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Ethical Code in The New York Times and The Los Angeles Times

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Anotace

TAUCHMANOVÁ, Věra. *Ethical Code in The New York Times and The Los Angeles Times*. Hradec Králové: Pedagogická fakulta Univerzity Hradec Králové, 2016, 74 s. Bakalářská práce.

Bakalářská práce je zaměřena na deníky New York Times a Los Angeles Times, které patří k nejprodávanějšímu tisku ve Spojených státech amerických. Teoretická část je zaměřena zejména na etické kodexy obou novin, jejich historii a významné osobnosti. Praktická část analyzuje, jak noviny prezentovaly tři významné události v historii Spojených států amerických - potopení Titaniku, útok na Pearl Harbor a teroristické útoky z 11. září 2001.

Klíčová slova: The New York Times, The Los Angeles Times, etické kodexy, etika médií, tisk ve Spojených státech amerických, Pearl Harbor, útoky z 11. září 2001

Annotation

TAUCHMANOVÁ, Věra. *Ethical Code in The New York Times and The Los Angeles Times*. Hradec Králové: Pedagogical Faculty, University of Hradec Králové, 2016, 74 pp. Bachelor Degree Thesis.

The present bachelor thesis deals with the daily newspapers belonging to periodicals with the highest circulation in the United States, The New York Times and The Los Angeles Times. The theoretical part of the thesis focuses on predominantly on as ethical codes of both lists, paying attention to their history and major personalities. The practical part compares the way The New York Times and The Los Angeles Times presented news about three significant events of the history of the United States – the sinking of Titanic, the attack on Pearl Harbor and the 9/11 attacks.

Keywords: The New York Times, The Los Angeles Times, ethical codes, media ethics, press in the United States of America, the Titanic, Pearl Harbor, the 9/11 attacks

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Introduction

Media have always played an incredibly important role in history. They have the ability to influence the way people think and behave. That is the reason why media have served as propagandistic means during wars and why having strong media power meant a hope for winning a war. The strong effect of media has been abused many times during past centuries. Important historical personalities, both good and bad, always wanted to have control over the media.

It was no later than in the Antiquity when the first journals appeared. The distribution of the press became much easier after the invention of the printing press by Johannes Gutenberg in about 1439. The Thirty-Year War and the need of people to be informed regularly led to the establishment of the first periodical press, the *Einkommende Zeitungen*. The beginnings of the press in the United States of America date back to the second half of the 17th century when necessary devices that made publishing possible were brought to the country. Two centuries later, *The New York Times* and *The Los Angeles Times*, were established. The newspapers' interesting ethical codes were the reason why they were chosen to be analysed in the thesis.

The first chapter provides a summary of some significant milestones of the history of the American press. Its aim is to show the progress of the American press from the first periodical newspaper, depending on England, to the period of Joseph Pulitzer, the period of sensational press and investigative journalism. Furthermore, the chapter moves from the general history of the American press to the beginnings of *The New York Times* and *The Los Angeles Times* and the stories of their establishers. The characteristics of the newspapers are presented as well. The sources for this chapter were principally publications from the early 19th century.

When something happens, media should try to give as much information as possible but they also should try to do their best to make people rest calm. In the

United States of America, journalists have to respect not only the Media (Entertainment) law but also the ethical code of the media company they work for. Ethical codes are written in a declarative style by media companies and they tell their employees how to behave in all aspects of their work. The parts of these codes that the submitted bachelor's thesis deals with are the guidelines about how the journalists are supposed to present their articles. The second chapter of the thesis thus explains the term of media ethics and presents its history. The ethical codes of The New York Times and The Los Angeles Times are analysed, while highlighting their core parts.

Qualitative media analysis, the method for this thesis, is introduced in the third chapter. The basic principles of this inductive method, which should lead to the creation of a new theory, are presented. The second part of this chapter presents a list of questions that are to be answered in the thesis.

The practical part of the thesis consists of three chapters which analyse and then compare the ways in which The New York Times and The Los Angeles Times presented three events which can be regarded as three turning points in the history of mankind: sinking of the RMS Titanic on April 15, 1912; the attack on Pearl Harbor on December 7, 1941; and 9/11 attacks. The analyses are introduced by the description of the events themselves and their immediate consequences; and they also include the issue of respecting the ethical codes in the articles.

The aim of this thesis is to demonstrate the attitudes of The New York Times and The Los Angeles Times to three significant events in the United States of America.

1 Press of the United States of America

1.1 History of the press of the United States of America

Three significant key moments in the history of the press in the United States of America in this subchapter – the beginnings of the periodical press, the evolution of the press during the Fight for Independence and Joseph Pulitzer’s sensational press introduced at the end of the 19th century.

