan Native:** Individuals having origin with the original people of North America.
- 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.
- 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.
- White:** White ethnic groups, including persons from the Middle East or Arab decent.

Income: (annual four person family income)

- Poverty** (\$0-\$23,000)
- Below average** (\$24,000-\$39,000)
- Average** (\$40,000-\$66,000)
- Wealthy** (\$100,000 and above)

Facial Expression:

- Smiling**
- Not Smiling**

Portrait Presentation:

- Photograph**
- Painting**
- Other Artistic Form** (sculpture, cartoon, etc.)

Centrality of Image:

- Individual(s) are centrally located on the cover**
- Individual(s) are peripherally located on the cover**

APPENDIX II

Code Book

Information

- Coder: Name of coder;
- Title of Issue: If the issue is titled “Man of the Year” or “Person of the Year”;
- Year: Calendar year;
- Individual(s) Featured on Cover: Name of the individual or individuals featured on the cover;
- Gender of Individual(s) Featured on Cover: Either man or woman, men or women.

Type of Image

- A single individual is featured on the cover;
- More than one individual is featured on the cover.

Type of Theme

- Business/Professional: Individuals depicting business and commerce occupations. Can classify such as a man or woman in a suit, or an individual that works for a company that would be recognized as a business (i.e. Wall Street).
- Civil Rights Movement: Any photos that display the civil rights movement, which occurred during the 1950s and 1960s.

- Crime/Law Enforcement: Law enforcement officers or individuals convicted of crimes (i.e., would include judges, criminal defense lawyers, and bounty hunters).
- Education: Includes individuals related to education at any level (i.e., would include students, teachers, principals, and coaches).
- Fashion: Individuals related to fashion trends and style (i.e., these individuals could occupy jobs such as models, fashion designers, and or beauty activists).
- Geographic Places: An identifiable location with a proper name such as a city, state, or country. Random outdoor scenes without proper names are not included.
- History: A focus of any event or activity that occurred earlier in history.
- Leisure: Individuals pictured in connection for activities done during leisure time. Such leisure would mean the individual is not paid for this activity. Activities can be sports, meditation, etc.
- Movies/Entertainers: Movie stars, singers, dancers, comedians, etc. Any person that is recognized by the public as “well known” or a “celebrity.”
- Organized Sports/Athletics: Collegiate or professional athletes (i.e., football players to cheerleading).
- Politics/Governmental Leaders: Includes office holders as well as candidates for public office, such as the president and ex-presidents, to any position that holds a formal title recognized by the White House.

- Religion: Includes leaders of organized religion or any individual involved in religious issues (i.e., would include members of churches such as priests and bishops, as well as public individuals that are religious right activists).
- Science/Technology: Individuals that fall into the biological and physical sciences, engineering, and or have made advances in scientific research and technology (i.e., advances in prescription drugs to engineered crops).
- War/Military Leaders: Individuals related to a specific war or international conflict (i.e., generals, marines, and computer technicians specializing in army operations).
- Other: Individuals who cannot be classified in any of the provided categories.

Race

- African American: Black ethnic groups, including African origins;
- American Indian/Alaskan Native: individuals having origin with the original people of North America;
- 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;
- 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;
- White: White ethnic groups, includes Middle Eastern or Arab decent.

Income

Based on the information provided primarily by the cover—but also based on any other information you might have gleaned—chose the best possible income identifier associated with this person or persons. The dollar figures below reflect the annual income for a family of four from the U.S. Census Bureau 2010.

- Poverty (\$0-\$23,000)
- Below average (\$24,000-\$39,000)
- Average (\$40,000-\$66,000)
- Wealthy (\$100,000 and above)

Facial Expression

- Smiling: The individual features a facial expression representing a form of happiness. The expression could range from a grin without showing teeth to a full smile showing teeth.
- Not Smiling: The individual features a facial expression of a serious note. No form of smile, smirk, or expression of happiness is obvious through facial cues.

Portrait Presentation

- Photograph: The form of art used to capture the portrait is the product of a camera. This can be digitally enhanced through computer generation; however, the portrait is still easily identifiable from a photographic nature.
- Painting: The form of art used for the portrait is the product of paints, oils, latex, acrylic, or any other product that would be considered a kind of paint.

- Other Artistic Form: Any form of art that cannot be classified as photography or paintings, such as sculptures, clay models, and cartoons fall into this category.

Centrality of Image

- Individual(s) are centrally located on the cover: The individual featured on the cover is the central focus and serve as the main attraction on the cover.
- Individual(s) are peripherally located on the cover: The individual featured on the cover is not the central focus, but serve a secondary purpose such as “window dressing” or a background image.

APPENDIX III

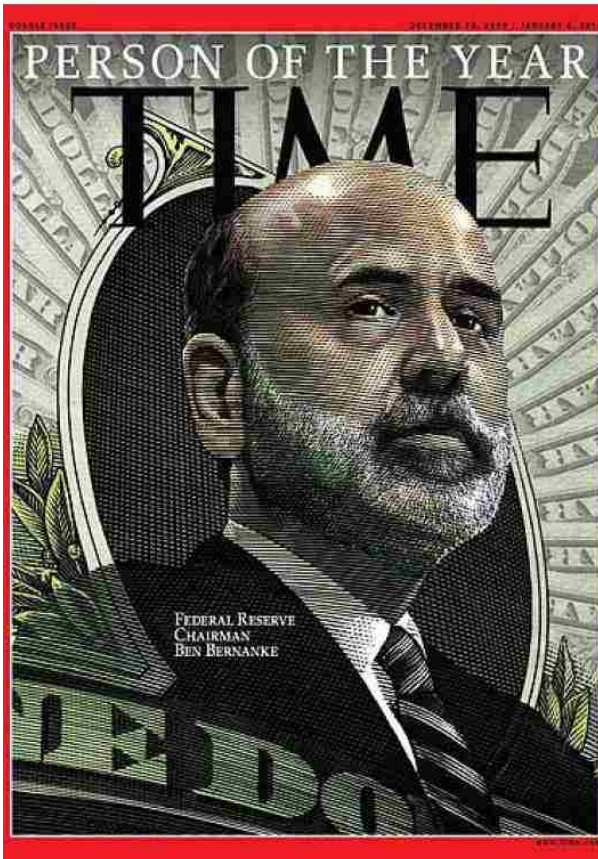
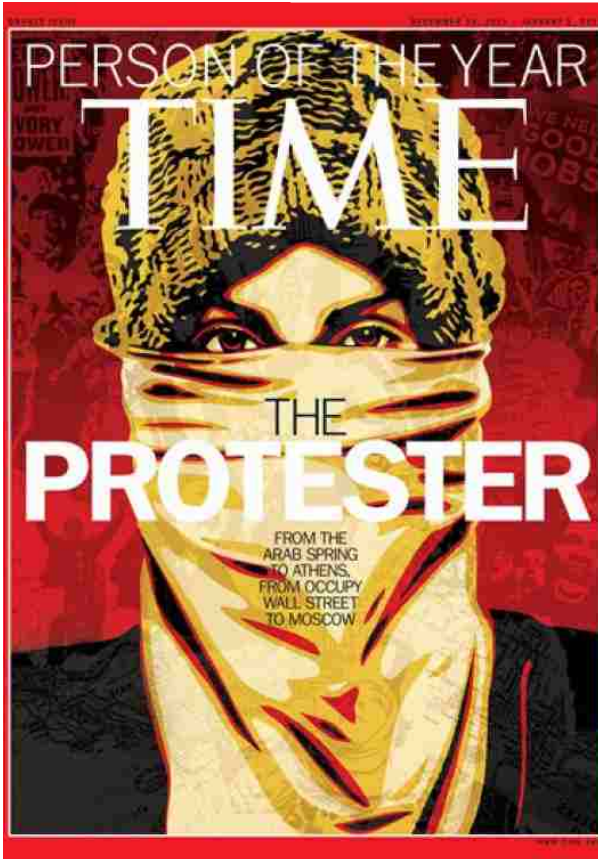
List of Time Covers Used in the Study

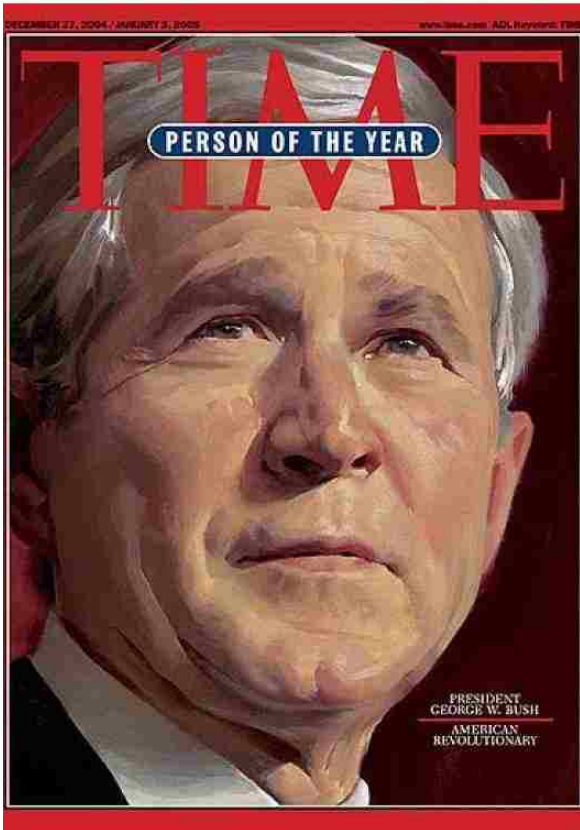
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2	December	2010	Mark Zuckerberg	Reflects back on:	2010
3	December	2009	Ben Bernanke	Reflects back on:	2009
4	December	2008	Barack Obama	Reflects back on:	2008
5	December	2007	Vladimir Putin	Reflects back on:	2007
6	December	2005	The Good Samaritans	Reflects back on:	2005
7	December	2004	George Bush	Reflects back on:	2004
8	December	2003	The American Soldier	Reflects back on:	2003
9	December	2002	The Whistleblowers	Reflects back on:	2002
10	December	2001	Rudy Giuliani	Reflects back on:	2001
11	December	2000	George Bush	Reflects back on:	2000
12	December	1999	Jeff Bezos	Reflects back on:	1999
13	December	1998	Kenneth Starr/Bill Clinton	Reflects back on:	1998
14	December	1997	Andrew Grove	Reflects back on:	1997
15	December	1996	Dr. David Ho	Reflects back on:	1996
16	December	1995	Newt Gingrich	Reflects back on:	1995
17	December	1994	December: Pope John Paul II	Reflects back on:	1994
18	January	1994	January: The Peacemakers	Reflects back on:	1993
19	January	1993	Bill Clinton	Reflects back on:	1992
20	January	1992	Ted Turner	Reflects back on:	1991
21	January	1991	George Bush	Reflects back on:	1990
22	January	1988	Mikhail Gorbachev	Reflects back on:	1987
23	January	1987	Corazon Aquino	Reflects back on:	1986
24	January	1986	Deng Xiaoping	Reflects back on:	1985
25	January	1985	Peter Ueberroth	Reflects back on:	1984
26	January	1984	Ronald Reagan/Yuri Andropov	Reflects back on:	1983
27	January	1982	Lech Walesa	Reflects back on:	1981
28	January	1981	Ronald Reagan	Reflects back on:	1980
29	January	1980	Ayatullah Khomeini	Reflects back on:	1979
30	January	1979	Teng Hsiao-p'ing	Reflects back on:	1978
31	January	1978	Anwar Sadat	Reflects back on:	1977
32	January	1977	Jimmy Carter	Reflects back on:	1976
33	January	1976	Women of the Year	Reflects back on:	1975
34	January	1975	King Faisal	Reflects back on:	1974
35	January	1974	Judge J. Sirica	Reflects back on:	1973
36	January	1973	Henry Kissinger/ Richard Nixon	Reflects back on:	1972
37	January	1972	Richard Nixon	Reflects back on:	1971
38	January	1971	Willy Brandt	Reflects back on:	1970
39	January	1970	Middle Americans	Reflects back on:	1969
40	January	1969	Astronauts	Reflects back on:	1968

