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Western Media use of the Third World Construct: A Framing Analysis of its Validity.

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Western Media use of the ‘Third World’ Construct: A Framing Analysis of its Validity

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East Tennessee State University

In partial fulfillment

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Master of Arts in Professional Communication

by

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Key words: Third World, Feudalism, Nonalignment, Developing Country
ABSTRACT

Western Media use of the ‘Third World’ Construct: A Framing Analysis of its Validity

by

James T. Fiske

This study will provide a clearer understanding of the construct, *Third World*, which may not seem to have a consensus meaning. This is because its perceived definition, which is linked, first to feudalism and then to the socio-politico conditions that existed during the period leading up to and immediately after the cold war means that its conceptual metamorphosis should have ceased once these periods were relegated to the annals of history.

Whether and how contemporary definitions of *Third World* have changed since then should be of interest to scholars and is the focus of this study. This is because anecdotally speaking the media have reframed this construct in a manner that recreates, so called, *Third World* nations into the three categories of very *Third World*, somewhat *Third World*, and not at all *Third World*. What this study reveals, however, is that these distinctions and to some extent the designations of nations as first, second, and *third worlds* are misleading colloquialisms.
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CHAPTER 1
INTRODUCTION

This study is inspired by the notion that anecdotally, the international media have framed
the construct Third World in a way that has become synonymous with poverty, war, famine, and
disease whenever it is mentioned. Indeed, this construct deserves more etymological scrutiny to
conceptualize what it means and whether it has been taken out of context, to what extent, and
what consequences improper contextualization would have for what it is being used to reference.

By considering Third World as the study interest, while attempting to debunk its political
and economic relevance in the 21st century, it is instructive to note the possibility that without
proper scrutiny individuals may be construed to respond to Third World characterizations in a
number of ways. This construct has undergone a series of metamorphoses, initially negative
(Evans, 2007; Watkins, 2001); then positive, with several authors suggesting Third World as a
nonalignment concept that advocates self-determination of nations and international cooperation
(Berger, 2004; Colburn, 2006; Subramanian, 1990); and eventually negative in a way that
mirrors its original conception. To be sure, it was never intended to be uniquely applied to one
specific continent or idea (Goody, 1963; Gupta, 1969; Subramanian, 1990), but for some reason,
which it is hoped will be revealed, the Western media use of the term Third World, would seem
more frequently to evoke the Black race and the African continent (Arthur, 2002). To what
extent this latter statement may be justified and whether the term deserves to linger in
contemporary media, academic, and political discourses are the thrust of this research.

This study’s contribution to academe is its focus on media use of the construct as
opposed to a range of other approaches that have been more directed at reviewing its political,
historical, and sociological use (Goody, 1963). While there seems to be general agreement
among social science scholars that this term is outdated (Berger, 2004; Gupta, 1969), it remains
in vogue especially within the media landscape. It would therefore be instructive to know exactly what the media conceptual consensus are whenever the term, *Third World* is used.

**Study Benefits**

The anticipation for pursuing this line of research is that its results would have relevance for academics, media practitioners, and policy makers.

With respect to academics, the idea is to help throw light on whether, in contemporary context, scholars should use the term *Third World*, and if so, what should be the clarifying framework. For instance, Gupta (1969) suggested that developing international political events have made it difficult to speak of a *Third World* as a single ideological expression. This is because such events have forced leaders from these countries to focus more on solving the internal problems of their nation-states than coalescing around external issues. According to Berger (2004), *Third Worldism* has already failed because there had been a tendency to focus more on, “an alliance of ostensibly sovereign territorial nation-states” (p. 31).

The relevance for media practitioners has to do with the notion that their potentially improper use of the term could have very far reaching effects on framing and its consequent outcomes relative to the public such as agenda-setting, persuasion, (Tewksbury & Scheufele, 2009), branding, and priming. Masmoudi (2003) insisted that there is a leaning by the Western media to either present the *Third World* through the “use of labels and persuasive epithets and definitions, chosen with the intention of denigrating” (p. 174), or that if it is represented positively, this would be as a result of “high rates of payments” (p. 174) for such positive descriptors. In this case, the public that is framed with the negative impressions are those in the Western metropolis who may never visit these regions of the world in order to validate how much truth is in the information provided about these areas by the Western media.
Finally, the usefulness for policy makers lies in the fact that these individuals need to accept that unlike the first and second generation Bandung Regimes – nations who constituted themselves into the Non-Aligned Movement as it was initiated in Bandung, Indonesia; the Third World concept cannot be construed monolithically. And that just as these nations are geographically divergent so are their political and economic ideologies (Subramanian, 1990) and problems with which they are consumed. In other words, this study will be used to lay forth the argument that, in the 21st century, it should be practically untenable to speak of a Third World policy.

Study Limitations

While much is expected, it is important to note that there are other aspects of this issue that if incorporated would have increased the knowledge scope of the result. That is to say; there are a number of omissions that do not necessarily fall within the framing objective of this study. These include an expansive survey of media consumers in Western, non-Western, and Third World regions of the world to determine the effect the framing of Third World is having on them; a longitudinal approach to determine whether there has been a shift over time in terms of how Third World has been framed by the media; and a qualitative component to determine the relationship between this concept and leadership attitudes in Third World regions of the world. These points require further elaboration.

In the case of a survey, Weisberg, Krosnick, and Bowen (1996) suggested that this approach is an essential part of a social science project because it is a means by which attitudes and causal processes can be empirically determined. Tracing this practice from the days of ancient antiquity – the first census was taken by Moses when he descended Mount Sinai. These authors opined that the importance of census became relevant both in the U.S. and U.K. when this methodology was adopted to study the social conditions of these countries in the 19th
century. According to Weisberg et al. (1996), “increasingly, modern society requires information, and information that is useful for answering many questions can be gathered by interviewing people” (p. 5).

With respect to a longitudinal approach, especially for this type of study, its application cannot be overemphasized. In view of this assertion, it would be quite significant to ascertain whether there has been a change, or not, of Western media frames consistent with transitions associated with pre-and-post-cold-war milieu. Are the media stuck in the past, or have they made the appropriate transition? In providing a response to this question, Norris (1995) suggested that the American media from 1945 to 1989 used what he referred to as “cold war schema” (p. 360) to frame an explanation of American foreign policy through very simplistic and cultural approaches in which they divided the world into friends and enemies, north and south, and dictatorship and democracy. That once the cold war ended, shifting into a more “thematic” (Norris, 1995, p. 360) explanation of international events has proven a challenge.

On the final point of Third World government and leadership; a number of authors (Berger, 2004; Kamrava, 1993; Mittal, 1995; Norris, 1995) appear to share the view that Third World is synonymous with developing countries, and that these countries are characterized by the lack of industrialization, illiteracy, low agricultural productivity, and the lack of trained manpower (Mittal, 1995). Kamrava (1993) went further to argue that this situation is compounded by the reality that “developing countries embody restrictive political structures and non-democratic institutions” (p. 1). Beyond a political and cultural explanation for these negative attributes, there is still a need to construct a communication critique for Third World analysis.

In addition to all of these shortcomings; this study did not include non-English written newspapers. Neither were there any data other than Lexis-Nexis that were used for this research. Data obtained from newspapers from some regions were extremely low – African newspapers,
for instance, were only limited to publications from South African, this information source represented less than 5% of the data. This is despite the fact that Lexis-Nexis has a reasonably large data base of African newspaper publications.
CHAPTER 2
LITERATURE REVIEW

Historical Conception of *Third World*

Most authors agree (Evans, 2007; Watkins, 2001) that *Third World* is a term derived from an 18th century concept propounded by Abbe Sieyes in 1789 when he instructively asked “Qu'est-ce que le tiers-eta” (“What is the Third Estate”?) (Watkins, S, 2001, p. 7), essentially referencing citizens at the lowest levels of the French social hierarchy during the Feudal period. The end of this period was signaled by the French revolution. Applying the *tier-eta* concept a century and a half later, French demographer, Alfred Sauvy, writing in a French newspaper, *L’Observator*, in 1952, commented that despite the political polarity between World War II nations constituting the socialist and democratic ideological divide, “the real revolution in international relations … the arrival of countries of Africa, Asia and Latin America on the world stage” (Evans, 2007, p. 47). He famously warned that “this *Third World*, ignored, exploited, scorned, wishes to stand up for itself” (Evans, 2007, p. 47).

The 1952 comment, which became very prominent, has formed part of contemporary lexicon. There were several important characterizations of *Third World*, as espoused by Sauvy. First, that it was defined within the context of countries and not separate regions of the world, and like the *Third Estate*, was designed to focus more on the socioeconomic conditions of the citizens of these countries. And where *Third World* was defined as a region, Sauvy made no distinction but rather saw all regions of the world as one, other than the World War II nations that had emerged as either socialist or democratic nation-states. He also defined the relationship between this *Third World Region* and the rest of the world as potentially antagonistic. Further, by transforming the Feudal milieu through the drawing of similarity between the French Third Estate and countries that constituted this *Third World Region*, Sauvy essentially reinforced the
contemporary human distinction paradigm, one that posited a hierarchical plane in which individuals were to be considered more important than others based on their geographic location, economic predisposition, social standing in society, and “skin color” (Sinha, 2007, p. 574). Paradoxically, by embracing this Third World concept, what its users have failed to perceive is its inference that the world has retrogressed into an era of feudalism, and perhaps may still be.

Three years after the use of the Third World concept by Sauvy, 29 nations including Egypt, China, Yugoslavia, and India carved out a communiqué at the end of their 1955 meeting in Bandung, Indonesia that reinforced the Third World concept within a doctrine that provided a new meaning couched in the policy of nonalignment. According to its brain child, Jawaharlal Nehru, Prime Minister of India, this document demanded equality and self-determination of nation-states asserting that a “neutral Third World could become a force for good. No longer pawns in the ‘Great Game’, these countries should break away from tired politics of Western powers and usher in a new international era based on peace and cooperation” (Evans, 2007, p. 49).

Unlike the Third World model of Sauvy, which posited a collision course between Democratic and Socialist states on the one hand, the rest of the nations as one Third World region, on the other, the model of Nehru provided a different paradigm of cooperation. More so, the concept that all regions were a homogeneous entity was debunked by the principle of self-determination espoused at the Bandung conference. One element of Third World characterization that still remained was the fact that independent countries had emerged within each region, and each of these countries preferred to be looked upon as a distinct nation-state aspiring to influence international politics as individual sovereigns.

According to Evans (2007), the momentum of the Non-Aligned Movement, initiated in Indonesia and subsequently declared in Belgrade, Yugoslavia, in 1961, became shattered for
several reasons. East Asian nations encountered economic prosperity, discord raged among Non-Aligned nations – Iran and Iraq went to war, India and Pakistan also engaged in a border war, Cuba hailed the Russian invasion of Afghanistan much to the chagrin of Muslim nations – and the Cold War eventually came to an end. Without the East and West antagonisms, there were no real justification behind nonalignment, which in essence also meant that the term Third World had ceased to have real political relevance (Evans, 2007) less than 3 decades after its formal international political application. Put another way; both the Second and Third Worlds disintegrated at the end of the cold war, the usage of the former practically expunged from contemporary international media and political discourse. The usage of the latter however has remained ingrained in contemporary linguistic discourse with little effort by its users to provide a logically consistent meaning especially with regard to which side of the virtual divide do former Second World nations belong vis-a-vis this new seemingly feudal schism between these, so called, First and Third Worlds.

Feudalism and Nonalignment Compared

Because it is clear from the preceding text that the assigning of the term, Third World, was self imposed by nonaligned nations, a next logical step required revisiting the historical circumstances that existed during feudal Europe and then comparing it to the conditions that engendered nonalignment. This was necessary in order to determine whether post World War II resembled the feudal circumstances of Europe. If so, this would then create the justification to either accept or reject Third World (as a misnomer) which needed not to be employed by emerging nations to describe their international political neutrality during the cold war.

Even though some scholars have rejected the idea of assigning a timeline to the beginnings of feudalism (Goody, 1963), one can safely suggest that this period began after the fall of the Roman Empire as a result of repeated attacks from the northern barbarians (Jupp,
From between the 9th and 13th centuries (Goody, 1963), Europeans lived under this system, which essentially was characterized by the lack of formal state structures. To survive, individuals swore their loyalty to religion, dynastic ties, clan, tribe, village, or province (Changing Loyalties, 1997).

Accordingly, feudalism represented a complete antithesis to the aspirations of nonalignment. This is because, without providing allegiance to the state, Europeans remained under the protection of their individual Lords who had extensive authority over them. Hence, Lords could authorize or annul marriages, and in some cases, execute capital punishment against a person who was judged and found to be guilty of committing theft (Changing Loyalties, 1997). In exchange, for these sometimes harsh conditions at the hands of the Lords or Seigneurs – (Seniors or old men) of the noble class whose activities led to the promulgation of seignorialism by King Alfred of England who reigned from 871-899 (Changing Loyalties, 1997); those at the lowest levels of this system of social hierarchy – the serfs and slaves – received protection from the repeated warfare at that time. It was not until the middle ages, characterized by the development of towns and rise of merchants, that feudalism began to wane and finally gave way to nationalism as a result of the creation of nation-states.

In addition to the fact that feudalism lacked the nationalism central to nonalignment, there was also the misconception that feudalism could only be discussed within the context of Europe. This notion was dispelled by Goody (1963) who insisted that conditions of feudalism were a “universal stage in man’s history emphasizing replacement of kinship by ties of personal dependence” (p. 1). In this regard, he listed countries and regions around the world that had feudal societies to include Japan, China, Ancient Egypt, India, the Byzantine Empire, Russia, and some ancient African kingdoms including those in present day Nigeria and Ghana. What this point underscored was that like Europe, other regions of the world had also progressed beyond
the human and institutional phase of feudalism, which essentially qualified to be characterized as the prestate era of human civilization. It was therefore temporally out of place to use this feudal concept to describe contemporary conditions associated with these emerging nations in a postdominion or decolonization era. Contrariwise, by designating themselves as Third World, these nations had effectively embraced a feudal concept, which despite the new connotation of an advocacy for nationalism and the overthrow of the colonial yoke (Berger, 2004), still had the potential for failure because this concept was inherently backward looking.