To find the roots of the American journalism, one must go to the beginning of the 18th century. The 18th century was the time of the press differentiation in Europe. At that time people on the Continent were leaving rural areas for cities and with the new structure of the society, a new structure of the press was also needed. The fight for democracy and independence with the opportunity to express people’s opinions on and even disagreement with political affairs made the power of the political and moral press grow. The stylistic level of this type of the European press had improved thanks to the famous writers of that era like Daniel Defoe or Gotthold Ephraim Lessing, who collaborated with this type of the press.¹

The situation overseas was completely different. Almost a century after the Pilgrim Fathers had reached the continent, the first periodical newspaper, The News-Letter, was published in 1704. In addition to the articles of the original American production, the contents of this journal were enriched mainly by the articles taken from the English press of that time as there were not enough journalists and not enough events to be written about. John Campbell, a postmaster of Boston, who had established this newspaper, owned it for 15 years. News-Letter existed until 1776.²

A family who played an important role at the beginnings of the American journalism were the Franklins. Two brothers, James and Benjamin, were both printers

¹ JIRÁK, J.; KÖPPLOVÁ, B. *Média a společnost*. Praha: Portál, 2007, s. 68. ISBN 978-80-7367-287-4.

² PAYNE, G. *History of Journalism*. Charleston: BiblioBazaar, 2015, s. 27 - 28. ISBN 1343056683.

and later they started their own newspapers. James started as a printer in The Boston Gazette³ and then he established “his” The New England Courant, which focused on foreign affairs in order to keep the colonies in touch with the rest of the world. Inspired by his training in London, James Franklin offered a place for self-expression to readers. The first part of each issue was always devoted to letters and essays created by readers in which their opinions about current affairs and gratefulness to Franklin were expressed. Not only was that a kind of honour and opportunity for these people to publish their opinions, but it was also a way for Franklin to earn some money as everyone had to pay a fee for their work to be published.⁴ James’s brother Benjamin was one of the essayists. As some quarrels occurred between Benjamin and his older brother, he published his essays anonymously under the nickname of Silence Dogood. He created a new identity of an English-born man who came to America and expresses his political opinions.

George Payne refers to the period of the American Revolution as a breaking one in the development of the press because it started to be regarded by people as “the instrument, to which they had every right and in which the setting forth of their views was not to be stopped.”⁵ This opinion can be verified by the fact that all members of the society – both the supporters of the king of England, the Tories, and the Whigs (led by George Washington) wanting independence of the American colonies – used the press as a place where their pamphleteers and political statements were published.⁶ The newspapers that represented the opinions of the Tories were the New York Gazetteer and the Royal Gazette, published by a London-born bookseller, James Rivington. This man was well-known for his spiteful and violent attitude towards his opponents.⁷ He did not hesitate to lie and to write completely made up stories to make people share his opinion about the hatred Whigs. His style of writing

³ The Boston Gazette was the second oldest periodical newspapers in the United States of America.

⁴ PROKOP, Dieter. *Boj o média: dějiny nového kritického myšlení o médiích*. Praha: Karolinum, 2005, s. 135. ISBN 80-246-0618-6.

⁵ PAYNE, G. *History of Journalism*. Charleston: BiblioBazaar, 2015, s. 27 - 28. ISBN 1343056683.

⁶ VAUGHN, Stephen L. *Encyclopedia of American Journalism*. Oxford: Routledge, 2007, s. 17. ISBN 1135880190.

⁷ CRARY, Catherine S. The Tory and the Spy: The Double Life of James Rivington. *The William and Mary Quarterly*. [online]. 1959, Vol. 16, No. 1 [cit. 2016-02-04]. Available from: http://www.jstor.org/stable/1918851?seq=1#page_scan_tab_contents

started to be suspicious. It turned out that Rivington played on both the sides – he presented himself as a man who would always be by the King’s side, but it he turned out that at the same time he was George Washington’s spy passing him information about operations of the King’s Army.⁸ Rivington’s opponent was the Governor William Livingston on the side of the Whigs and the *New Jersey Gazette*, to which he contributed. Both Rivington and Livingston influenced the situation of the press during the American Revolution, but neither of them reached such a reputation as Thomas Paine did. In the contemporary media terminology, we would call Paine Washington’s press secretary. The famous author of the pamphlet *Common Sense* presented his opinions about the ideal structure of the society where inequality is unacceptable. This pamphlet about honour of human beings man evoked various reactions that people addressed to newspapers, where these opinions were later published.⁹ Giving place to people’s opinions, the owners of the newspapers of that time gave rise to the citizen journalism where a common citizen can present his / her opinions.

Winning the Pulitzer Prize is nowadays one of the goals of the journalists to be reached. Surprisingly, Joseph Pulitzer’s newspapers were a far cry from serious journalism that is awarded by the prize that carries Pulitzer’s name. The Hungarian-born man served in the Civil War but after he became considered useless, he left the battlefields and started to work as a reporter for *The Westliche Post*, gaining his nickname Joye the Jew.¹⁰ His fame and money earned by writing let him buy the *New York World* in 1881. He introduced some innovations in the press, which have remained until nowadays – the *Encyclopaedia of American Journalism* calls him *the father of New Journalism*.¹¹ He wanted to offer the articles that would be enjoyable to read for the middle-class, supposing that people want to be entertained by the

⁸ CRARY, Catherine S. *The Tory and the Spy: The Double Life of James Rivington. The William and Mary Quarterly*. [online]. [cit. 2016-02-04]. DOI 10.2307/1918851. Available from: http://www.jstor.org/stable/1918851?seq=1#page_scan_tab_contents

⁹ PROKOP, Dieter. *Boj o média: dějiny nového kritického myšlení o médiích*. Praha: Karolinum, 2005, s. 137. ISBN 80-246-0618-6.

