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ENGLISH AND FRENCH CANADIAN CULTURES AS REFLECTED,
BY NEWS IN WINDSOR CBC RADIO AFFILIATES

by

Sherri Lynn (Schatte) Weese

A Thesis
submitted to the Faculty of Graduate Studies
through the Department of
Communication Studies in Partial Fulfillment
of the requirements for the Degree
of Master of Arts at
the University of Windsor

Windsor, Ontario, Canada



1984



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1984

ABSTRACT

ENGLISH AND FRENCH CANADIAN CULTURES AS REFLECTED

BY NEWS IN WINDSOR CBC RADIO AFFILIATES

by

Sherri Lynn (Schatte) Weese

There is a certain relationship that exists between media and culture. Media are reflective of culture. Culture is therefore linked to the content produced by the media. One would expect that different cultures would be reflected in their related media. It was this particular process that established the framework for the current study.

The thesis was a linguistic media study comparing French and English cultures and how they are presented in the radio news medium.

Historically, differences between English and French Canadians have been rooted in virtually all facets of everyday living.

Furthermore, the two cultural groups tend to move in different directions in terms of philosophical beliefs. These intrinsic differences cause differences to be noticed in more outward cultural aspects.

The thesis was therefore based on the assumption that cultural differences between English and French Canadians would result in differences in media content produced by, and directed at, the two language groups.

The study focused on the radio medium. Hypotheses were operationalized by using a content analysis technique as the method.

The study looked at differences between French and English stations

and their interpretation of what is news. In other words, the researcher wanted to see how each station, in its own language environment, samples from the same universe of potential news content available to it in the same community. This provided that both stations would be subjected to the same environmental conditions.

The origin of newscasts was local rather than network news, so no outside forces could influence the content that was aired.

CBE and CBEF were selected, CBE being CBC's English affiliate in Windsor, and CBEF the French affiliate.

A random sample of approximately 400 stories from each station was used, which constituted approximately 25 days of newscasts from each station analyzed for each day.

The sample was drawn from the fall of 1982 and newscasts scripts were made available by each station for analysis. The sample was stratified on the basis of weekdays and a proportionate number of days was sampled for each month.

Content was coded on coding sheets, the reliability of which was checked beforehand in a pre-test, with the aid of two research assistants.

The most surprising finding of this study was that, contrary to what was expected, similarities in local coverage by CBE and CBEF by far outweighed the differences.

Of ten hypotheses that were put forward, two were supported, one was contradicted and the remaining seven were not supported.

While significant differences were found in terms of personality mentions and in regard to the use of sources, differences in terms of theme were not found to be significant.

DEDICATION

I dedicate this thesis to my
husband and my parents,
whose love and emotional
strength transformed my
dream into a reality.

ACKNOWLEDGEMENTS

I would like to extend a warm thank-you to Dr. James Winter, Chairman of my Committee, for the endless guidance and expertise he offered throughout the course of this study. Through the many ups and downs he never ceased to offer those much needed words of encouragement.

In addition, sincere thanks is extended to my Committee members, Dr. Walter Romanow and Dr. Marie-Thérèse Caron, who have acted as inspirations, not only during the undertaking of my thesis, but throughout my career at the University of Windsor.

A word of appreciation is extended to Mr. Grant Harrison (CBE) and Mr. Roch Magnon (CBEF) for making available the scripts analyzed in the study, and the time spent with me to discuss various aspects of the study.

A very special mention is made of two of the most unselfish people I've ever known. Because of their sacrifices, I have been given the opportunity to fulfill academic desires. Thank-you Mom and Dad, for your love and the genuine interest shown in my academic pursuits.

Finally, a heartfelt thank-you is expressed to my husband Jim. Whenever I felt that the light at the end of the tunnel was dimming, he had a way of making my days bright once again. I thank-you Jim for your continuing love and support.

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CHAPTER I

INTRODUCTION

Historically, differences between English and French Canadians have stemmed from virtually all facets of everyday living. Specifically, intrinsic cultural differences have existed between the two language groups as evidenced in areas such as education, religion, politics, family life, and occupation/employment.

Over the last few decades, research on linguistic media agendas has been conducted in a number of areas, covering various media, events and geographic locations.

The research thus far seems not to have linked apparent cultural differences to differences that might occur in media content.

It is from this particular question that the initial framework for the current study evolved.

The thesis was therefore based on the assumption that cultural differences between English and French Canadians would result in differences in media content produced by, and directed at, the two language groups.

The current study reviews historic cultural differences, the pertinent media-related literature, and examines French and English content in the radio medium in the same city.

Historical Differences of English and French Canadians

An Overview

The staircase of the Chateau de Chambord in Touraine, France, was

constructed in such a way that two persons could mount it without meeting and without seeing each other except at intervals. In 1876, Pierre Chauveau (1876:335) likened Canada to that famous staircase:

English and French, we climb by a double flight of stairs toward the destinies reserved for us on this continent, without knowing each other, without meeting each other, except on the landing of politics. In social and literary terms, we are more foreign to each other than the English and French of Europe.

Hence, the concept of Canadian dualism is by no means a new one. Bovey (1938) claimed that the French were a homogeneous race prior to the arrival of the English in Canada and have remained so. There are, therefore, two main cultures in this vast mosaic called Canada. Each has its own traditions and way of life. The homogeneous nature of the French culture is its most vital weapon against the surrounding Anglophone culture:

The French Canadian is and always has been isolated; his culture is his life. This culture has three main components, a religion, an education closely linked with religion, and a language; the Province of Quebec, French Canada's stronghold, has besides all this, its own French law as distinguished from the English law of the rest of Canada. (Bovey, 1938:2).

As one commences a study of English and French cultures, it becomes apparent that each tends to reflect very old, yet distinguished philosophies.

The English Canadian culture tends to be founded on the tradition of "individualism" or "libertariansim", much like that described by John Milton.

According to Milton, the freedom of the individual is of utmost importance and the state should guarantee that right (Woodhouse, 1965: 71).

... the function of the state is to preserve peace and order and to guarantee the freedom of the individual; a wise government will be more willing to repeal old laws than to enact new ones, for the intention of laws is to check the commission of vice, but liberty is the best school of virtue.

In Milton's opinion, the authority of the individual is greater than that of the state since the latter was created by individuals (Wolfe, 1941:214).

Can any one maintain that the authority of a whole people is inferior to that of a single man, that the people were created for the king, not he for the people? To uphold such a principle asserts Milton, would be treason against the dignity of mankind.

Thus, individualism, for the most part, perpetuates the right of the individual to follow his inclinations rather than those of the general will (Plattner, 1979:120).

Men living in political society are always 'in chains.' The freedom and happiness of natural man can never be attained by the citizen, for in the last analysis man will always remain a 'physical' being and thus a 'perfect and solitary whole.'

In short, the concept of individualism reflects an existence in which an individual can only be fully realized if actions revolve around one's own desires rather than those of the state or the general will.

By contrast, the philosophy of "collectivism" as described by Jean Jacques Rousseau argues that an individual is realized through a process in which he or she is part of a collective force striving to accommodate the general will.

Different from the English tradition of individualism, the French tradition of collectivism finds freedom in laws upheld by the state (Nelson, 1974:41).

... freedom is opposed to appetite or desire and is assimilated to law. Thus, it represents an almost opposite conception of freedom from the English which bases freedom in desire, and, at the very least, separates it from law.

Rousseau's rationale for finding freedom in laws upheld by the state is that individuals elect the officials who make the laws and in that way prescribe their own freedom (Nelson, 1974:45).

Freedom is obedience to the laws we ourselves prescribe, and conversely, obedience to the laws we ourselves prescribe as freedom.

In short, collectivism can be defined as "... the placing of the means of production in the hands of the political officers of the community." (Belloc, 1977:41-42). Thus, the concept of respect for authority is evidenced in the tradition of collectivism; an authoritarian-type state results.

Thus, the French tradition of collectivism emphasizes an interest in the collective good which ultimately leads to freedom. On the other hand, individualism, in the English tradition, argues that freedom is achieved through actions of the individual rather than the general will.

Having researched various facets of the English and French cultures, it appears as though the latter has a tendency to follow a "collectivist" tradition, which tends to be more authoritarian, while the former tends to follow a tradition of "individualism", which tends to be more libertarian in nature.

Aside from the obvious and simplistic fact that Rousseau was French and Milton English, it must be noted that these are only observations that have been made by the researcher. However, because the tendencies appear to extend into many facets of both cultures, it was felt that a closer look should be taken at the two philosophies and how they pertain

to English and French Canadians. Since the study compares English and French media agenda, and the differences expected are assumed to be the result of cultural differences, it is reasonable to examine philosophies that tend to be part of those cultures and might ultimately affect the media agenda produced by the two language groups. That is, treatment of media events by the French and English is expected to be different because the two groups come from different philosophical and cultural backgrounds.

To better understand the specific areas in which the French and English are dissimilar, it is appropriate to include a discussion on that topic.

Historical Differences in Specific Areas

The French and English in Canada differ in many aspects. These differences are quite significant since they touch on a plethora of areas all affecting the Canadian way of life.

It should be noted that observations made in this section are based on historical evidence and in some cases may be outdated. Every attempt has been made to update statistics presented herein, but in some areas more recent information is unavailable. Nevertheless, the fact that historically cultural differences have been evident between the two cultures is an important point to consider since it is expected that such differences will be reflected in agendas produced by the two groups.

The most blatant distinction between the English and French is language. Officially, Canada is a bilingual country with English and French as the two official languages. This creates a situation in which Canadians are exposed to two languages through media, commerce, education and many other elements in everyday living.

Anglophones and Francophones differ in many less obvious aspects. In economic matters, business and division of labour, the two groups are quite dissimilar. To begin with, the control of capital in Canada is largely in English or American hands (Corbett, 1967). This could certainly affect the manner in which both Anglophones and Francophones handle business affairs. Traditionally, this is the case according to Everett Hughes (1941), who claims that the English are more growth-oriented than their French counterparts whom he classifies as conservative.

Another trend evident in French business but not in English business is the resistance to outside capital. There is in the French Canadian a high degree of independence. However, this independence is not in the sense of individualism, an English tendency, rather it is in the sense of protecting the collective good or the family business. Generally, the French businessman has not been in favour of bank loans or outside capital (Hughes, 1941:282).

Another pertinent distinction between the position of Francophones and Anglophones in business surfaces when the representation of both groups is analyzed in terms of percentage of each as owners, administrators, directors and other executive-level positions. A number of studies have indicated the privileged position of the English-speaking population in Quebec, as opposed to the more unfavourable status of the French-speaking population, at least prior to Bill 101, decreed in 1977.

Bill 101 (1977) replaced the Official Language Act passed in 1974 and declared that French would be the official language of Quebec. In particular, it deals with the use of French in the following sectors: legislature and courts, civil administration, semi-public agencies,

labour relations, commerce and business, and instruction (Bill 101, 1977:_____

iii).

Rocher (1964:333), for example, in his study of Cantonville, showed:

... how the French Canadians were compressed into the lower levels of industrial enterprises and above all, how the industrialists and the management, whether American or English, were profoundly conscious of this differentiation and knew how to rationalize it.

A study of economic and political elites in Canada, conducted by Porter (1958), showed only 13.4% of the high officials in the federal civil service to be Francophones. Using 1981 Census standards, that should be 26.5%. In addition, he found only 6.7% of the people forming an economic power elite to be French Canadians (Rocher, 1964:335).

The situation has changed somewhat in the past two decades. The French worker has moved into a number of areas with a higher ranking on the occupational scale (Clift, 1980:207).

According to the 1981 Census, the figures comparing population by mother tongue show the English to total 16,425,905 while the French population is 5,923,000. It is important to keep these figures in mind when determining whether or not the French population is represented fairly on the occupational scale. A 3:1 ratio would be a reasonable approximation of how the distribution in occupations should appear.

Comparisons made of totals in certain occupational areas (government administrators, managers, law, medicine, and recreation) based on the 1981 Census revealed that the French population has its "fair share" of positions in occupations on a higher echelon. (The figures show a one third to one half representation in the occupations mentioned above). However, it is in the area of actual incomes that a discrepancy occurs.

In the 1981 Census, the table which looks at income status by

mother tongue in Canada reveals that incidences of low income are approximately 35% higher in the French language group than in the English language group (15.7% of the French population, versus 11.6% of the English population).

Thus, while the French have achieved a sense of equality proportionate to the English in terms of occupations in the upper echelon, incomes on the whole tend to be lower.

Religious views of French and English Canadians are also dissimilar. French Canadians are predominantly Roman Catholic, whereas English Canadians are mainly Protestant.

Religious authorities have played a far more significant role in everyday living for the French than the English. In French communities, the clergy has always played a role in education, religion, family life, and politics. In the English community, however, each of these areas has designated authorities in power rather than granting total power to one individual.

Historically speaking, Catholic nations have not been strong supporters of democratic philosophy. In fact, where spiritual matters are concerned, a more authoritarian philosophy comes into play for Catholics. Authoritarianism is in sharp contrast to democracy. Thus, once again the distinction between the two philosophical bases of the two cultural groups is evidenced.