Given the above, it is significant to note that feudalism was not postcolonial in character but rather had the elements of subjugation and control that were central to colonialism. Hence, a point of departure between nonalignment and Feudal “Third Worldism” (Berger, 2004, p. 31), was that the former was a loose movement of formal state structures who had organized themselves at a conference, the communiqué outcome of which called for, among other things, an “opposition to colonialism … increased support for human rights and the self determination of peoples and nations” (Berger, 2004, p. 12).

Whereas individuals within the feudal arrangements had no political freedoms of expression; nonalignment was a demonstration of the new international clout that emergent nation-states enjoyed through the power of their independence, which they embarked on using to advocate “restructuring the world economy to address the north-south divide” (Berger, 2004, p. 25). These nations also spoke to a range of other international issues affecting the east-west rivalry, such as the stockpiling of nuclear weapons, the establishment of an economic development fund to be operated within the U.N., and a push for a “New International Economic Order” (Berger, 2004, p. 25), which ran contrary to the U.S. vision of Globalization.

As earlier stated, the demise of feudalism was as a result of the creation of nation states. But for nonalignment, on the other hand, its international influence was compromised for a
number of internal and external reasons including the notion that for practical purposes this approach to international relations could not be applicable in an environment in which these emergent nations needed the involvement of either the east or west in their political and economic domestic development (Berger, 2004). Gupta (1969) also blamed the eventual demise of the Third World as a relevant international seemingly homogeneous force to a host of factors including pressure resulting from the international “multipolarity” (p. 56) that existed at the time.

It is no wonder then that since the end of the Cold War developing a universally acceptable definition of Third World has been a rather challenging task. In the absence of its political relevance as an instrument of nonalignment, and given that feudal conditions, in the political sense, did not apply to contemporary nation-states, a new scheme had to be developed, one that is reframing the Third World concept along economic lines (Subramanian, 1990). But according to Streetly (1990), the idea that this term may be used to reference subsistence communities lacking industrialization is inconsistent with reality. He cited nations like Chile, India, South Korea, Taiwan, Israel, South Africa, Australia, and Japan, which do not fit Sauvy’s model descriptor of ignored, exploited, and scorned, but which notwithstanding generically fall within both the Sauvy and nonaligned categories of Third World due to their regional geography. Indeed, results from the yearly Human Development Index of the United Nations supports this view that an economic justification for a Third World designation of regions around the world is at best extremely arbitrary.

According to this annual UNDP (2009) Human Development Report, which ranked human development along a continuum of Very High to Low Human Development nations, many Third World countries qualified in all the categories of Very High, High, and Medium development countries’ indices. In this report, Japan and Asian Middle Eastern countries were rated as Very High Human Development nations while China and countries from South America
and Europe were rated as *Medium Human Development* nations along with many African countries. Certainly, a descending order of regions based on their annual growth rate from 1960 to 2005 showed Europe 2.9%, North America 2.8%, Africa 1.7%, Oceania 1.7%, Asia 0.7%, and South America and the Caribbean 0.2%. Within this same period, China recorded an annual growth rate of 1.9%, South Africa 0.7% while other African nations like Nigeria, Botswana, Mozambique, and Burkina Faso recorded annual growth rates above 5% with both Botswana and Mozambique recording growth rates of more than 8% annually. What these numbers demonstrate, including those that indicate the presence of *Third World* Asian countries in the *Very High Human Development* categories, is that there is a need to understand contemporary 21\textsuperscript{st} century contextual definition of what *Third World* constitutes. This is because Asia, South America, and the Caribbean more so than the African continent recorded lower annual growth rates. Therefore the numbers would seem to give the impression that these regions more so than the African continent qualify more as *Third World* even though, as earlier stated, it is the contrary that seem to be most often cited by the Western media when *Third World* references are made.

**Theoretical Framework of Analysis**

When Sauvy used the *Third World* construct in the French newspaper, it was framed as a political warning against collective retribution using a feudalism as a polemic backdrop. Its later use by nonaligned leaders framed the concept more within the paradigm of cooperation, self-reliance, and interdependence. What this shows, in both instances, is that media have played an important role in framing and propagating *Third World*. This is why a framing paradigm is appropriate for this study and should therefore be laid out as the basis for further analysis to determine the perception trajectory the media are using to maintain this linguistic discourse.
According to Tewksbury and Scheufele (2009), framing is the process by which subjective descriptors are used by journalists to convey a media message, which ends up shifting the views of the recipients as a result of how the content of that message is construed. In other words, if the message is framed positively, there will be the likelihood of positive viewing outcome and negative reaction if information is framed negatively. A necessary prelude to this process is the ability of the media to select the topics that they consider prominent. In other words, agenda setting makes information accessible via the media and framing creates the process by which via the media information would be potentially interpreted by the viewing public. These differences notwithstanding; “accessibility and applicability go hand-in-hand in everyday information processing” (Tewksbury & Scheufele, 2009, p. 21).

Beyond this confusion, there is also an analytical similarity that exists between priming and framing. Even though the procedural approach to determining that priming has taken effect is to conduct a measurement immediately after a recipient has been exposed to a primed message, this same methodology has been employed to determine the effects of framing (Tewksbury & Scheufele, 2009). Interestingly, “Framing effects were, almost exclusively, conceptualized as long-term in nature” (Tewksbury & Scheufele, 2009, p. 28) having roots both in the areas of sociology and psychology. In the former the argument has been that whenever people receive information it is processed through a socially constructed frame of reference for it to assume relevance, which is referred to as “primary frameworks” (Tewksbury & Scheufele, 2009, p. 18). The latter has also relied on this microanalytical approach, concurring that “perception is reference dependent” (Tewksbury & Scheufele, 2009, p. 18).

Earlier mention of agenda setting was a precursor in addition to information and persuasion, the latter being consistent with intentional skewing of information inconsistent with
framing. However, framing’s cultural heuristic in the realm of political persuasion cannot be overemphasized (Tewksbury & Scheufele, 2009).

According to Tewksbury and Scheufele (2009) the relevance of frames are their ability to influence people’s attitude towards a skewed media message over the long run. But the tendency to conduct a study to determine the effect of message framing immediately after a message stimulus runs the risk of resembling priming study. For instance, “applicability effect” (Tewksbury & Scheufele, 2009, p. 18) for it to be genuinely applied to framing ought to be examined within “longitudinal context” (Tewksbury & Scheufele, 2009, p. 27) perhaps through instruments like polling or survey because there is a tendency for social activities such as “interpersonal discussions” (Tewksbury & Scheufele, 2009, p. 27) to shift an initial negative reaction in the other direction and vice versa. Consequently, a nutshell analysis of exposure to framing, therefore, is that the effect of its relevance should only be determined within extended temporal context wherein there have been opportunities for the message stimulus (needed to be measured) to be confounded by a range of external activities whether mediated or face-to-face (Tewksbury & Scheufele, 2009).

Depending on the manner in which a message was framed, there is the possibility that it may not have the kind of effect one would anticipate. This is where the distinguishing characteristics of framed messaging come into play. Do people remember messaging more when it is framed as an “episodic” (Tewksbury & Scheufele, 2009, p. 28) rather than a “thematic” (Tewksbury & Scheufele, 2009, p. 28) account? Or should they rather that “master frames” (Tewksbury & Scheufele, 2009, p. 28), an approach having culturally universal relevance, be employed to aid in the development of personal schemas?

Whatever the case, there seemed to be a developing consensus for a more consistent way by which messages are constructed for interpretation. In a world where media is a function of
ratings and information production is tempered by ideology, this possibility is extremely remote (Tewksbury & Scheufele, 2009).

Notwithstanding the nexus between framing and survey analysis, it should be pointed out that this study, as a first academic step, is more directed at establishing if and how the Third World construct has been framed by the Western media. Once a clear answer is ascertained, the logical sequel would be to focus on establishing how effective the media strategy of “stereotypes that slot particular events into broader interpretive categories” (Norris, 1995, p. 358), have been on the consuming public – both domestic and international. Admittedly, such a study would be quite expansive but its result especially relevant to the field of international communication relations. In effect, the role of the media is considered by this research as being paramount to reasons why and how Third World has been linguistically sustained. The next segment explains some means by which this process has been implemented.

The Role of Western Media in the use of Third World

Within the paradigm of this study there are several ways to assess the Western media role in the framing of the Third World construct. Earlier, it was discussed that there are a range of consequences as a result of media framing such as branding, priming, agenda setting, and persuasion.

Because nation branding theory speaks more to the perception of a country’s characterization (Jaworski, 2003), contextualizing the African continent, for instance, would be difficult but not impossible. This is because, according to a somewhat disputable notion of Fuchs and Horak (2008), the brand of Africa as a homogeneous expression is its “lack of many things: jobs, shelter, food, healthcare, and drinkable water” (p. 99). It is within this context, argued Sinha (2007), Africa has been branded more within a “neocolonial hierarchy of nations” (p. 571), where the power of the American media have provided a narrative of the continent as a
very rural environment wherein “the capital-based racism of neocolonial globalization countries described as First World or *Third World*, are also predominantly either white or colored” (Sinha, 2007).

The negative implication is that the entire continent continues to suffer from the Sauvy model of marginalization. In other words, aside from the primary output of natural resources, just as “Made in China” (Jaworski, 2003) goods once signified “poor quality, plasticky, low value, bargain basement, copycat products” (p. 102), the association of any goods with African production would inadvertently invoke *Third World* inferiority. As the media reinforce the idea that modernity is the preserve of developed nations (Sinha, 2007), *Third Worldism* will continue to relegate *Third World* regions such as the African continent to the fringes of globalization because of its injured brand.

This latter point is reinforced by a study conducted between 2002 and 2004 of major American news international coverage. Some of the major news institutions considered in this study included ABC, CBS, NBC, and CNN (Golan, 2008). What was discovered pointed to the idea that:

The majority of stories about African nations focused on negative and highly deviant issues such as conflicts and disasters both natural and human caused. This finding is consistent with previous studies that claim that the majority of news from the (here again, even this author chooses the generally accepted negative characterization of the African continent) *Third World* usually focused on negative news. (Golan, 2008, p. 53)

Not surprisingly, this study reported that Liberia rated highest as the most covered African country for that period followed by Egypt, Libya, and South Africa (Golan, 2008). What is interesting about this mention is that, since its independence in 1847, Liberia had enjoyed peace and served as one of the world’s largest producers of iron ore and rubber and America’s biggest
ally in Africa throughout the World Wars and the Cold War (*Iron Ore - the start of operations of Liberia's first iron ore mines*, 2011). However, Liberia only featured prominently in the American international news when a protracted civil war broke out in that country towards the end of the 20th century lasting well into the 21st century. This trend was consistent with other stories reported from the continent by all the networks, focusing more on armed conflicts followed by the role of Africa in America’s war on terror and less on elections and the emergence of strong democracies and free market all across the continent.

With respect to the priming consequence of framing, the allegation leveled against the Western press by Colburn (2006) is instructive. According to this author, *Third World* is being used to collectively prime other regions as constituting poorer countries of the world when in fact there may be other considerations relative to the pursuit of political and economic stability of these nations which this construct is never used to capture. Accordingly, in the view of the author:

> This concept … is especially misleading. It is dated and has lost all of its conceptual usefulness … there are rich countries and there are poor countries. But there is no first, second, or third world. There are just markets and market shares. (p. 38)

In providing additional arguments to support the disconnect of such priming strategies, Colburn (2006) suggested that institutions and publications noted for ranking countries – the *World Economic Forum* is listed as one of many such institutions, are now also finding it increasingly difficult to “group together –even for the purpose of discussion –the poor countries of the world” (p. 41). This view debunks the notion of a monolithic *Third World*.

The danger of not properly resolving such a controversial approach by the media for designating countries around the world is the tendency to perpetrate a stigmatized negativity in situations where they may not necessarily be applicable. For example, in Kalter’s (1983)
description of Third World, she mentioned such themes as less developed countries, lack of press freedom, economic and political constraints, frail governments, lack of stability, and lack of the tradition of civil liberty. That is to say, these should serve as priming cues to construct a post cold war Third World despite the possibility that these conditions cannot be consistently applied to all Third World countries, nor are all these themes collectively unique only to them.

Unfortunately, in Western countries such descriptions incessantly employed reinforces the negative resonance because the press, according to Kuypers (2002), is in actual sense “the messenger who brings us our information” (p. 1). This is especially true in the United States where a 2002 survey revealed that 77% of Americans read their daily local papers 5 days a week, with about one third of them dedicated to reading the national newspapers. Although this number has dwindled significantly to an overall low of 25% readership (“Pew Research Center,” 2010), there is a point to note about the distinction between readership and viewership. A majority of those who read newspapers constitute the educated class and that “newspaper reading is strongly associated with political involvement” (Kuyper, 2002, p. 2), which is not to suggest that those who do not read may not necessarily, partake in or initiate political activism. Perhaps what is being suggested is that those – the educated elites – who may have the propensity and empathy to drive public opinion to oppose systematic negative media descriptions of other regions of the world; through a consistent and sustained discourse have been primed to equate Third World with a system of unsophistication and general degradation, which may not be worth such an effort.

By these actions, Western type agenda setting is allowed to flourish both within the Western metropolis and Third World regions. In the case of the former, Wanta (2004) posited this to be a recurrent activity of the media especially in their gate-keeping role of determining how to frame those (international) issues they deemed important for domestic public
consumption. According to McCombs (2004) the effect of agenda setting has been tried and tested not only in the United States but in many other regions of the world. And that although international stories and their characterizations may not be “amenable to direct personal experience” (p. 1) of the consuming public, their perceptions are nevertheless skewed to embrace a “pseudo” (McCombs, 2004, p. 3) media concept whose construction is reinforced by incessant repetition.