¹⁰ GILTIN, M. *Joseph Pulitzer: Historic Newspaper Publisher*. Edina: ABDO Publishing Company, 2009, s. 24. ISBN 1604537655.

¹¹ VAUGHN, Stephen L. *Encyclopedia of American Journalism*. Oxford: Routledge, 2007, s. 607. ISBN 1135880190.

newspapers. The aim was to present articles being as dramatic as possible. Pulitzer was the first one who introduced headlines of articles, wanting them to catch readers' attention at the first sight – “Screaming for Mercy”, “All For A Woman's Love”, “A Mother's Awful Crime”, “A Mystery of the River.”¹² Due to the fact that Pulitzer did not hesitate to change the reality, his type of the press got the naming of *the sensational press* or, *the yellow press* after Yellow Kid, the main character of the comics that was published in Pulitzer's newspapers. In one of his editorials, Pulitzer described the New York World as: “a journal that is not only cheap, but bright, not only bright but large, not only large but truly democratic – dedicated to the cause of the people”¹³ He was against injustice and he wanted to prove that not all people were treated equally. When Pulitzer was the chief of The New York World, a famous reporter, Elizabeth Cochrane, known as Nelly Bly, worked for the paper. She had no fear of being closed to an asylum for insane people in New York, where she saw a bad attitude of hospital attendants towards the insane.¹⁴ This is an example of the *investigative journalism*, which “digs beneath the surface of everyday news events.”¹⁵ *Investigative journalists* are also called *muckrakers*, from writers, Upton Sinclair is said to be the most famous of them.

1.2 History of The New York Times and The Los Angeles Times

This subchapter presents the circumstances accompanying the establishment of the two analysed newspapers and the persons who got involved in their foundation. To give a contemporary image of the media, their current characteristic features are presented as well.

¹² PROKOP, D. *Boj o média: dějiny nového kritického myšlení o médiích*. Praha: Karolinum, 2005, s. 261. ISBN 80-246-0618-6.

¹³ LEE, James Melvin Lee. *History of American Journalism*. Charleston: BiblioBazaar, 2015, s. 371, ISBN 1298844746. and

¹⁴ NELLY, Bly. Ten Days In a Mad-House. *Digital.library.upenn.edu* [online]. [cit. 2016-02-04]. Available from: <http://digital.library.upenn.edu/women/bly/madhouse/madhouse.html>

¹⁵ VAUGHN, Stephen L. *Encyclopedia of American Journalism*. Oxford: Routledge, 2007, s. 225. ISBN 1135880190.

1.2.1 The New York Times

Before The New York Times was established, a number of various newspapers had been printed in New York. However, the choice was insufficient, especially for the intelligence. The New York Sun, popular among the lowest class, ignored information about political events and focused on crimes and other tragic events.¹⁶ The New York Herald was known for its independence and keeping its distance from the political parties¹⁷. Another newspaper was the Socialist The New York Tribune. One of the journalists writing for it was Henry Jarvis Raymond. This man's vision of what a newspaper or a journal should be like differed from the one that the owner of The Tribune, Horace Greeley, had. The two opponents published their polemical articles on the pages of two different newspapers. While Greeley's articles were accessible to the public in "his" The Tribune, Raymond expressed his points of view in the Courier and Enquirer, Whig newspaper owned and established by James Watson Webb. They belonged to the group of more expensive "Wall Street" newspapers and were read by the merchant class.¹⁸ The issue of and questions about the property of a man were in the centre of arguments. In the articles, published in autumn and winter 1846, Greeley expressed his idea of a social state where "the right of every individual to such labor as he is able to perform, and to the fair and equal recompense of his labor, will be guaranteed and provided for."¹⁹ Raymond was not against this idea completely, but he highlighted the shortcomings of the Association, the system presented by Greeley.²⁰ Raymond then left The Tribune for the Courier and the Enquirer. In 1848, Raymond turned down an offer to run The Evening Journal. Even though he refused to accept that, this offer was extremely

¹⁶ VAUGHN, Stephen L. *Encyclopedia of American Journalism*. Oxford: Routledge, 2007, s. 52. ISBN 1135880190.

¹⁷ VAUGHN, Stephen L. *Encyclopedia of American Journalism*. Oxford: Routledge, 2007, s. 333. ISBN 1135880190.