The difference in religious beliefs affects certain aspects of the French and English value systems. For instance, the English Protestant and French Catholic take different approaches to public problems. Ferguson (1960) cites the passing of the famous "Padlock Law" by Premier Maurice Duplessis as an example of the different viewpoints. Scott

(1960:101-102) explains the statute in the following way:

... the Padlock Act, makes it an offence to propagate 'communism or bolshevism' by any means in a 'house' in the province, or to publish or distribute any literature propagating or even 'tending to propagate' these undefined doctrines. Any house may be padlocked, and the occupant evicted, by the Attorney General 'on satisfactory proof' that the Act is being violated without any notice of trial in a court of law; to remove the padlock the owner must institute an action in court and prove either that the house was not in fact being so used or that he was ignorant of it. Thus there is punishment without trial, and the burden of proof is cast upon persons presumably innocent.

The Padlock Law was enacted in 1938 and was in practise for 20 years until overturned by the Supreme Court of Canada in 1958. The mere fact that the law lasted so long is evidence of English and French cultural differences.

Anglophones believe such a law causes injustices and assumes that the executive can assume functions which the English feel should be handled by the courts. Ferguson (1960:12) distinguishes the French and English viewpoint:

It was--and indeed it is--a law which genuinely outrages anyone brought up in the strict, liberal, Anglo-Saxon tradition. There can be little doubt that the emotions it arouses in French-Catholic minds are very different. To many of these it represents a sensible, orthodox approach to the problem of the containment of communism.

As illustrated, the collective and individualistic philosophies of the French versus English culture also affect their treatment of legal matters.

Francophones were not so willing to adopt the English legal system even though they were forced to accept a new government. According to Scott (1960:81):

The legislative, executive, and judicial organs, which were established and developed after the cession,

copied the patterns of the new mother country, as formerly they had those of the old; in this sense New France became New England. But the underlying social institutions, such as the Church, the seigneurial system and the family, with the French language, private law, and traditions, did not change; in this sense New France became Old France. Thus Quebec offers an early example of British institutions of government being first imposed upon, and then accepted by, a non-British people, who in other respects guarded jealously their own laws and customs.

By means of provincial legislation, Quebec has, over the years, made changes in particular areas of public law, increasing the number of differences between Quebec and the rest of Canada. On this matter Scott (1960:100) states:

Perhaps nowhere in the public law of Canada is the difference of outlook between French and English more marked than in respect to civil liberties. The order of values is not the same in the two peoples; the tradition and situation of Quebec makes its people emphasize their own minority rights at all times, while in other provinces the stress is much more on individual rights.

The emphasis placed on minority rights indicates the tradition of collectivism where the rights of a minority are protected by the collective action taken to safeguard that group.

The concept of the collective good versus individualism is evident once again when the French and English views on public law are compared.

As an example of Quebec's different approach to public law, treatment of freedom of religion, of speech and of the press can be cited. "La Belle Province" curtailed the traditional freedom in these areas, a procedure in sharp contrast to other provinces. This created conflicts both in public opinion and in the courts (Scott, 1960:101).

In addition, whereas Ottawa and other provincial governments granted voting privileges to women as early as 1916 (Manitoba, Alberta, and Saskatchewan) and not later than 1925 (Newfoundland), as indicated in

Encyclopedia Canadiana (1977:352-353), Quebec did not grant such a privilege to women until 1941, and married women were still subject to serious restrictions (Scott, 1960).

This is further evidence of the French emphasis on authoritarianism where the husband was viewed as head of the household.

The pattern of legal rulings differed even as far back as early land settlements. The French practised and established the feudal system of land possession, whereas the English practised individual land ownership. This practice fits neatly into the philosophies evident in each culture, namely collectivism and individualism. The feudal system and individual land ownership are quite distinct, the former representing a system whereby areas of farm land are grouped together and managed by an authority figure who is paid money (or equivalent in products farmed) by the tenants of the land. For a more detailed description of the feudal system, see either Bovey (1938) or Rioux and Martin (1964).

Thus in terms of law or legal traditions, the English and French practise quite differently. In politics too, they move in different directions.

As Canadian Prime Minister Pierre Elliott Trudeau (1960:241) states:

... Historically, French Canadians have not really believed in democracy for themselves and English Canadians have not really wanted it for others.

The failure to accept democracy, according to Trudeau, is partly a follow-up of the Catholic tradition and foundation. The Catholic foundation stems from authoritarianism. Therefore, "... they are often disinclined to seek solutions in temporal affairs through the mere

counting of heads." (Trudeau, 1960:245).

Hence trust in authority figures and institutions such as the church is characteristic of French Canadians rather than English Canadians who put trust in the democratic process. With this in mind, the Francophone's unwillingness to be a strong democratic follower is more easily understood.

Thus, English and French political ideologies are separated. In large part, this division is the result of religious differences which have been elaborated elsewhere (Trudeau, 1960:247-251). The religious differences are linked to the underlying philosophical differences between the French and English.

Looking at the family patterns of French and English societies, differences again come into focus. Historically, in the French community the inhabitants played a passive role in the life or administration of their community. This contrasts sharply with villages in England where these areas were of vital concern to inhabitants of the community. The major reason for the passive role played by the Francophones is the fact that so much time was devoted to the family unit. The French have a stronger social unit than their English counterparts. The significance of this social unit is recognized in many aspects of everyday living. In businesses, for example, family members are often employed in a relative's company.

In addition, early marriage has been more typically French than English, as is the prompt formation of new families (Wade, 1960). Furthermore, English Canadian fertility, or family size has been considerably lower than the same for French Canadians (Henripen, 1964):

On the whole, family relations have been of more significance to

French Canadians than to English Canadians (Bovey, 1938). This has been indicated by the fact that historically businesses have employed mainly relatives. In addition, French children remained near the home after marrying rather than seeking employment in the city. Historically, the outlook for the French people has been one of the collective good. The English, by contrast, seem to portray a more individualistic role.

One final area to touch on as a further illustration of the dualism in Canadian culture is that of education.

The active Quebec male population has, on average, one year less schooling than the equivalent in Ontario (Rioux & Martin, 1964). This was still the case at the time of the 1981 Census where the percentage of the population ages 25-44 with degrees, certificates or diplomas showed the English language group (mother tongue) to be at 62%, while the French was at 55%.

Quebec's view on the provision of separate schools for Catholic students differs somewhat from other parts of Canada. Quebecers feel that French Canadians in all provinces have a right to a separate school system for both Catholic and Protestant students as is practised in Quebec. However, this opinion is not shared nationwide. In British Columbia, for example, there is a single non-denominational, state-supported public school system (Scott, 1960). As illustrated, the educational system and what it produces contrasts with other parts of Canada.

An attempt has been made in these first few pages to indicate that Canada is a two dimensional nation. On the contrary, it is officially a bilingual nation by description and is actually a mosaic when one considers the many different heritage language nationalities and

cultures found in Canada. This lengthy discussion has hopefully provided the reader with a perspective from which to view the study and hypotheses which will be tested.

The subject of this study will not, however, encompass the parquetry in its entirety. Rather, the French/English situation is the focus.

Thus far, several key areas wherein Francophone and Anglophone peoples seem to have different values and traditions, have been highlighted.

In summary, it is clear that the French and English in Canada project two distinct profiles. In an overview, it has been outlined that the French culture tends to follow a collective pattern as in the tradition described by Rousseau. The English, by contrast, reflect a culture very much like that described by Milton; that is, a very individual-oriented society, as discussed at the outset of this chapter.

Specific differences were discussed throughout the chapter. Language differences are perhaps the most obvious. In addition, it was noted that the incidence of low incomes is more frequent in French than in English Canadians. Another area wherein differences occur is in religion, the French being Catholic and the English predominantly Protestant. Political philosophies are also dissimilar, the French opposing the English tradition of democracy. Respect for authority figures is a trait common to French Canadians rather than English Canadians. Public law represents another area wherein distinctions can be made; the French have traditionally curtailed freedom in areas such as religion, speech and the press, whereas the English have been more lenient. In land ownership too, differences were noted with the English

traditionally favouring individual ownership, while their counterparts supported the feudal system of land ownership. Furthermore, early marriage and fertility have been more common to the French tradition. Finally, in the area of education, differences were discussed. On the average, the English population has a somewhat higher level of education than their French counterparts.

What has become evident is the fact that the two cultural groups move in different directions in terms of philosophical beliefs. These intrinsic differences cause differences to be made evident in more outward cultural aspects.

The research already done in the area cannot be disregarded, despite the fact that some areas need to be more clearly defined. It must be presented in a literature review so that previous findings can be considered and improved upon where necessary.

Review of the Literature

The dual heritage described at the outset of this thesis has been affirmed in many documents throughout the course of history, despite the fact that the Broadcasting Act of 1958, and subsequent Acts, cite promotion of a national identity as the mandate for radio and television. The list includes the Quebec Act of 1774, the British North America Act of 1867, the Royal Commission on Bilingualism and Biculturalism in 1963, and the Official Languages Act of 1969 (Elkin, 1975).

Theoretically, this dual character might be experienced as an equality of heritages; in reality, however--except for the rather rare instance--the identity is experienced as either English Canadian or French Canadian; the place of Canada in the identity set of the English Canadian is ordinarily very different from the place of Canada in the identity set of the French Canadian. (Elkin, 1975:234).

As a result of the dual language and culture in Canada, both public and private sectors of media reflect the duality. Radio and television networks broadcast in English and French in the form of the Canadian Broadcasting Corporation (CBC) and Radio Canada. Both public networks operate individually with distinct organizational, linguistic, and programming formats; "... rarely, except for certain sports and major political events, do we find the two networks showing the same programme" (Elkin, 1975:234). The pattern is similar for the private networks.

Some might argue that the similar mandates under which CBC and Radio Canada function could result in a similarity of content and treatment of Canadian issues. While that may be the aim of such a mandate, this thesis argues that intrinsic cultural differences are more powerful than the mandate. Consequently, treatment of Canadian issues and of content will be different among the two language groups.

Fletcher (1981) posits that the greatest barriers to a "national" agenda are language and culture. Elkin (1975) comments that:

English and French media ... reflect different cultures. Different stories are given headlines in the English and French language press and sometimes the same events are treated very differently. (Elkin, 1975:235).

In describing Elkin's outlook, Fletcher comments that "members of each linguistic community inhabit different media worlds, thus perpetuating indefinitely the two solitudes" (Fletcher, 1981:8).

According to Clift (1980:206-207) it is in the actual practice of journalism that the differences in French and English writers is most evident.

It has to do with the way in which journalists look upon themselves, their profession, their public, as well as on their employers. French journalists see for themselves a much more exalted role in society

than do their English-counterparts. This attitude has become much more noticeable during the last twenty years or so, during which all the accumulated pressures of Quebec society have seemingly come to a head.

This distinction between the French and English press is extended a step further. As a result of the Quiet Revolution (a movement by the political heart of French Canada through educational, political, and economical tactics, with the intention of ensuring the preservation and development of its own culture and characteristics) (Clift, 1982:27-28) and subsequent events, the French journalists look upon themselves as community leaders with an obligation to look out for the destiny of Quebec (Clift, 1980). This duty causes them to treat ideological debates more seriously than does the English press.

In the above historical overview, an attempt was made to illustrate the cultural differences between English and French culture in Canada. In a lengthy discussion of various societal institutions, French and English dimensions were compared. From the discussion, several key concepts became apparent.

The most fundamental point that is evident from the above is that the French and English cultures tend to be based, for the most part, on opposite philosophies. The French heritage tends to be surrounded by a tradition of collectivism as was evidenced in the respect for authority and the passing of the Padlock Law. By contrast, English culture tends to reflect the tradition of individualism.

In a media study of linguistic agendas, cultural differences become crucial. It is expected that differences being rooted in almost all elements of society cannot help but affect treatment of media events by the two cultural groups.

To date, a number of studies have dealt with the issue of linguistic agenda. However, having reviewed the literature in the field, two facts have become clear. First, the number of studies undertaken has not been great and consequently a large void and need for further research remains. Secondly, many of the studies undertaken tend to be atheoretical and inconsistent. That is, they have failed to take as their foundation, for example, the fact that cultural differences exist and their existence will undoubtedly cause media agenda to be dissimilar between the two language groups.

Many of the studies which have been conducted have failed to establish as the theoretical framework, that which history has prepared for it. It is for that reason that this thesis has included an historical overview outlining French/English cultural differences. Siegel (1977:41) concluded "... that it is not so much a case of observing Canada through different looking glasses but rather of looking in different directions." This thesis, however, suggests that such a statement is illogical and rejects what must be used as the main argument of a French/English media study. If the two language groups are looking in different directions it is because they are from different historical backgrounds and therefore cannot help but observe Canada through different "looking-glasses." This point is crucial to this research undertaking.

During the past two decades there have been a number of studies dealing with regional differences in news coverage.

In the mid 1960s Bruce (1965) and Gordon (1966) found consistent regional differences in news selection, based largely on geographical proximity, but even more on cultural differences between the French and

English. In his examination of press coverage of the FLQ Crisis of 1970 in Quebec, Arthur Siegel (1974) found both geographic and cultural influences on newspaper content.. While most studies seem to indicate cultural differences between the two linguistic agendas, some present data to the contrary.

Research in the area must be continued if the inconsistencies of past research are to be cleared up. Any new research must be accompanied by a review of the literature in some detail in order to understand findings of the previous research and expand and improve upon that research where possible.

Bruce (1965) conducted a content analysis on 30 Canadian newspapers to compare news published about the various provinces in the country. Bruce found that in the Quebec French language newspapers, "... Ontario accounted for a higher proportion of news space than that province occupied in any other group of papers" (Bruce, 1965:29). Coverage of all other provinces was much lower. Similarly, in Ontario papers, news printed about Quebec consumed twice the space of news about British Columbia. These findings were not necessarily population-related. Rather, it would appear that there was evidence of a special relationship between media in Ontario and Quebec. Maritime coverage was small but greater than that published about provinces west of Ontario (Bruce, 1965:29).