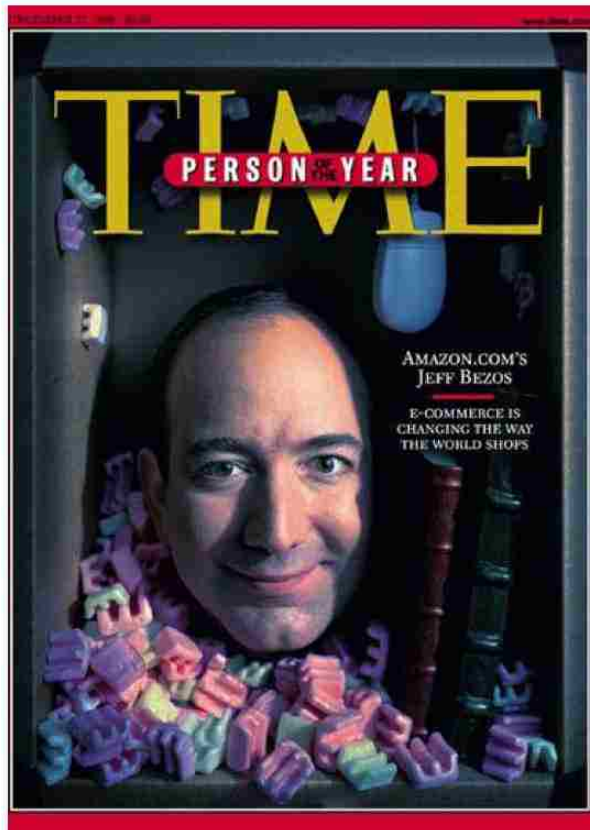
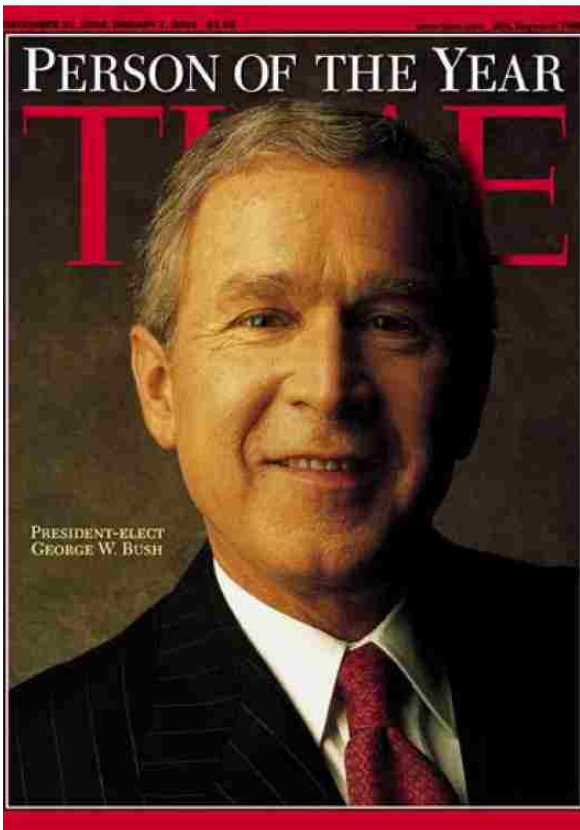
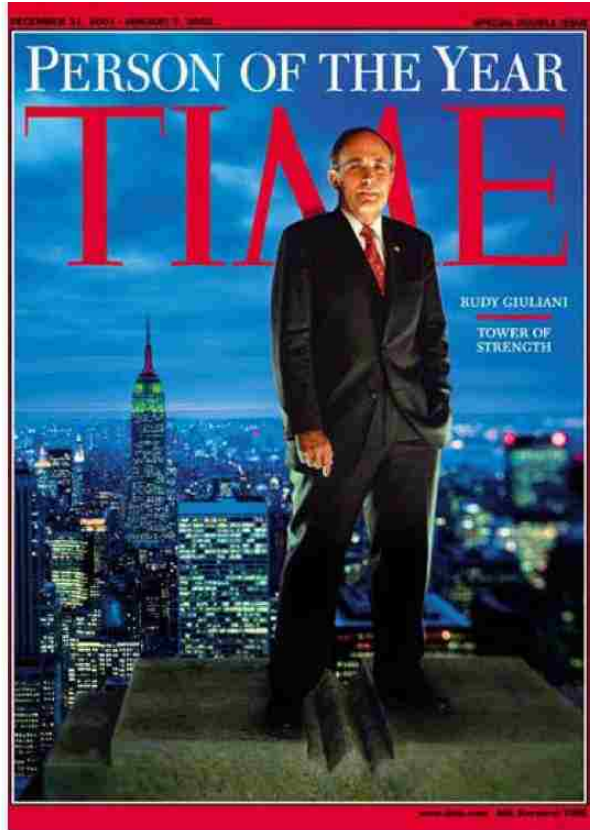
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42	January	1967	25 and Under	Reflects back on:	1966
43	January	1966	General Westmoreland	Reflects back on:	1965
44	January	1965	Lyndon B. Johnson	Reflects back on:	1964
45	January	1964	Martin Luther King Jr.	Reflects back on:	1963
46	January	1963	Pope John XXIII	Reflects back on:	1962
47	January	1962	John F. Kennedy	Reflects back on:	1961
48	January	1961	U.S. Scientists	Reflects back on:	1960
49	January	1960	Dwight D. Eisenhower	Reflects back on:	1959
50	January	1959	Charles DeGaulle	Reflects back on:	1958
51	January	1958	Nikita Khrushchev	Reflects back on:	1957
52	January	1957	Hungarian Fighter	Reflects back on:	1956
53	January	1956	Harlow Curtice	Reflects back on:	1955
54	January	1955	John Foster Dulles	Reflects back on:	1954
55	January	1954	Konrad Adenauer	Reflects back on:	1953
56	January	1953	Queen Elizabeth II	Reflects back on:	1952
57	January	1952	Mohammed Mossadeg	Reflects back on:	1951
58	January	1951	G.I. Joe	Reflects back on:	1950
59	January	1950	Winston Churchill	Reflects back on:	1949
60	January	1949	Harry S. Truman	Reflects back on:	1948
61	January	1948	George C. Marshall	Reflects back on:	1947
62	January	1947	James F. Byrnes	Reflects back on:	1946
63	December	1945	Harry S. Truman	Reflects back on:	1945
64	January	1945	General Dwight D. Eisenhower	Reflects back on:	1944
65	January	1944	General George Marshall	Reflects back on:	1943
66	January	1943	Joseph Stalin	Reflects back on:	1942
67	January	1942	Franklin D. Roosevelt	Reflects back on:	1941
68	January	1941	Winston Churchill	Reflects back on:	1940
69	January	1940	Joseph Stalin	Reflects back on:	1939
70	January	1938	General & Mme. Chiang	Reflects back on:	1937
71	January	1937	Wallis Simpson	Reflects back on:	1936
72	January	1936	Haile Selassie	Reflects back on:	1935
73	January	1935	Franklin D. Roosevelt	Reflects back on:	1934
74	January	1934	Hugh S. Johnson	Reflects back on:	1933
75	January	1933	Franklin D. Roosevelt	Reflects back on:	1932
76	January	1932	Pierre Laval	Reflects back on:	1931
77	January	1931	Mahatma Gandhi	Reflects back on:	1930
78	January	1930	Owen D. Young	Reflects back on:	1929
79	January	1929	Walter P. Chrysler	Reflects back on:	1928
80	January	1928	Charles Lindbergh	Reflects back on:	1927

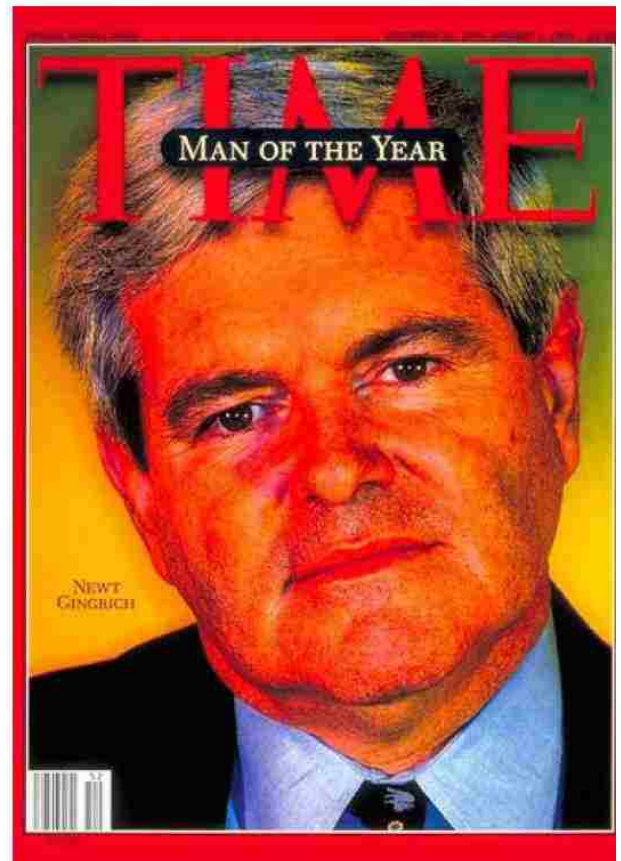
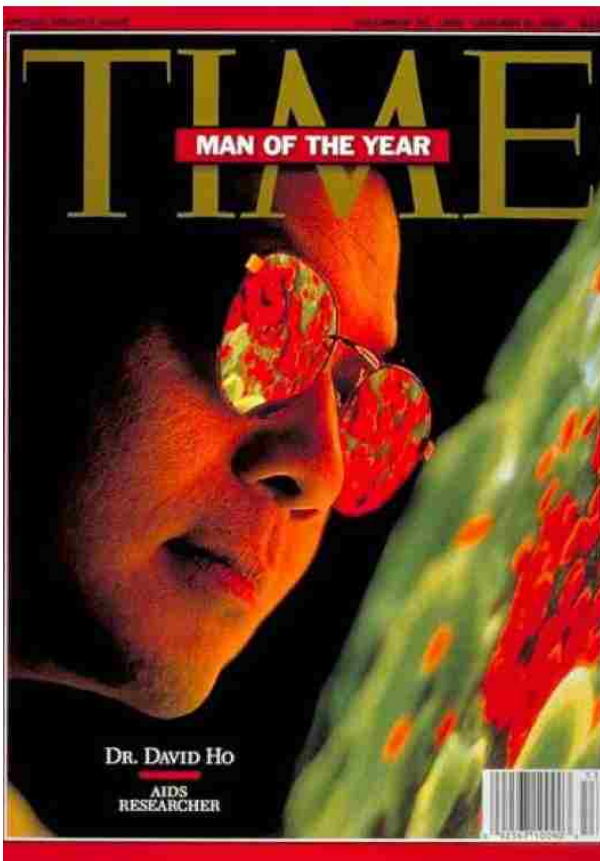
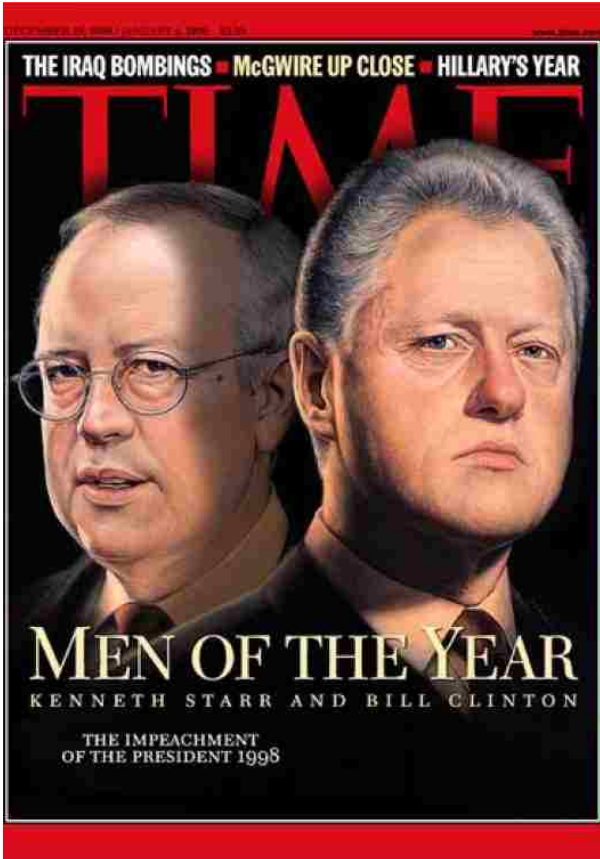
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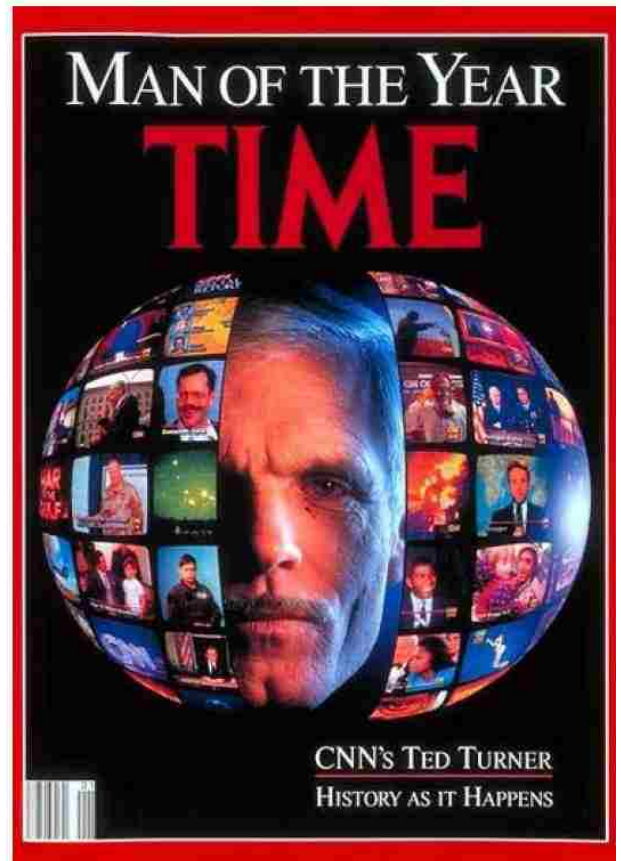
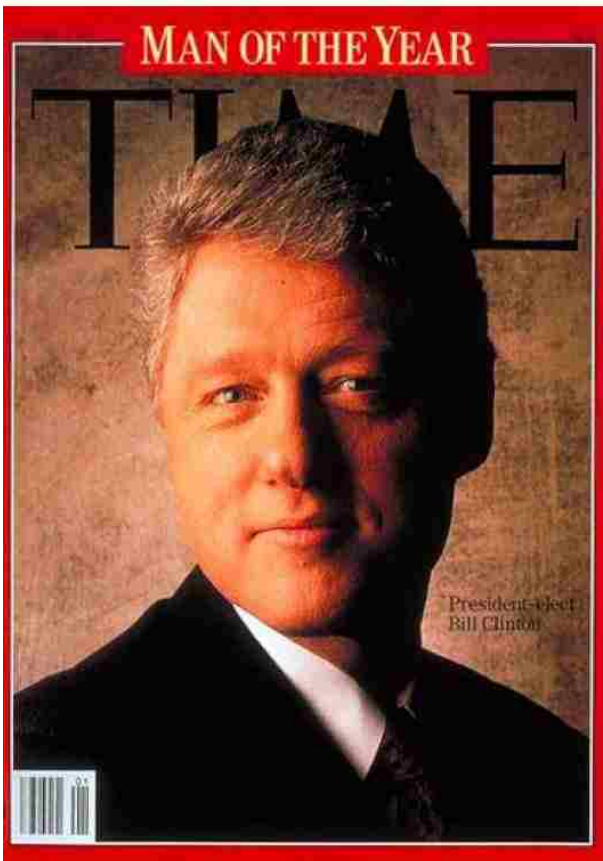
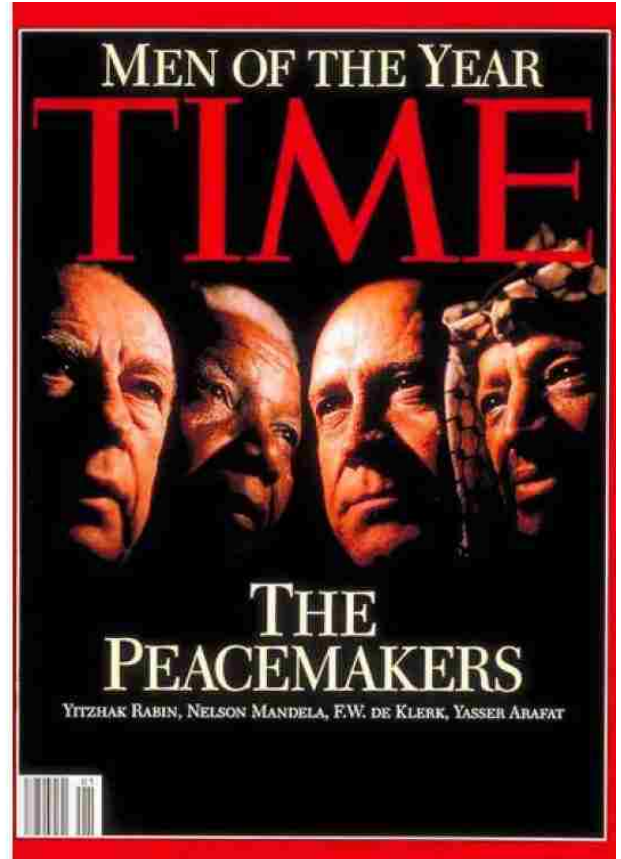
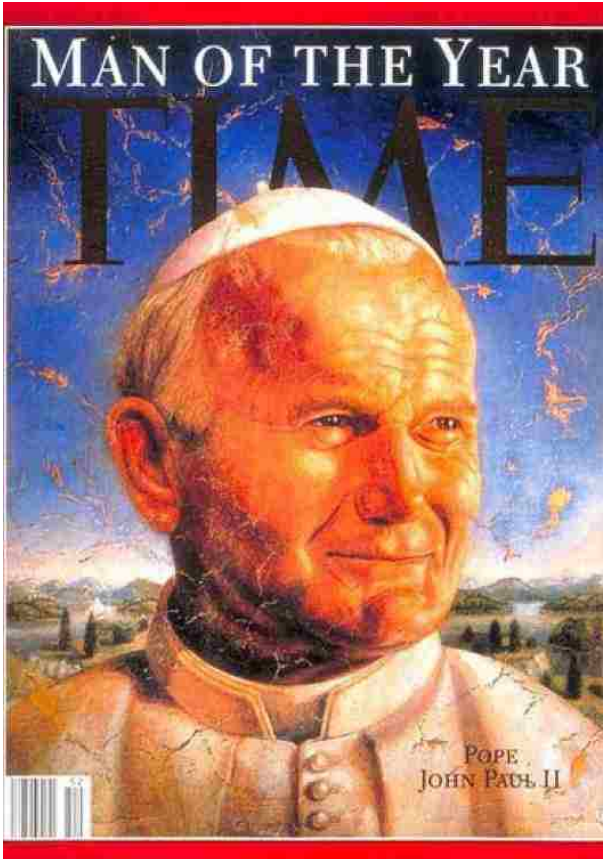
Time Covers used in Study