Because of the advantage of technology and education, the Western media have also been successful in setting the agenda for news and information in Third World countries, which Uche (1991) referred to as “cultural imperialism” (p. 8). The training of a number of foreign journalists in Western nations means that they return to their countries well “acculturated to Western media culture” (Uche, 1991, p. 7). In the absence of a domestic ideological approach – the suggestion that without a “national ideological perspective from which to formulate national communication policies that would reflect the ideals and perspective of the developing nations” (p. 8), the local culture would continue to remain under threat – to information dissemination, media in these countries end up functioning based on an adopted Western paradigm. A seemingly “universal norm” (Uche, 1991, p. 7) in news presentation has thus been established whereby Third World news agencies also focus on presenting the worst of Third World issues, in some instances, using similar Western media type linguistic constructs to describe conditions affecting other regions of the Third World – concentrating more on crises and reporting less on the political and economic advancements in these areas. In the final analysis, although the fact that the dominance of Western media indicate clearly the onus for them to properly conceptualize a 21st century Third World construct; the so called, Third World media may also need to work on a new paradigm in which the narrative of these nations are provided by their mass media. This is because it is one thing to advocate the establishment of a “New World Communication Order” (Uche, 1991, p. 7),
but it is a completely different matter to enter into such a debate from a position in which a Western media world view that projects a feudal terminology to describe non-Western media and their milieu are allowed to flourish and affect the way everything that is done beyond the borders of the West is perceived.

Indeed, the attitude on the part of the Western media to persuade its public that developing countries are extremely remote and impoverished was reflected in a 1989 research of European perceptions of the *Third World*, which according to Richards (2004) revealed that:

For the majority of Europeans, the *Third World* is a supplier of raw materials (63%) and provides an outlet for European products (59%). However, one European in two believes our relations with the *Third World* are based on the *Third World’s* need for aid from the rich countries. (p. 3)

Some of the reasons that have accounted for this negative world view can be traced to a number of activities. Richard (2004) discussed the negative manner by which the *British Live Aid* concert, organized to galvanize worldwide respond to the Ethiopian famine of 1984, was framed to present “emotive images of helpless, starving children” (p. 2) from Africa, completely ignoring the reality of economic progress and thus projecting the view that “the *Third World* is totally dependent on Western aid” (p. 2). While there were responses to this approach and that actions were taken at the time to correct these negatively persuasive messages, its persistence has remained for a number of other reasons.

According to Bankoff (2001) the predisposition to define development within the context of Western values has perpetrated the tendency “to cast most of the non-Western world as a dangerous zone … one in which poverty in all of its manifestations have replaced disease as the principal threat to Western well-being” (p. 23). Another reason why this type of assumption has prevailed is because of the statistics of disaster spanning a period of about 4 decades. Bankoff (2001) suggested that from 1963 to 1992, more than 93% of all major worldwide hazards
occurred in regions technically referenced as *Third World*. And that more persons were killed in these regions than in places such as the United States, Europe, and Canada combined. Among the reasons observers have suggested for this catastrophic trend is the lack of sophisticated resources, both physical and human, to plan ahead to prevent these disasters (Bankoff, 2001). Hence the approach of “reducing (*Third World*) to a homogenized, culturally undifferentiated mass of humanity variously associated with powerlessness, passivity, ignorance, hunger, illiteracy, neediness, oppression and inertia” (Bankoff, 2001, p. 23). This last point thus sets the basis for developing a set of research hypotheses followed by a series of exploratory questions. These are consistent with the premise of the literature review concerning the linguistic confusion associated with the very nebulous *Third World* terminology and its competing use between western media and the non-western media indicative of the call for a *New World Communication Order* (Uche, 1991, p. 7). Hypotheses and research questions in the subsequent chapter address these issues.
CHAPTER 3

HYPOTHESES

H1. Western newspapers will demonstrate a greater frequency to discuss the term Third World negatively than non-Western newspapers.

H2. Western newspapers will more frequently use Third World to discuss countries from Asia, South America, and Africa than non-Western newspapers.

H3. Western newspapers will give less page prominence to stories that make references to Third World than non-Western newspapers.

H4. Western newspapers will give less story prominence to narratives that make references to Third World than non-Western newspapers.

H5. African countries or continent will be more frequently linked to negative Third World references than other countries or continent of other Third World regions of the world.

H6. Western nations will be more frequently linked to positive Third World references than other Third World regions of the world.
CHAPTER 4

EXPLORATORY QUESTIONS

EQ1. Is there a precise construct/concept international newspapers will most often use when discussing Third World?

EQ2. Will constructs used by international newspapers to discuss Third World regions or countries be similar to those used to discuss Third World conditions in non-third world regions or countries?

EQ3. What continent will be most frequently mentioned by international newspapers in association with issues concerning Third World?

EQ4. What country will be most frequently mentioned by international newspapers in association with issues concerning Third World?
CHAPTER 5

METHODOLOGY

Study Approach

Prompted by the inconsistency in the terminological usage of Third World, a decision was made to conduct a two-prong research approach. On the first level, the emphasis entailed conducting a quantitative analysis that allowed for the listing of geographic locations (referenced or not) that were being discussed in the newspapers – as a first step before their quantification. After the completion of the quantitative approach, a subsequent qualitative compilation of the quantified data was carried out to provide a qualitative definition of the concepts Third World was associated with in the newspaper texts consistent with the grounded theory approach (Taylor, 2002, p. 219). This second approach was merely an addition to help provide clarity on two important points – how to narrowly define Third World and how to geographically conceptualize its broader application. Because a strategy had already been devised whereby quantifiable determination could be made as to whether Third World was being used in a positive, negative, or neutral manner, the risk of biasing the quantitative results due to a second qualitative approach was minimized.

Data Source

As earlier hinted, a content analysis approach was developed in order to obtain the relevant data for this study. Information for providing answers to the hypotheses and exploratory questions were obtained from the Lexis Nexis data base. This is because it is “the world’s largest database of full text news and … the largest message archive in existence … with more than 9.5 million documents added daily” (Neuendorf, 2002, p. 76).

Third World usage in 2009 was selected because it was the most recent year prior to 2010, the year of this study. The period January 01, 2009, to December 31, 2009, was entered
into the *Lexis Nexis power search* engine using *Third World* as the search term, and ‘major world newspapers’ as the source for the search. The program yielded a newspaper population of N=984 for that period. It is this number that was subsequently subjected to a simple random sample process in order to obtain the data set for analysis. In line with the prescription of Neuendorf (2002), the sample size of n=384 was determined in order to ensure a sample error of ±5% and confidence level of 95%. But this number was increased to 400 to account for the possibility that some data would be discarded because they might not fit the criteria for *Third World* analysis – this will be elaborated upon further in the discussion on the coding process. Using the *Research Randomizer* program (Urbaniak & Plous 1997), the *Lexis Nexis* result of N=984 was applied to this numeric generation engine, which produced a simple random sample array of n=400. It is these randomized generated numerical results that were used as the data source for the content analysis of the study.

**Unit of Analysis**

The unit of analysis for this study was every published mention of *Third World* in the newspapers. The assumption was that this terminology would be associated with a range of ideas such as the lack of industrialization, illiteracy, low agriculture productivity, and lack of trained manpower (Mittal, 1995); restrictive political structures and nondemocratic institutions (Kamrava, 1993); ignored, exploited, scorned, peace, and cooperation (Evans, 2007); world economic restructuring, new international economic order (Berger, 2004), lack of jobs, shelter, food, healthcare, and drinkable water (Horak, 2008); lack of press freedom, economic and political constraints, frail governments, lack of stability, lack of tradition of civil liberty (Kalter, 1983); poverty, lack of development, disease, lack of sophistication, powerlessness, passivity, ignorance, hunger, illiteracy, neediness, oppression, and inertia (Bankoff, 2001). The point was noted from these findings that *Third World* could be applied negatively, positively, or in a
neutral manner depending on the context of the issue being discussed. Hence, it is this elasticity it was hoped the results of the findings would help to put into clearer perspective.

Definition of Concepts and Variables

With respect to the hypotheses; in the first four, Western and non-Western newspapers were identified as the independent variables. The dependent variable in the first hypothesis was the mention of Third World in the sentence, where there would be a determination of whether it was being used negatively, positively, or in a neutral manner depending on the media. In the second hypothesis, the dependent variable was ‘country association’ in terms of which non-Western country would be more associated with the Third World terminological discussion. In the third and fourth hypotheses, the dependent variables were identified as the level of prominence (page and story) that would be given to stories that mentioned Third World.

In the fifth and sixth hypotheses, the independent variables were the geographical association of Third World. The dependent variable in the fifth hypothesis focused on negative reference. And the dependent variable in the sixth hypothesis was positive reference. While it was tempting to hypothesize about a Western/non-Western relationship vis-à-vis Third World mention, the research proceeded on the assumption that so called Second World nations were irrelevant to the study. This decision was further reinforced by the fact that no data on former Eastern Bloc countries, whether from their newspapers or in reference to them from other newspapers, helped to inform the data that were analyzed through the Lexis-Nexis/Research Randomizer process (see index).

The study was concerned with Western versus non-Western media perception and construct application of Third World. Therefore, it was thought equally important to understand the precise geographic source of such information dissemination and to provide a concise operational definition of the geographical representations that were mentioned.
So far, the existing literatures on the classification of countries have listed them based on geographic, economic, socioeconomic, and developmental status classifications. This study adopted the approach of classifying nations according to geographic location because this approach was deemed more consistent as opposed to the other types of classifications – socioeconomic status, economic, and developmental classification, which by their very nature are in a state of flux depending on the progress of a particular country at any given point in time. That being the case, this initial approach of this study was to designate nation-states based on them being African – that is, all countries on the African continent including all Arab North African countries as well as Egypt, and the island nation of Madagascar; Asian countries – that is, all countries on the Asian continent including Saudi Arabia, UAE, Uzbekistan, Yemen, Oman, China, Kuwait, Japan, Israel, Qatar, Azerbaijan, etc.; Neotropica nations (see index for full listing) such as Antigua and Barduba, Argentina, Bahamas, Saint Lucia, Haiti, Venezuela, etc.; European nations including Czech Republic, France, Russian Federation, Turkey, United Kingdom, etc.; North American nations who are listed as Mexico, United States, and Canada; Oceania nations (see index for full listing) such as Australia, Cook Island, Palau, New Zealand, Papau New Guinea, Solomon Island, Vanauta, etc (People and Wetlands: The Vital Link, 1999, p. 5-6). This process notwithstanding, because the hypotheses were mainly concerned with Western newspapers versus Non-Western newspapers framing, these nations and the publications emanating from them were recategorized and subsumed under either of the two labels of Western/non-Western consistent with answers being sought for the six hypotheses. Also, because the remaining two hypotheses were more concerned with nations or continent i.e. Africa versus Third World and the West versus the Third World, the remaining data (pertaining to the designation of nations) were also rearranged so that the findings would reflect these
outcomes. Further elaboration about this procedure is provided in the discussion on the coding process.

On the line of the exploratory questions, the first one sought to address whether it was possible that the media may have a consistent meaning for Third World. Assuming that an answer would be found for this question, the second shifted in the direction of ascertaining if conditions discussed within Third World context could be more broadly applied beyond a skewed geographic context. This is because a skewed application of Third World only takes into consideration the regions mentioned by Sauvy as being Third World. The remaining two exploratory questions focused on the broad geographic question of determining what continent or country would feature more frequently in discussions pertaining to Third World.

Coder Training

A second coder was incorporated to assist with the process of content analyzing the study. The preparation for coding was consistent with the prescription of Neuendorf (2002) who suggested that “pilot coding” (p. 133) be carried out in order that each person involved in the scheme is sufficiently prepared to work independently so that the combined work reflects the internal validity that is required as a precursor for reliability. To this effect, a 1-week session of daily 2 hours training was conducted for agreement on the criteria for the nominal coding of the data. Information for the training was obtained from the Lexis-Nexis data base, and resources content analyzed were those from previous years prior to 2009. This approach was taken in recognition of the projected target date for this research.

Agreement over story ID coding was initially 50% but improved to 98%. Data yielded an inter-coder agreement of 80% on the first try but improved to 100%. Name of newspaper yielded an inter-coder agreement of 98% but improved to 100%. Nation where the newspaper was
published yielded an inter-coder agreement of 80% during the first training but improved to 100%.

During the training initial disagreements arose over the best approach to quantify a *Third World* mention as positive, negative, or neutral. Initial agreement level from the beginning of the training on the variable – *mention* – was 50% but improved to 90% by the end of the last three sessions of the training. What made this process particularly difficult was how to code for positive and neutral. This is because most stories always seemed to carry a negative tone. It was thus decided that the general tone of the paper would be considered in addition to a more careful analysis that focused on the context of the sentence within which the *Third World* mention was made if the wordings of that sentence was consistent with the general tone. Furthermore, neutral was agreed to be coded as such if a negative word in the sentence containing *Third World* was followed by a positive word or positive interpretive implication. Interpretive application concerned whether the issue of the story in question implied something negative or positive. In the case of the latter, this would help to counterbalance the negative wording and thus establish *Third World* reference as neutral.

*Country* coding yielded an initial agreement of 50%, then improved to 75% and finally was at 90%. With respect to *page* and *story* prominence, the first coding yielded an inter-coder agreement of 75% but subsequent days of training yielded 98%. After the training aspect of the research, the randomized numbers of newspapers was equally divided between coders in terms of coding volume.

After the quantitative coding was complete, in line with the demands of the grounded theory approach (Neuendorf, 2002, p. 102), which required more extensive description of the unit of analysis, an additional second level of coding was conducted by the author. This took the form of a description of the *Third World* construct within the context of the sentence in which
they were structured. The strategy was to extract these descriptors and figure out how to arrange them into overarching labels.