Another finding by Bruce (1965:29) was that French language papers rated "education" and "entertainment" higher and "crime" news lower than most other papers did.

Gordon (1966) did a content analysis of news from French and English-language newspapers. The sample was taken between January and

May 1965 and analyzed federal government and politics, provincial politics, biculturalism, economic and business matters, religion and education. From his research on reporting of national news, Gordon (1966:158) reports the following:

English and French language newspapers also differ markedly in their selection and emphasis of national news. It is our view that these differences are greater in degree than even those between regions and that, to a large extent, they can be summed up as a mutual separation. French language newspapers tend to be preoccupied with the affairs of their nation--Quebec. English language newspapers tend to be preoccupied with their nation too.

Evidently Gordon's findings reveal that distinct agendas are presented by English and French language newspapers. In fact, he claims that the differences between the two cultures in their reporting are indeed greater than regional differences.

In his examination of coverage of the 1969 Federal-Political Constitutional Conference, Siegel (1978) found French and English coverage to be quite different. It was mainly the interpretations of the event that differed. The French viewed the conference as a meeting between Pierre Trudeau and Jean Jacques Bertrand, then Premier of Quebec, whereas English writers saw it as a conference of the 10 premiers. There was a much more emotional tone evident in the coverage by French journalists, but no such tone was seen in English coverage. Furthermore, French journalists saw themselves in an important role, whereas English media found journalists moving backward (Siegel, 1978).

Later, in his research on Canadian press coverage of the FLQ crisis, Siegel once again found differences between the two language groups. He said that the "... two media systems looked at the crisis through very different eyes" (Siegel, 1978:70). English language

newspapers saw Canadian unity as a major objective. Different priorities existed in the French newspapers, which were concerned mainly with Quebec and French Canadian society. Another difference was that French journalists emphasized personalities involved in the crisis (such as Trudeau and Levesque), whereas their English counterparts emphasized institutions in the Canadian government. This finding is opposite to expected differences based on culture. That is, French culture dictates that collective action is most beneficial. Thus, French media are expected to emphasize such entities as government, a body which by mandate is representative of the people. Similarly, English media are expected to emphasize personalities since they are individual in nature. However, perhaps there are other conditions not so apparent in the research. For example, perhaps the French media did not emphasize government institutions because of the historical dislike of Canadian versus Quebec democracy by French Canadians.

In a more recent inquiry into Canadian broadcasting, Siegel reveals startling information. Common ground coverage turned out to be only 15%, half of which dealt with international stories. They were projecting different pictures of the world and especially of Canadian society (Siegel, 1978:71). Whereas the French put an emphasis on Quebec events, there was a central Canadian orientation to English broadcasting in Canada. Again, this trend seems to contradict the philosophies of collectivism and individualism as they relate to French and English cultures respectively. However, it may be that the French view of looking out for the "collective good" refers to preserving the French culture in Quebec. In this sense, the fact that the French media tend to emphasize Quebec events could correspond with the argument developed

earlier in this thesis.

If a common goal for the Canadian government and media is to create unity with common values and norms, Siegel's research has found that, at best, newscasts play a very limited role in this domain. In fact, he says the content reinforces value differences and a dual heritage rather than a shared Canadian identity is the consequence (Siegel, 1977:42).

Robinson has also done research on linguistic media differences. In terms of content and its source, she has found evidence suggesting different news values among the groups (Robinson, 1981). In terms of focusing on nations with trade and political ties to the reporting country, Robinson found that the Quebec press focuses on the U.S. and France, where the English press focuses on the U.S. and Britain.

In comparing follow-up reporting in Quebec and English Canadian papers, Robinson (1981) found the former to do more follow-up stories (14%) than the latter (7%) when she compared two Quebec papers with two English papers.

Another important difference between the two language groups deals with the source of foreign news:

The French Canadian press in contrast to that of the English-speaking papers favor a balanced utilization of international news agency copy both with respect to total stories and regional or country coverage. (Robinson, 1981:166).

With respect to geographic distribution of foreign news, Robinson's study found that the Quebec press had a far smaller emphasis on the U.S. (36.9%) than did the English Canadian press (52.4%). Instead, Quebec seemed to concentrate more on foreign news from Western Europe (60.0%), whereas the English Canadian press had only 41.6%

concentration in that area.

Thus, differences in news values found by Robinson involve focus placed on countries, amount of follow-up stories, the source of foreign news and the geographic distribution of foreign news.

Spierkel (1981) in a linguistic and regional study of the 1980 Quebec referendum, found support for hypotheses suggesting discernible patterns existing in French and English language media agendas; "... what much of the literature on the differences between French and English press coverage of events indicates is that there are separate agendas for the two linguistic cultures" (Spierkel, 1981:35).

Spierkel (1981) found the most blatant characteristic of the French press agenda to be a trend towards coverage of all the major political parties. By contrast, the English language press emphasized the Parti Québécois and provincial and federal Liberal parties. It is interesting to note here how French language media have taken a collective view herein. This finding, however, contradicts earlier research which demonstrates that Quebec events were of main concern to the French language media. The English language media seemed to correspond with the concept of individualism in emphasizing certain parties.

In addition, the French language press concentrated more on the socio-cultural issues and emphasized the mechanics of the referendum campaign, that is, strategy and federal/provincial relations. A significant difference was found with the English language press which concentrated on the "hard-line" political issues. These findings are similar to those of Siegel (1978) who found an emotional tone present in French language media but not in English language media.

Spierkel concluded that the French press was more inwardly-focused, possibly as a result of its proximity to the event. This would support Spierkel's hypothesis (1981:12-13) that the further one travelled from Quebec the less press coverage there would be of the referendum.

Charlebois (1977:36) has made a similar observation; the further one travels from the "event" of concern, the greater the degree of parochialism. While this observation may prove worthwhile to some researchers it does not seem appropriate to research comparing agendas of two different language groups. There are intrinsic differences between the French and English which go beyond differences which may merely be attributed to geographic proximity. If by holding the geographic location constant, and varying the ethnic background, we find differences then perhaps previous research has overemphasized geographic proximity at the expense of deeper cultural differences.

Spierkel's other reason why the French media appeared more inwardly-focused seems more valuable to researchers than that already mentioned; she suggested that the referendum was a cultural event which was more closely linked to the French fact than to the English culture (Spierkel, 1981:73).

Spierkel notes that similar findings were reported by Siegel (1978) who concluded that the French had a more regional focus (emphasis on Quebec) than did the English press system (Spierkel, 1981). Once again there is evidence of an attempt to preserve the French culture and to look out for the collective good.

In terms of format and style, some interesting research has revealed French and English variations. In their recent study of

stylistic differences in French and English news coverage, Robinson, Bloom and O'Sullivan (1982) found the two groups to be quite distinct.

The study, using the TV medium, found Anglophone newscasts are more numerous (six daily rather than four) and approximately twice as long. They are also composed of more items. In addition, the researchers found the visual component of Anglophone newscasts to be richer, using more visual modes and more visual paradigms.

While most studies seemingly indicate dualism in news coverage, some research has found similarities exceed differences. In a study done on media coverage of recent federal elections by Soderlund, Romanow, Briggs and Wagenberg (1981:8) the authors said:

When French language press coverage of the 1979 campaign is compared with that of the English press, some differences in emphasis do emerge, though it is doubtful if they are sufficient to sustain the idea of 'Two Solitudes.'

With regard to the content examined by Soderlund et al. (1981:8) the following was observed:

... in all types of content examined here newspapers of both languages accorded the three main parties coverage in the same rank order as their parliamentary strength at dissolution.

The researchers, when examining campaign issues, uncovered nothing that they could label as "... pronounced or consistent variations in agendas" (Soderlund et al., 1981:10). Thus, their study indicates that while inevitably differences do exist between the French language and English language media, they are small, and similarities outweigh the differences substantially.

It should be mentioned, however, that the same researchers did uncover significant differences between French and English coverage of

the Canadian-American Fish War of 1978 in newspapers. (Romanow, Soderlund, Briggs & Wagenburg, 1982:3).

In a study of the Quebec Referendum, Halford et al. (1982) suggest that the nature of the event itself may be the determining factor in terms of differences or similarities between language groups. They propose that national events, such as elections, create homogeneous coverage, whereas a more localized event such as the FLQ crisis, studied by Siegel (1975), will reveal differences. This concept is contrary to the argument that intrinsic cultural differences, if they do exist, will apply universally to events. That is, the English/French dichotomy will be evident despite the scope of the event. Thus, where differences are evident with parochialism, they are also evident in the reporting of national and international events.

In Halford's et al. (1982) referendum study, some language differences were revealed. For instance, in the area of campaign conduct, the French language media concentrate on issues dealing with campaign strategy, public opinion polls, and question wording and media use. The English language media focus, however, on the leadership angle to an extent far greater than the French. There were other differences mentioned in the study but they were not statistically significant. Since all three issues where French coverage was significantly greater than English deal with campaign conduct, the authors argued that the difference is a result of the provincial nature of the event (referendum) rather than French-English distinctiveness. Once again, this author must disagree based on the historical French/English differences. As stressed earlier, the proximity of a language group to the event, should not produce differences that would not otherwise be expected from two

media groups of the same language origin.

In this review of the literature, what has become apparent is that studies of linguistic agenda show inconsistent findings. Elkin (1975) and Siegel (1978) have presented findings which suggest differences do exist. On the other hand, studies done on media coverage of recent federal elections by Soderlund et al. (1981) indicate that overall similarities between media agenda of the two language groups are more outstanding than are differences.

What is needed at present is a study to compare French and English media agendas in the same locale, on varying geographic dimensions, to resolve the apparent discrepancy between case studies of national federal elections and a Quebec referendum, the former finding no significant differences, the latter finding differences (although linked to parochialism).

In addition, a study is called for which will test for differences in media coverage. These differences would reflect the cultural differences indicated in the historical overview and review of the literature, and probably perpetuate them, despite the role of the CBC pertaining to national unity.

It is with an understanding of the void in media research on linguistic agendas, especially in radio where studies are rare, and of the need to add to the body of findings of past research, that the current study is undertaken.

The study herein focuses on a comparison of local rather than network news coverage by French and English radio stations. The site of the study is Windsor, where two CBC affiliates are located (CBEF-French, CBE-English).

In order to create a situation in which both the French and English stations would be subjected to similar environmental and surrounding conditions, it was decided that stations would be selected from the same city. This scheme also provides that if differences are found between the two language groups, they can be pinpointed to the cultural differences between the two groups rather than a variable such as parochialism.

In short, the study was designed to test the theory that cultural differences between English and French Canadians would be reflected in media content. Historical differences between the two language groups established a framework from which to anticipate the type of differences that might become evident in media content.

Previous studies in the area offered background material on the types of differences which have been found in studies of varying geographic locations, most of which were conducted in times of heightened awareness, such as elections, a referendum, and the FLQ crisis.

From an historical overview and critical look at previous studies, the following differences were found between the English and French language media.

Bruce (1965) found that French language papers rated "education" and "entertainment" higher and "crime" news lower than most other papers did. This finding corresponds with Spierkel (1981) who said the French press concentrated on socio-cultural issues, whereas English press emphasized hard political news. This contradicts Siegel's (1977 and 1978) findings that political coverage played a major role in coverage by both language groups.

The finding that French media carry more socio-cultural news corresponds with the historical fact that the French have a stronger social unit than their English counterparts. For example, the family is very important to the French Canadian way of life. In addition, the French inhabitants played a passive role in the administration of their community, whereas the English traditionally have been very concerned with community administration. This fact parallels Spierkel's finding that politically-oriented news is a large part of English coverage.

Another difference uncovered in the literature review was that French language newspapers emphasize Quebec, whereas English language newspapers emphasize English Canada (Gordon, 1966:58). Similarly, Siegel (1978) found Canadian unity as a major objective of English newspapers, whereas French newspapers were concerned mainly with Quebec and French Canadian society. In a later study Siegel (1979) found French emphasis still on Quebec events and English emphasis on central Canada.

With regard to reporting of other countries, Robinson (1981) found a lesser amount of U.S. coverage in the French press as opposed to the English press. Quebec had a higher coverage of Western Europe. In terms of focusing on nations with trade and political ties to the reporting country, Robinson (1981) found the Quebec press focuses on the U.S. and France, and the English press emphasizes the U.S. and Britain.

A further difference between the two media language groups was found by Robinson (1981) in that the French did more follow-up stories than their English counterparts.

A final comparison to be made between the English involved their use of news agency copy. Robinson (1981) found the French, as opposed to the English, used a balance of international news agency copy.

As a result of the findings in the literature review and the historical overview, this study puts forward the following hypotheses:

Hypothesis One:

The French language medium will emphasize collective groups (educational institutions, churches, unions, political parties) more than the English language medium.

Hypothesis Two:

The English radio station will have a greater focus on individual personalities than the French radio station.

Hypothesis Three:

The French radio station will emphasize more socio-cultural events than the English radio station, which will emphasize political and economic issues to a greater degree.

Hypothesis Four:

There will be a greater concentration on Quebec on the French radio station and less emphasis on federal developments (Ottawa/National) than is evident on the English radio station.

Hypothesis Five:

The French radio station will have a greater emphasis on France than the English radio station, which will have a greater emphasis on Britain in terms of topic and origin of the story.