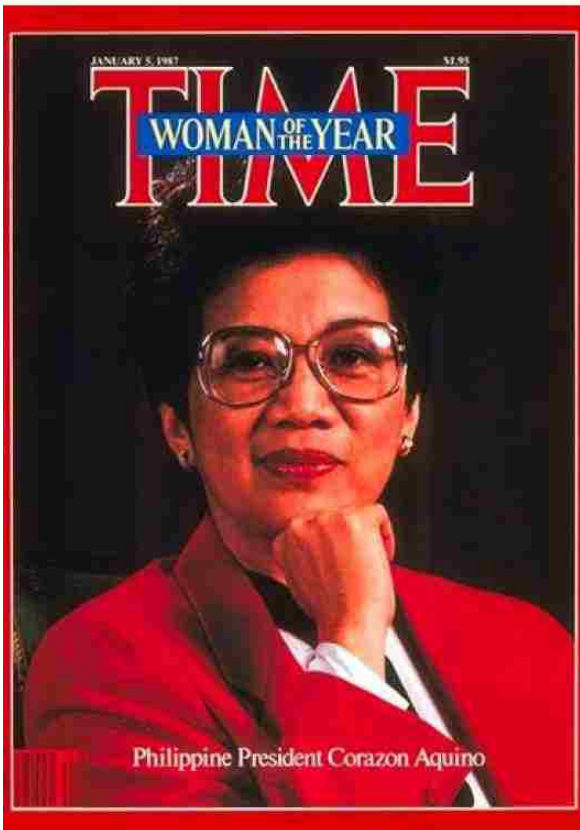
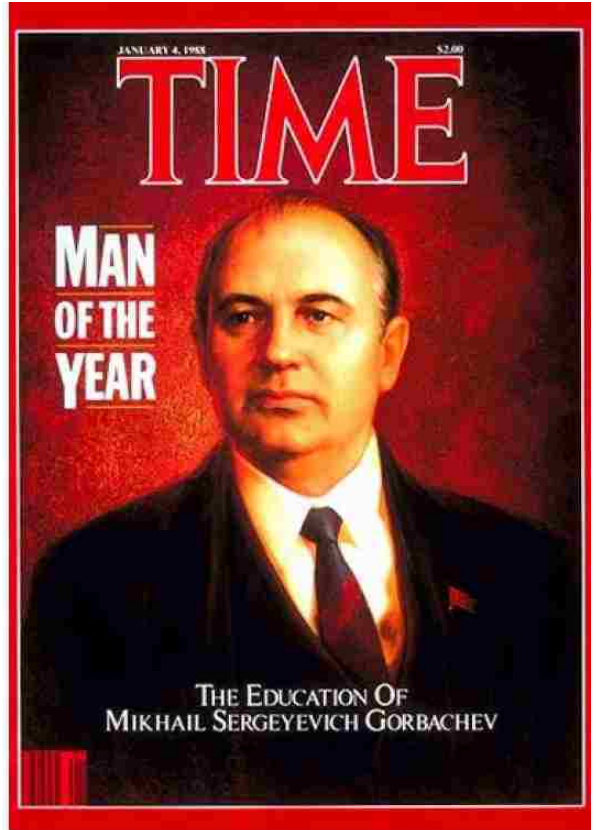
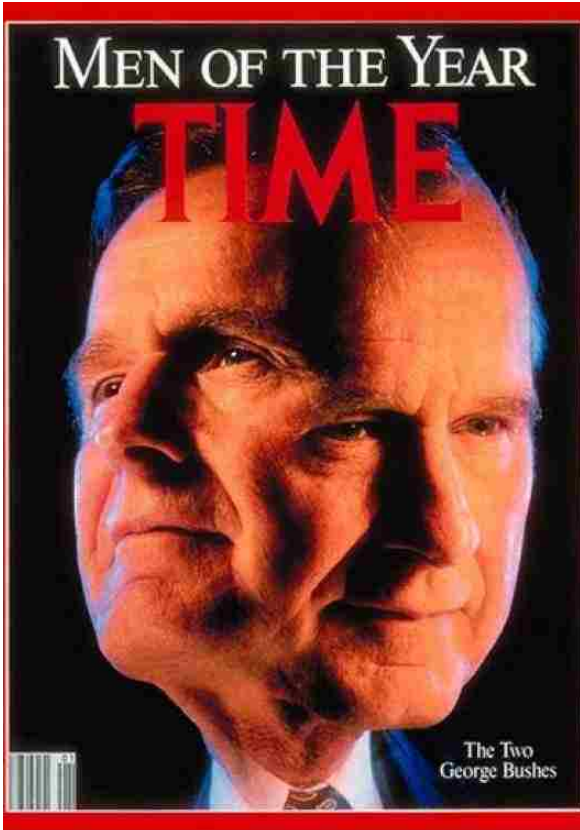