**Coding Process**

The content analysis strategy for this study began with a quantitative analysis, which was subsequently transformed into a *Grounded Theory* approach once this first quantitative stage was completed. The *grounded theory* approach was necessary especially because the exploratory questions required textual answers rather than numerical quantification. Furthermore, by conducting “open coding” (Taylor, 2002, p. 219) sufficient data were collated to provide additional information concerning why the Western media characterizations of *Third World*, were the way they appeared to be. In other words, the exploratory questions provided an opportunity to explain in details specific questions that needed some answers that had not been adequately addressed in the hypotheses. Meanwhile, assigning numerical values to the initial coding had greater significance in terms of addressing the issues raised in the hypotheses, which was reflexively a good first step.

The coding process was divided into two phases. According to phase one of the agreed upon coding rules, the unit of analysis was each mention of *Third World*. This was considered in the sentence in which the mention was located and then coded based on the most closely related concept associated with it, and also coded for country if such reference was made. Additional variables included were: story id number, date of publication, newspaper name, persons who coded the mention, and nation where the paper was published. The dependent variables included: mention – whether *Third World* was framed negatively, positively, or in a neutral manner; country – geographic reference associated with *Third World* in the paper; page – where on the page *Third World* was mentioned; and story – part of the story where *Third World* was mentioned.
Coding instructions for the next step of the first phase concentrated on a more elaborate explanation of how the variables identified should be applied. Thus, story id number was used to identify random sampled number that corresponded to a Third World story in the Lexis Nexis database; date indicated when the publication occurred and were recorded as mndd with no spaces or punctuation (ex. 0101 = January 01); name was used to identify the newspaper name and code it by entering the full name of the newspaper (ex. New York Times, Washington Post), and omitting the article the, which usually precede the names of these newspapers; coder numbers were designated for the first, 1, and second, 2, coders; and nation was designated to list the geographic location where the story was published.

Rules for the dependent variables were the following: mention was assigned to indicate whether Third World was framed positively, negatively, or neutral in the newspaper by coding: 1 – positive, 2 – negative, and 3 – neutral; country indicated the name of a nation-state if such mention was made in association with Third World in the sentence. Page indicated how prominent the mention of Third World was by coding for: 1 – Inside page of newspaper (if no page number is given, any page number besides A1, B1, etc.), 2 – Section front of newspaper (ex. B1, G1, sports front page), 3 – Front page of newspaper (page A1, front page, page 1 only); story indicated how prominent the mention of Third World was by coding for: 1 – in the body of the story, 2 – paired with a graphic (chart, graph, table) or photo caption, 3 – in the lead of the story (first sentence or first paragraph break), 4 – in the headline of the story.

Phase 2 was the second and final attempt to capture all aspects of the data that needed to be measured. Independent variables were listed as: name, wherein 1 was used to code for Western newspapers and 2, Non-Western newspapers; nation, wherein, 1 was used to code for Western nations and 2, Non-Western nations.
On the other hand, dependent variables were structured to be coded as follows: Mention = 1 – Positive, 2 – Negative, 3 – Neutral; Country = 1 – Western Country (US, UK, Canada, Australia, New Zealand, and Israel), 2 – African Country/Africa, 3 – Asian Country/Asia, 4 – Latin American Countries/Latin America, 5 – No Reference to a country. The country data were further collapsed in the following manner: Country II – 1 – Western Country, 2 – African Country, 3 – Asian/Latin American Country, 4 – No reference to a country. Because a statistical analysis of the country data still produced values less than zero in some cells, these data were further collapsed as follows: Country III – 1 Western Country, 2 – Africa, Asia, and Latin America, 3 – no reference to a country.

With respect to newspaper prominence, the data were arranged in the following manner: Page = 1 – Inside page of newspaper (if no page number is given, any page number besides A1, B1, etc.), 2 – Front page (page A1, front page, page 1 only) or section front of newspaper (ex. B1, G1, sports front page). Story = 1 – in the body of the story, 2 – in the headline or lead of the story (first sentence).

After the data were quantified, an additional qualitative analysis followed along the lines of implementing the following: Construct = 1 – Political Construct (War, global warming, tyranny etc.), 2 – Social Construct (Health system, Abuse, Discrimination, Injustice, AIDS etc.), 3 – Economic Construct (Poverty, Aid, Trade etc.); Construct II = 1 – Political Construct, 2 – Socio Economic Construct (see index for review of coding book).

In the process of coding, 161 data had to be omitted because they were either repetitive or most of the Third World references were inconsistent with what was set out to be measured. For instance, newspaper stories that read “This year broke the Ironman world record by more than 13 minutes in a time of 8hr 31min 59sec before winning her third world title in a course record in Kailua-Kona, Hawaii” (Lewis, 2009, p. 14), and “A third of the world’s open water sharks …
including the great white and hammerhead … and rays face extinction” (The Daily Telegraph, 2009, p. 23) were discarded even though in both instances the term *Third World* was mentioned.

Important information to explain is the fact that, for the purpose of obtaining relevant information for the hypotheses, nations were either designated as Western or non-Western. Western nations were designated as those sharing similar historical socio-political foundations with Europe. In which case, nations such as the United States, Canada, Australia, New Zealand and Israel were deemed to constitute Western nations (see appendix). All other countries were considered non-Western including those newspapers whose publications originated in such regions of the world. Additionally also, when it became clear that issues of *Third World* did not extend into nations other than those designated by Sauvy, it was realized that it was plausible to provide answers to hypotheses 5 and 6 because it was not possible that non-Western nations, as far as the data were concerned, would be any nation other than those perceived to be within *Third World* regions.

Finally, before the coding commenced, the precoding pilot trials produced a cumulative average agreement level of more than 90% for all the variables. Initial disagreements centered on how positive, negative, and neutral framings of *Third World* should be determined, and these contentions occurred when data from previous years were being analyzed. One major problem germane to the disagreement was the notion that *Third World* was inherently negative, and therefore providing an interpretation of its context in a positive light would be quite difficult. This was resolved by an understanding that the sentence be read in extreme cases of the lack of clarity for proper contextualization before coding.

As already discussed, this decision helped to minimize the incidents of assessing a number of irrelevant data. Some of the data in question pertained to matters completely irrelevant to *Third World* but were framed in the stories as if they were indeed making mention.
of this construct. Most of these omissions involved sports stories. It must be pointed out that this critical process led to data being rejected for analysis; but the idea of repeatedly reviewing newspaper sources was to ensure internal validity. The importance of this aspect of the research cannot be overemphasized because attempting to construct a 21st century understanding of Third World is in itself a pioneering work. The Lexis Nexis results helped to confirm the suspicion from the literature review that Third World has shifted from its initial political connotation to a maze of different meanings and ideas. Those who use the construct in contemporary discussion, it would seem, proceed with the use of the terminology with the view that those who hear the use of Third World would develop a range of ideas. The hypotheses, on the other hand, are intended to help contextualize a Third World discussion with clarity as much as the subsequent exploratory questions.
CHAPTER 6

RESULTS

Research Hypotheses

H1. Western newspapers will demonstrate a greater frequency to discuss the term Third World negatively than non-Western newspapers.

According to Table 1, the results from the Chi-Square analysis produced a value that was insignificant and therefore could not reject the null hypothesis. In other words, the difference in frequency between Western and non-Western newspaper media in describing Third World as a negative concept was not great enough to be significant. This outcome is supported by the differences in percentages between these two categories of media. For the period under analysis the Western media’s negative Third World mentions were as high as 55.8%. Notwithstanding, non-Western media negative mentions of Third World was more than 50%, that is, 52.9%. Based on such an outcome, it should be safe to conclude that Third World is most frequently considered a negative concept by the media. And when this term is not used negatively, there is a greater tendency to discuss it in a neutral manner than in a more positive light.

Table 1

*Mention and Name Cross-tabulation*

<table>
<thead>
<tr>
<th>Mention</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Western Newspaper</td>
</tr>
<tr>
<td>Positive</td>
<td>69(19.7%)</td>
</tr>
<tr>
<td>Negative</td>
<td>196(55.8%)</td>
</tr>
<tr>
<td>Neutral</td>
<td>86(24.5%)</td>
</tr>
<tr>
<td>Total</td>
<td>351(100%)</td>
</tr>
</tbody>
</table>

Note: n = 402; Chi-Square = 1.23; df = 2; p = n.s.
While it is clear non-Western newspaper media would tend to discuss *Third World* in a less derogatory, more neutral manner, the idea that Western newspapers would prefer to reference *Third World* more positively than non-Western media provides yet another puzzle because the initial assumption was that the opposite would be true. This can only be understood by delving into the actual sample of literature that was content analyzed in relation to this hypothesis to discover what accounted for this trend. It can be recalled that the literature review discussed the tendency for non-western journalist trained in the west to develop the reportorial approach of western journalist.

In view of the numerous examples cited in the exploratory questions that point to the negative use of *Third World*, it would rather be instructive to review some of the circumstances for which *Third World* was framed either positively or in a neutral manner.

A range of some of the positive stories relative to *Third World* had an appreciable link to regions of the world and in some instances specific countries. Take for instance, the story by Wanless (2009) about the plan of Canadian small businesses to provide educational assistance to students on the African continent. According to the story, “after returning from a trip to Africa, Moorhouse devised a program to provide work for all the *Third-World* students who had taken the Serebra course” (Wanless, 2009, pg. FP7). Also, writing in the Daily Telegraph newspaper, Geoffrey (2009), used the *Third World* narrative to discuss the possibility of increasing the agricultural output in developing countries. In other words, this author managed to link these two terms – *Third World* and developing countries – in the same context to mention the results from extensive studies on organic food production. According to the report, “the University of Essex looked at similar projects in 57 developing countries … three percent of the entire cultivated area in the *Third World*, and revealed an average increase of 79%” (Geoffrey, 2009, p. 22). In a story published by the Korea Times, *Third World* was associated with the activities of money transfers
emanating from that country to other regions of the world due to Korea’s policy of allowing “Third World laborers” (Lifestyles, 2009) work opportunities. The point to note is that there were several associations made between Korea and Third World even by this very newspaper. But in this instance the story seemed to give the impression that Third World reference was intended for the world. This attitude is in fact consistent with the general acceptance that Third World connotes a very negative picture, one of deprivation and poverty, hence the strategy not to frame this country as being part of such narrative. At the same time, the idea of countries in Third World regions seeing only other countries as such and referencing them in this manner should account for the equally high incidences of Third World mentions by non-Western newspapers more so than Western newspapers.

In addition to these findings, there were also many instances in which Third World mentions were neither positive nor negative. Making a neutral determination was, at times, quite delicate because of the inherent negativism associated with the term. Neutral determination was decided when there was an equal counter-balance between negative and positive use of language in the sentence that contained the Third World terminology.

While discussing the dilemma of the logistical hurdles British forces operating in Afghanistan were faced with, it was mentioned that “elite British special forces troops have been forced to use helicopters from a Third World nation to mount covert operations because of a desperate lack of UK aircraft” (Leake, 2009). What was positive about this account was the possibility that the UK saw other nations as having the equipment efficient enough to use. But the manner in which this anticipated assistance was framed presented such logistical support as being somewhat substandard. Because both the positive and negative of this mention seemed equally balanced, it appeared more logical to designate this narrative as neutral. It can be recalled
from the coder training process that the rule for designating *Third World* as neutral was if a negative word was counter-balanced by a positive word or interpretive implication.

Equally difficult to discern was McIver’s (2009) account of a film documentary expedition of Western journalists. These individuals’ task – finding a setting for a sitcom – was positive, but the idea that the search was intended to produce a documentary about “a nasty war in a *Third World* country … the fictional nation of Karibu” (McIver, 2009, pg. 31) projected the entire venture as negative. This is because associating *Third World* with war only served to reinforce the negative stereotype associated with the term. Neither did it help to give this fictional nation a somewhat oriental sounding name such as Karibu. Again, despite the idea that producing a documentary appeared somewhat positive, negatively juxtaposing this endeavor with war was deemed sufficient enough to designate this mention as neutral.

A final observation with regards to stories including *Third World* appearing neutral was one involving a discussion of the political future of the South African Communist Party (SACP) following the end of the cold war. According to Cohen (2009) even though there were international skepticisms about the continuous survival of Soviet styled communism, towards the end of the 20th century he found it remarkable that the Communist Party of South Africa had continued to remain adamant in its decision to maintain such ‘outdated’ ideology. He suggested that “much of the political class in the *third world* was never quite so naïve as to put all its faith in the Soviet Union” (Cohen, 2009). Indeed, such political commentary from the perspective of democracy is positive, but negative from a communistic point of view. It was therefore deemed appropriate to label such *Third World* mention as being neutral.

To some extent, what a review of stories labeled neutral showed was that it bore some affinity to negative stories because both framed *Third World* in an unflattering manner.
H2. Western newspapers will more frequently use Third World to discuss countries from Asia, South America, and Africa than non-Western newspapers.

According to Table 2 results of the chi-square analysis produced a significant value that however did not support the hypothesis. Western media do make reference to Third World when talking about so-called Third World regions of the world but not more than similar mentions by non-Western media. In fact, the tendency for non-Western media to link Third World reference to other so-called Third World region is markedly higher than Western media with the former reporting a result of 49% and the latter 20.8%.