Hypothesis Six:

The English will emphasize Canadian Unity to a greater extent than the French. (This was based on the assumption that the French station would be more interested in French Canadian society than on unity).

Hypothesis Seven:

There is evidence of struggle for cultural preservation on the part of the French amid English surroundings. It is hypothesized that this struggle will become apparent in the content of the newscasts.

Hypothesis Eight:

Due to the language barrier, there will be fewer voice reports on the French station than on the English station, since voice reports are often on the spot interview-type situations that would require translations on the part of the French staff.

Hypothesis Nine:

The French station will show a more diverse use of sources than the English station.

Hypothesis Ten:

There will be a greater amount of American content evident in English newscasts than in French newscasts illustrating language differences, despite the fact that both stations are located in Windsor, a Canadian border city.

CHAPTER II

METHODOLOGY

Chapter I included an overview of historical differences between English and French Canadians. At the end of the discussion it was concluded that Canada is comprised of two very distinct cultures. It was further suggested that due to the extensive differences between the two language groups, treatment of media content by those groups might also be different, since many of the areas wherein differences were noted in Chapter I pertain to the types of newscast items presented in the daily media agenda (such as political, socio-cultural, and economic issues).

A review of past research in the area of linguistic agenda revealed that some differences appear to exist. The fact that some studies have suggested that similarities outweigh any differences indicates that there is a need for further research in the area. As illustrated earlier, there is a lack of studies on linguistic agenda. Those which have been undertaken, while important in developing this particular field of research, have pinpointed a need for additional research. For these reasons, the current study proposed to extend the research on linguistic agenda.

In particular, the study focused on the radio medium, where the greatest research void exists. In order to operationalize the hypotheses forwarded earlier, a content analysis technique was used as the method.

The study looked for Anglophone cultural characteristics and Francophone cultural characteristics as they are presented to listeners of either an English (CBC affiliate) language radio station or a French (Radio Canada affiliate) language radio station in the same community. Messages are reflective of culture. Media content influences the public by setting agendas. Therefore, by looking at media content, one can look for evidence of cultural differences and to some extent extrapolate in terms of the public.

The basic assumption of the study was that due to cultural differences, broadcasts of French and English stations would be different. Thus, the study sought to discover differences in interpretation of what is news. The study looked for differences that relate to Anglophone and Francophone societies. The study did not look for any specific kind of content, but rather how each of the two stations in its own language environment treats the same universe of potential content available to it from the same community.

In order to create a situation in which both the French and English stations would be subjected to similar environmental and surrounding conditions, it was decided that the stations selected would be from the same city. Windsor stations were chosen. The study further limited the origin of newscasts to local as opposed to network in order that no outside forces could influence the content aired by the local stations. In other words, there would be no point to comparing on a geographic basis if the decisions weren't local.

For purposes of this study, CBE (English) and CBEF (French) were selected. The justification for selecting CBEF and CBE rather than CBEF and CKWW, for example, is as follows: CBE and CBEF are stations

affiliated with the same corporation (CBC) that operate under a single corporate management, yet operate independently of one another.

For these reasons it can be assumed that each of these stations has equal access to the day's intelligence. The concept of "equal access" is very important if findings are to be considered valid.

The random sample provides that a researcher can analyze a time of "non-heightened" political or social activity. A time of "heightened" activity by contrast would refer to a study of an election campaign, or the Quebec Referendum as was studied by Halford et al. (1982). Most linguistic studies have been done at such times, thus the current study provides an opportunity to extend the research into a broader vein.

Approximately 400 stories from each station was a reasonable number to use for purposes of analysis as this would reduce the overall sampling error for each station to about five percent. From a pre-taping and pre-counting process it was determined that this would constitute approximately 25 days of newscasts, with two newscasts from each station analyzed for each day. However, during the process of data collection, it was learned that two dates for the month of December were unavailable from the French station. (The researcher had been given two incorrect dates by mistake, and when an attempt was made to replace those with the correct scripts it was learned that the remainder of the dates had been disposed of). Thus, the original number of 25 days was reduced to 23 days. The author originally intended to use an equal number of newscasts from each weekday, in effect stratifying the sample by day of the week, and providing five constructed weeks of coverage (Holsti, 1969). However, due to the change from 25 to 23 in terms of dates selected, it became impossible to have an equal number of

weekdays. The end result, however, is close to being equal with five each of Monday, Tuesday and Wednesday, and four each of Thursday and Friday.

Weekday newscasts had to be selected between September 7, 1982 and December 15, 1982, since scripts were not available from CBEF prior to that date. For a list of the dates which were randomly selected, see Appendix A.

The dates used were selected by using a random table of numbers matching with the dates between September 7 and December 15, 1982. (These dates had been numbered one through 72). Any number selected that was prior to or subsequent to those dates had to be rejected. Similarly, numbers which fell on weekends were rejected.

A further limitation was that only weekdays, as opposed to both weekends and weekdays, were analyzed since CBE and CBEF broadcast only network news on Sundays, rather than local and network newscasts aired during the week.

In order to determine which newscasts of the day should be in the study, a copy of daily programming schedules was obtained from each radio station. While the schedule did provide a list of expected times for newscasts to run, it should be mentioned that they may not always be exact. That is, the length of a newscast could be slightly shorter or longer than the anticipated time.

Once the schedules were obtained, the newscasts slots were tabled side by side, and newscasts were matched as closely as possible according to each hour. Since the major newscasts of the day were desired for purposes of analysis, the longest newscasts were selected for comparison. Another criterion for selection of newscasts was that for purposes of

comparison the newscasts from the two stations had to be as close as possible to the same time. This would assure that each station had access to the same news events. For example, a 10:00 a.m. newscast on the French station could not reasonably be compared with a 5:00 p.m. newscast on the English station, as information, events and material available would change over a seven hour period. Thus, the two variables for selection of newscasts were:

1. length of the newscast, and
2. time the newscast was aired.

Based on these two variables, the following newscasts were selected:

<u>French</u>	<u>English</u>
07h55 to 08h00 5 minutes	07h30 to 07h38 8 minutes
16h50 to 1700h 10 minutes	17h30 to 17h38 8 minutes

In terms of collecting the data, two steps were taken. Permission was granted by the managers of the stations to use the newscasts' scripts. This form of data collection was used, as opposed to the process of actually taping newscasts. The latter process of actually taping newscasts would limit the research in terms of sample. The former procedure allowed the researcher access to scripts dating from September 7, 1982 but not later than December 15, 1982, since ten minute newscasts were eliminated on CBEF after that date and replaced with local programming.

In an interview with a news reader from the English station, it was learned that the scripts reflect exactly what is read over the air. The only circumstances wherein the script varies from the actual broadcast is where a grammatical error goes unnoticed, except by the

reader who corrects it before it gets broadcast over the air, or the relatively rare reading mistakes.

The second step in data collection involved the actual coding of the content, using coding sheets.

When devising the coding sheet, two factors were kept in mind. First, the coding sheet must be reflective of the content. In order to determine this "anticipated" content, a number of coding sheets used in earlier studies were reviewed. In addition, tapes were made of several CBE and CBEF newscasts. In listening to the tapes, words, nouns, and ideas were recorded and categorized in an attempt to better determine the anticipated content from the sample.

The second factor kept in mind when developing the coding sheet was that it must also be reflective of the hypotheses in the study. That is, the coding sheet must be able to measure the variables used in testing the hypotheses; it must reflect a valid operationalization of the research hypotheses.

Both factors were considered when developing the coding sheet. A further point about coding sheets is that stories are rarely uni-dimensional. Rather, they tend to be multi-dimensional. Thus, each story had the potential to contain several variables that could require coding; it was the researcher's task to develop a coding sheet that would best identify those variables.

Material for coding comprised the following categories:

1. Date and time of the story.
2. Placement of the story (lead-non-lead status).
3. Affiliate airing the story.
4. Length of the story.

5. Source of the story.
6. Thematic content.
7. Number of stories per newscast.
8. Pro/con partisanship (direction).
9. Geographic proximity.
10. Topics included.
11. Personalities included.

To measure media salience, three measures were used. The first was frequency of mention, that is, how many times a particular issue appeared in the agenda. Next, placement of the story was considered, that is, whether it appeared at the beginning or end of the newscast. Finally, the length of the story was examined. Each unit of measure helped to determine what each station considered salient.

In order to better determine a reasonable sample and to test the appropriateness of the coding sheet, a pre-test was run. This aided in preparing a more suitable coding sheet and affirmed that 23 days of newscasts was a reasonable sample. For an example of the coding implemented in the study, see Appendix B.

In terms of the actual coding sheet a couple of points should be made. In determining the direction of a story, that is, 1) unfavourable, 2) neutral, or 3) favourable, it was decided that the "favourable" or "unfavourable" nature of the story had to be blatant. Otherwise, it was coded "neutral". For a sample of each of three coding options, refer to Appendix C.

Another point regarding the coding sheet deals with voice reports. For some of the French news items, CBEF provided a script of the voice report rather than the tape itself. In most cases, the air time was

provided. However, for a few it was necessary to transform the number of lines into seconds in order to accommodate the coding sheet. It was determined that three seconds per line was a reasonable approximation of the average time spent reading text on radio. Newspaper studies frequently use the number of stories, as opposed to column inches when coding allocation of space. The rationale for a coding decision such as this is discussed in Budd, Thorpe and Donahew (1969:35).

Among the more traditional methods of coding content are the space and time measurements, such as the column inch or minutes or seconds of broadcast time. The measures may be as gross as pages or whole issues of publications, depending on the statement of the problem. Such measurements are most tedious to execute and for all the work, the researcher does not gain much insight into his materials. In addition, recent research has indicated that merely counting items produces results that correlate highly with the more laborious measuring of column inches.

Reliability

In order that a research undertaking be considered valid, certain reliability measures must be included in the study.

Two research assistants were engaged to carry out the reliability checks. One coded the English news items, while the other concentrated on the French news items.

Each assistant coded 25 stories that already had been coded by the principal researcher. The results were then checked using two measures of reliability.

In the case of the English newscasts of September, October, November and December, 5, 8, 8, and 4 days respectively were randomly selected. This was based on the total number used from each month for the overall sample.

The same ratio was not possible for the French station, since only scripts for September and October were available at the time of the reliability check. Thus, 10 were used from September and 15 from October.

The sample coded by the research assistants was randomly selected. Due to time constraints, only stories without voice reports could be included, but this is not thought to have affected the results.

Holsti's Coefficient of Reliability

Holsti's coefficient of reliability is the ratio of coding agreements to the total number of coding decisions. The formula is as follows:

$$C.R. = \frac{2M}{N_1 + N_2}$$

In Holsti's formula, M refers to the number of coding decisions upon which the two judges have agreed. N_1 and N_2 refer to the number of coding decisions made by each of the two judges.

Holsti's general check compared the total agreements and disagreements without breaking the totals into categories (variables). In terms of the English newscasts, 91% agreement was found between the researcher and the research assistant. There was 89% agreement found with the French newscasts. The overall agreement (across language groups) was 90% agreement.

In terms of a reliability check for the breakdown of categories, Holsti's formula once again was used. Table 1 indicates the results.

While Holsti's coefficient of reliability is a good measure, it does not take into account the extent of inter-coder agreement that may arise from chance alone. Thus, an extra measure of reliability was

Table 1

Breakdown of Categories and Percentages Based on Holsti's Index of
Reliability

Category	Language				Total	N
	French	N	English	N		
Political institutional	100%	12	95%	20	98%	32
Unions	100%	8	75%	4	89%	12
Socio-cultural	91%	23	71%	28	81%	51
Economic	92%	38	90%	30	91%	68
Foreign relations	100%	2	100%	1	100%	3
U.S.-Canada relations	100%	1	100%	5	100%	6
Direction	93%	25	96%	31	96%	56
Personalities	96%	29	97%	25	95%	54

included in order to heighten the reliability of the study.

Scott's (1955) pi as an Index of Reliability

The formula for Scott's pi is as follows:

$$pi = \frac{\% \text{ observed agreement} - \% \text{ expected agreement}}{1 - \% \text{ expected agreement}}$$

The index of reliability for the French stories coded showed an overall value of 87%. The breakdown according to category is shown in Table 2. The index of reliability for the English stories coded showed an overall value of 71%. The breakdown of values for individual categories for English stories is also in Table 2.

The category "Direction" shows an extremely low value with 2.04%. In fact, the range is 2.05% to 100%, a difference of 98.96%. The reasons why the "Direction" is so low are that there are only three possible options to choose from, and most selections were placed in the "neutral" option with only one deviation which appeared in the "unfavourable" option. Note that in the French values, the direction category was low as well (24.39%).

Calculating the overall index of reliability for the English stories without the 2.04% value, the number increases from 71% to 81%, a difference of almost 10 percentage points.

The index of reliability for "Unions" in the English breakdown appears quite low too at 16.5%. This can be explained in part by the fact that the Ns were so low in that category.

Using Scott's pi values, the overall reliability across language groups was 79%.

Table 2

Breakdown of Categories and Index of Reliability Based on Scott's pi

<u>Category</u>	<u>French index of reliability</u>	<u>English index of reliability</u>
Political institutional	100%	95%
Unions	100%	17%
Socio-cultural	90%	68%
Economic	90%	89%
Foreign relations	100%	100%
U.S.-Canada relations	100%	100%
Personalities	93%	97%
Direction	24%	2%

CHAPTER III

RESULTS

In this chapter, the findings from the data have been analyzed and results of the hypothesis testing are presented. Hypothesis testing was carried out with the aid of three different units of measure, as discussed in the preceding chapter (frequencies, length, sequence). The results are presented through a discussion of each hypothesis, and the three units of measure, where applicable. The chapter concludes with a discussion of additional findings, that is, over and above those related to specific hypotheses.