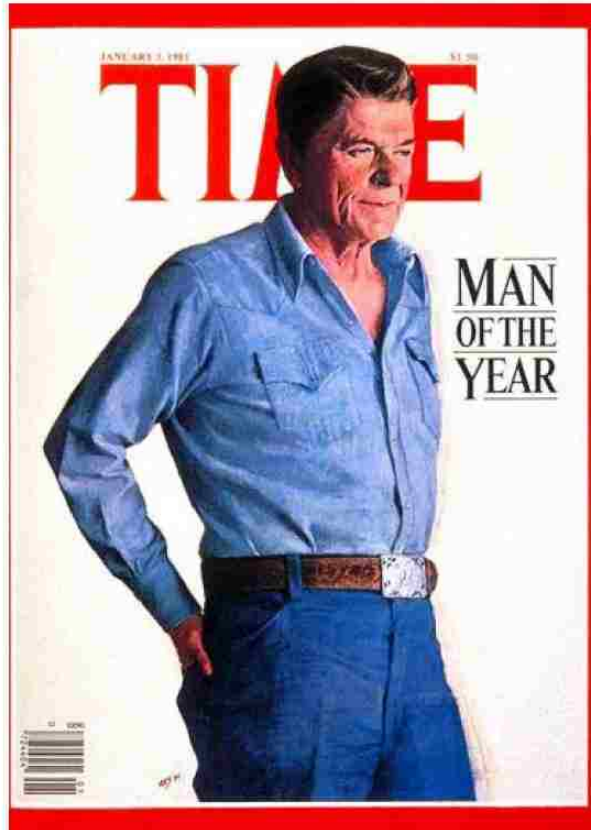
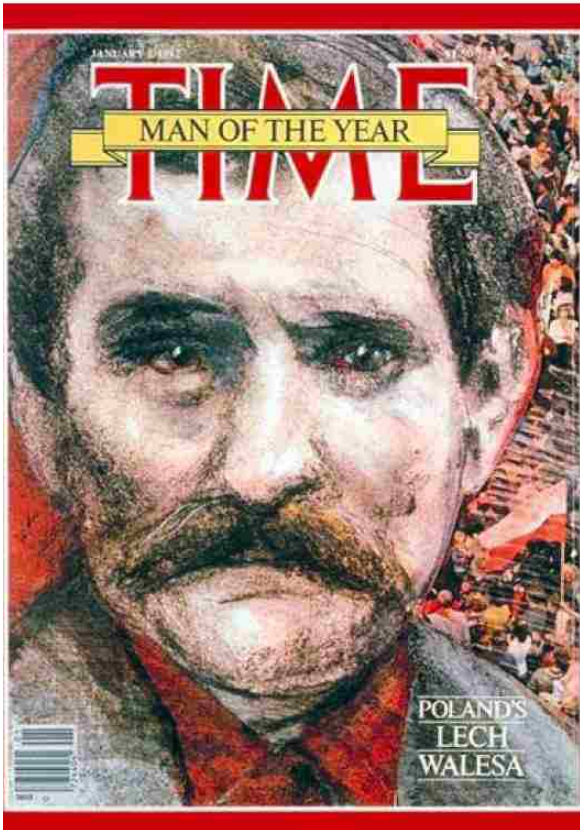
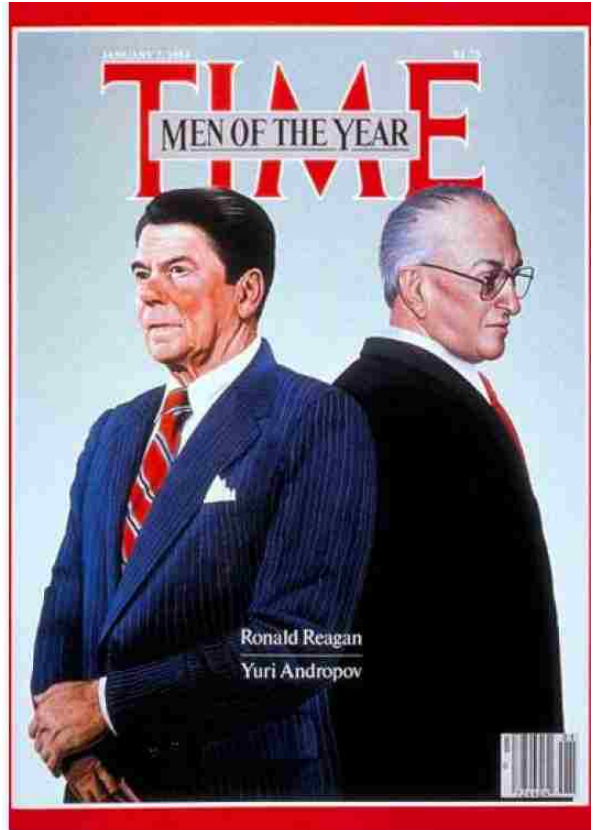
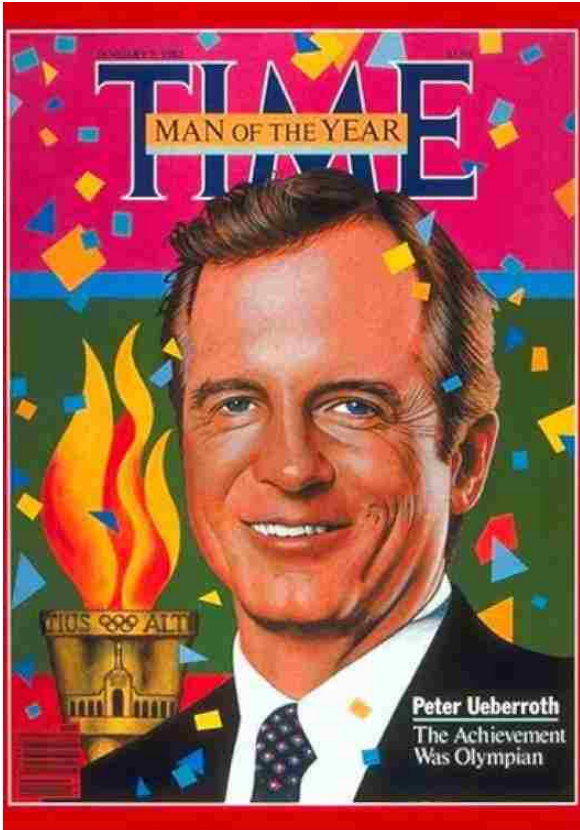


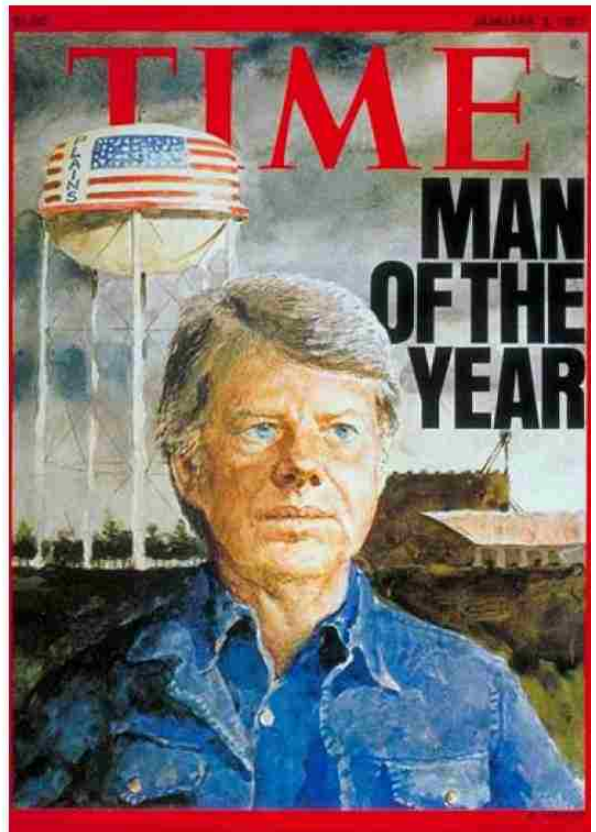
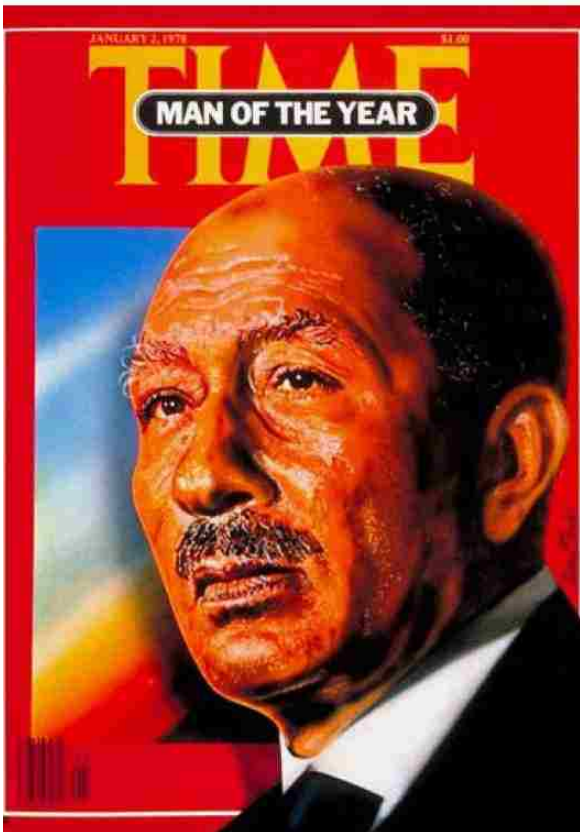
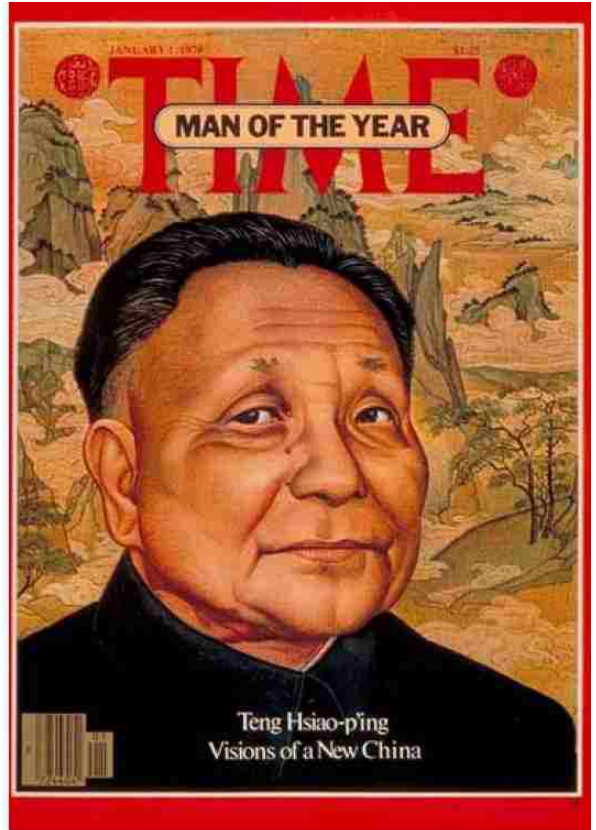
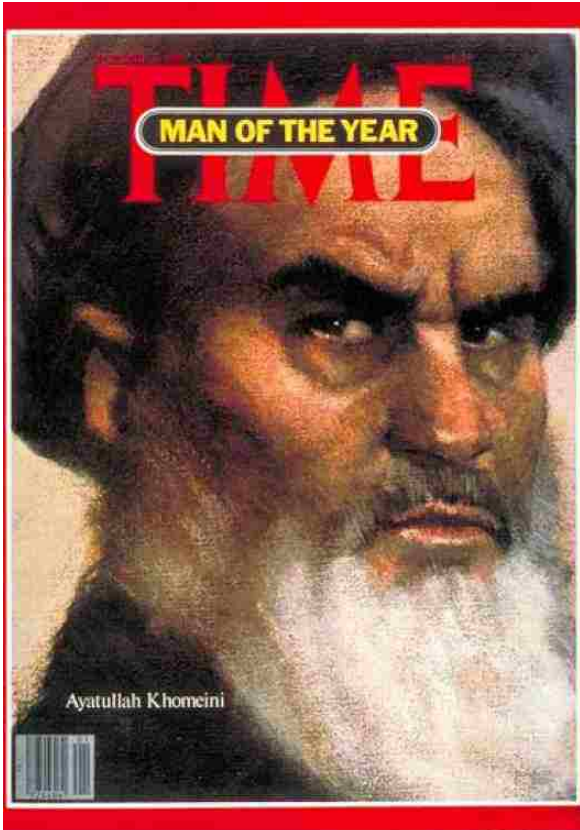


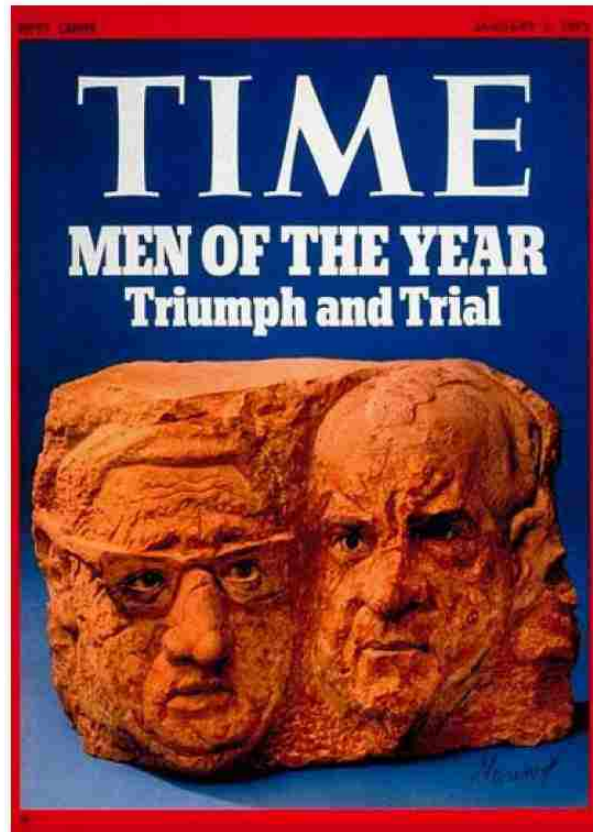
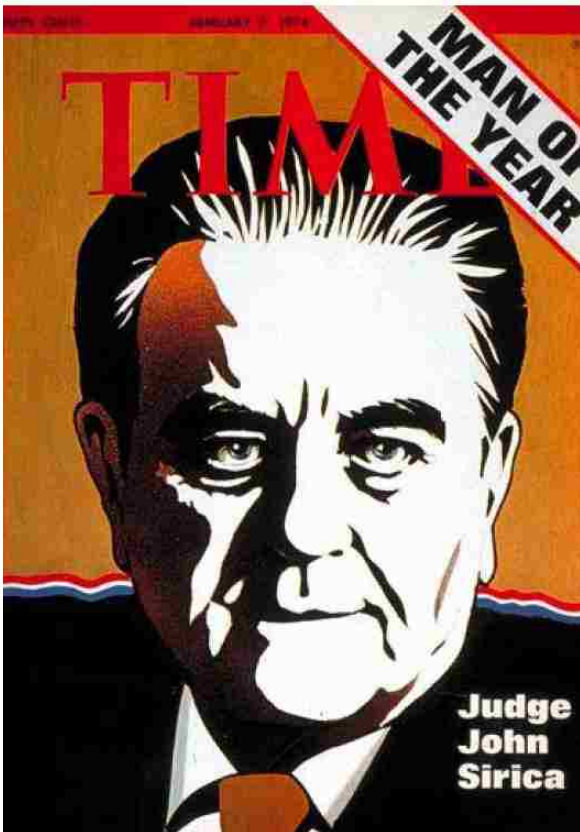
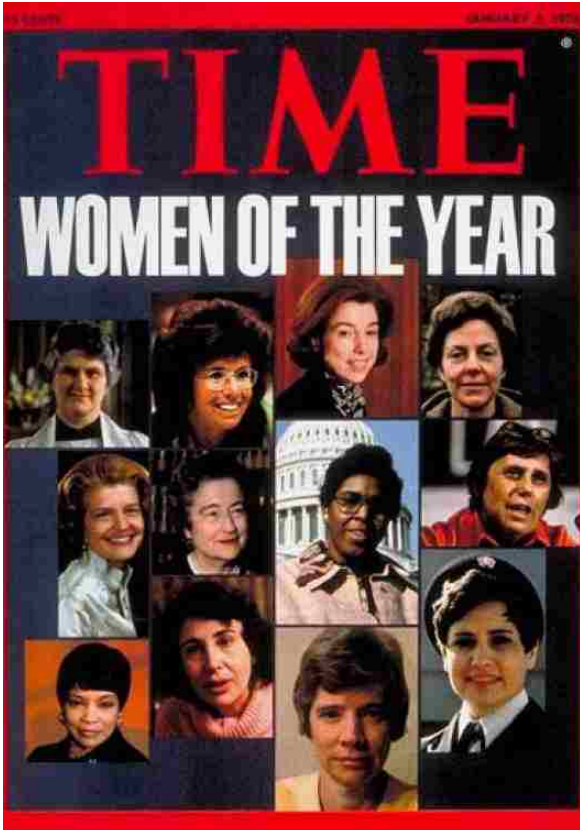