¹⁸ James Watson Webb (1802 - 1884). *Mrlincolnandnewyork.org* [online]. [cit. 2016-02-26]. Available from: <http://www.mrlincolnandnewyork.org/inside.asp?ID=41&subjectID=3>

¹⁹ MAVERICK, Augustus. *Henry J. Raymond and the New York Press, for Thirty Years: Progress of American journalism from 1840 to 1870*. [online]. Harvardská univerzita: A.S. Hale, 1870. [cit. 2016-02-26]. Available from:

https://books.google.cz/books?id=Yk7i77t6t0UC&pg=PA88&dq=henry+raymond+new+york+press&hl=cs&sa=X&redir_esc=y#v=onepage&q=henry%20raymond%20new%20york%20press&f=false

²⁰ Ibid.

important for Raymond's future career. He met George Jones with whom they consequently decided to establish their own newspaper which was to be addressed to the upper class. Raymond and Jones were joined by six other men and together they shared the capital of one hundred thousand dollars.²¹ The first issue of The New York Times was published on September 17, 1851 and cost one cent. In the editorial to this first issue, Raymond declared the main principle of the newspaper – a conservative point of view and the rejection of any unconfirmed information.²²

The New York Times is owned by a global media organization, The New York Times Company. The newspaper, whose slogan is *All News That's Fit to Print*, has won 117 Pulitzer Prizes so far – the most successful was year 2001 when The Times won seven prizes, six of them were for the news about 9/11 attacks and terrorism²³ (which can be considered as really important in connection with the research done in this thesis). The average circulation of the printed version was 648,900 on weekdays in 2014, on Sundays the number increased to 1,185,400²⁴. Together with the digital subscription, the newspapers have the second largest circulation in the United States.²⁵ Besides The Times, the company owns the newspapers' international edition, The International New York Times²⁶, and the supplements like The New York Times Magazine, published every Sunday, or The New York Times Book Review.²⁷

²¹ MAVERICK, Augustus. *Henry J. Raymond and the New York Press, for Thirty Years: Progress of American journalism from 1840 to 1870*. [online]. Harvardská univerzita: A.S. Hale, 1870. [cit. 2016-02-26]. Available from:

https://books.google.cz/books?id=Yk7i77t6t0UC&pg=PA88&dq=henry+raymond+new+york+press&hl=cs&sa=X&redir_esc=y#v=onepage&q=henry%20raymond%20new%20york%20press&f=false

²² Ibid.

²³ Pulitzer Prizes. *Nytco.com* [online]. [vid. 2016-02-26]. Dostupné z: <http://www.nytco.com/pulitzer-prizes/>

²⁴ The New York Times Company, 2014 Annual Company. [online]. [cit. 2016-02-26]. Available from: [http://s1.q4cdn.com/156149269/files/doc_financials/annual/2014/2014-Annual-Report-\(FINAL\).pdf](http://s1.q4cdn.com/156149269/files/doc_financials/annual/2014/2014-Annual-Report-(FINAL).pdf)

²⁵ List of newspapers in the United States by circulation. *En.wikipedia.org* [online]. [cit. 2016-02-26]. Available from:

https://en.wikipedia.org/wiki/List_of_newspapers_in_the_United_States_by_circulation

²⁶ Introducing The International New York Times. *Nytimes.com* [online]. [cit. 2016-02-26]. Available from: http://www.nytimes.com/2013/10/15/business/media/introducing-the-international-new-york-times.html?ref=global-home&_r=0

²⁷ From The New York Times. *Nytsyn.com* [online]. [cit. 2016-02-26]. Available from: <https://www.nytsyn.com/about/syndicate/fromNYT/fromNYT>

1.2.2 The Los Angeles Times

Thirty years after people had had the opportunity to read The New York Times for the first time, The Los Angeles Times was published on December 4, 1881. As Encyclopedia of American Journalism states²⁸ and as can be verified by looking at the front page of the first issue²⁹, the pages were used principally for advertising. The first financial problems appeared immediately, in 1881. The two founders, Nathan Cole and Thomas Gardiner, were forced to give up publishing The Times. The newspaper was then owned by its printer, the Mirror Printing Office and Book Bindery.³⁰ Everything changed after the lieutenant Harrison Gray Otis, a former military officer of the Civil War and a former editor of the Grand Army Journal, was offered to restore The Times in 1882. He was said to run the newspapers “like a field officer”.³¹ Four years later, this Republican bought his partner’s shares and became the only owner of the newspapers. In 1917, when Otis’s son-in-law Harry Chandler took control over the newspapers, a long era of the leadership of Otis’s descendants began, it lasted until 1980.

The weekday circulation of about 700,000 and almost one third higher Sunday circulation places The Los Angeles Times to be the fourth among the newspapers with the highest circulation.³² The winner of 43 Pulitzer Prizes has been owned by the Tribune Publishing Company since 2000. The supplements to this newspaper are the review The Envelope or Hoy Los Angeles³³ in order to offer information for the Spanish people living in the area.

²⁸ VAUGHN, Stephen L. *Encyclopedia of American Journalism*. Oxford: Routledge, 2007, s. 276. ISBN 1135880190.