Table 2

*Country and Name Cross-tabulation*

<table>
<thead>
<tr>
<th>Country Name Cross-tabulation</th>
<th>Western Newspaper</th>
<th>Non-Western Newspaper</th>
</tr>
</thead>
<tbody>
<tr>
<td>Western Country (US, UK, Canada, Australia, New Zealand, Israel)</td>
<td>57(16.2%)</td>
<td>3(5.9%)</td>
</tr>
<tr>
<td>African Country/Africa, Asian Country/Asia, South American Country/South America</td>
<td>73(20.8%)</td>
<td>25(49.0%)</td>
</tr>
<tr>
<td>No Reference to a country</td>
<td>221(63.0%)</td>
<td>23(45.1%)</td>
</tr>
<tr>
<td>Total</td>
<td>351(100%)</td>
<td>51(100%)</td>
</tr>
</tbody>
</table>

Note: n = 402; Chi-Square = 20.09; df = 2; p<0.05

Interestingly, a consistent outcome revealed from the framing approach of Western newspaper media concerning Third World discussions was the repeated instances of not referencing any specific geographic region. This tendency was reflected by up to 63% of the time, with about 20.8% of newspaper narratives dedicated to discussing Third World by framing its linkage to geographic regions mostly in Asia, Africa, and Latin America. When and if the West was mentioned – which was about 16.2% of the time – it was to either explain some form
of humanitarian assistance or expedition into these regions or as a derogatory language to capture, through very graphic comparative description, the catastrophic horror or abnormality of an event occurring in these regions most often referenced as the ‘First World’.

While there are many instances of such horrific accounts in subsequent portions of this study, a charity run event organized in Belfast to raise money for a number of internationally reputed charities such as Christian Aid, Concern Worldwide, Oxfam, and Trocaire (Belfast Telegraph, 2009) present yet another clear example of Third World usage, which by themselves references no particular designated Third World region. Without mentioning any particular country, the activities of these agencies serves to provide a hint, consistent with their international efforts, about where this Third World narrative was intended to target. In another case, while trying to provide a narrative to explain Sir Bob Geldof’s opinion concerning a domestic issue in Northern Ireland relative to this province’s losing out on funding for a television pilot project, this singing icon was described as “The ex-rocker turned Third World debt crusader” (Belfast Telegraph, 2009). Again, this is but one of many cases that demonstrate the shift in media language to describe an otherwise mundane work of a public figure.

As stated; Third World association with Africa, Asia, and Latin America were more frequent among non-Western newspaper media than with the Western media. For instance; writing in the Straits Times newspaper (2009), an author attributed to the former information Minister of Malaysia a saying that, “Singapore sticks to a Third World democracy despite having a developed world mentality, while Malaysia has a Third World mentality but a developed Democracy”. What can clearly be surmised from the preceding statement was an attempt to elevate the democratic tenets of Malaysia by juxtaposing it to the notion that Third World should support the view of the inability to structure the peace and stability that comes with democracy.
H3. Western newspapers will give less page prominence to stories that make references to *Third World* than non-Western newspapers.

According to Table 3, with respect to page prominence, the chi-square data produced a result by which the null hypothesis cannot be rejected. In fact it is clear from the result that the margin of difference between Western and Non-Western newspaper prominence of stories containing *Third World* mention is not very wide. It is even interesting but not surprising that both types of publications had a cumulative output of front page stories about *Third World* for an entire year that was less than 5%.

Table 3

*Page and Newspaper Crosstab*

<table>
<thead>
<tr>
<th>Page</th>
<th>Western Newspaper</th>
<th>Non-Western Newspaper</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside page of newspaper (if no page number is given, and page number besides A1, B1, etc.)</td>
<td>336 (95.7%)</td>
<td>51 (100.00%)</td>
</tr>
<tr>
<td>Front page (page A1, front page, page 1 only) or section front of newspaper (ex. B1, G1, sports front page)</td>
<td>15 (4.3%)</td>
<td>0 (.0%)</td>
</tr>
<tr>
<td>Total</td>
<td>351 (100%)</td>
<td>51 (100%)</td>
</tr>
</tbody>
</table>

Note: n = 402; Chi-Square = 2.26; df = 1; p = n.s.

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 1.90
   (explanation – quantification of page prominence was such that the data were collapsed into inside page and front or section page, allowing two dependent variables. Eliminating 0 from within the cell would have required further collapsing the two dependent variables. This would have made it impossible to obtain an answer for the hypothesis.
Even though less than 5% (4.3% to be precise), of Western newspaper media stories about Third World were featured on the front or section pages of their papers; this provision was completely nonexistent in non-Western newspaper media. That is to say, because non-Western media did not feature Third World stories on their front pages, what was absent from these pages were reflected in the inside page of the paper, which would account for why they ran more inside page Third World stories than Western media. It should therefore be instructive to review some of the Third World issues that were successful in capturing the attention of Western newspaper gatekeepers enough to merit being on the front page.

One such issue concerned the thriving business of commercial surrogacy occurring in fertility clinics across India. According to Benson (2009), “since the falling exchange rate pushed the cost of buying a baby from the US to more than $300,000 last year … A baby carried by an Indian surrogate can be bought for as little as $30,000”.

Yet another Western newspaper front page story that captured the framing of Third World was about the ideological rivalry within the conservative movement in the US pitting the elites against radio talk show hosts, where the former advocated large government role while the latter advocated a smaller government role. At one point those advocating smaller government, in the person of Mr. Mark Levin, suggested that Rachel Carson “indirectly caused the deaths of millions in the Third World who perished from the malaria carried by mosquitoes DDT helped eradicate” (Lake, 2009, pg. B01).

In describing the 2008 drought and recession in the Central Valley area of California, which had caused the state $300 million with an estimated job loss of about 80,000, the mayor of Mendota was quoted as saying “people are saying ‘Are you a third world country” (McKinley, 2009)
H4. Western newspapers will give less story prominence to narratives that make references to *Third World* than non-Western newspapers.

According to Table 4, the chi-square data yielded a significant value that rather contradicts the hypothesis, which suggests that Western newspaper media will give less prominence to *Third World* stories than non-Western newspapers. According to the results, 25.1% of Western newspaper headlines or leads included reference to *Third World* as opposed to 11.8% for non-Western newspapers in this same category. Although Western media reported 74.9% of *Third World* mentioned stories in the body of their papers, this number is slightly lower than the 88.2% of references to *Third World* reported in the body of non-Western newspapers.

Table 4

*Story and Newspaper Cross-tabulation*

<table>
<thead>
<tr>
<th>Story</th>
<th>Name</th>
<th>Western newspaper</th>
<th>Non-Western newspaper</th>
</tr>
</thead>
<tbody>
<tr>
<td>In the body of the story</td>
<td></td>
<td>263(74.9%)</td>
<td>45(88.2%)</td>
</tr>
<tr>
<td>In the headline or lead of</td>
<td></td>
<td>88(25.1%)</td>
<td>6(11.8%)</td>
</tr>
<tr>
<td>the story (first sentence)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>351(100%)</td>
<td>51(100%)</td>
</tr>
</tbody>
</table>

Note: n = 402; Chi-Square = 4.40; df = 1; p<0.05

The point of similarity between Western and non-Western newspapers, according to this result, is the tendency to have stories that make references to *Third World* embedded in the body of their papers. It is therefore instructive to examine some of the stories to discover the peculiar features that disqualified them from making headlines.

A review of the content analyzed sources revealed, first of all, that there was no instance in which *Third World* appeared as a front page headline of any newspaper. In the one instance where *Third World* did feature as a front page lead, the story, written by Owen and Taylor (2009)
was about the treacherous journey Afghans ventured into in their quest to seek political asylum in Australia. In this particular story, these two authors suggested that the “journey from the Third World … begins … in the Pakistan city of Peshawar” (Owen & Taylor, 2009, pg. 1).

While the lack of Third World as a front page story would appear to suggest the degree of its relative insignificance to other stories, whether, positive, negative, or neutral, what these headlines inside page stories had in common were the fact that they either made no reference to a specific Third World country, or in cases where such references were made, it was either in a neutral or negative manner using Western nations as the backdrop. For instance, the story written by Sengupta and Starkey (2009) about plans by the British Department of International Development to label aid to developing countries in a way that would make it clear that such assistance emanated from the UK was titled, “Britain’s help to the Third World to be rebranded ‘UKAid’; Attempt to raise ministry’s profile criticised as waste of money and unnecessary” (p. 6). Another headline, “Say Tata to Third World demands for our money” (p. 36), was intended to explain that India’s production of the Tata Nano vehicle was emitting considerable CO2, yet India was not prepared to make adjustments for the sake of climate change. The point this story stressed was that CO2 emissions was a global responsibility.

Yet still, in the story titled “Third World’ prison” the point was made that without improvements, the conditions of Yatala prison in Australia were too deplorable to maintain prisoners (The Advertiser, 2009). It would seem that in these headlines, the inherent negativity of Third World was reinforced by the issues for which the term was being used as references to describe. Most of them, relating to aid and marginal attempts at development did not seem to be the kinds of issues that would resonate with western audience and as such were relegated as part of the body of the newspaper stories.
H5. African countries or continent will be more frequently linked to negative *Third World* references than countries of other *Third World* regions of the world.

Even though the below chi-square analysis for Table 5 produced a significant statistical outcome; it contradicts the hypothesis and therefore makes it reasonable to reject the null hypothesis. This is because African countries or continent had the lowest negative *Third World* association (8.1%) compared to both the West and other *Third World* regions including Asia and Latin America. It is also instructive that Africa had the highest positive in instances where regions were mentioned.

Table 5

*Mention and Country II Cross-tabulation*

<table>
<thead>
<tr>
<th>Mention</th>
<th>Western Country</th>
<th>Africa/African Countries</th>
<th>Asia/Asian Countries, and Latin America/Latin American Countries</th>
<th>No Reference to a Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive</td>
<td>9 (11.7%)</td>
<td>15 (19.5%)</td>
<td>13 (16.9%)</td>
<td>40 (51.9%)</td>
</tr>
<tr>
<td>Negative</td>
<td>43 (19.3%)</td>
<td>18 (8.1%)</td>
<td>27 (12.1%)</td>
<td>135 (60.5%)</td>
</tr>
<tr>
<td>Neutral</td>
<td>8 (7.8%)</td>
<td>6 (5.9%)</td>
<td>19 (18.6%)</td>
<td>69 (67.6%)</td>
</tr>
<tr>
<td>Total</td>
<td>60 (14.9%)</td>
<td>39 (9.7%)</td>
<td>59 (14.7%)</td>
<td>244 (60.7%)</td>
</tr>
</tbody>
</table>

Note: n = 402; Chi-Square = 20.66; df = 6; p<0.05

At 19.3%, Western nations had the highest negative association followed closely by Asia and Latin America with 12.1%. As a matter of fact, *Third World* association with Africa was the most positive with a 19.5% closely followed by Asia and Latin America at 16.9%. The positive percentage got even lower with Western nations, with an 11.7% frequency recorded. These figures do not consider instances of no reference to a country.

In providing further analysis of this data, it is noteworthy to review some of the positive *Third World* references vis-à-vis Africa to see how it was possible an otherwise negative
terminology could be framed positively. For one thing, the international interest in philanthropy within Africa is perhaps a major driving force for story narratives related to the continent. This is certainly in no way intended to relegate instances of serious African involvement in international politics and trade.

In one of many such accounts, Sayid (2009) described the important role farmers in the West African nation of Ivory Coast would be contributing by catering to the chocolate demands of UK citizens. This story was not only positive because it threw light on the interdependence of nations, but it also touched on the equitable exchange of goods and cash between the UK and Ivory Coast. The story’s narrative began with the lead, “Chocoholics can now chomp for the Third World – as kit kat goes Fairtrade (Sayid, 2009, pg. 18)”, stating further that “owners Nestle have pledged to pay … Ivory Coast farmers the Fairtrade price for their cocoa beans (Sayid, 2009, pg. 18)”.

In another African, Third World related story, the author, Soames (2009) explained the latest dimension in international tourism and travel – providing humanitarian assistance to anonymous places such as those on the African continent. This was described as being very attractive to older people who actually queued for an opportunity to volunteer their service for a month in some obscure South African townships or in Katmandu (Soames, 2009).

In a political narrative, Wolf (2009), commenting on the G-8 summit held in earthquake ravaged Rome, explained that on the agenda for world leaders’ discussion was “world trade and Third World development” (Wolf, 2009, pg. 3B). To be sure, poverty was mentioned in all these narratives but not in direct association to Third World.

A final note on this issue concerns the fact that the overwhelming negative references to Third World were framed in a way that made no mention of any particular geographic location. This is a recurrent approach consistent throughout the research result.
H6. Western nations will be more frequently linked to positive Third World references than other Third World regions of the world.

The chi-square result for Table 6, which yielded a significant value, contradicts the hypothesis and therefore makes it reasonable to reject the null hypothesis. As a matter of relevance, more than 50% of the time, positive reference to Third World had no geographical connection to any region of the world. And Western nations’ positive connection to this term, which was a mere 11.7%, was comparatively smaller than the 36.4% figure for the combined regions of Africa, Asia, and Latin America.

Table 6

*Mention and Country III Cross-tabulation*

<table>
<thead>
<tr>
<th>Country III</th>
<th>Western Countries</th>
<th>Africa/African Countries, Asia/Asian Countries, and Latin America/Latin American Countries</th>
<th>No Reference to a Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mention</td>
<td>Positive</td>
<td>9 (11.7%)</td>
<td>28 (36.4%)</td>
</tr>
<tr>
<td></td>
<td>Negative</td>
<td>43 (19.3%)</td>
<td>45 (20.2%)</td>
</tr>
<tr>
<td></td>
<td>Neutral</td>
<td>8 (7.8%)</td>
<td>25 (24.5%)</td>
</tr>
<tr>
<td>Total</td>
<td>60 (14.9%)</td>
<td>98 (24.4%)</td>
<td>244 (60.7%)</td>
</tr>
</tbody>
</table>

Note: n = 402; Chi-Square = 14.73; df = 4; p<0.05

Interestingly, the negative framing of the term in its association with Western nations was even higher, having a value of 19.3%. This number was also close to the amount of negatives associated with the other regions referenced as Third World. These nations combined produced a negative association figure of 20.2%, which is a less than 1 percentage point difference from the Western nations’ negatives.
This result is not surprising given the previous findings in this study, which have repeatedly shown that Third World is framed in the Western newspaper media as a terminological construct to prime readers to think about the worst case scenario of an event occurring in the Western countries. The negative percentage for other regions of the world are also consistent with the previous findings in the literature review, which mentioned the tendency for non-Western journalists trained in Western fashion to copy the Western approach of framing and agenda setting. In other words, there is a tendency to use Third World negatively by individuals and institutions purported to be in the Third World.