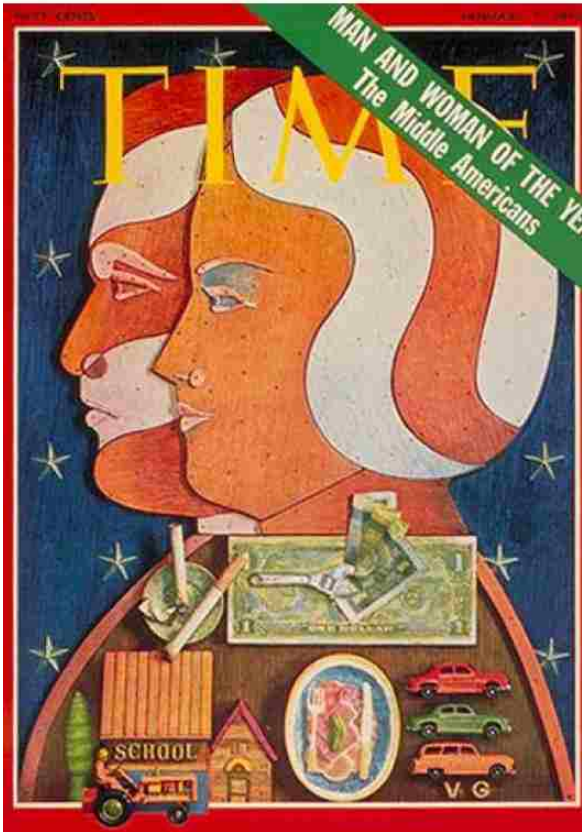
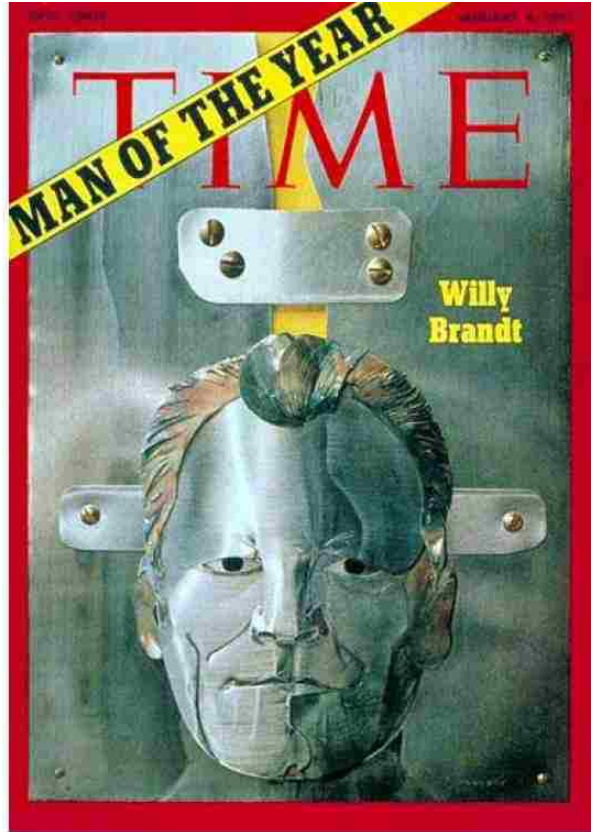
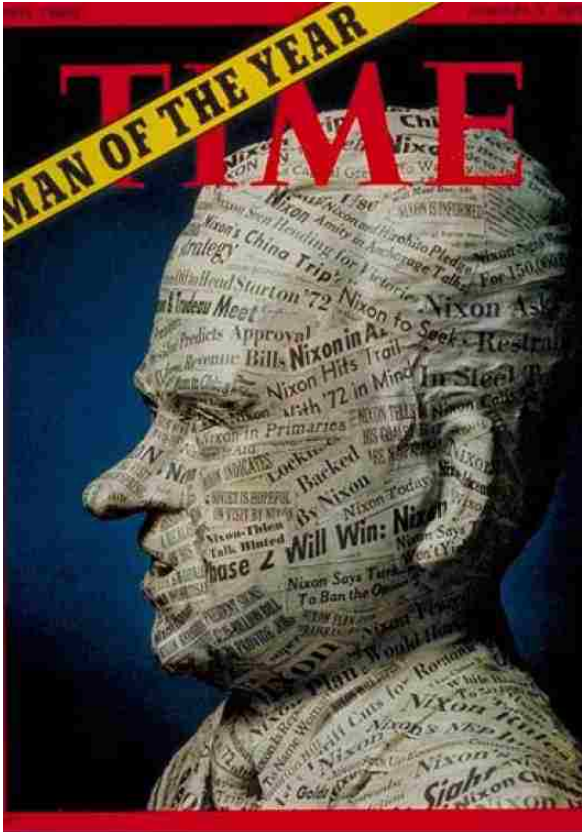


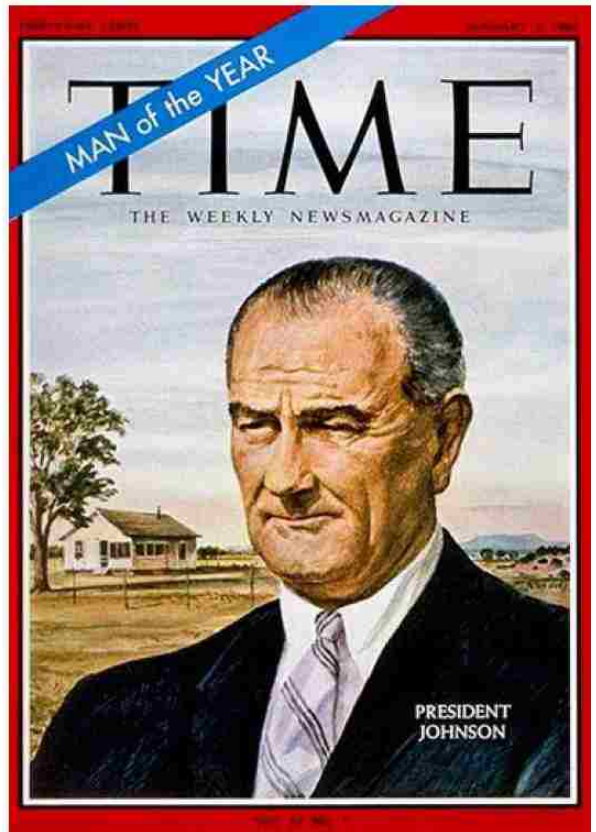
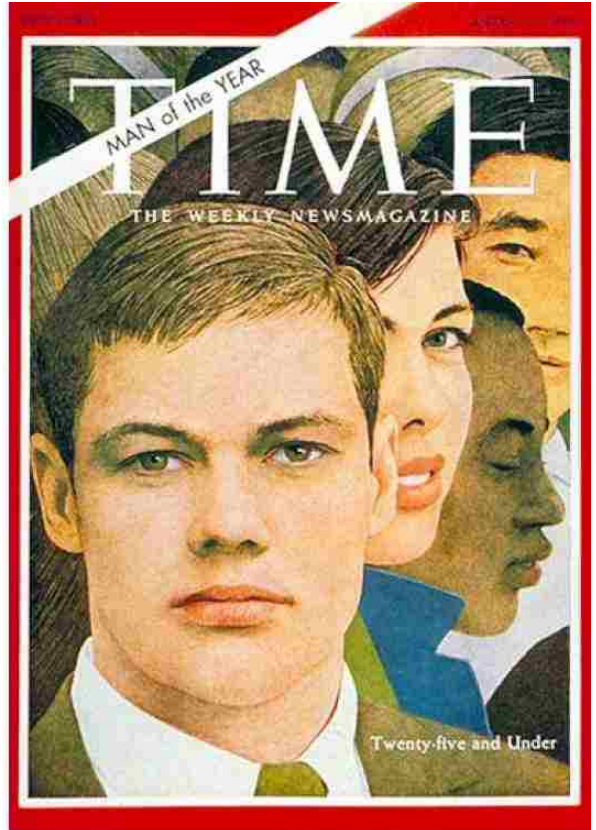
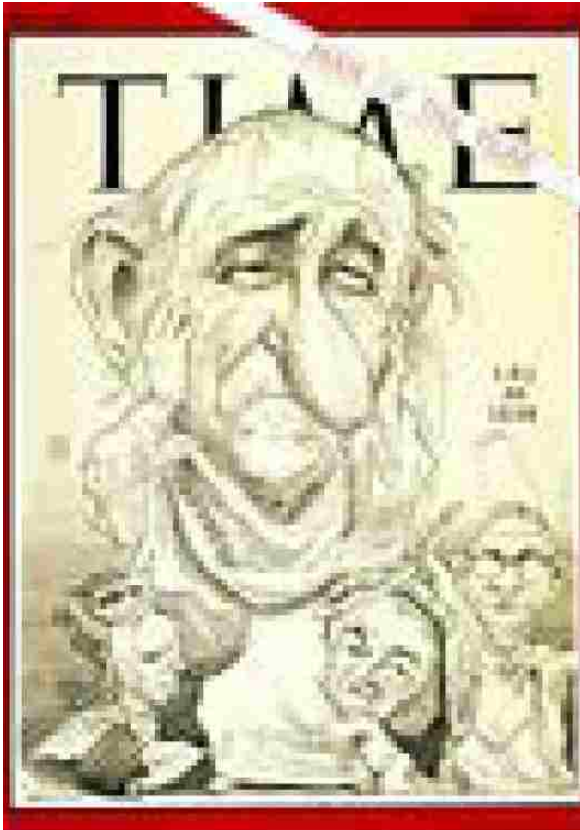