Hypothesis One

The French language medium will emphasize collective groups (educational institutions, churches, unions, political parties) more than the English language station.

An analysis of the crosstabulations revealed that differences were in fact not significant ($p. > .05$, χ^2). Therefore, the hypothesis was not supported (Table 3). The French language radio (CBEF) did not emphasize collective groups more than did CBE.

This may be seen by the similar percentages accorded the groups (Table 3). An exception is that for "unions", there is a difference of nine percentage points between CBE (32%) and CBEF (41%). This is an interesting point because "unions" perhaps best exemplifies the concept of "collectivism" and it is the group which provides the "most" difference.

Table 3

Frequency of Mention of "Collective Groups" by Station

Groups	Station	
	CBE	CBEF
Educational	21% (54)	26% (50)
Religious	.4% (1)	2.0% (4)
Liberal party	4.6% (8)	6.8% (10)
Conservative party	5.2% (9)	4.7% (7)
Unions	31.7% (113)	41.0% (83)
Total %	100%	100%
Total N	(185)	(154)

p. > .05, χ^2

The difference did not, however, prove to be significant. Perhaps if the N s had been larger there would have been more statistical power, the difference would have been significant and the hypothesis would have been supported in part. However, no such conclusions can be drawn at this time.

Hypothesis Two

The English radio station will have a greater focus on individual personalities than the French radio station.

An analysis of the multiple response values pertaining to personality mentions showed CBE with 547 and CBEF with 320. Personality mentions refers to the number of personalities mentioned by the station on a per story basis for the period sampled for the study.

The findings were significant ($p < .05$, χ^2) thus offering support for the hypothesis. Results are presented in Table 4.

What is important here is that in the same time span (September to December 1982) CBE listeners heard personalities mentioned 71% more than did CBEF; this is regardless of the fact that the average personality mention per story is different between the two stations (CBE .8, CBEF 1.1). The total number of stories and personality mentions was higher on CBE than CBEF (Table 4).

Some interesting findings, over and above those found when the hypothesis was tested, are presented at the end of the chapter (Part "C" of Additional Findings). The findings are related to the number of political personalities mentioned on CBE and CBEF within and outside of the tri-county area.

Table 4

Table Comparing Personality Mentions on CBE and CBEF

Station	Total number of personality mentions	Total number of stories	Average mentions per story
CBE	547	457	.8
CBEF	320	352	1.1

Hypothesis Three

The French radio station will emphasize more socio-cultural events than the English radio station which will emphasize political and economic issues to a greater degree.

All three units of measure were applicable when testing this hypothesis. In terms of the frequency analysis, the crosstabulations that were produced showed no significant difference in either direction at the .05 probability level (Table 5).

In order to determine if length and sequence revealed findings similar to those linked to frequency, it was first necessary to determine whether or not a significant relationship existed between station and theme as described by length and sequence. To carry out this phase an analysis of variance procedure was used. The procedure indicated that a significant relationship did exist. That is, the variance in themes between networks as explained by length and sequence was significant. An F-test showed the length of themes on the two stations to be significantly different ($p. < .05$, $\eta^2 = .14$). Similarly, an F-test showed the sequence of themes on the two stations to be significantly different ($p. < .05$, $\eta^2 = .28$).

Since the F-test revealed that a significant difference did exist, T-tests were run to determine which themes in particular were different.

In terms of length, the hypothesis was not supported (Table 6). CBEF did not have stories with a larger mean length for socio-cultural items than did CBE, nor did CBE have political or economic items with a larger mean length than CBEF.

Findings related to sequence are presented in Table 7. As the table indicates, significant differences do exist between CBE and CBEF

Table 5

Emphasis Placed on Theme by Station

Theme	Station	
	CBE	CBEF
Political institutional	38%	42%
	(172)	(146)
Socio-cultural	55%	56%
	(252)	(196)
Economic	69%	72%
	(316)	(254)
Total %*	N/A	N/A
Total N	(740)	(596)

p. > .05, χ^2

*Percentage totals are not applicable in this case since values were derived from different groups.

Table 6

X Length of Coverage* by Topic and Station

Theme	Station		t	2-tailed probability	r
	CBE	CBEF			
Political institutional	24.3	21.2	0.71	0.479	-
Unions	19.1	18.7	0.1	0.91	-
Socio-cultural	20.0	19.4	0.39	0.698	-
Economic	19.7	19.4	0.32	0.751	-
Foreign relations	21.2	19.4	0.48	0.639	-
Canada-U.S. relations	17.6	20.8	2.95	0.004	.29

*Coverage of lines of script copy

Table 7

X Sequence by Topic and Station

Theme	Station		t	2-tailed probability	r
	CBE	CBEF			
Political institutional	6.7	4.3	2.8	0.007	.35
Unions	3.6	3.1	0.48	0.634	-
Socio-cultural	6.9	5.1	4.57	0.000	.28
Economic	5.7	4.4	4.09	0.000	.2
Foreign relations	5.5	4.7	-1.31	0.194	-
Canada-U.S. relations	3.3	4.0	0.89	0.384	-

in terms of socio-cultural, political institutional, and economic items. However, for the most part these differences do not support the hypothesis.

Political institutional stories on CBE averaged seventh position ($\bar{X} = 6.7$), whereas on CBEF they averaged fourth position ($\bar{X} = 4.3$). This finding is significant ($p. < .05$, 2-tailed T-test). The Pearson's correlation coefficient shows this to be a moderate to fairly strong relationship ($r = .35$). Because CBE tends to have a larger mean number of stories per newscast (overall) than does CBEF (CBE $\bar{X} = 5.8$ vs CBEF $\bar{X} = 4.5$) one would expect the sequence for theme to vary somewhat (approximately one place in the newscast). However, in the case of political institutional stories, there is a difference of almost 2.5 places. Thus, the findings are significant; however, they are not in support of the hypothesis.

The economic theme also was significant ($p. < .05$, 2-tailed T-test), indicating a significant difference does exist between CBE and CBEF and their placement of economic stories in the newscasts. The mean scores for the two stations differed by 1.3 (CBE $\bar{X} = 5.7$, CBEF $\bar{X} = 4.4$), which suggests that CBE tends to place economic stories later in the newscast than does CBEF. Pearson's correlation coefficient showed this to be a weak to moderate relationship ($r = .2$). It should be noted, however, that since the overall mean sequence for the two networks differs by almost one place, a difference of 1.3 in placement of economic stories is not overly surprising. CBE has more stories per newscast than CBEF.

A significant difference also was noted between CBE and CBEF in terms of the socio-cultural theme and where it is placed in the sequence

of newscast items ($p. < .05$, 2-tailed T-test). The mean (\bar{X}) for sequence differed between the two stations by 1.8 (CBE $\bar{X} = 6.9$, CBEF $\bar{X} = 5.1$). Pearson's correlation coefficient showed this to be a moderate relationship ($r = .28$). Again, one would expect some difference to exist since the mean sequence for the networks differs by approximately one place overall. However, the difference in the means for socio-cultural stories is 1.8. Thus, the findings are significant and do offer some support for the hypothesis which expected CBEF to emphasize socio-cultural stories more than CBE. However, the researcher must conclude that hypothesis number three is not supported for the following reasons:

1. Findings based on frequencies did not support the hypothesis.
2. Findings based on length did not support the hypothesis.
3. The second component of the hypothesis based on political and economic items was not supported.

For the above reasons, hypothesis number three is not supported. Since frequency and length are equally as important as sequence as units of measure for purposes of this study, and since they did not support the hypothesis, the researcher concludes that sequence alone cannot alter that decision.

It should be noted that length and sequence were not combined for analysis in an index because a Pearson's correlation showed them to be negatively correlated ($r = .16$, $p. < .05$). That is, longer stories took place earlier in the newscast.

Hypothesis Four

There will be a greater concentration on Quebec on CBEF and less emphasis on federal developments (Ottawa/National) than is evident on CBE.

An analysis of the crosstabulations dealing with the variable geographic proximity, by network, specifically Ottawa/National, showed no significant difference between CBE and CBEF (Table 8). Therefore, the hypothesis is not supported.

Although there were no significant differences found between CBE and CBEF in terms of their coverage of news dealing with Quebec and federal developments (Ottawa/National), there were significant differences found in terms of other facets of the variable geographic proximity. Since these findings are not related to hypothesis four, they are discussed at the end of the chapter under "additional findings."

Hypothesis Five

The French radio station will have a greater emphasis on France than the English radio station which will have a greater emphasis on Britain in terms of topic origin of the story.

No stories contained coverage of news pertaining to France or Britain, thus the hypothesis was not testable. In fact, the number of stories with coverage of other countries, except the United States, was very small overall, with Japan and West Germany the only two mentioned (Table 9).

The lack of international coverage is most specifically related to the fact that the programming studied was termed "local". Possibly the "regional" programming carried on CBE and CBEF would provide a better opportunity to test this hypothesis.

Hypothesis Six

The English will emphasize Canadian Unity to a greater extent than the French. (This was based on the assumption that the French station would be more interested in French Canadian unity than on Canadian

Table 8

Station and Concentration on Quebec and Federal Developments

Groups	Station	
	CBE	CBEF
Quebec	0.4%	1.7%
	(1)	(1)
Ottawa/National	0.1%	0.3%
	(2)	(6)
Total %*	N/A	N/A
Total N	(3)	(7)

*Percentage totals are not applicable in this case since the groups reported on represent only two items in a larger group.

Table 9

Coverage of International Events on CBE and CBEF

Groups	Station	
	CBE	CBEF
West Germany	0.2 (1)	0.0 (0)
Japan	0.0 (0)	0.3 (1)

p. > .05, χ^2

unity).

The results of the crosstabulation which looked at network by socio-cultural (specifically: constitution, federal-provincial relations, bilingualism/biculturalism) are found in Table 10.

Because the Ns were so small, the findings are not statistically significant. In fact, the socio-cultural theme in terms of the groups mentioned above, was virtually ignored by the two stations. In looking at the column percentages, one can see a slight but insignificant tendency for CBEF to have a higher emphasis on items dealing with Canadian unity. This is contrary to what was expected. But as it is insignificant, the conclusion is that there is simply no relationship between network and emphasis on Canadian unity, and consequently, there is no support for the hypothesis.

Hypothesis Seven

There is evidence of struggle for cultural preservation on the part of the French amid English surroundings. It is hypothesized that this struggle will become apparent in the content of the newscasts.

The concept of cultural preservation was measured to satisfy this hypothesis. The researcher determined that items such as bilingualism/biculturalism, religion, education, and cultural events would be appropriate to measure this hypothesis.

In order to test the hypothesis, the multiple response procedure was used. This particular type of analysis provided univariate tables and bi-variate crosstabulations for cases where more than one value could be coded per variable. The particular procedure used herein provided an analysis based on responses as opposed to respondents. Table 11 presents the findings.

Table 10

Emphasis on "Unity" by Station

Groups	Station	
	CBE	CBEF
Constitution	0.0 (0)	1.5 (3)
Federal/provincial relations	0.0 (0)	3.1 (6)
Bilingualism/biculturalism	0.8 (2)	8.2 (16)

p. > .05, χ^2

Table 11

Emphasis Placed on Cultural Preservation by Station

Groups	Station	
	CBE	CBEF
Bilingualism/biculturalism	0.8%	8.2%
	(2)	(16)
Religion	0.4%	2.0%
	(1)	(4)
Education	21%	26%
	(54)	(50)
Culture (gala events)	0.8%	1.5%
	(2)	(3)
Total %*	N/A	N/A
Total N	59	73

*Percentage totals are not applicable in this case since the groups reported on represent only four in a larger number of groups.

No significant difference was found at the .05 level of significance. Therefore, it can be concluded that the hypothesis was not supported, and there is no apparent attempt by CBEF at cultural preservation via newscasts. Perhaps if the Ns were larger the results might have been different. However, no such conclusions can be drawn at this time.

Hypothesis Eight

Due to the language barrier, there will be fewer voice reports on the French station than on the English station since voice reports are often on the spot interview-type situations that would require translations on the part of the French staff.

The crosstabulations showed that 36% of the CBEF stories included a voicer versus 46% for CBE. These findings, however, were not significant ($p > .05$, χ^2). Consequently, the hypothesis was not supported.

Hypothesis Nine

The French station will show a more diverse use of sources than the English station.

In looking at the use of news sources by CBE and CBEF, it was found through crosstabulations that CBEF uses a more diverse selection of sources than CBE. This was supported at the .05 level of confidence (χ^2).

The breakdown for both stations is presented in Table 12. As stated in the hypothesis, CBEF used a more diverse selection than CBE. The latter depended on CBE staff for 92% of story sources. The remainder of the stories reported by the English station relied on CP, AP and Windsor Star sources, with percentages of 6, 2 and 0.2, respectively.

CBEF relied on its own staff members for only 49% of reporting.