These results might also have revealed a trend by the non-Western media to divert from the Western style journalistic norm by rather leaning in the direction of discussing Third World in a more positive light. Some of the stories reviewed so far reinforce this assertion.

One thing that is clear from the results, which have not been discussed much in this section, is the inconsistency of reporting stories. When there is no reference to a country, there is a greater frequency to project a more negative frame than if there are references to particular regions of the world. Reflexive of this assertion is the fact that the results recorded a 60.5% negative when there was no specific reference to any geography, while when any such mention was made the frequency of negative reporting was reduced to 20.2%. This margin of difference of more than 40 percentage points presents an interesting case with respect to whether this has always been a consistent trend or whether contemporary circumstances are forcing the media to develop a more shrewd way of linking Third World and geography without making it seem so.

A synopsis of the results from the quantitative study is that Third World is most frequently used negatively but not to target any specific geographic region. There is a consistent pattern throughout the study that reflects this trend. And most of these stories are embedded in the body of newspapers, and as has been stated, none of these newspapers carried a front page
story with the word *Third World* as a mention. These findings are not strange in the sense that the literature review provided enough reason to accept that *Third World* would be given less attention. What was somewhat unexpected is the fact that deemphasizing and projecting *Third World* negatively is not the exclusive preserve of Western newspapers.

The exploratory investigations, on the other hand, go a little further in terms of providing rather new and interesting information to this *Third World* study. As would be seen; they seek to establish *Third World* links not answered by the quantitative results.

**Exploratory Questions**

EQ1. Is there a precise construct or concept international newspapers will most often use when discussing *Third World*?

According to Tables 7 and 8, the concept most frequently used in association with *Third World* was social, closely followed by economic. In comparison to these two, political concept was used to a limited extent. Therefore, in this first instance, *Third World* should be defined as a socioeconomic construct. This statement holds true for both Western and non-Western newspapers where the former dedicated 54.1% of its reporting on *Third World* to social issues closely followed by 28.5% to economic issues. This research extensively set forth reasons why socioeconomic rather than political issues are given such prominence.

The remaining 17.4% of reporting for this same period concentrated on political issues. A similar situation existed among non-Western newspapers where there was a tendency to concentrate 45.1% of reporting about *Third World* on social issues with 33.3% dedicated to reporting economic issues. The remaining 21.6% concerned reports about political issues, most of which was centered on international politics relating to global warming and carbon emissions. A number of these stories seemed to project the notion of a *Third World* unwilling to fully support this initiative because it runs contrary to their own developmental goals.
Interestingly, whereas the concentration on Third World social issues was more for Western than non-Western media; in areas of economics and politics non-Western media reported more on these than Western media. This discrepancy was even higher when it came to reporting issues of politics. This is because the non-Western newspaper media reported 3.2 percentage points more stories on this issue than the Western newspapers. As was suggested from Table 8, it is important to reemphasize that most Third World associations with politics concerned matters relating to global warming and CO2 emissions.

Significant as the numbers relative to the frequency of referencing Third World are, even more interesting are the social, economic, and political issues that these newspapers were concerned with. Reflecting on the findings of the literature review, a continuum of social issues
that got the attention of the international media included those relating to health conditions, abuse, discrimination, injustice, women empowerment, and aids, just to name a few. On the other hand, the issues relating to economic matter that got the attention of the international newspaper media included poverty, aid, trade, charity, just to name a few. It is also essential to note that the Western newspaper media concentration on social issues was higher than the 53% total of which non-Western papers were significantly lower.

A review of the statistical data also demonstrates that on issues of economics, non-Western newspapers scored 4.2 percentage points higher than the total of 29.1%.

As far as the figures are concerned, the smallest discrepancy between percentages in terms of Western and non-Western media application occurred in the association of Third World with political construct. In this category the frequency for Western newspaper media was 17.4%, and non-Western media’s frequency 21.6%.

EQ2. Will constructs used by international newspapers to discuss Third World regions or countries be similar to those used to discuss Third World conditions in non-third world regions or countries?

According to Table 9 constructs used to discuss Third World are more frequently not linked to a country or continent. What the table shows is that in every respect major Third World reference remains confined to those nations designated as such by Sauvy (Evans, 2007). In fact, Western newspapers use Third World reference less to talk about politics in Western countries and more to describe socioeconomic conditions. This point is further elaborated upon in subsequent sections of this research.

What is also noteworthy is the finding from this table that shows a 33.3% inclination for political constructs to be associated with Third World issues liked to Asia, Africa, and South America. In this case there are no distinctions between Western and non-Western newspapers.
Table 9

*Construct II and Country III Cross-tabulation*

<table>
<thead>
<tr>
<th>Construct II</th>
<th>Western Country</th>
<th>Africa/African Countries, Asia/Asian Countries, and South America/South American Countries</th>
<th>No Reference to a Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Political Construct</td>
<td>9 (12.5%)</td>
<td>24 (33.3%)</td>
<td>39 (54.2%)</td>
</tr>
<tr>
<td>Socio-Economic Construct</td>
<td>51 (15.5%)</td>
<td>74 (22.4%)</td>
<td>205 (62.1%)</td>
</tr>
<tr>
<td>Total</td>
<td>60 (14.9%)</td>
<td>98 (24.4%)</td>
<td>244 (60.7%)</td>
</tr>
</tbody>
</table>

The assertion of a disconnect between the usage of *Third World* to discuss socioeconomic issues occurring in the West and not its politics is exemplified by an editorial narrative in the *Toronto Star* (2009) in which the focus of the political discussion was international with attention to the war in Afghanistan and the role of the United States. Attributing most of the narrative to an American Marine Corp General, Smedley D. Butler, the editorial suggested that:

> Instead of investigating the possibility 9/11 was used as an excuse to invade *Third World* countries in order to support a petroleum-consuming lifestyle … we buy into the concept stated by our politicians that we are spreading democracy or keeping Canada safe.

It would seem that the point of this argument is the attitude that when *Third World* is mentioned the ability for people to be circumspect becomes limited. This approach is discussed in the literature review as being linked to oversimplification of *Third World* by the Western media.

On the other hand, in describing the ascendency of Obama to the United States presidency, the attention was focused more outwardly than domestically when it was described thus: “In many *Third World* countries, Mr. Obama is a hero for his color, quite as much for his charisma” (Obama lights a candle, 2009, pg. 14).
EQ3. What continent will be most frequently mentioned by international newspapers when in association with issues concerning Third World? (See appendix)

According to the results of Table 10, the continent most associated with Third World was Asia. One reason accounting for this result is that, aside from times when there were no specific reference to a geographic location when discussing Third World (60.7% of the time), the predominant geographic association was with the West (14.9%) closely followed by Asia (12.7%). Unlike Asia, the West (for the purpose of this research) was further subdivided into the American, European, and Australian continents. When the aggregate of 14.9% is divided among these three continents, individual percentages for each of them fall well below the 12% aggregate for the Asian continent. It is this, coupled with the African reference to Third World constituting a mere 9.7% that placed Asia as being the primary continent of reference for Third World. Israel, which is geographically in Asia, was treated as a ‘special case’ Western country.

Table 10

<table>
<thead>
<tr>
<th>Continent, Regional Affiliation, Special Case Attachment</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid Western Country (US, UK, Canada, Australia, New Zealand, Israel)</td>
<td>60(14.9)</td>
</tr>
<tr>
<td>African Country/Africa</td>
<td>39(9.7)</td>
</tr>
<tr>
<td>Asian Country/Asia</td>
<td>51(12.7)</td>
</tr>
<tr>
<td>Latin American Countries/Latin America</td>
<td>8(2.0)</td>
</tr>
<tr>
<td>No Reference to a country</td>
<td>244(60.7)</td>
</tr>
</tbody>
</table>

N = 402

In addition to the above, a sample of stories from the content analyzed newspapers helps to explain why Asia had a greater frequency of affiliation with Third World. Four countries – China, India, Singapore, and Korea deserve further discussion. These four Asian Third World countries have similarities but nuances that help reinforce the inapplicability of a general descriptor designed to provide an outlook that presents them as being monolithic.
In a story written by Moore (2009) about the economic success of a Chinese company in Australia, the greater issue of the report concentrated on the possibility that the cars the company, ‘Great Wall’, produced would be regarded as substandard. The author also mentioned that Chinese goods had been “routinely underestimated by their potential buyers and, more importantly and to their detriment … potential competitors” (p. 2). Within this context the author opined that comparing China to a “third world country” (Moore, 2009, p. 2) was unfair. The author made no reference to this Third World for which its comparison was unfair. Beyond economics other issues involving China included human rights (Ching, 2009, p. 17) and global warming (Solomon, 2009, p. 21).

Like China, most of India’s association with Third World was linked to global warming and industrialization. Gibson’s (2009) report on India’s development of the Tata Nano vehicle centered on its eco-friendly potential, stating, “the Third World know they can’t make the same mistakes as the West” (p. 24). While a story of this nature speaks to issues of development, it at the same time projected India as an example of a Third World that is uninterested in international cooperation. But even if this was being as a standard to determine Third World, the question is whether international intransigence is limited to only one segment of the international community.

With Korea, references were reflective of human rights issues in China. Theirs focused on “mistreatments and law violations” (Lifestyles, 2009). Singapore was linked to issues of democracy, which it claimed to practice in a more acceptable manner. Thus politicians from this country bragged that “If Singapore’s standing as socially, economically and politically safe haven is the result of being Third World democracy, we will not trade this for a developed world democracy” (“The Straits Times,” 2009).
EQ4. What country will be most frequently mentioned by international newspapers in association with issues concerning Third World? (See appendix)

According to Table 11, consistent with the content analyzed results which suggested Western countries’ association with Third World to be highest, next to no references, the specific Western country with which Third World reference was the highest was actually the United States. The details are presented below.

Table 11

Country or Continent – Frequency

<table>
<thead>
<tr>
<th>Country/Continent</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>19(4.72%)</td>
</tr>
<tr>
<td>UK</td>
<td>16(3.98%)</td>
</tr>
<tr>
<td>Australia</td>
<td>14(3.48%)</td>
</tr>
<tr>
<td>Africa</td>
<td>14(3.48%)</td>
</tr>
<tr>
<td>China</td>
<td>9(2.25%)</td>
</tr>
<tr>
<td>Korea</td>
<td>7(1.74%)</td>
</tr>
<tr>
<td>Singapore</td>
<td>6(1.49%)</td>
</tr>
<tr>
<td>India</td>
<td>5(1.24%)</td>
</tr>
<tr>
<td>Canada, Egypt, Bangladesh, Asia, New Zealand</td>
<td>3(0.74%)/per Region</td>
</tr>
<tr>
<td>Brazil, Germany, South Africa, Sudan, Zimbabwe, Palestine, Vietnam, Iraq</td>
<td>2(0.49%)/per Region</td>
</tr>
<tr>
<td>Cuba, Thailand, Somalia, Libya, Malawi, Iran, Nigeria, Malaysia, Argentina, Taiwan, New Guinea, Cambodia, Guinea, Zambia, Pakistan, Ivory Coast, Sierra Leone, Latin America, Japan, Afghanistan, Europe, Mexico, West Bank, Kenya</td>
<td>1(0.24%)/per Region</td>
</tr>
<tr>
<td>No Reference</td>
<td>251(62.4%)</td>
</tr>
<tr>
<td>Total</td>
<td>402 (100%)</td>
</tr>
</tbody>
</table>

N = 402
A review of the content analyzed materials revealed that most *Third World* references were framed to describe the worst case scenarios of events occurring in the United States, be they natural or manmade. Interestingly, the pattern of not referencing any particular *Third World* country was also consistent in the American application of the word for descriptive comparative purposes of the most outrageous activities occurring in the American society.

Derogatory Western newspaper headlines such as, “*Third-world Week*” (Editorial, 2009, p. 10) and, “US faces collapse to *Third World* Status” (Rowley, 2009, p. 4) help to reinforce the extreme negativity with which the term has been framed. In the former, *Third World* was applied to discuss the legacy of the devastating week that began on August 29, 2005 when hurricane Katrina tore through Louisiana. The story mentioned that 4 years after that tragedy, more than 30% of homes in New Orleans remained unoccupied while about 2,100 residents still lingered in emergency homes and trailers. For the writer, it is this time of natural disaster that was described as a period “when America looked like a *third-world* disaster zone” (Editorial, 2009, p. 10). This theme of disaster and poverty goes well beyond incidents of natural calamity and *Third World* was also used as an epithet to explain the negative implications of a possible economic disaster in the US. According to Rowley (2009) should the US government not adequately respond to the financial crisis, the possibility existed for the country to “collapse from First to *Third World* status” (p. 4).

Indeed the tendency to frame *Third World* as a derogatory explanation for catastrophic situations in the US cuts across a continuum of social, economic, and political issues. At the height of the protracted health care debate in the United States, four healthcare models were presented to readers for proper clarity. These included the German, Beveridge, national insurance, and what the author called the “out-of-pocket scheme” (In US health, 2009, p. 17). It is this latter healthcare strategy, which was later described as, “you don’t get any healthcare if
you can’t pay for it, as is the case of the Third World and for 46 million unfortunate Americans” (IN US health, 2009, p. 17).

In other subsequent comparisons, a New York Times reporter providing his impressions of ‘Ground Zero’ after the September 11, 2001, attacks, suggested that the sight of the destruction made him to feel like he was “returning to the Third World” (Searing view, 2009). Commenting further, he suggested that “In the Third World this sort of thing happened everyday: earthquakes, famines, plaques … mass murder” (Searing view, 2009). As earlier stated, in yet other derogatory indirect comparisons, McKinley (2009) quoted the mayor of Mendota of describing the conditions of drought and 32% unemployment in California’s Central Valley as, “people are saying, ‘Are you a third world country?’” (p. 1). A similar narrative was provided by Hellard (2009) in his comparative descriptions of conditions of poverty affecting about 1,200 homeless individuals who had been living in squalor and abject poverty under canvases along the outskirts of Sacramento. His narrative suggested that, “this encampment has not sprung up overnight. It’s been there for about 18 months … it is only largely through exposure on Oprah Winfrey’s national television show … that America’s own Third World became known” (Hellard, 2009, p. 46).