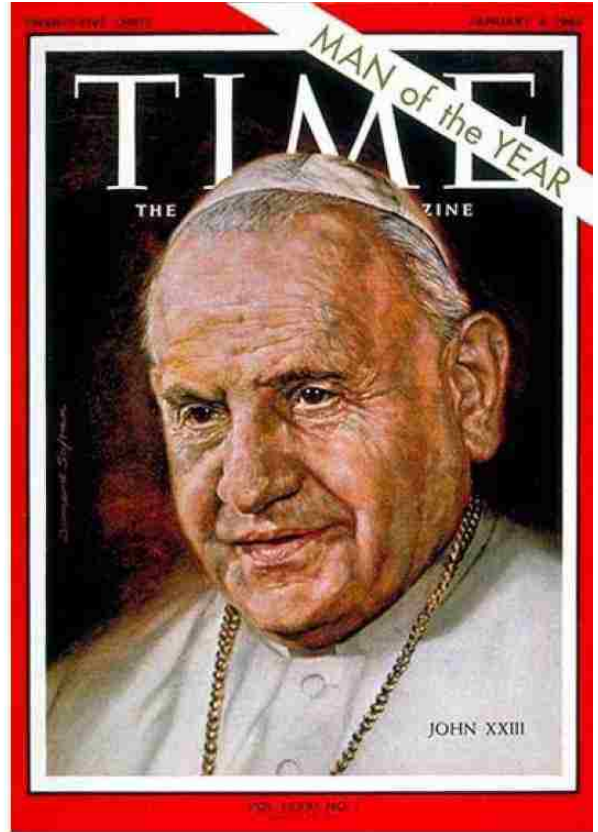


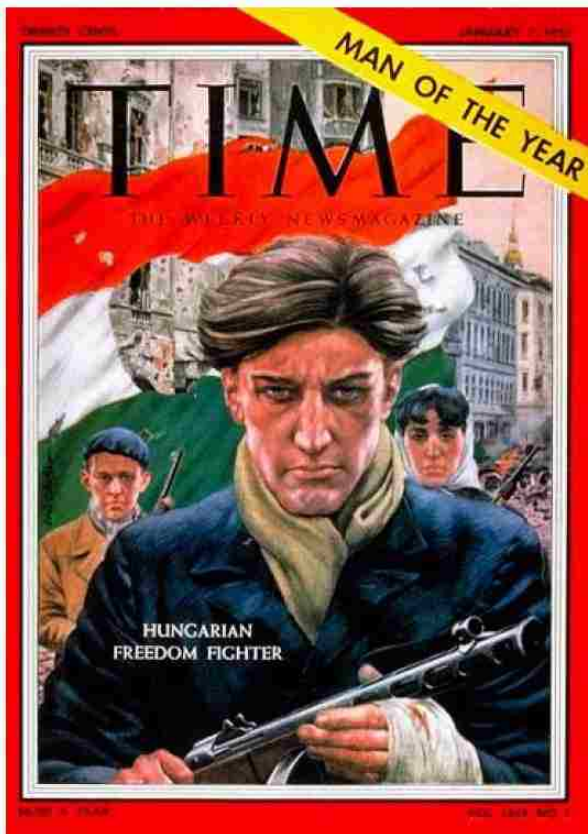
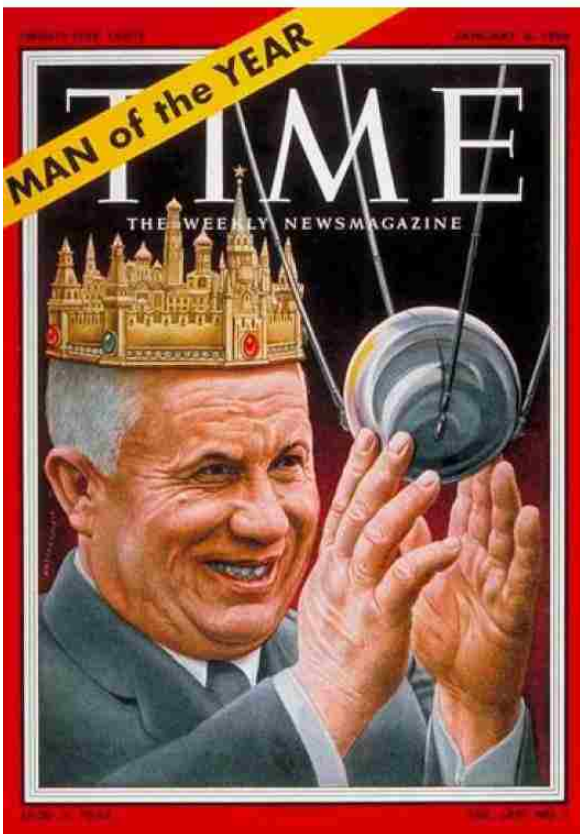
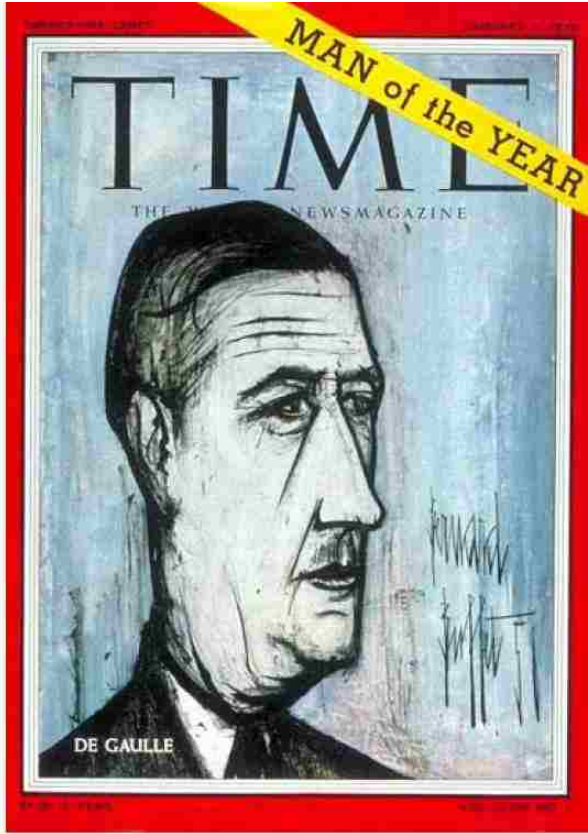
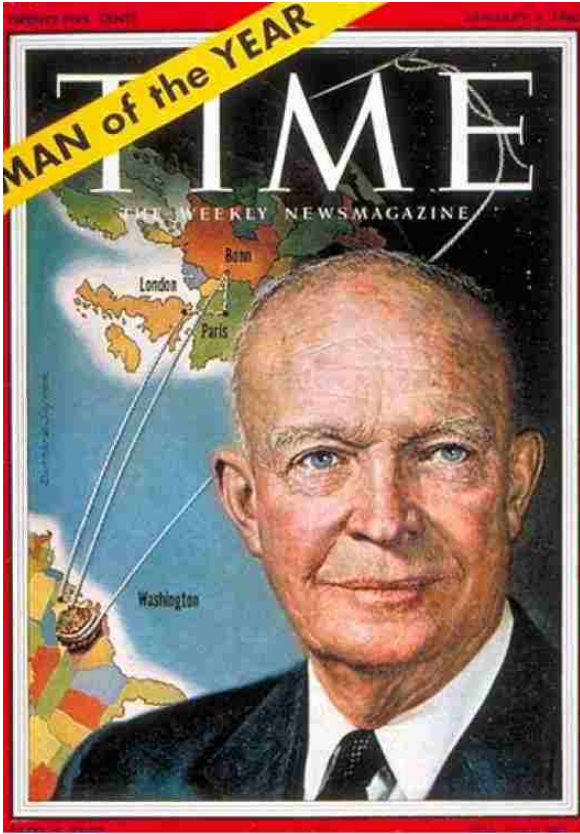


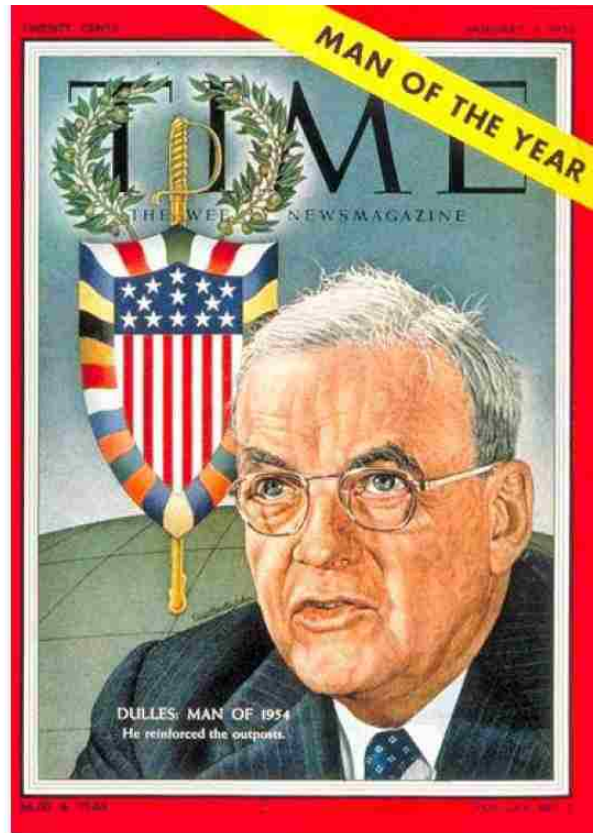


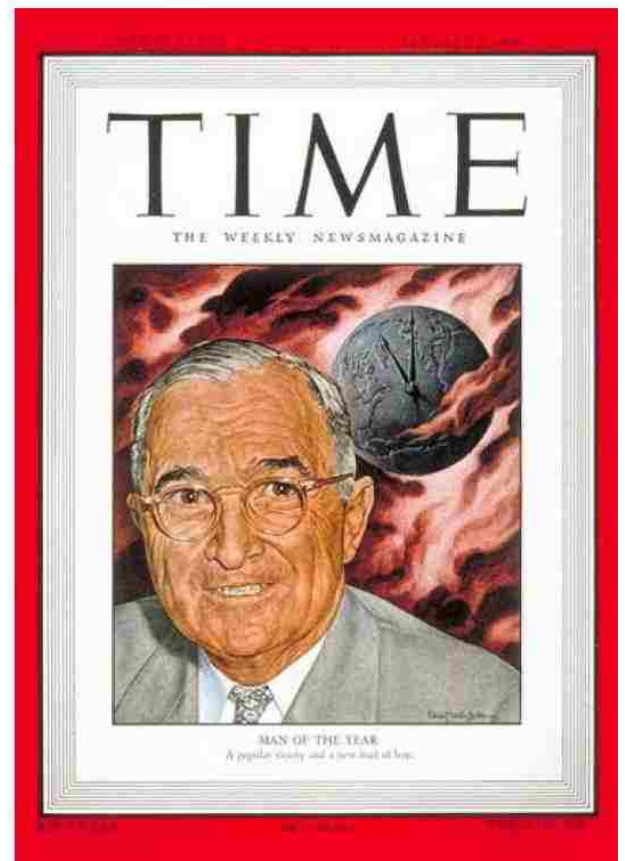
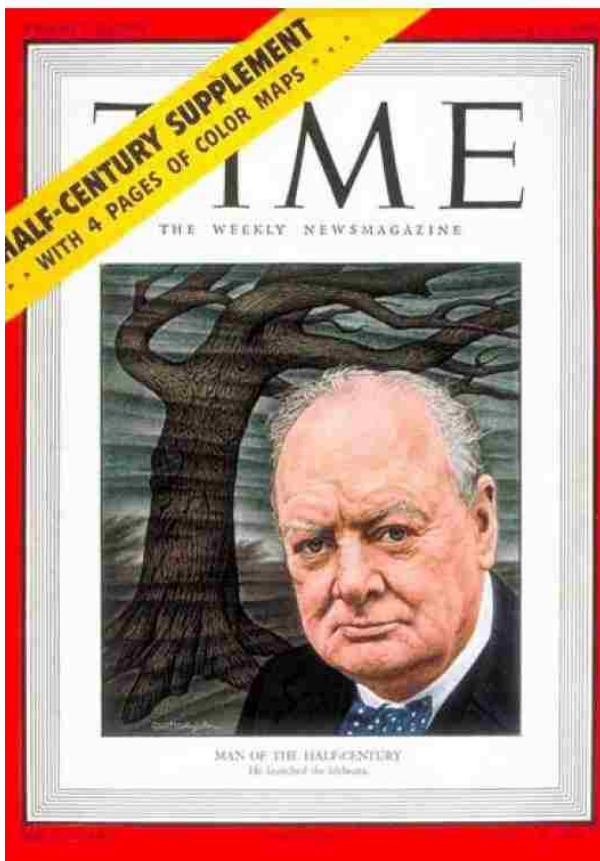
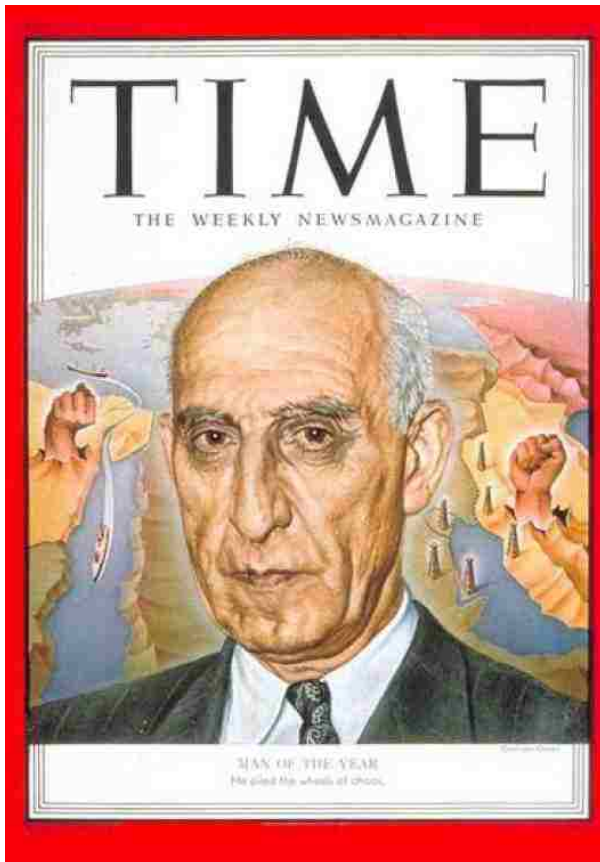