²⁹ 133 years of the Los Angeles Times. *Graphics.latimes.com* [online]. [cit. 2016-02-26]. Available from: <http://graphics.latimes.com/latimes130/#1>

³⁰ History. *Latimes.com* [online]. [vid. 2016-02-26]. Available from: <http://www.latimes.com/la-mediacenter-history-story.html>

³¹ *Ibid.*

³² List of newspapers in the United States by circulation. *En.wikipedia.org* [online]. [cit. 2016-02-26]. Available from:

https://en.wikipedia.org/wiki/List_of_newspapers_in_the_United_States_by_circulation

³³ Portfolio. *Latimes.com* [online]. [cit. 2016-02-26]. Available from: <http://www.latimes.com/about/la-portfolio-htmlstory.html>

2 Media Ethics

In his book *Controversies in Media Ethics*, a university teacher David Gordon refers to the term of *media ethics* in the following way: it is “a branch of philosophy seeking to help journalists and other media people determinate how to behave in their work.”³⁴ The principles of media ethics are published by national organizations, and journalists have to follow them while writing articles – if they do not, they face the threat of being punished.

The role of journalists has changed through the history. The first “journalists” spreading various news were postmen and chronicles. Journalism became a full-time profession at the beginning of the 20th century. Nowadays, the phenomenon of the citizen journalism permits everyone to express their opinions in media, especially the electronic ones. Journalists had a lot of power in their hands and the need of the restriction of the power called for the establishment of some rules to be followed.

Discussions about what journalists should and should not write about appeared firstly only on newspaper pages. The conclusions from these discussions (in which presented opinions developed and changed) can be considered as first codes. Their core has remained the same until nowadays – the journalists were and still are asked to present only completely valid information and not to confuse readers by adding elements of the sensationalism to their articles.³⁵ A really complex code was, however, not being written for a long time. The situation changed in 1910, when W. E. Miller, an editor from Kansas, wrote the first ethical code ever to be adopted –

³⁴ GORDON, A. David a kol. *Controversies in Media Ethics*. [online]. Oxford: Routledge, 2012. [cit. 2016-02-28]. Available from: https://books.google.cz/books?id=wkqQw6hB9lkC&pg=PT383&lpg=PT383&dq=hutchins+1947+ethics&source=bl&ots=MqUbBpBkBg&sig=uCSvJe6pAVkgue8Bws7_qU9Ia2s&hl=cs&sa=X&ved=0ahUKEwiya20wqzLAhUhp3IKHf5aCzUQ6AEIRTAF#v=onepage&q=hutchins%201947%20ethics&f=false

³⁵ GARCIA, H. Dicken. *Journalistic Standards in Nineteenth-century America*. [online]. Madison: Univ of Wisconsin Press, 1989. [cit. 2016-02-28]. Available from: https://books.google.cz/books?id=c9YOd2bzkLIC&pg=PA223&dq=journalistic+standards+in+nineteenth-century+america&hl=cs&sa=X&redir_esc=y#v=onepage&q=journalistic%20standards%20in%20nineteenth-century%20america&f=false

“The Practice of the Kansas Code of Ethics for Newspapers”. He addressed the proposed principles to publishers and editors. The part for publishers focused on the economic issues of newspapers – advertising, circulation and estimating – and arguments about what published news should be like. Summing up this part of the code, no significant differences from the present approach are seen. Anyone who wanted to have their adverts published in the newspapers, had to sign a contract first and then s/he could publish the adverts under his/her name. The price of sold newspaper copies depended on producing and publishing costs. Due to the same right of everyone to have the access to the information, no privileged deliveries were allowed. The principles for editors – distinction, explanation, responsibility, editorial and reportorial influence, deception, faith with interviewed and bounds of publicity – wanted editors to keep in mind that they represent the newspaper they work for and, which was described in the principle of deception, that each author had his/her copyright to everything s/he had written.³⁶ Miller’s principles consist mainly of restrictions. By this it can be supposed that he, like the authors of the first guidelines of journalistic moral philosophy, based his code on his predecessor’s mistakes. As the ethical guidelines of both the analysed newspapers were introduced after the events presented and analysed in this thesis had happened, the source of the principles is Miller’s code.

In 1947, the Commission of Freedom of the Press (also called the Hutchins Commission) formed requirements “a truthful, comprehensive, and intelligent account of the day’s events in a context which gives them meaning; a forum for the exchange of comment and criticism; the projection of a representative picture of the constituent groups in the society; the presentation and clarification of the goals and values of the society; full access to the day’s intelligence.”³⁷ These demands were,

³⁶ HILL, Alfred. G. The Practice of the Kansas Code of Ethics for Newspapers. *The Annals of the American Academy of Political and Social Science*. [online]. 1926, Vol. 101 [cit. 2016-02-28] Available from: http://www.jstor.org/stable/1014606?seq=6#page_scan_tab_content

³⁷ GORDON, A. David a kol. *Controversies in Media Ethics*. [online]. Oxford: Routledge, 2012. [cit. 2016-02-28]. Available from: https://books.google.cz/books?id=wkqQw6hB9lkC&pg=PT383&lpg=PT383&dq=hutchins+1947+ethics&source=bl&ots=MqUbBpBkBg&sig=uCSvJe6pAVkgue8Bws7_qU9Ia2s&hl=cs&sa=X&ved=0ahUKewiyha20wqzLAhUhp3IKHf5aCzUQ6AEIRTAF#v=onepage&q=hutchins%201947%20ethics&f=false

differently from the principles of Miller's, formed from the readers' point of view and their right to be informed. Only two years after the Second World War, the Commission did not make any differences between nations and the requirements were addressed to all members of the society.