Because most of these narratives provide little clue about geographic areas specifically referenced to discuss circumstances of extreme poverty, destruction, and incapacity in the US; readers are thus primed to associate these conditions whichever way they like thereby reinforcing the process of regarding individuals from other regions of the world just as negatively as these associations have been framed. This point conjures relevance especially in the immigration debate that has been ongoing in the US. In an account related by Gerson (2009), Republican lawmakers’ attitude towards Latinos was to scorn them for complicating the immigration debate
by pointing to Miami as a “Third World country” (p. A25), and framing their presence in the US as “The Third World invasion and conquest of America” (Gerson, 2009, p. A25).

What is clear from the foregoing is that because the Western media is setting the international agenda for news reporting, they have done more to continue the narrative of referencing entire regions of countries with disparate levels of economic advancement on every continent into one lump. The agenda, from what the data seem to suggest, is to have the ability to draw a distinction between Western nations and other regions of the world by using a negative euphemism for disadvantaged – Third World.
CHAPTER 7
DISCUSSION

Study Analysis

The impetus to conduct this study was driven by the need to provide clarity for the term *Third World*, which it appears, has been applied repeatedly (in the media) to arbitrarily denigrate and discriminate among nations in a way that has become acceptably unchallenged in modern intellectual parlance.

In the literature review, it was mentioned that the term goes back as far as the 18th century when Abbe Sieyes used it in his narrative to ask questions about the feudal Third Estate of France. And Sauvy subsequently employed it centuries later to refer to emergent nations of Africa, Asia, and Latin America who he described as a threat to international peace because these nations were victims of exploitation and scorn from the predominant Western colonial powers prior to gaining independence. This *Third World* mantra was assumed by these nations, referenced by Sauvy, and it was then recoin ed, by them to announce their ‘international political unity’, espoused as nonalignment, in the face of the cold war that pitted Western against Communist nations. In this narrative, it is important to state that the communist countries during the cold war were referred to as second world nations. However, after the fall of the Soviet Union towards the turn of the century, which signaled the end of the cold war, with references to a second world rendered redundant, obsolete, and virtually out of use the argument would seem to be whether the relevance of maintaining *Third World* makes applicable sense, and if so, in what context?

One thing that was earlier stressed was the notion that the term “was never intended to be uniquely applied to one specific continent or idea”, and therefore the study would seek to answer a range of questions. These included: whether the term has been more frequently used to invoke
the Black race – essentially whether the term references Africa more? What is the conceptual consensus of the media when *Third World* is used? Whether the use of the term in the 21st century is still valid?

As a direct response to the preceding questions, there are indeed more (indirect) references made to Africa (African people) than Asia (Asian people) but construed in an ironically clever manner. This very subtle approach, which does not bring the Black race to the fore of *Third World* analysis, is what should be referred to here as the *convenience of comparative proximity*. This is the idea that given its developmental outlook and proximity, Asia makes for better comparison of Western disaster (depending on the degree of the disaster) than Africa. Therefore, within the context of the *convenience of comparative proximity*, because Asia generally has a better economic outlook than Africa; referencing Asia and not Africa is indicative of the idea that the latter, in actual sense, represents a worst case scenario of what the *Third World* terminology depicts. This will be elaborated upon further and also with regard to conceptual consensus and 21st century *Third World* terminological usage relevance.

As the process of the literature review progressed, it became evident that there was no consistency in the use of *Third World*, neither was there a fixed criterion by which it could be applied. Given its nebulous nature, it also became apparent that hypotheses alone would not sufficiently address this *Third World* study. This is because there were some very fundamental questions about the terminology, which it seemed had never been very seriously considered. For example, how can this construct be conceptualized and if possible, what concept would be most applicable to what *Third World* aims to describe? What continent is most associated with this term? And what country would almost usually be in close proximity to *Third World* terminological usage? It is these questions, rightly assumed, if properly answered, would have
been able to address *Third World* by throwing more light on how and perhaps when not to apply this term which essentially presents itself more as a construct.

It is because this latter approach was also deemed crucial to the study’s validity, introducing a grounded theory approach to the analysis was considered significant as well. This strategy created the opportunity for the term to be textually analyzed in addition to the nominal coding that was applied to the remaining variables that were equally important to the study. The outcome from this dyad content analytical approach was a more contained set of labels under which the term could be subsumed. Thus, *Third World* was redefined under three main labels. As a political construct, it embodied a range of issues such as global warming, tyranny, war, etc.; as a social construct, the range of concepts *Third World* encompassed included such issues as AIDS, discrimination, injustice, etc.; and as an economic construct, this term embodied such concepts as Aid, unemployment, trade, poverty, etc. At this point, it should be clear that ‘properly understood’, *Third World* has no direct, uniformed, universal application especially with respect to the kinds of issues this term is used as a pseudonym to represent. It should be recalled, from the literature review that, the socioeconomic as well as political conditions of feudalism did not exist in the 20th century, neither does the political paradigm of the cold war; therefore, using *Third World* is misleading. But the fact that the language is still in use and that there is still a Nonaligned Movement, with a present membership of 113 countries including former Yugoslavia and Palestine, which has an organizational structure that is still active with a recent ministerial meeting in 2002 in South Africa calling for the 21st century nonaligned agenda to focus on the need to “push back the frontiers of poverty and underdevelopment” (The Nonaligned Movement, 2002), continues to provide the pretext and ammunition for those who wish to cling to the *Third World* terminology, to do so.
Once the grounded theoretical outcomes were arranged under the three main labels, in
collection with the nominal tabulations, providing extensive elaborations to answers to the
exploratory questions and research hypotheses became achievable. And the results were quite
remarkable in many respects.

According to the data, Third World should be regarded as a terminology to
(comparatively) explain appalling socioeconomic conditions within the United States (or
Western nations) by juxtaposing them to life occurring especially in Asia. The fact that in both
instances of most mentioned country and continent, Africa was never significantly referenced,
while surprising, has been accounted for based on what should be hypothesized as the
convenience of comparative proximity. This should be defined as making a reasonable
comparison, as in the case of comparing Western and Asian conditions rather than Western and
African conditions. As the evidence gathered from the content analysis suggested, in some
circumstances, the comparison gap between the United States and Asia may not be as wide as
making similar comparison with Africa – that is, depending on the issue of comparison. This
could help account for why commentators would prefer the Asian rather than African contrast.
Or as in most cases, make a vague comparison that makes no reference to any specific country,
and therefore primes the information receiver to conjure whatever geographic schema that would
satisfy their understanding of the severity of the narrative.

The concept of Africa as opposed to Asia is one in which the state as per the former is
regarded as “the most demonized social institution … vilified for its weakness, its overextension,
its interference with the smooth functioning of the market, its repressive character, its
dependence on foreign powers, its ubiquity, its absence” (Okoth, 2009, p. 61), whereas the state
in the latter is looked upon as being a “developmental state” (Okoth, 2009, p. 61), that is, one in
which government is at the vanguard of encouraging the active participation of its citizens in the
progress of the country as opposed to allowing such activity to be dictated by the forces of the free market. Put simply, Asia has made a stronger statement of development – inalienable right by virtue of which every human person and all peoples are entitled to participate in, contribute to, and enjoy economic, social, cultural and political development - and as such brings it closer to the West for comparison purposes as opposed to Africa.

The preceding statement is reinforced by the first hypothesis in which outcome, it was clear that there was very small distinction between how the Western and non-Western media perceived Third World to be a negative term. An important fact to note about this information is that the only African newspapers presented in the Lexis Nexis sampling data were from South Africa. And of the 20 articles that could have been chosen to be sampled, only 9 were randomly sampled and content analyzed. This means in effect that the views of African/non-Western media was only limited to the views of the South African newspaper, which in themselves constituted only 2.23% of the opinion expressed in the results. This notwithstanding, even the South African newspapers could be used to explain why non-Western newspaper employ Third World negatively, and in this case, to refer to Africa, Asia, and Latin America equally as the Western media do. The South African president of the Institute of Retirement Funds (IRF), on discussing the possibility of his country adopting a western style social security system suggested that South Africa had a “small First World skilled, formal sector in stable employment” (Jackson, 2009), whilst commenting further that “This is juxtaposed with a Third World workforce with large numbers of unemployed or semi-employed individuals” (Jackson, 2009). In describing Koreans’ superstitious beliefs and their preference for poached goods, the Korea Times quotes Huer (2009) as suggesting that “Koreans spend a good deal of money on importing and consuming rare animal parts from third-world countries”. Even though the story eventually got around to referring to Korean cultural practices of ancestral worship as primitive and Third World, the
point to note is the reality that the term was framed in a way that precluded Koreans from a
general Third World characterization. What these examples demonstrate is that to some degree
the attitude of Western newspapers to use the term to pejoratively describe events has also been
adopted by non-Western newspapers. Unfortunately, whereas it is reasonable to accept that there
would be no assumption that the West is Third World, referencing another area within the Third
World with this frame while trying to preclude another assumed Third World nation may not
easily work for individuals who may not necessarily be so keen on the distinctions that the latter
third world narrator may be trying to establish.

In view of the above and the tendency to frame Third World negatively, it is not
surprising that this term does not feature prominently in the major newspaper headlines, leads, or
front and section pages. Another reason points to the notion that geo-politically Africa and to a
lesser extent some parts of Asia are somewhat ‘irrelevant’ (depending on the Asian country or
the issue in question) aside from the phenomenon of international terrorism, which nexus is
concentrated in Afghanistan and Pakistan. This latter point will be elaborated upon further.

In the case of the fourth, fifth, and sixth hypotheses, the fact that more negative
references to Third World are associated with Western countries, but at the same time, construct
association was most aligned with all Third World regions combined – speaks to the reliability of
the argument that has been developed consistent with the outcome of the statistical analysis. In
other words, all the labels whether social, political, or economic are generally accepted as being
applicable to Third World, which is what the data showed especially in the sixth hypothesis.
Consistent with these findings, it is reasonable to understand why these labels have then become
useful tools for the Western newspaper media when providing a schema for citizens in their
metropolis to either understand the severity of a (domestic) event or to appreciate the extent of
the variety of Western generosity, as in the case of assisting with charity activities.
Suggestions for Future Research

Because this study has demonstrated that *Third World* is used more as a pejorative to
discuss socioeconomic conditions and not necessarily to explain the activities of a post-cold war
nonaligned movement, creates the need for an additional research. This sequel should focus more
on explaining the relationship between *Third World* and such issues as poverty subsumed under
the economic construct; war, from the political construct, and AIDS, from the social construct.
The thesis would be that if these themes cannot be employed to accurately explain conditions in
the *Third World*, then this should further negate the usage of this language just as nonalignment
ought to be phased out of the 21st century discourse. In other words, once the premise is
contradicted, the basis for the conclusion, referencing some countries and continents as *Third
World*, ought to be discontinued for lack of clarity and basis.

There is also a need for a study to determine what effects using *Third World* to describe
other countries and continents have had on the leadership performance, as well as the perception
of citizens of these countries towards those nations that refer to them as *Third World*. For
example, is there a positive correlation between government corruption and *Third World
reference*? In other words, do *Third World* leaders rob their own people because there is this
general perception that leaders from such regions of the world are not usually held to high
standards of accountability and a system of good governance? The need to provide answers for
these questions are even more pressing considering the data that three quarter of the world’s 1
billion poor live in Africa, a continent unnecessarily plagued by “war, disease, and ignorance”
(Klingner, 2009).

Also, in the U.S. ongoing fight against terrorists in countries that are in regions of Asia
that are referenced as *Third World*, the war is not popularly framed as “America’s *Third World
Conflict*” – which in some respect it is, but rather “America’s War on Terror”. Would there be a
difference in public perception if the war was framed as the former? What could such shift be, and why? It should be recalled that the attacks on the World Trade Center and the Pentagon by the terrorists represented a strike at the heart of America’s economic and military international dominance. This is but one reason why the administration’s response incorporated the full support of the American people including the media (Kellner, 2007) even as the conflict presently rages in Afghanistan and Pakistan. Would this level of support reduce if it were reframed to suggest that the United States is embroiled in a *Third World* conflict – would that lead to citizens conjuring images of the United States failed operations in Somalia, in which a dead American pilot was paraded in the streets of that African country?

Finally, because *Third World* is a construct used to define a continuum of concepts, there is a need to conduct a study to understand the dynamics that explain why some countries are referred to as *Third World* and others are not. Is there a consistent pattern related to development that a country must attain to be considered non-*Third World*? Both Japan and Singapore are in Asia and industrialized, but what accounts for more references to the latter as *third world* and not the former? The same questions could be asked for other countries such as China, South Africa, and a host of other countries in Latin America. More besides the criteria, who are those responsible for such designations, and why are such designations unchallenged? And what is the best means to provide such a challenge?
CHAPTER 8
CONCLUSION

In the realm of academia, concision should be a virtue; therefore, the arbitrary use of language ought to be discouraged especially if it connotes and denotes something negative. So is the *Third World* terminological construct, which this study has demonstrated, is repeatedly used by the media in the most inconsistent manner imaginable. And the fact that in some cases such references are made to geographic locations other than Western countries helps to reinforce the negative stigma with which some countries or continents are being viewed.

With this study, it is hoped that media practitioners and scholars would develop the ability to label specific situations for what they are – poor, war, charity, abuse, etc. Instead of misleadingly persuading the (media consuming) public through negatively framed generalizations that what occurs in one country occurs in all and at the same time. All nations and regions of the world do not exhibit similar patterns of development, and although, for instance, Asia has generally surpassed the African continent in development, there are some African countries that have far surpassed other countries on all other continents (including some in Asia) for that matter. Therefore even Africa has ceased to be a monolithic expression in terms of a general presumption of advancement, as have many countries on many continents.