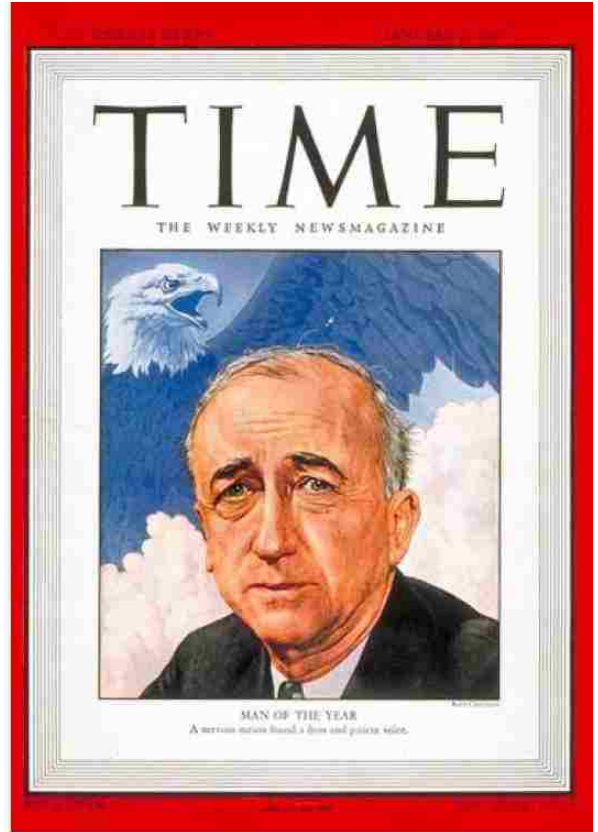
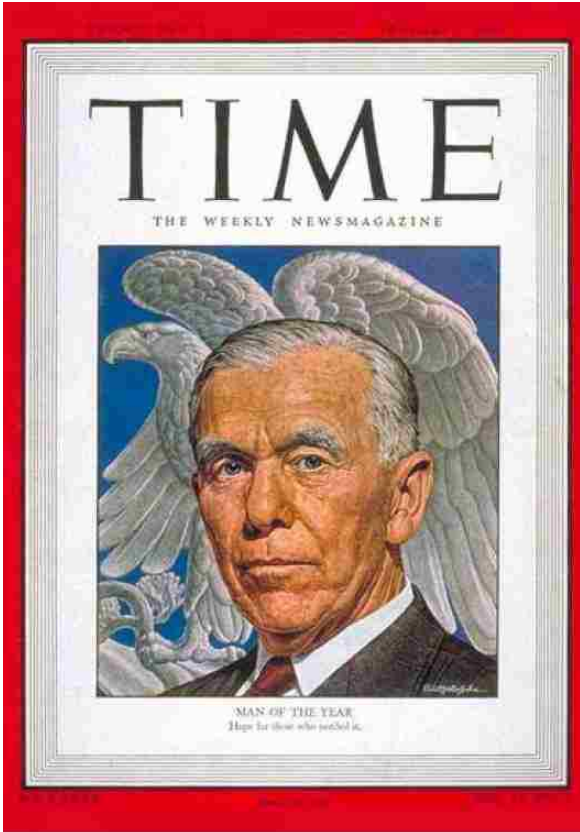


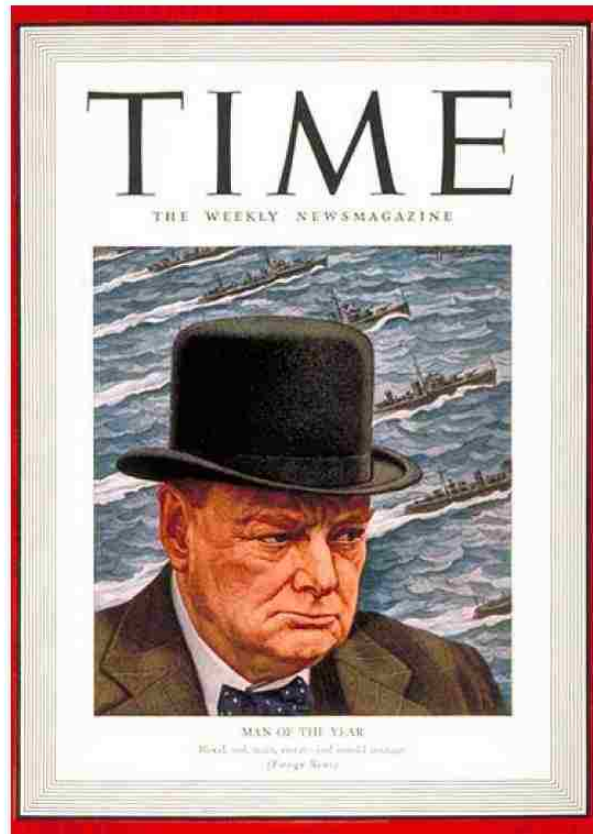
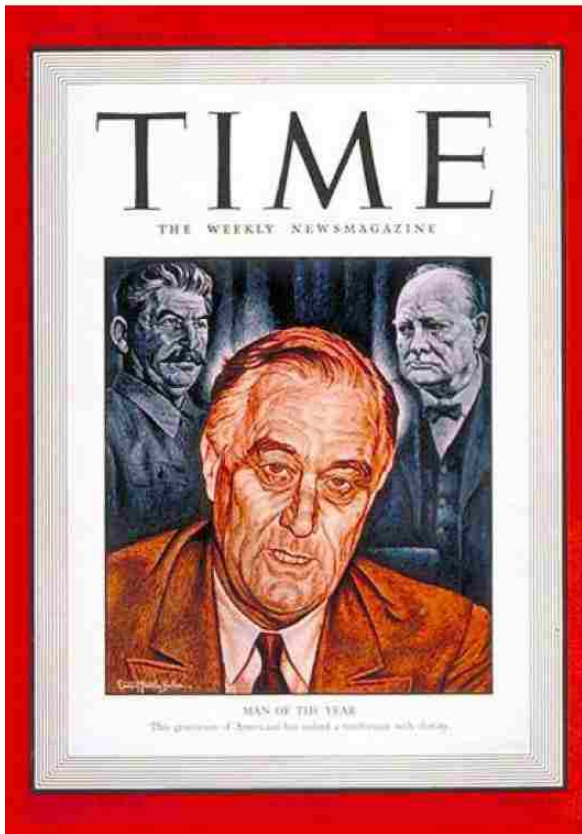
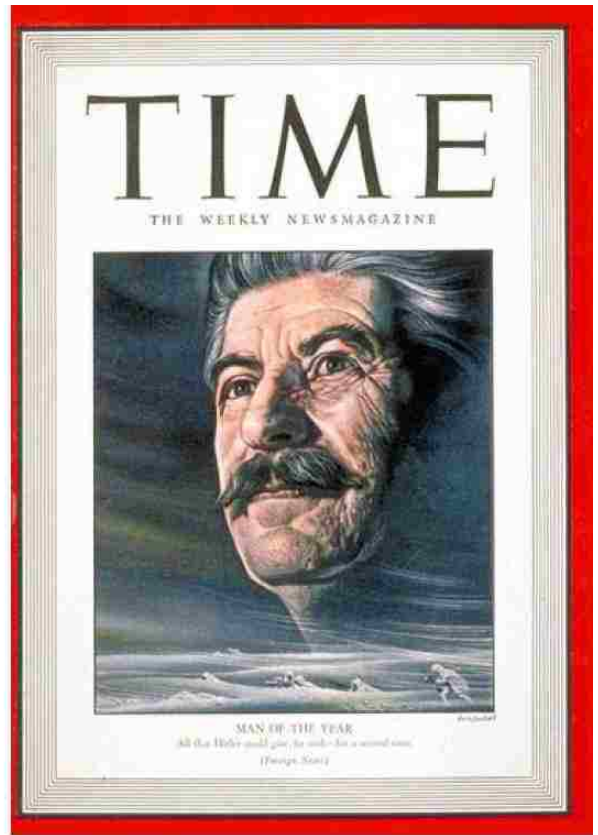
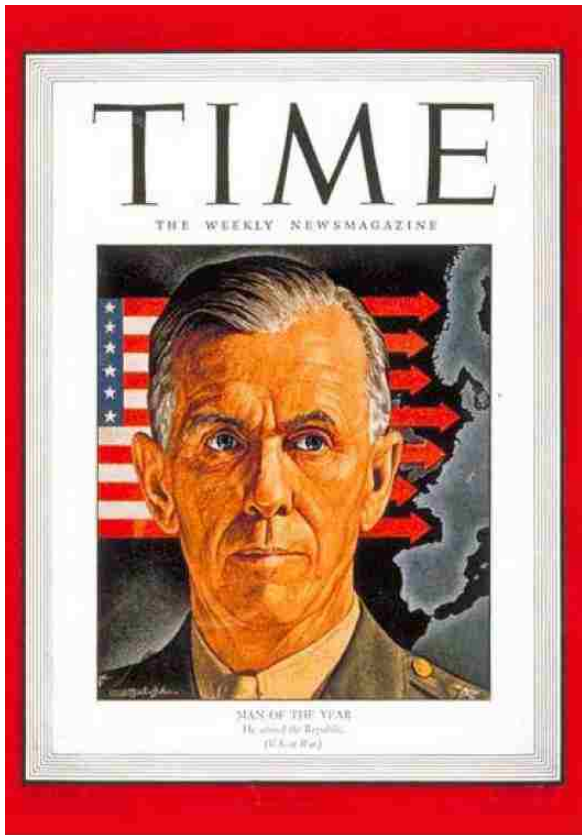


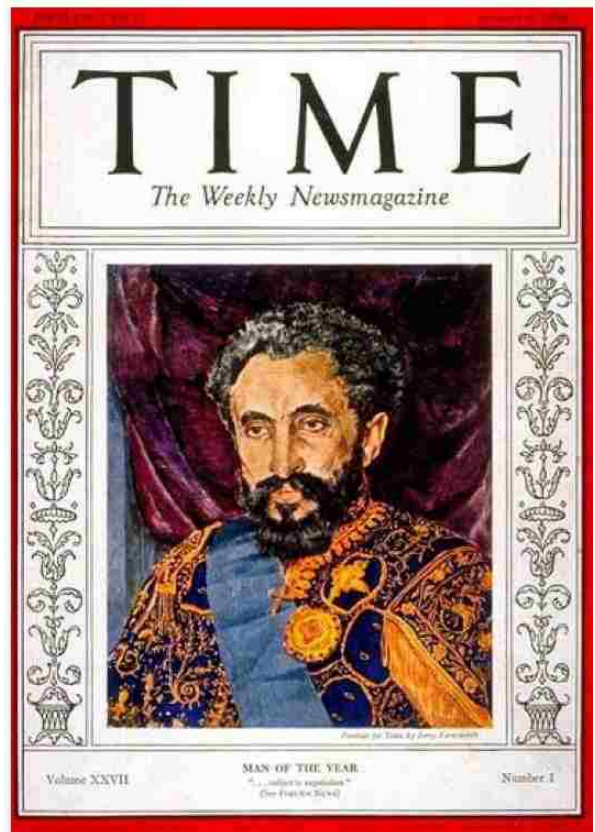
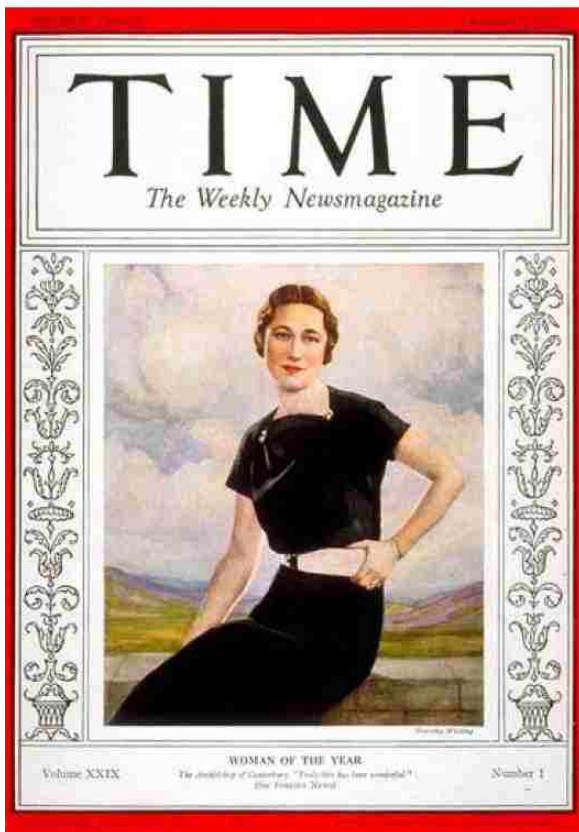
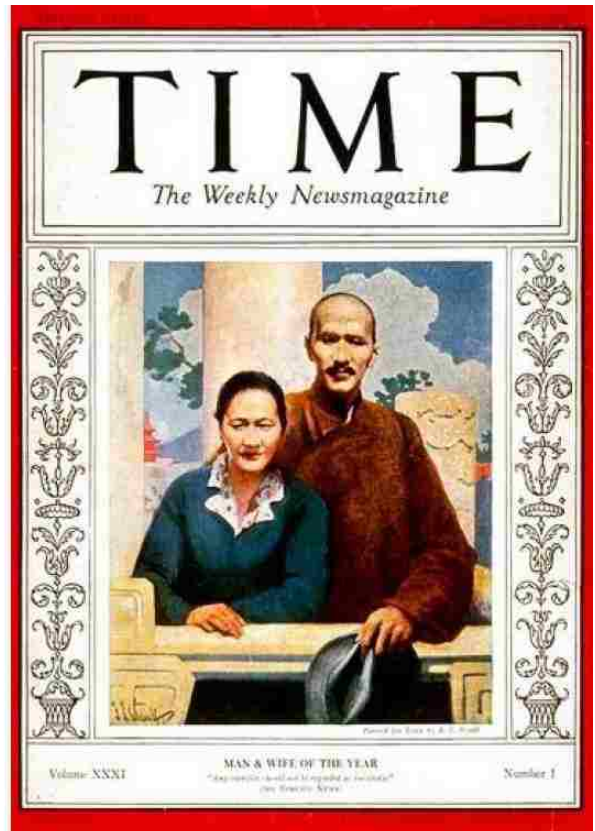
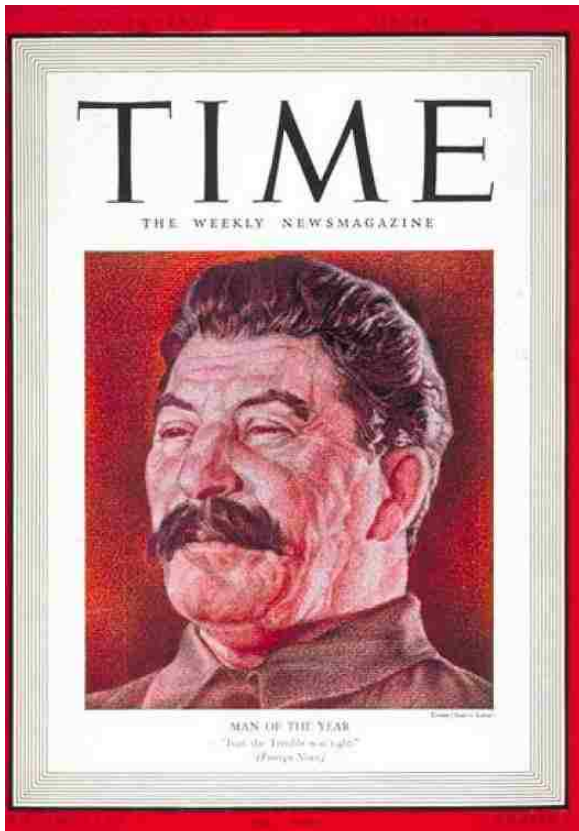