Table 12

Breakdown of Sources Used by CBE and CBEF

Source	Station	
	CBE	CBEF
Radio Canada (CBEF staff)	0.0% (0)	49% (171)
CBC (CBE staff)	92% (419)	5% (16)
CP	6% (26)	12% (43)
AP	2% (11)	14% (48)
Windsor Star	.2% (1)	.9% (32)
London Free Press	0.0% (0)	10% (36)
Agence France	0.0% (0)	0.3% (1)
Detroit Free Press	0.0% (0)	0.6% (2)
Globe and Mail	0.0% (0)	0.9% (3)
Total %	100%	100%
Total N	457	352

p. < .05, χ^2

The other 51% was divided between CBE staff, CP, AP, Windsor Star, London Free Press, Agence France, Detroit Free Press, and Globe and Mail as story sources. The latter three sources comprised only 1.8% of the stories for CBEF.

In addition to finding that the hypothesis was supported (showing CBEF to have a more balanced use of sources than CBE), some other differences were discovered.

1. There tended to be more reliance on AP with CBEF than with CBE. It would be expected that the latter would rely more on the American wire service.
2. Another noteworthy finding was that CBEF used CBE staff as a source to a small yet certain extent (5%), whereas CBE did not use CBEF whatsoever.

In determining why CBEF used a more diverse selection of news sources than CBE, staff sizes as a factor must be eliminated. CBEF and CBE were very close in terms of staff numbers when the study was conducted. CBEF employed four full-time and one part-time staff member. (The latter was working close to full-time hours at the time of the study.) CBE employed five full-time staff and one part-time staff. Responsibility of staff members was also quite similar. Each had a senior editor who determined the line up most of the time. One reporter from each station was assigned to municipal affairs. The others did general reporting with no particular "beat." They might cover the auto industry, the school board, unions, or whatever was required at the time.

Thus, each station appeared to have equal access. Therefore, staff size was not a causal factor as to why CBEF used a more diverse

selection of sources. Other possible reasons are presented in the Discussion.

Hypothesis Ten

There will be a greater amount of American content evident in English newscasts than in French newscasts illustrating language differences, despite the fact that both stations are located in Windsor, a Canadian border city.

Two variables were used to consider the concept of American content:

1. source, and 2. origin (geographic proximity).

Source. A distinct difference was evident in the use of the American wire service AP. CBEF used AP for 14% of its sources, whereas CBE used AP as a source for only two percent of the total. These findings were found to be significant ($p < .05, \chi^2$). However, they are contrary to what was expected. CBE had been expected to use AP to a larger extent since in earlier studies such as Robinson (1981:166) the French language media had a far smaller emphasis on the U.S. than did its English counterpart. The researcher, therefore, felt that an increase in American emphasis could be linked to greater use of the American wire service. Furthermore, AP is an English language news source rather than a French news source. Therefore, because of the language barrier one would expect the use of AP to be greater by an English language station.

Geographic Proximity. A similar finding was revealed when the variable geographic proximity was analyzed. The analysis of the crosstabulations dealing with that theme indicated that CBEF has a larger percentage of American content in terms of topic origin than CBE (19% vs 9%). These findings were significant at the .05 level of

confidence ($p. < .05$, χ^2), but were contrary to what was expected.

(Findings for AP as a source and the U.S. as topic origin are found in Tables 12 and 13 respectively.)

Based on the findings with source and geographic proximity, it can be concluded that this hypothesis was not supported.

The U.S. did not influence its English counterparts in the border city (Windsor), as was expected. Surprisingly, American content was evident to a higher degree on CBEF. These findings were found to be significant ($p. < .05$).

Additional Findings

While hypothesis testing allows for certain research questions to be answered, a researcher often finds that while testing hypotheses that have been put forth, additional findings are produced. Such was the case in this study. Since these findings could shed light on French/English differences, it is important that they be included herein.

a) Coverage of Canada-U.S. Relations

In using an F-Test (or ANOVA) to test hypothesis three, which looked at coverage of socio-cultural, political institutional and economic issues by the two stations, some additional information was uncovered. Hypothesis number three was itself not supported. However, the researcher did find a significant difference in coverage of items dealing with Canada-U.S. relations by CBE and CBEF (see Table 6).

The mean length of stories about Canada-U.S. relations was 27.6 lines for CBE, and 20.8 lines for CBEF ($p. < .05$, t-test). Pearson's r showed this relationship to be a moderate one ($r = .28$). In stories dealing with Canada-U.S. relations, the difference works-out to

Table 13

Geographic Proximity and Story Origin by Station

Groups	Station	
	CBE	CBEF
Local	73%	56%
	(333)	(196)
Ontario (less Ottawa)	15%	19%
	(70)	(65)
National (Ottawa National, Quebec, Manitoba, Saskatchewan, British Columbia, Canada general)	3%	7%
	(13)	(24)
United States	9%	19%
	(40)	(66)
Other/International (West Germany, Japan)	0.2%	0.2%
	(1)	(1)
Total %	100%	100%
Total N	(457)	(352)

p. < .05, χ^2

approximately 21 seconds more air time given to that topic by CBE over CBEF.

Although length was the only unit of measure that showed a significant difference between the two stations on this topic, it is a difference that is at least worth mentioning. It is interesting to note that whereas CBEF has a greater emphasis on American content than CBE (see discussion of Hypothesis 10), the latter tends to place a greater emphasis on Canada-U.S. relations than CBEF, at least in terms of length as a unit of measure.

b) Differences Related to Geographic Proximity

While the anticipated differences with Hypothesis four were not indicated, other interesting differences related to the variable geographic proximity were revealed and did prove to be significant.

CBEF uses stories with an origin further away from the tri-county area than does CBE ($\bar{X}_{CBE} = 2.0$, $\bar{X}_{CBEF} = 3.1$; $p. < .05$, T-test). In other words, CBE tends to have stories whose topic origin is within Ontario (less Ottawa), as indicated by a mean of 2.0; CBEF, on the other hand, tends to broadcast stories whose topic origin is on average at the National level (Ottawa/National).

Once it was determined that a difference did exist, Pearson's r was used to determine the strength of that relationship. It was found that a weak but significant relationship existed ($r = .18$).

Table 13 illustrates where in particular those differences are. Local coverage (tri-county area) is emphasized more by CBE (73%) than CBEF (56%). Coverage of Ontario (less Ottawa) shows a difference of four percentage points with CBEF being slightly higher (CBE 15%; CBEF 19%). In terms of national coverage (Ottawa and all provinces outside

of Ontario), CBEF tends to have somewhat greater coverage than CBE (7% vs 3%). U.S. coverage shows a marked difference with CBEF again having the greater emphasis (CBEF 19% vs CBE 9%). International coverage was small for both stations which showed .02% coverage in that area.

c) Differences Related to Personality and Geographic Proximity

In addition to the differences found between CBE and CBEF in terms of story origin, some interesting findings also surfaced in regards to geographic proximity when the variable "personalities" was analyzed. By grouping similar personalities (with similar affiliations according to politics) in a group together, two new categories were produced. These included:

1. Personalities from the local political level (i.e., within the tri-county area).
2. Personalities from a political level outside the tri-county area (i.e., provincial, federal, or international politicians).

Findings pertaining to the collapsed categories showed that on the tri-county level, CBE stories contained a larger percentage of political personalities than did CBEF (81% vs 48%). Conversely, on the second level (outside the tri-county area), CBE had a lesser percentage of political personalities mentioned in stories than did CBEF (19% vs 52%). These findings are statistically significant ($p < .001$, χ^2) (see Table 14).

Findings within the tri-county area are similar to those found in Hypothesis two, while findings outside the tri-county area support an earlier study by Siegel (1978) where the French media emphasized political personalities more than the English media. This is perhaps reflective of the French tendency to respect and support authority

Table 14

Station and Political Personality Mention in Stories with Origins in
Two Categories

Category	Station	
	CBE	CBEF
Tri-county		
a) Municipal		
b) Within tri-county area	81%	48%
	(187)	(74)
Outside tri-county		
a) Provincial		
b) Federal	19%	52%
c) International	(45)	(81)
Total %	100%	100%
Total N	232	155
p. < .001, χ^2		

figures.

Summary

In this chapter, an analysis of the results of hypothesis testing was presented. The findings showed that two of the 10 hypotheses were supported. While only two hypotheses were supported, such findings are extremely valuable to further research in the area of French/English language studies.

In most cases frequencies served as the unit of measure; however, where appropriate other units of measure (length, sequence) also were used.

In conducting the analysis, additional information was revealed; that is, over and above the results of hypothesis testing. This information proved to be significant and was presented in a section towards the end of the chapter.

Overall, similarities tend to be greater than differences. While differences were revealed in terms of uses of sources, mention of personalities and geographic proximity of the story, only two of the 10 hypotheses found support. In an overall analysis, the findings seem to indicate more similarities than differences exist between CBE and CBEF, based on their local coverage.

CHAPTER IV

DISCUSSION

Summary of Results

In the previous chapter, results of the hypothesis tests were put forward and two of the 10 hypotheses were supported. Of the remaining eight hypotheses, one produced results which contradicted the hypothesis. In other words, there were significant findings in a direction opposite than expected. Beyond the results from hypothesis testing, this study revealed additional findings.

In Chapter IV, results have been discussed in three areas, including hypotheses which were supported, hypotheses which were not supported, and hypotheses which were contradicted.

The discussion attempts to determine possible explanations for the results and relate them to previous research, and the theoretical considerations of Chapter I. Following that, the conclusions, implications and recommendations for further research are discussed.

Interviews were conducted with the senior editors of each station. The purpose of the interviews was to gain insight into their opinions as to why the results showed similarities to be greater than differences. Where appropriate, ideas provided by Grant Harrison (CBE) and Roch Magnon (CBEF) have been incorporated into the discussion with attribution.

Hypotheses that were Supported

Contrary to Siegel's findings in 1978, the current study found

that CBE had a greater focus on individual personalities than CBEF, thus supported hypothesis two. In Siegel's (1978) study, French journalists emphasized personalities to a greater degree than did English journalists.

However, as was suggested at the outset of this study, the French tend to maintain a collectivist perspective, whereas the English are more individualistic by nature. It was this underlying assumption, based on historical evidence, that was the basis for the second hypothesis. The results of the study showed the French to have a lesser emphasis on individual personalities than their English counterparts.

When asked whether or not these findings appeared reflective of their policies on mentioning personalities in newscasts, both CBE and CBEF news editors commented that that was indeed the case.

Roch Magnon (CBEF) said the French station focuses more on the event than on people involved in the event; he gave the example that in election coverage, the mention of a political party is more important than mention of names affiliated with the party.

Grant Harrison (CBE), on the other hand, said the policy of their station included a conscious effort to interview key news makers. He felt that the lesser emphasis on the part of CBEF to mention personalities could be linked to a language barrier factor where French speaking interviewees are often unavailable.

Another hypothesis which found support stated that CBEF would show a more diverse use of sources than CBE. Indeed CBEF used a wider range of news sources than did CBE. This finding is in accordance with Robinson (1981) who found news agency copy in the French media to favour a more "balanced" use of international copy than in the English

media. CBE placed more emphasis on copy produced by CBE staff than on any other source (92%). CBEF, on the other hand, although basing 49% of its coverage on CBEF staff copy, spread the remainder of its coverage over eight other sources.

According to Harrison (CBE), the isolation CBEF experiences from other French cultures has caused it to rely on a greater number of sources rather than on contacts made by staff reporters. CBE, on the other hand, has been established approximately 20 years longer than CBEF and in that time has established a greater number of news contacts. The result is that reporters can rely on those news sources as opposed to media (wire services, press) sources.

Hypotheses that were not Supported

Of the 10 hypotheses that were put forward and subsequently tested, eight were not supported.

Based on the historical overview which indicated a collectivist philosophy on the part of French Canadians, it was hypothesized that CBEF would emphasize collective groups such as educational institutions, churches, unions and political parties more than would CBE. In particular, the "political parties" component of the hypothesis, if supported, would have reaffirmed earlier findings by Spierkel (1981) during a Quebec referendum study which showed the French media placing emphasis on all major political parties. Conversely, the English media emphasized only the Parti-Québécois and federal and provincial liberal parties.

Unlike Spierkel's (1981) findings and contrary to the collective versus individual argument, the current study found no significant

differences in emphasis on collective groups, including political parties.

In determining why the results showed a similarity rather than differences between the two language groups, one answer seemed to prevail. The universe of potential newscast items is very much reduced or limited on a local level, in comparison with news covered on a large scale, or even regional level. The very term "local", as opposed to "regional" coverage implies a more restricted sort of coverage in terms of what might be considered newsworthy, thus perpetuating a similarity rather than differences in content presented by the two stations. One may conclude that common ground coverage will increase on a local level.

While it was appropriate to control for geographic setting in order to eliminate other factors, in so doing and by focussing on local news, the pool of potential items inevitably has been reduced, contributing to the similarity of newscasts. However, this was the only way of reasonably controlling for other factors, and, prima facie, was a reasonable risk.

Hypothesis number four, which stated there would be a greater concentration on Quebec by CBEF and less emphasis on federal development (Ottawa/National) was not supported. In comparing frequencies of stories with an origin of Quebec and Ottawa (national), no significant difference was found between CBE and CBEF and their treatment of those items. This is contrary to earlier findings by Gordon (1966). Perhaps differences would have been revealed if the study looked at other segments of the programmes of the two stations. However, no such conclusion can be drawn at this time. Furthermore, the current study

was especially designed to compare the content of locally produced newscasts. Studies done on a larger programming scale have uncovered differences in amount of coverage of Quebec news compared to national news, by English and French media. Gordon (1966) found French language newspapers to emphasize Quebec, whereas English language newspapers emphasized English Canada. That has led the researcher to believe that it seems possible that such differences are linked to a region of coverage factor. That is, the more local the potential coverage, the greater the possibility that similarities in content will occur between language groups, as opposed to regional coverage.