Later, a cultural approach towards media and ethics started to be applied.³⁸ During the 20th century, differences between countries grew and our society could not be thought about as a whole. Tiina Laitila made a study in 1995, in which she analysed the ethical codes of 29 European countries to define the contemporary standards. The study pointed out six basic principles that every journalist should follow – “truthfulness, protection of integrity and independence of journalists, responsibility of journalists for forming public opinion, fairness, protection of sources, and freedom of expression.”³⁹ The principles usually depend on the society, its rules and priorities. Due to the resemblance of the European countries and the American culture, we can anticipate these principles to be relevant overseas.

2.1 Ethical code of The New York Times⁴⁰

The New York Times' first ethical code, Guidelines on Our Integrity, was published in May 1999, declaring that: “Our greatest strength is the authority and reputation of The Times. We must do nothing that would undermine or dilute it and everything possible to enhance it.”⁴¹ This preamble introduces the current ethical code, Ethical Journalism – A Handbook of Values and Practices for the News and Editorial Department, introduced in September 2004. From the first lines of the code,

³⁸ MCQUAIL, Denis. *Úvod do teorie masové komunikace*. Praha: Portál, 2009, s. 186. ISBN 978-80-7367-574-5.

³⁹ GORDON, A. David a kol. *Controversies in Media Ethics*. [online]. Oxford: Routledge, 2012. [cit. 2016-02-28]. Available from: https://books.google.cz/books?id=wkqQw6hB9lkC&pg=PT383&lpg=PT383&dq=hutchins+1947+ethics&source=bl&ots=MqUbBpBkBh&sig=uCSvJe6pAVkgue8Bws7_qU9Ia2s&hl=cs&sa=X&ved=0ahUKEwiyha20wqzLAhUhp3IKHf5aCzUQ6AEIRTAF#v=onepage&q=hutchins%201947%20ethics&f=false

⁴⁰ The complete codes of The New York Times, The Los Angeles Times and Miler's Practice of the Kansas Code of Ethics for Newspapers are available in the appendix.

⁴¹ The New York Times: Guidelines on Our Integrity. *Asne.org* [online]. [cit. 2016-02-29]. Available from: <http://asne.org/content.asp?pl=236&sl=317&contentid=317>

we can learn how proud the authors of the guidelines were to the history of the newspapers and that they wanted the staff to maintain its high standards – “our first duty is to make sure the integrity of The Times is not blemished.”⁴²

The total number of 155 principles is divided into fourteen parts, with the first three of them – Introduction and Purpose; Our Duty to Our Readers and Pursuing the News – focusing on the journalistic production of the authors (these three parts are essential for the practical part of the thesis) and the others on political, economical and legal aspects of the profession. From the first two parts, three “core” principles were formed:

- *Fairness* with which the news is to be covered and with which readers, news sources and advertisers should be treated.
- *Integrity* of the newspapers for the readers’ faith and coincidence in the published articles.
- *Truth*, openness and correctness of all information is necessary.⁴³

It is readable from the title of the third part, Pursuing the News, that its main issue is dealing with sources of information. The journalists of The New York Times are told to “treat news sources as fairly and openly as they treat readers.”⁴⁴ To be fair, journalists must not pretend to be someone else, their identity can be changed only exceptionally, especially while working in places where journalists are not usually welcomed. The code does not ignore a potential occurrence of problems when living personalities are sources of information. The principle worded as “we preserve a professional detachment, free of any whiff or bias”⁴⁵ forbid journalists to spend more time with people who serve as sources than necessary.

⁴² The New York Times: Guidelines on Our Integrity. *Asne.org* [online]. [cit. 2016-02-29]. Available from: <http://asne.org/content.asp?pl=236&sl=317&contentid=317>

⁴³ Ethical Journalism: A Handbook of Values and Practices for the New and Editorial Departments. *Nytco.com* [online]. [cit. 2016-02-29]. Available from: http://www.nytco.com/wp-content/uploads/ NYT_Ethical_Journalism_0904-1.pdf

⁴⁴ The New York Times: Guidelines on Our Integrity. *Asne.org* [online]. [cit. 2016-02-29]. Available from: <http://asne.org/content.asp?pl=236&sl=317&contentid=317>

⁴⁵ The New York Times: Guidelines on Our Integrity. *Asne.org* [online]. [cit. 2016-02-29]. Available from: <http://asne.org/content.asp?pl=236&sl=317&contentid=317>