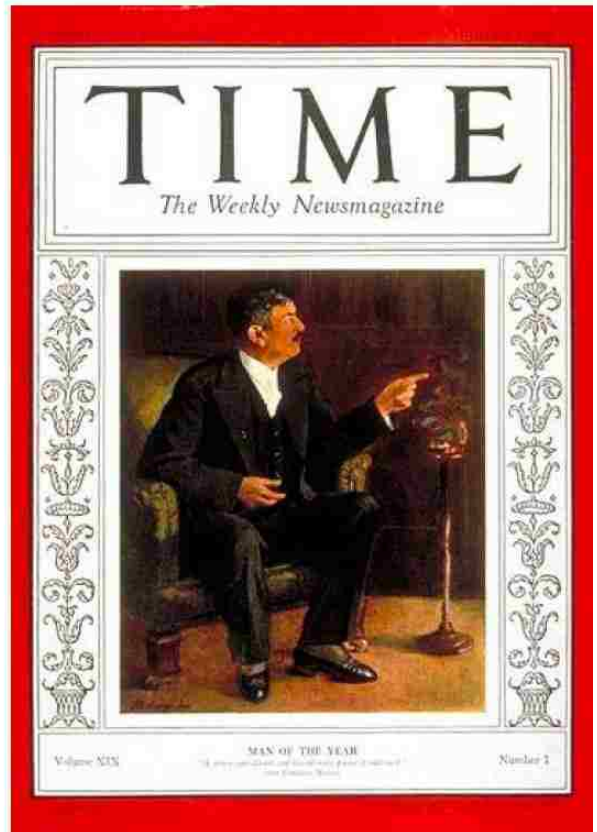
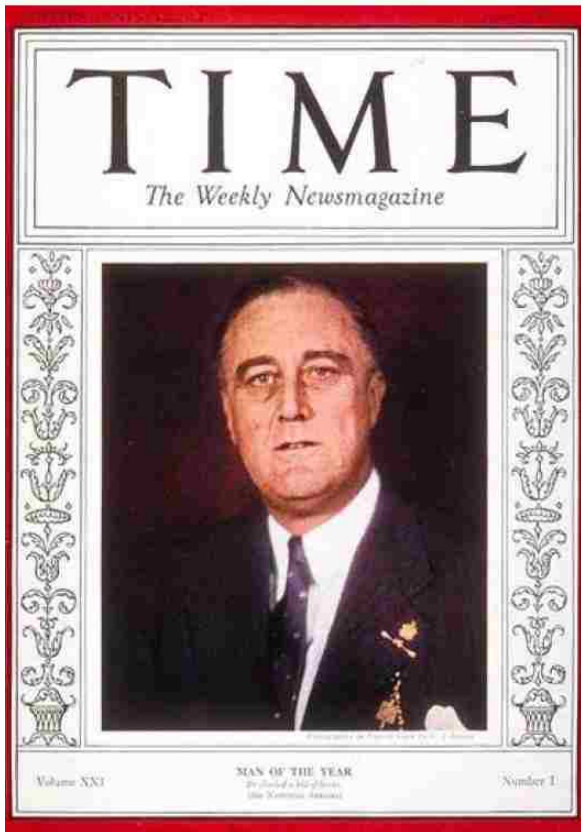
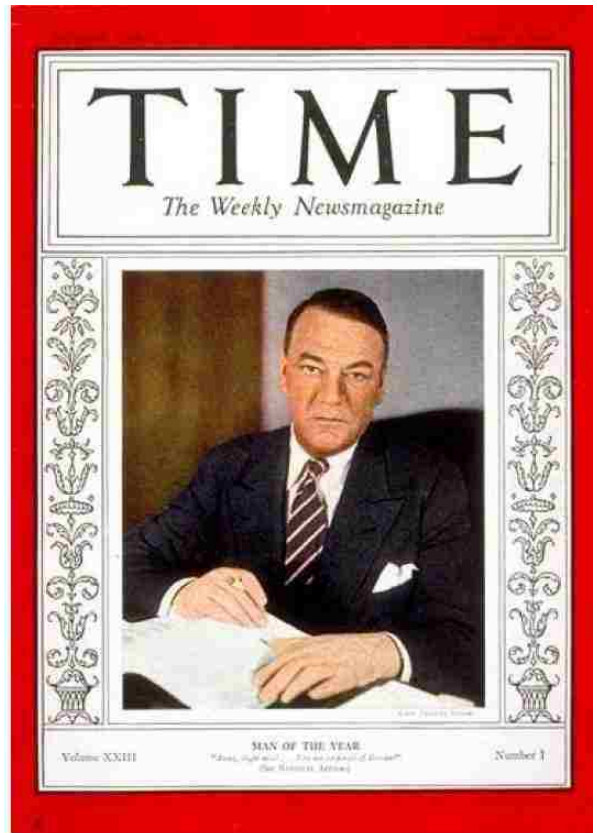
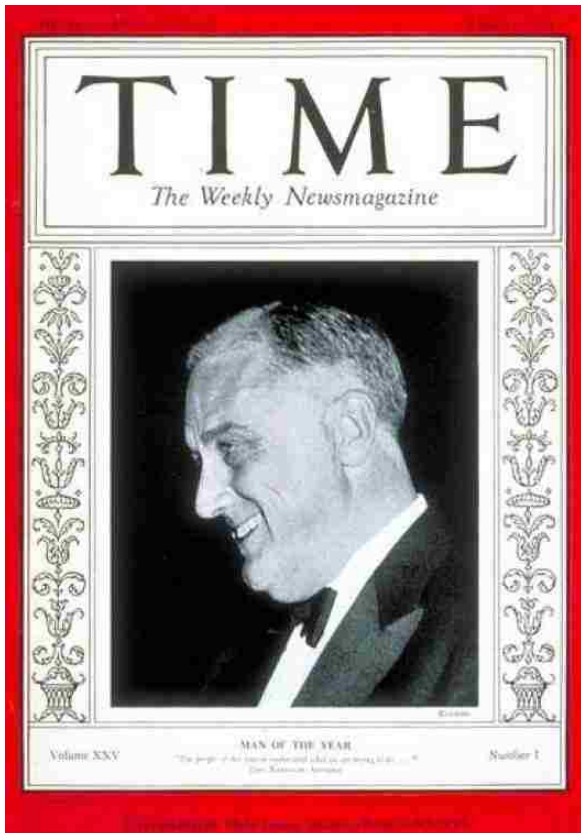


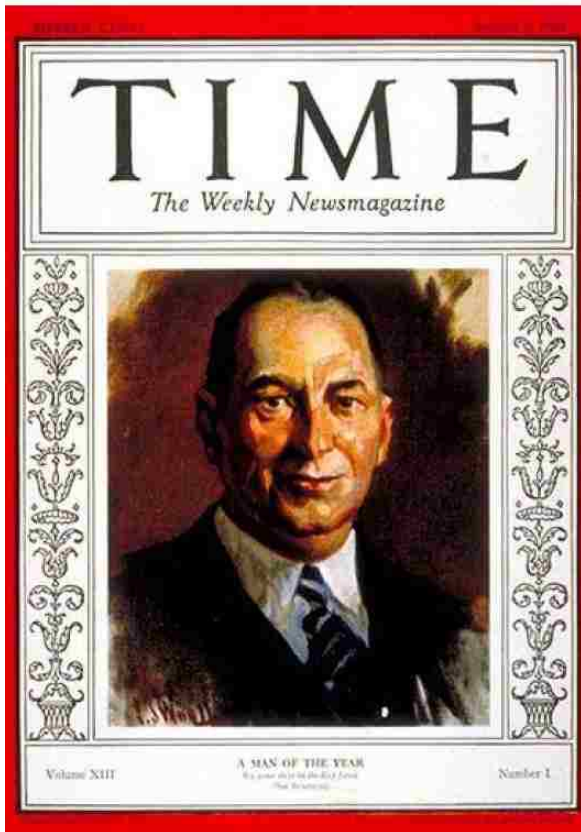
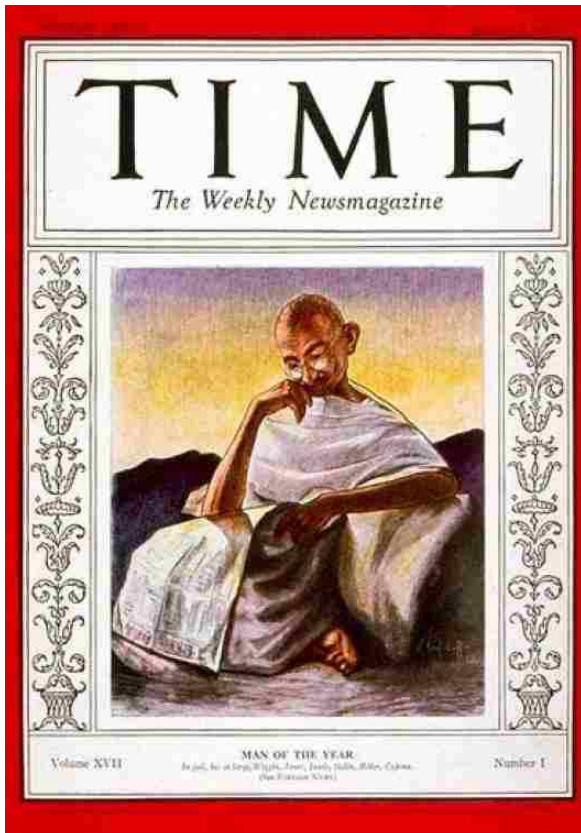












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- “Person of the Year: Mark Zuckerberg,” *Time* (2010, December 27), cover.
- “Person of the Year: Ben Bernanke,” *Time* (2009, December 28), cover.
- “Person of the Year: Barack Obama,” *Time* (2008, December 29), cover.
- “Person of the Year: Vladimir Putin,” *Time* (2007, December 31), cover.
- “Person of the Year: The Good Samaritans,” *Time* (2005, December 26), cover.
- “Person of the Year: George W. Bush,” *Time* (2004, December 27), cover.
- “Person of the Year: The American Solider,” *Time* (2003, December 29), cover.
- “Person of the Year: The Whistleblowers,” *Time* (2002, December 30), cover.
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- “Person of the Year: Jeff Bezos,” *Time* (1999, December 27), cover.
- “Men of the Year: Kenneth Starr and Bill Clinton,” *Time* (1998, December 28), cover.
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- “Man of the Year: Newt Gingrich,” *Time* (1995, December 25), cover.
- “Man of the Year: Pope John Paul II,” *Time* (1994, December 26), cover.
- “Men of the Year: The Peacemakers,” *Time* (1994, January 3), cover.
- “Man of the Year: Bill Clinton,” *Time* (1993, January 4), cover.

“Man of the Year: Ted Turner,” *Time* (1992, January 6), cover.

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