Similarly, a study examining coverage on a scale which is greater than only local coverage might be more apt to find differences between the two language groups, based on emphasis placed on national unity. In this study, hypothesis number six tested the concept of coverage of items dealing with national unity. Results showed that the hypothesis was not supported since no significant differences existed. Again, this is probably linked to the fact that the overall Ns were very small.

Harrison (CBE) felt that the "unity" concept was not very big in Windsor because of the proximity to the U.S. He added that people in this area are more concerned with the U.S. than in Canadian unity.

Windsor's interest in the U.S. doesn't stop there. In a recent Windsor Star article (Williamson, 1984:D14), it was reported that 32% of the Windsor audience listens to local radio--the rest is tuned into Detroit. The press is also up against American competition (Williamson, 1984:D14). "The Free Press has a higher circulation in Windsor than Canada's national newspaper, The Globe and Mail, which sells 5,800 here each weekday and 6,300 on Saturdays." The Free Press has a circulation

of 7,487 daily and a Sunday circulation of 12,825 copies.

Hypothesis five stated that CBEF would have a greater emphasis on France than CBE, which would have a greater emphasis on Britain in terms of the origin of the story. Since no stories made mention of France or Britain, the hypothesis was not supported. While there was some coverage of international locations (not France or Britain), the amount was so low as to be insignificant. A study comparing regional or national newscasts would probably produce a better test of such an hypothesis.

Magnon (CBEF) commented that a country has to have an economic link (in the example of Windsor, to the auto industry) if it is to be mentioned on the newscast. The strong tie of the Windsor auto industry to that of Detroit could explain why CBEF's U.S. coverage was higher than that of CBE's. At the same time, however, this industrial link did not result in as many "U.S. mentions" on the English language station.

Another hypothesis which was not supported dealt with emphasis placed on socio-cultural, political and economic issues. It was expected that CBEF would place a higher emphasis on socio-cultural events, whereas CBE would emphasize political and economic issues to a greater extent as found in an earlier study by Spierkel (1981). The findings of the current study did not, however, support that hypothesis.

In terms of explanation as to why the hypothesis was not supported, the argument put forth earlier regarding the universe of possible news items must be mentioned again. In an area restricted in scope, the possibilities of potential news items are much larger in number.

Magnon (CBEF) stated that the line-ups on the two stations are similar in this area because CBEF must offer the same type of stories to

its audience so that the station will not lose its audience to CBE. The researcher, however, suggests that offering coverage more related to the French community might be more of an audience incentive; that is, such content might be of greater interest to the audience.

The hypothesis dealing with cultural preservation was not supported either. It was stated that a struggle would become apparent on the part of CBEF to preserve the French culture through coverage of related events. However, in comparing the variables selected to test this hypothesis (bilingualism/biculturalism, religion, education, and cultural events) no significant difference was found between French and English coverage.

In determining why no significant differences were found, the researcher has to wonder whether the English surroundings are in fact too overwhelming. Perhaps the news events happening at the time of the study required coverage to the extent that cultural items had to be given a lower priority. A further possibility is that the French media do not attempt to preserve the French culture through news items on the radio, rather they use other means to accomplish that task. For example, the programming on CBEF radio allows for local input related to cultural components. In addition, other groups in the French community seek to preserve the French culture. Le Rempart, a French newspaper published weekly, serves as such an example. Government programs are established to increase awareness of the French culture.

In short, perhaps CBEF radio by contrast must prioritize other media events to serve an audience that may prefer to be informed of "news of the day" by radio since it has access to cultural information through other sources in the locality. However, such a policy may promote

further assimilation of the French into the English culture.

The final hypothesis which was not supported dealt with the number of voice reports on CBE and CBEF. It was thought that the latter would have fewer voice reports due to the language barrier involved. Although results showed a 10 percentage point difference in the number of voice reports included by each station, with CBE having 46% and CBEF 36%, the difference was not significant.

There are two answers possible as to why the difference was not significant. The first deals with manpower. The number of staff members working at the time of the study was five full-time and one part-time for CBE, and four full-time and one part-time (almost full-time) for CBEF. The staff teams were almost equal in size, which suggests that CBEF was equipped not only to present the news of the day but to overcome any language barrier in terms of voice reports. Staff assignments also were similar, as mentioned earlier.

A second solution/possibility could be that items which included voice reports were items which had the availability of a bilingual spokesperson. With the French population at the level it is in Essex county (21,790 whose mother tongue is French) and in Windsor (11,000 whose mother tongue is French) (1976 Census), one can surmise that CBEF establishes contacts for a good part of regular beats who can speak French. Where that is not possible, the CBEF staff reporter overcomes the language barrier through use of voice reports from regional centres.

Hypotheses Which were Contradicted

One of the hypotheses was contradicted. That is, significant differences were found in the opposite direction to what was expected.

The hypothesis in question dealt with the amount of American content in newscasts. It was expected that CBE would have a greater amount of American content than CBEF as found by Robinson (1981) in an earlier study. (It should be noted that in Robinson, 1981, the French did place some emphasis on the U.S. [37%], but less than did the English media [52%]). Instead, the French had a greater amount of American content based both on source and geographic origin of the story.

An exception to the greater emphasis placed on American content by CBEF over CBE was the concentration placed on Canada-U.S. relations by CBE in terms of length as a unit of measure. Placement of the story and frequency of mention as units of measure, did not, however, show a significant difference between CBE and CBEF in terms of Canada-U.S. relations. While these findings are neither related to use of the AP wire service nor to the U.S. as the geographic origin of the story, they do indicate that CBE's emphasis on the U.S. is handled somewhat differently than that of CBEF. That is, CBE tends to link U.S. events to related Canadian events, in particular the auto industry. The findings related to Canada-U.S. relations do not, however, alter the status (contradicted) of hypothesis 10, since it pertains only to U.S., as opposed to Canada-U.S. relations.

The fact that hypothesis 10 was not supported could be linked to an earlier hypothesis that was supported. CBEF was found to have a more diverse use of sources than CBE. That use of sources included a greater percentage of sources from the U.S. and a larger number of stories with the geographic origin being the U.S.

Magnon (CBEF) commented that it is CBEF policy that the car industry doesn't stop at the border. What happens to the auto industry

in the U.S. has an impact on Windsor. There is a conscious effort on the part of CBEF to cover such stories.

Harrison (CBE) offered another reason why CBEF might have greater coverage of American happenings. He stated that there is an American audience of CBEF. It is an audience studying French. Perhaps there is an effort on the part of CBEF to keep that audience interested; therefore American content is made somewhat higher.

Conclusions

At the outset of this study, it was argued that intrinsic cultural differences between English and French Canadians would prevail, causing differences in French/English media agenda, despite the fact that Windsor is a Canadian border city where the English culture is dominant. It was further argued that these differences, being rooted in all elements of society could not help but affect treatment of media by the two groups; the cultural backgrounds being different, it was expected agendas would also differ. It was felt that creating a situation in which both stations (CBE and CBEF) had equal access to the news of the day would allow the intrinsic differences to present themselves via different treatment of the news events.

In analyzing the results of hypothesis testing, the researcher found that similarities by far outweigh the differences between the two language groups. While significant differences were found in terms of personality mention and in regard to the use of sources (wire service, etc.), differences in terms of theme were not found to be significant. Because of these findings it was necessary to take a critical look at why and by what means could intrinsic cultural differences be

homogenized. While no definite conclusions could be drawn without further research, certain possible solutions can be presented.

First, it was suggested that common ground coverage might increase on a local level as compared with a regional or national level. The point argued here was that the universe of potential newsworthy items is reduced as the area of coverage is reduced. Such a process could be responsible for the homogenization of agenda.

The other argument put forth to explain the similarities in coverage by CBE and CBEF was linked to the concept of parochialism. Spierkel (1981) argued that the further one travelled from the referendum, the more reduced the coverage would be.

This researcher would argue a similar concept in relation to the current findings. Perhaps the influence of cultural differences on the part of French and English Canadians will only be evident in media located near the heart of French Canada--Quebec. In other words, the further one travels from Quebec, the less influence cultural differences will have on media agenda; consequently in an area where the French culture is not dominant, a sameness will be evident in reporting of daily events. In the case of CBEF, the overwhelmingly English environment appears to affect selection of news items. At least an attempt to differentiate coverage based on cultural differences was not apparent in this study.

The Windsor situation is such that the French community and CBEF are in almost total isolation from any other French culture. The French community in Windsor is subjected not only to the English language culture in Windsor, but to a tremendous English language influence in the United States. The American influence is powerful on

several levels, including media, economics, trade, the arts, tourism, and others (Williamson, 1984). It is, therefore, not surprising that assimilation of the French culture into the English culture is a very difficult phenomenon to prevent or overcome.

The interviews with CBE and CBEF editors added further insight into the similarity in content.

Magnon (CBEF) stated that the fact that both stations shared the same mandate caused similar editorial policies and subsequently similar local news programming to result.

Harrison (CBE), however, contends that the similarity of content is largely based on the fact that CBEF began its programming in the same newsroom as CBE. The latter has been in operation for over 30 years; CBEF has only been in operation for about 14 years. When it began programming, CBEF shared a newsroom, personnel and copy with CBE, and vice-versa. This process lasted approximately six years. The result, according to Harrison, is that CBEF newscasts are patterned after those of CBE. Policies and editorial decisions were passed on to the newly formed French CBC affiliate.

Although there are no CBEF staff members working today who were employed when CBEF began programming, the researcher feels that the initial influence of CBE on CBEF programming could have left an impact on present day programming; the result again leading to a similarity in content. Nevertheless, there exists no way at this point to measure that possible impact.

The researcher concludes that certain influences such as cultural surroundings and span of coverage are possible explanations, along with those suggested by Harrison and Magnon as to why the hypothesized

cultural differences did not prevail. Possibly there is a limit to the extent of influence cultural backgrounds exert on the selection of news items for a daily agenda. For example, the traditions of collectivism and individualism were evident in terms of personality mention and use of sources; however, as far as theme was concerned, the philosophies were not evident in media behavior.

Other influences, such as gatekeeping functions by wire service editors, dominant economic sectors (such as the auto industry in Windsor), a dominant English culture in Windsor, proximity to the U.S., and the dominant culture there (impacting on the French and English cultures--resulting in further homogenization of the two stations) are seemingly more powerful than cultural differences in establishing what must be considered the news of the day.

If the above is accurate, it is somewhat paradoxical that a group (French Canadian) which is struggling to preserve its culture, in a country where English is the dominant language, must succumb to the demands of media reporting in getting the "scoop" and prioritizing the agenda to meet some mysterious "acceptable" norm at the expense of cultural distinctiveness.

Limitations and Implications of Results as they Relate to the Area of Study

a) Limitations

To clarify any misconceptions that could arise, the findings of this study relate to coverage of daily agenda by a French and an English radio station in the same locality.

The scope of the research undertaking dealt with the local news programming coverage.

Interpretation of these findings is limited to the extent that findings can neither be generalized with regional samples nor with samples in which the two language groups are linked to media in different localities.

It also would not be appropriate to generalize findings to another locality in which local media coverage was analyzed and in which the two language groups were located in the same city. It may be that similar results would be found, but that may not be inferred from this study alone.

b) Implications

To Related Media. The findings of this study could have strong implications for CBE and CBEF radio and other related media, depending on the editorial policies of each group.

Certainly findings could have serious implications as far as preservation of the French culture is concerned.

In terms of the media, the important factor is that common ground coverage is prevalent in Windsor. If CBEF does not consider that problematic, that does not necessarily mean there is not a serious implication. If the French language medium should be reflective of the French culture through its coverage, then a problem exists since this is not taking place.

Unlike Gordon's (1966) observation that the French media tended to be "preoccupied" with its "nation", it doesn't appear that CBEF is "preoccupied" with its culture.

The failure to present a French perspective on a French language medium could be responsible, in part, for the further assimilation of

sample was drawn from a period of non-heightened media awareness, in terms of related issues (constitution, federal-provincial relations), one would think that some coverage would still be presented. The fact that Windsor is in such close proximity to the U.S. offers an even stronger argument as to why it is so important for the local media to emphasize Canadian unity. Failure to cover issues pertaining to the concept of Canadian unity could result in a situation such as that faced by CBEF in view of assimilation into another culture. This is perhaps another issue that should be reviewed by the CRTC.

In short, findings of this study could prove worthwhile and instructive to the media in terms of the coverage they present.

To the Area of Study. The findings are valuable to the field of study for many reasons.

First, radio studies are still limited in number, especially in regards to French/English comparisons.

Next, some hypotheses were not supported in this study. It has been observed that cultural differences may not be more powerful than influences which create similarity of content. Furthermore, the traditions of collectivism and individualism only held up to a degree in this study.

Finally, new research has been added to the collection of French/English media studies of the past, in this case presenting evidence that similarities have outweighed differences. Ideas in terms of the findings have been put forth, thus suggesting possibilities from which future research can commence. The "additional findings" in particular offer such possibilities over and above the possibilities offered by results of hypothesis testing.

Recommendations for Further Research

The findings in this thesis have opened various avenues for future research. While the study herein did further research in the area of radio studies related to French/English linguistic studies, the overall number is still few. Thus, one recommendation, although broad, is that future studies should continue to explore linguistic agenda of the radio medium.