2.2 Ethical code of The Los Angeles Times

The Los Angeles Times Ethics Guidelines were issued in July 2005 and lastly updated in January 2011, being introduced with the determination of the main goal – to publish a newspaper of the highest quality.⁴⁶

The only part directly connected to the journalists' production is called Content and it is made up from nine principles. As the most important ones, we can consider:

- *fairness* – The Los Angeles Times do not support any ideology and try to look at each situation from different perspectives. Readers are not the only ones who deserve to be treated well, but also the people whose names appear in articles have the right to defend themselves.
- *sources* – This principle determines the way of treating with sources. The names of people who communicate with journalists of The Los Angeles Times are always mentioned in the articles and there is no right for anonymity in order to give the readers full information.
- *precision* – Every item of information that is published must be based on verified sources and journalists are not permitted to express their personal opinions in their articles.⁴⁷

In comparison with the code of The New York Times, the code of the latter analysed newspaper is briefer, divided only into seven parts – and does not think about various obstacles that can complicate a journalist's work.

⁴⁶ Los Angeles Times Ethics Guidelines. *Asne.com* [online]. [cit. 2016-02-29]. Available from: <http://asne.org/content.asp?pl=236&sl=19&contentid=356>

⁴⁷ Los Angeles Times Ethics Guidelines. *Asne.com* [online]. [cit. 2016-02-29]. Available from: <http://asne.org/content.asp?pl=236&sl=19&contentid=356>

3 Qualitative media analysis

The aim of media research is to collect, record and analyse information about a topic. There are two basic types of the analysis – qualitative and quantitative. For qualitative analysis, small sample is typical. The basic description by two sociologists Anselm Strauss and Juliet Corbin “any type of research that produces findings not arrived by statistical procedures or other means of quantification.”⁴⁸ Results of analysis can be influenced by a cultural or a historical context.⁴⁹ Questions in qualitative media analysis are chosen by the author himself. On the other side, the quantitative media analysis is more structured, and must follow given rules.⁵⁰ Before the qualitative analysis, authors set up hypotheses. Professional researches should contain information about funding, exact question wording, definition of the population, basic pattern and data collection method.

Small samples give opportunities for deeper study. Not being restricted by variables, authors of the analysis can influence the research by their own way of explanation. This can be seen as a disadvantage as the results are almost impossible to be verified by someone else.

Although qualitative analysis does not have such strict rules as quantitative analysis, there are still some rules that research must follow, especially when subjects are people.⁵¹ Clifford G. Christians defined four basic ethical guidelines for everyone who deals with the qualitative research – informed consent, deception, privacy and confidentiality and accuracy.⁵² When a sample is a person, he or she should know something about the nature and consequences of an experiment in

⁴⁸ STRAUSS, A.; CORBIN, J. *Basics of Qualitative Research*. New York: Sage Publications, 1998, s. 10. ISBN 0803959400.

⁴⁹ JIRÁK, J.; KÖPPLOVÁ, B. *Masová média*. Praha: Portál, 2009, s. 281. ISBN 978-80-7367-466-3.

⁵⁰ Five phases of the quantitative analysis are: research topic, operationalisation, planning and organization, verification phase, data collection and evaluation. (SCHERER, H. Úvod do metody obsahové analýzy. In: SCHULZ, W.; REIFOVÁ, I. *Analýza obsahu mediálních sdělení*. Praha: Karolinum, 2004. s. 31. ISBN 80-246-0827-8.)

⁵¹ qualitative analysis is a common method for example in psychology, ethnology or sociology

⁵² DENZIN, N., LINCOLN, D. *The SAGE Handbook of Qualitative Research*. [online]. New York: SAGE Publications, 2011. [cit. 2016-01-31]. Available from: https://books.google.cz/books?id=Z-5yAwAAQBAJ&printsec=frontcover&hl=cs&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false

which he or she takes part. Full and open information must be given to a subject of a research – this guideline is called informed consent. On the other hand, researchers must obey morally unacceptable deception. Subjects have their right to be anonymous if they want to which makes personal data to be secured. The fourth guideline, accuracy, means validity of data.

Those who deal with the media analysis work with newspapers and other types of media. Clearly, the media can not be informed about the consequences and as they were created for public they do not contain personal data. However, deception and privacy are necessary for qualitative media analysis. Strauss and Corbin present three components that are necessary for qualitative research analysis:⁵³

- data – This means articles about the sinking of Titanic, the Pearl Harbor attack and the 9/11 in The New York Times and in The Los Angeles Times for this bachelor's thesis.
- procedures that researcher can use to interpret and organize the data – As this study is comparative, the aim of each question is to find similarities or differences between The New York Times and The Los Angeles Times from the very first reading. The information in the articles and the style of the articles are essential for the interpretation.
- reports – The obtained data are presented in the last part of the thesis for each event separately. Statements are proved by the fragments from the articles.

⁵³ STRAUSS, A.; CORBIN, J. *Basics of Qualitative Research*. New York: Sage Publications, 1998, s. 11. ISBN 0803959400.