In the final analysis; since the end of feudalism and the later cold war, despite the continuance of a Non-aligned Movement at the United Nations, the plain and simple fact still remains that just as there is no meaningful definition of what constitutes a second or perhaps first world – there is no *Third World*. There is, and has always been a rather geographic one world in which races and ideas have continued the age old game of juggling for superiority through whichever means possible.
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APPENDICES

Appendix A

Code Book

Unit of Analysis: each mention of *Third World*.

Phase One

Variables

Independent variables

Story ID #

Date – date of publication

Name – newspaper name

Coder – person who coded the mention

Nation – where the paper is published

Dependent variable

Mention – Whether *Third World* is framed positively or negatively.

Country – Geographic reference associated with *Third World* in the paper.

Concept – What *Third World* is associated with in the sentence.

Page – Where on the paper *Third World* mentioned.

Story – Part of the paper where *Third World* was mentioned.

Coding Instruction

Examine each mention of *Third World*. Consider the sentence in which the mention is located and then code the most closely related concept associated with it, also code for country if reference is made to one.

Phase Two

Independent variables

Story ID # - indicate random sampled number that corresponds to a *Third World* story.

Date – indicate date of publication. Enter actual dates as mmdd with no spaces or punctuation (ex. 0101 = January 01)

Name – indicate newspaper name. Enter the full name of the newspaper (ex. New York Times, Washington Post)
Coder – indicate designated number of those who coded the information
1 – James Fiske
2 – Joseph Garley

Nation – list the geographic location where the story was published.

**Dependent variables**
Mention – indicated whether *Third World* was framed positively, negatively, or neutral in the newspaper by coding: 1 – positive, 2 – negative, and 3 – neutral.
Country – indicate the name of a country if such mentioned is made in association with *Third World* in the sentence by coding: name of the country & no name – if there was no country mentioned.
Concept – use a short sentence or word to describe what *Third World* is associated with in the sentence.
Page – indicate how prominent the mention of *Third World* is by coding for:
1 – *Inside page of newspaper* (if no page number is given, any page number besides A1, B1, etc.)
2 – *Section front of newspaper* (ex. B1, G1, sports front page)
3 – *Front page of newspaper* (page A1, front page, page 1 only)
Story – indicate how prominent the mention of Third World is by coding for:
1 – in the body of the story
2 – paired with a graphic (chart, graph, table) or photo caption
3 – in the lead of the story (first sentence or first paragraph break)
4 – in the headline of the story

**Phase Three**
**Independent Variables**
Name
1 – Western newspaper
2 – Non-Western newspaper
Nation
1 – Western nation
2 – Non-Western nation
Dependent Variable

Mention
1 – Positive
2 – Negative
3 – Neutral

Country
1 – Western Country (US, UK, Canada, Australia, New Zealand, Israel)
2 – African Country/Africa
3 – Asian Country/Asia
4 – Latin American Countries/Latin America
5 – No Reference to a country

Country II
1 – Western Country
2 – African Country/Africa
3 – Latin American Country/Latin America, and Asian Country/Asia
4 – No reference to a country

Country III
1 – Western Country
2 – African Country/Africa, Latin American Country/Latin America, and Asian Country/Asia
3 – No reference to a country

Concept
1 – Political Concept (Dictator, Tyrant, Democracy, Climate Change etc.)
2 – Social Concept (Health system, Abuse, Discrimination, Injustice, Aids etc.)
3 – Economic Concept (Poverty, Aid, Trade etc.)

Page
1 – Inside page of newspaper (if no page number is given, any page number besides A1, B1, etc.)
2 – Front page (page A1, front page, page 1 only) or section front of newspaper (ex. B1, G1, sports front page)

Story
1 – in the body of the story
2 – in the headline or lead of the story (first sentence)
### Appendix B

**Coding Sheet Sample**

<table>
<thead>
<tr>
<th>Story ID</th>
<th>Date</th>
<th>Name</th>
<th>Nation</th>
<th>Mention</th>
<th>Country</th>
<th>Concept</th>
<th>Page</th>
<th>Story</th>
<th>Coder</th>
</tr>
</thead>
<tbody>
<tr>
<td>124</td>
<td>04/06</td>
<td>October Post</td>
<td>Canada</td>
<td>3</td>
<td>China</td>
<td>Mine awareness, risk</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>128</td>
<td>08/23</td>
<td>South China</td>
<td>HK</td>
<td>3</td>
<td>China</td>
<td>Loss-developed countries</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>128</td>
<td>08/23</td>
<td>South China</td>
<td>HK</td>
<td>3</td>
<td>China</td>
<td>Career opportunity</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>129</td>
<td>07/13</td>
<td>Kalgoorlie Miner</td>
<td>Australia</td>
<td>2</td>
<td>China</td>
<td>China, coal mining</td>
<td>3</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>129</td>
<td>07/13</td>
<td>Kalgoorlie Miner</td>
<td>Australia</td>
<td>2</td>
<td>China</td>
<td>Permanent Poverty</td>
<td>3</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>129</td>
<td>07/13</td>
<td>Kalgoorlie Miner</td>
<td>Australia</td>
<td>3</td>
<td>China</td>
<td>Aliens, Vietnam, Poverty</td>
<td>3</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>130</td>
<td>12/01</td>
<td>Los Angeles Times</td>
<td>Li S</td>
<td>2</td>
<td>China</td>
<td>Calm, lack of plane service</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>130</td>
<td>12/10</td>
<td>Los Angeles Times</td>
<td>Li S</td>
<td>2</td>
<td>China</td>
<td>Calm, lack of plane service</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>133</td>
<td>04/12</td>
<td>New York Times</td>
<td>Li S</td>
<td>3</td>
<td>China</td>
<td>Material, soft, aggression</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>133</td>
<td>04/12</td>
<td>New York Times</td>
<td>Li S</td>
<td>2</td>
<td>China</td>
<td>Poverty, population explosion</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>134</td>
<td>07/29</td>
<td>Sydney Morning Herald</td>
<td>Australia</td>
<td>2</td>
<td>China</td>
<td>Support, global, factory location</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>134</td>
<td>07/29</td>
<td>Sydney Morning Herald</td>
<td>Australia</td>
<td>3</td>
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<td>Development and</td>
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<td>Sydney Morning Herald</td>
<td>Australia</td>
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<td>China</td>
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<td>11/18</td>
<td>Herald</td>
<td>HK</td>
<td>2</td>
<td>China</td>
<td>Support, global, snow, frost</td>
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<td>1</td>
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<tr>
<td>136</td>
<td>11/18</td>
<td>Herald</td>
<td>HK</td>
<td>3</td>
<td>China</td>
<td>Communal, health, disaster</td>
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<tr>
<td>137</td>
<td>03/15</td>
<td>Sydney Morning Herald</td>
<td>Australia</td>
<td>2</td>
<td>Li S</td>
<td>Sydney, town, snow, frost</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>137</td>
<td>03/15</td>
<td>Sydney Morning Herald</td>
<td>Australia</td>
<td>2</td>
<td>Li S</td>
<td>Sydney, town, frost</td>
<td>1</td>
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<tr>
<td>137</td>
<td>03/15</td>
<td>Sydney Morning Herald</td>
<td>Australia</td>
<td>2</td>
<td>Li S</td>
<td>Sydney, town, frost</td>
<td>1</td>
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<tr>
<td>137</td>
<td>03/15</td>
<td>Sydney Morning Herald</td>
<td>Australia</td>
<td>2</td>
<td>Li S</td>
<td>Sydney, town, frost</td>
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</table>
Appendix C

List of Countries/Continent with *Third World* Association

<table>
<thead>
<tr>
<th>Non-Western/Third World Regions</th>
<th>Western Countries</th>
</tr>
</thead>
<tbody>
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<td>African Countries</td>
<td>South/Latin America</td>
</tr>
<tr>
<td>Country</td>
<td>Number of Mentions</td>
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<tr>
<td>Kenya</td>
<td>1</td>
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<tr>
<td>Africa</td>
<td>14</td>
</tr>
<tr>
<td>South Africa</td>
<td>7</td>
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<tr>
<td>Somalia</td>
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</tr>
<tr>
<td>Egypt</td>
<td>3</td>
</tr>
<tr>
<td>Libya</td>
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</tr>
<tr>
<td>Malawi</td>
<td>1</td>
</tr>
<tr>
<td>Nigeria</td>
<td>1</td>
</tr>
<tr>
<td>Sudan</td>
<td>2</td>
</tr>
<tr>
<td>Guinea</td>
<td>1</td>
</tr>
<tr>
<td>Zambia</td>
<td>1</td>
</tr>
<tr>
<td>Ivory Coast</td>
<td>1</td>
</tr>
<tr>
<td>Sierra Leone</td>
<td>1</td>
</tr>
<tr>
<td>Zimbabwe</td>
<td>2</td>
</tr>
<tr>
<td>Cambodia</td>
<td></td>
</tr>
<tr>
<td>Pakistan</td>
<td></td>
</tr>
<tr>
<td>Japan</td>
<td></td>
</tr>
<tr>
<td>Afghanistan</td>
<td></td>
</tr>
</tbody>
</table>

*n = 37 n = 48 n = 8 n = 22 n = 19 n = 15 n = 3*

Note: Instances where the names of continents were enumerated is because of the fact that in a number of the stories these types of generalizations were reflected in the narratives. All other mentions made no reference to any of the above categories and were thus recorded as – no reference.

Note * means the country was treated as part of the *Third World* region in this study.
Appendix D

Research Randomizer Results

1 Set of 400 Unique Numbers Per Set
Range: From 1 to 984 -- Sorted from Least to Greatest

Job Status: Finished

Bottom of Form

Set #1:

Appendix E

List of Neotropic Nations

Antigua and Barbuda
Argentina
Bahamas
Barbados
Belize
Bolivia
Brazil
Chile
Colombia
Costa Rica
Cuba
Dominica
Dominican Republic
Ecuador
El Salvador
Grenada
Guatemala
Guyana
Haiti
Honduras
Jamaica
Nicaragua
Panama
Paraguay
Peru
Saint Kitts and Nevis
Saint Lucia
Saint Vincent and the
Grenadines
Suriname
Trinidad and
Tobago
Uruguay
Venezuela
Appendix F

List of Oceana Nations

Australia
Cook Islands
Fiji
Kiribati
Marshall Islands
Micronesia (Federated States of)
Nauru
New Zealand
Niue
Palau
Papua New Guinea
Samoa
Solomon Islands
Tonga
Tuvalu
Vanuatu
Appendix G

Africa

Algeria
Angola
Benin
Botswana
Burkina Faso
Burundi
Cameroon
Cape Verde
Central African Republic
Chad
Comoros
Congo
Cote d’Ivoire
Democratic Republic of the Congo
Djibouti
Egypt
Equatorial Guinea
Eritrea
Ethiopia
Gabon
Gambia
Ghana
Guinea
Guinea-Bissau
Kenya
Lesotho
Liberia
Libyan Arab Jamahiriya
Madagascar
Malawi
Mali
Mauritania
Mauritius
Morocco
Mozambique
Namibia
Niger
Nigeria
Rwanda
Sao Tome and Principe
Senegal
Seychelles
Sierra Leone
Somalia
South Africa
Sudan
Swaziland
Togo
Tunisia
Uganda
United Republic of Tanzania
Zambia
Zimbabwe
Appendix H

Asia

Afghanistan
Azerbaijan
Bahrain
Bangladesh
Bhutan
Brunei Darussalam
Cambodia
China
Democratic People’s Republic of Korea
India
Indonesia
Iran, Islamic Republic of
Iraq
Israel
Japan
Jordan
Kazakhstan
Kuwait
Kyrgyzstan
Lao People’s Democratic Republic
Lebanon
Malaysia
Maldives
Mongolia
Myanmar
Nepal
Oman
Pakistan
Philippines
Qatar
Republic of Korea
Saudi Arabia
Singapore
Sri Lanka
Syrian Arab Republic
Tajikistan
Thailand
Turkmenistan
United Arab Emirates
Uzbekistan
Vietnam
Yemen
Appendix I

Europe

Albania
Andorra
Armenia
Austria
Belarus
Belgium
Bosnia & Herzegovina
Bulgaria
Croatia
Cyprus
Czech Republic
Denmark
Estonia
Finland
France
Georgia
Germany
Greece
Holy See
Hungary
Iceland
Ireland
Italy
Latvia
Liechtenstein
Lithuania
Luxembourg
Malta
Monaco
Netherlands
Norway
Poland
Portugal
Republic of Moldova
Romania
Russian Federation
San Marino
Slovak Republic
Slovenia
Spain
Sweden
Switzerland
The former Yugoslavia
Republic of Macedonia
Turkey
Ukraine
United Kingdom
Yugoslavia
Appendix J

North America

Canada
Mexico
United States of America
VITA

JAMES T. FISKE

Personal Data:

Date of Birth: March 21, 1970
Place of Birth: Monrovia, Liberia
Marital Status: Married

Education:

William V.S. Tubman High School, High School Diploma, 1986
University of Ghana, B.A. (Hons.) Political Science and History, 1997
East Tennessee State University, M.A. Professional Communication, 2011

Professional Experience:

Liberian Broadcasting System, News Writer, News Caster, and Editor, 1998 – 1999
AHEAD - College (Buduburam – Ghana), Media Instructor, 2000 – 2003
Post Distribution Researcher (WFP-Ghana), 2001 – 2002
Administrative Assistant (To the Deputy Minister of Information, Republic of Liberia), 2005
Research Analyst (Office of the President of Liberia), 2006 – 2007

Award:

Plaque from the Central Valley High School in California for “Promoting the Good Friendship between the People of Liberia and the United States.” 1986