A further recommendation is that another study comparing local coverage, as opposed to regional or national coverage, should be undertaken. This would allow a researcher to cross-check the possibility that findings of the current study might be peculiar to the Windsor site despite the fact that the researcher did everything possible to ensure a controlled situation whereby each station had equal access to the news of the day.

A study in which the concept of geographic proximity could be further tested also is in order. The current study found that CBEF used stories from an origin further away than CBE. It also found that mention of political personalities by CBEF was higher than CBE on a level outside the tri-county area, but lower than CBE within the tri-county area. Thus, in terms of origin and political personalities, CBEF tended to use stories from outside the tri-county area, whereas CBE tended to use stories from within the tri-county area.

These findings were beyond the findings related to hypotheses and for that reason were not covered in as much detail. However, a study wherein further data could be obtained on story origin is highly recommended.

A final recommendation in terms of further research in the area

pertains to the traditions of collectivism and individualism. In terms of personalities and sources, the traditions seemed to be in practice. However, other areas where the researcher expected to find the traditions quite evident were not found to hold true.

It would be interesting to see whether these philosophies are restricted due to the limitations of local coverage. One way to test this theory would be to conduct a study of coverage on a larger scale (regional or national) and to test for tendencies in collectivism by the French media and individualism in the English media.

While the current study did have certain limitations, it did reveal important findings which contribute to literature available in the area of linguistic media studies. From the findings in this study, ideas for future research were put forth and developed. If research in the area is to expand, recommendations such as these must be acted upon.

APPENDIX A

DATES RANDOMLY SELECTED TO ACT AS THE SAMPLE FOR THE STUDY

Monday September 13, 1982

Monday October 4, 1982

Monday November 1, 1982

Monday November 15, 1982

Monday December 6, 1982

Tuesday October 12, 1982

Tuesday October 19, 1982

Tuesday November 9, 1982

Tuesday November 2, 1982

Tuesday October 26, 1982

Wednesday October 13, 1982

Wednesday November 10, 1982

Wednesday December 1, 1982

Wednesday September 8, 1982

Wednesday September 17, 1982

Thursday September 9, 1982

Thursday November 4, 1982

Thursday November 25, 1982

Thursday October 21, 1982

Friday September 24, 1982

Friday September 17, 1982

Friday October 1, 1982

Friday October 22, 1982

APPENDIX B

SAMPLE CODING SHEET WITH CORRESPONDING THEMES AND ITEMS USED

(1-5) (CBE - 1, CBEF - 2) (Y or N)
 Case # _____ Day _____ Month _____ Date _____ Network _____ Voice Report _____
 (1 or 2)
 Sequence in Newscast _____ Time _____ # Lines _____ If V R # Sec. _____
 Title _____ Keywords _____ Source _____
 Geographic Proximity _____ Themes (General) _____
 Topics (Specific):
 Political Institutional _____
 Unions _____
 Socio-Cultural _____
 Economic _____
 Foreign Relations _____
 Canada-U.S. Relations _____
 Personalities _____
 Direction _____

(1-5) (CBE - 1, CBEF - 2) (Y or N)
 Case # _____ Day _____ Month _____ Date _____ Network _____ Voice Report _____
 (1 or 2)
 Sequence in Newscast _____ Time _____ # Lines _____ If V R # Sec. _____
 Title _____ Keywords _____ Source _____
 Geographic Proximity _____ Themes (General) _____
 Topics (Specific):
 Political Institutional _____
 Unions _____
 Socio-Cultural _____
 Economic _____
 Foreign Relations _____
 Canada-U.S. Relations _____
 Personalities _____
 Direction _____

GEOGRAPHIC PROXIMITY

1. local (tri-county)
2. Ontario (less Ottawa)
3. Ottawa (national)
4. Quebec
5. Manitoba
6. Saskatchewan
7. New Brunswick
8. Nova Scotia
9. Alberta
10. Newfoundland
11. P.E.I.
12. British Columbia
13. United States
14. Britain
15. France
16. Western Europe
17. Canada General
18. West Germany
19. Japan

SOURCE

1. CP
2. UPI
3. Reuters
4. Agence-France
5. AP
6. CBC staff
7. Radio Canada staff
8. Windsor Star
9. London Free Press
10. Detroit Free Press
11. Detroit News
12. Globe and Mail

THEMES (General)

1. Political Institutional
2. Unions
3. Socio-cultural
4. Economic
5. Foreign Relations
6. Canada-U.S. Relations
7. Cultural Preservation

ITEMS/TOPICS (Specific)

Political Institutional

- 01 parties (general)
- 02 Liberal party
- 03 Conservative party
- 04 NDP

- 05 Parti Quebecois
- 06 parliament/legislature
- 07 cabinet
- 08 bureaucracy
- 09 City Hall/City Council
- 10 Chamber of Commerce
- 11 administration of justice
- 12 scandal/corruption
- 13 opinion polls
- 14 election
- 15 civil servants
- 16 federal government
- 17 provincial government
- 97 defense

Unions

- 18 UAW
- 19 United Food
- 20 Teamster's Union
- 21 Union of Public Employees
- 92 Ontario Labour Union

Socio-cultural

- 22 national unity
- 23 constitution
- 24 federal/provincial relations
- 25 bilingualism/biculturalism
- 26 immigration
- 27 medicine/health care
- 28 human rights
- 29 sex crimes (rape/assault/murder)
- 30 accidents (vehicle/industrial)
- 31 violence/foul play
- 32 obituary
- 33 child abuse
- 34 lifestyle/leisure
- 35 crime
- 36 laws/courts/regulations
- 37 disasters (fire/flood/disease)
- 38 environmental
- 39 education
- 40 technology/science/futurism
- 41 social programs
- 42 housing/real estate
- 43 religion
- 44 culture/the arts
- 45 media/communications
- 47 galas/official openings/special events
- 48 drugs/alcohol related
- 49 other

Appendix B continued

50 other
 51 other
 52 family

Direction

1. favourable
 2. unfavourable
 3. neutral

Economic

46 inflation (general)
 53 government measures (wage and
 price controls, etc.)
 54 stability of economy
 55 unemployment/layoffs
 56 taxes/reform
 57 UIC/welfare, etc.
 58 budget
 59 agriculture
 60 labour strikes/disputes
 61 economic development
 62 transportation
 63 pension
 64 auto industry
 65 finance/funding
 66 natural resources
 67 energy
 68 crown corporations
 69 banks
 70 bankruptcy/mortgages
 71 cost of living/standard of
 living
 72 interest rates
 73 fishing industry
 74 other
 75 other
 76 other

Foreign Relations

77 importation
 78 exportation
 79 sea and fishing zones
 80 trade
 81 economic
 82 other political
 83 crime/terrorism

Canada-U.S. Relations

84 Windsor-Detroit stories
 85 pollution
 86 control of economy
 87 sale of energy
 88 sale of resources
 89 auto related
 90 other
 91 exchange of ideas/social/
 technological

APPENDIX C

SAMPLE OF CODING OPTIONS POSSIBLE FOR THE VARIABLE "DIRECTION"

1. UNFAVOURABLE
2. NEUTRAL
3. FAVOURABLE

"UNFAVOURABLE"

POPEN DECISION

JJM

(GP)

AM NEWS

10th November 1982

A judge in Toronto has released his long-awaited report on the death of a Sarnia girl. Kim Ann Popen, who was 19-months old, died in August of 1976, after physical, emotional and sexual abuse.

County Court Judge H.W. Allen determined the child was a victim of incompetence, indifference and the negligence of individuals and agencies responsible for protecting her.

The report says the girl would probably still be alive, if the Sarnia-Lambton County Children's Aid Society had fulfilled its obligations.

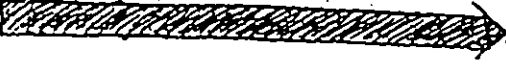
XX The child's mother, Jennifer Popen, xx
 xxx who was 18 at the time of her daughter's death, was convicted of manslaughter, and served three years of a seven-and-a-half year sentence. xxxxxxxx (MORE-OVER)

"UNFAVOURABLE"

25 nov./97.03h Fil/9 Chrysler et Broadbent

Entretiens,.....

La nouvelle voulant que Chrysler s'apprête à rapatrier aux États-Unis une partie de ses opérations canadiennes en raison de la grève qui se poursuit de ce côté-ci de la frontière, a connu un certain rebondissement aux Communes, hier.

Le chef néo-démocrate Ed Broadbent a déclaré qu'un tel geste constituerait une violation aux termes du pacte canado-américain de l'automobile, et que le gouvernement canadien devrait se faire un devoir de le rappeler à Chrysler.  à l'instar du directeur canadien des T-U-A, Bob White, Monsieur Broadbent croit en outre que cette nouvelle constitue un acte de chantage de la part de la compagnie, et démontre que Chrysler négocie de mauvaise foi.

"UNFAVOURABLE"

CHATHAM-WORK INCENTIVE PROGRAM- INVESTIGATION

S.C.

NOV. 4/62.

A candidate running for an aldermanic seat in Chatham, ~~is asking for~~ ^{WANTS} an investigation into ~~what happened to~~ half of the funds ~~was~~ given the city by the province for make-work projects.

Donald Carnegie says the city received 450-thousand-dollars last summer under the Ontario Incentives Make work program.

He says the money was ~~to be used~~ to provide jobs for people who needed ~~work~~ to requalify for unemployment insurance, and for people on welfare.

Mr. Carnegie says the money was to provide work for about a hundred people until Christmas.

But he says the people have now been laid off.

Mr. Carnegie says the workers were told the funds are now exhausted. But he claims half the ~~funds were~~ ^{are} transferred to a general fund to help pay full-time ~~unionized~~ ^{unionized} workers, so that 17 of them would not ~~have to~~ be laid off:

CONTROL: CLIP NUMBER ____ : BEGINS: "These funds..."

TIME: 19 seconds.

ENDS: "special project."

Mr. Carnegie plans to contact MP's as well..

"NEUTRAL"

17sept/7.00h LFP/DB J. Roberts de passage à Pétro-
lia

11h.00
Regionale Sarnia

Le ministre fédéral de l'environnement et de la science
visitera aujourd'hui les sites historiques de Pétrolia.

4. On s'attend à ce que John Roberts annonce un programme
de subventions pour permettre la rénovation de l'hôtel
de ville. L'édifice a été désigné monument historique
par Parc Canada. En soirée le ministre s'adressera aux
membres de l'association libéral de Lambton-Middlesex
au centre communautaire de Brooke-Alvinston-Inwood.

ST CLAIR HOMECOMING:

JUM

AM NEWS

"NEUTRAL"
22nd October 1982

It's homecoming time at St Clair College in Windsor, this weekend.

Many events are scheduled for Alumni...including balloon rides, basketball games, a casino night and others.

A general meeting of the St Clair Alumni Association will held tonight following a pizza party.

Saturday brings the annual "Saints Vs Alumni" hockey game at the Windsor Arena. Then in the evening a dinner-dance honouring the ^{of} grads 67 and 72 will have Dr Richard Quittenton..the former ~~pres~~ St Clair College president as guest.

The dance will be held at the Teutonic Club.

"NEUTRAL"

01-12-82/ 12h FIL AP Symphonie Détroit

Régionale Détroit

Les membres de l'orchestre symphonique de Détroit quitteront le travail le neuf Décembre, à moins ~~aux~~ d'un règlement de leur contrat de travail, d'ici là.

Le chef du comité négociateur des musiciens espère que cet échéancier forcera la partie patronale à intensifier le processus des pourparlers contractuels.

Les membres de l'orchestre sont sans contrat de travail depuis le 19 Septembre et réclament un contrat de trois ans.

Les musiciens revendiquent également un salaire hebdomadaire minium de 800 dollars, alors que la direction n'offre que 715 dollars, à ce chapitre.

"FAVOURABLE"

22oct/12.00h LFP/DB subventions pêcheries

Régionale Kent-Essex

Les sociétés de conservation des comtés de Kent et d'Essex bénéficieront d'une subvention de cent-25-mille dollars pour améliorer leur infrastructure de pêche. //

L'aide financière des gouvernements fédéral et provincial permettra la création de 21 emplois temporaires. Le projet devrait débuter la semaine prochaine, et permettre l'installation de quais pour les embarcations des pêcheurs. Une partie importante du projet sera consacré à des activités de relations publiques, afin de faire connaître à la population la nécessité de conserver la qualité des eaux.

"FAVOURABLE"

TO HOLD KIDDIES CHRISTMAS PARTY

PH

NOV. 15/82

Children of striking Chrysler Canada workers will have a happier Christmas thanks to local 4-44 of the UAW.

The union is looking for donations to hold a Christmas party for plant workers, office workers, and maybe the children of workers at Great Lakes Forging.

the first vice-president of the local, Jerry Bastien, says the party will be held whether a settlement is reached by then or not.

Mr. Bastien says the party could run about 1-hundred-thousand dollars..depending on how many children are registered.

He says there will be about 8-thousand workers whose children might attend.

"FAVOURABLE"

26-10-82/07 h

F11 AP

Profits GM USA

Automobile USA



Bonne nouvelle pour General Motors des Etats Unis et ses actionnaires! //

La compagnie affiche des profits de 129 millions pour le troisième trimestre du présent exercice financier, comparativement à des pertes de 468 millions, à la même période, l'an dernier. //

Un porte parole du manufacturier a déclaré que ces profits résultent de vente sur le marché international, de même qu'à la réduction de certains coûts de production. //

General Motors affiche une perte de 53 millions, au chapitre de la production de camions et voitures. //

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