3.1 Sample

Since the news should be actual to attract the public and the sample should be small, articles that were published within the first month after an event been chosen. It is assumed that the number of articles decreased as the time passed by.

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- the sinking of the RMS Titanic (April 14, 1912): April 15 – May 15
- the attack on Pearl Harbor (December 7, 1941): December 8 – January 8
- the 9/11 attack (September 11, 2001): September 11 – January 11

3.2 Questions

The question of how the journalists dealt with ethical codes is the main one to be researched. For each of the three events there are then specific questions to give the complex media picture of the event. The answers should result into a new theory of presentation of the events in chosen media.

- the sinking of the RMS Titanic: How were the immediate attempts to help presented in the articles? How were the investigations presented? How were the victims of the sinking presented? Who was blamed for the sinking?
- the attack on Pearl Harbor: How was the declaration of the war and the first month of the period of the war presented in the articles? Did any doubts about the war appear in the article? How was the attitude towards Japan presented? Was the government, the Navy or the president of the U.S. blamed for the attack?
- the 9/11 attack: Was the fear of the situation more visible in articles in The New York Times as it had its seat in the centre of the attack? How was terrorism presented in the articles? Did any conspiracy theories appear in the articles? Was the government or the president of the U.S. blamed for the attack?

The comparison with the contemporary ethical guidelines will be presented in the conclusion of the thesis.

The three events happened in three different phases of how scientists looked at media effects. In 1912, media were believed to be *all-powerful*. Almost thirty years later, when Pearl Harbor was attacked, the second phase called *theory of powerful media put to the test* was valid. The public was not considered to be influenced by media easily. At the beginning of the new millennium, the research of media effects was in its fourth phase.⁵⁴ *Negotiated media influence* means that receivers are those who give news a meaning. The way they interpret news is influenced by the society they grow up in⁵⁵.

The first analysed newspaper is always The New York Times. The analysis of the second newspaper, The Los Angeles Times, will mainly highlight the ways of presentations different from those in The New York Times.

⁵⁴ the third phase was called *powerful media rediscovered*

⁵⁵ MCQUAIL, Denis. *Úvod do teorie masové komunikace*. Praha: Portál, 2009, s. 468 - 474. ISBN 978-80-7367-574-5.

4 Analysed Events

“Events don’t get into the news simply by happening, no matter how frantically.”⁵⁶ In 1965, two Norwegian sociologists Johann Galtung and Marie Ruge defined twelve values an event must have to be presented in media. They analysed news about crises in foreign countries (Congo, Cuba and Cyprus) in the first half of the 1960s that appeared in four Norwegian newspapers, when each of these newspapers represented a different part of the political spectre.

The values proposed by Galtung and Ruge are general and focused on international events more than on local events. As all the selected events presented in this thesis were important worldwide, we can anticipate that they have the twelve values, presented below.

- *frequency* – The time-span taken by an event.
- *threshold* – The size of an event. ... And once reported, there is a further threshold of drama: the bigger story, the more added drama is needed to keep it going.
- *unambiguity* – The clarity of an event. Events don’t have to be simple, necessarily, but the range of possible meanings must be limited.
- *meaningfulness* – Events that accord with the cultural background of the news-gatherers will be seen as more meaningful than others, and so more liable to be selected.
- *consonance* – The predictability of, or desire for, an event.
- *unexpectedness* – The unpredictability, or rarity, of an event.
- *continuity* – If an event is covered, it will continue to be covered for some time.
- *composition* – If a major story is running, other similar events may be selected for inclusion in a “round-up” of stories on that subject.

⁵⁶ HARTLEY, John. *Understanding news*. London: Routledge, 1990, s. 75. ISBN 0-415-03933-9.

- *reference to elite nations* – Stories about wars, elections and disasters. ... others go virtually unnoticed.
- *reference to elite persons* – They affect our lives.
- *personalization* – Events are seen as the actions of people as individuals.
- *negativity*⁵⁷ – Bad news is good news.⁵⁸

The two values that will be in the centre of interest the most are threshold and negativity. Looking at how the journalists of the newspapers dealt with the codes, we can assume that they wanted their articles to be read by as many readers as possible. Both the New York Times and the Los Angeles Time belong to serious newspapers, so they are supposed to present events true to the reality. In order to make readers more interested in their articles, journalists usually write their articles in a dramatic style. We anticipate that the events are not presented negatively than they actually happened in the analysed newspapers. Each of them was alarming and a dramatic presentation would have made people even more worried.

⁵⁷ According to Galtung and Rouge the last four values are important especially in western media. (HARTLEY, John. *Understanding news*. London: Routledge, 1990, s. 76 - 78. ISBN 0-415-03933-9.)

⁵⁸ HARTLEY, John. *Understanding news*. London: Routledge, 1990, s. 76 - 78. ISBN 0-415-03933-9.

5 Sinking of the Royal Mail Ship Titanic

Since the early 19th century, Europeans have seen America as a place where they could make their dreams come true. The only way to get to the second side of the Atlantic Ocean in the 19th century was by ships. Emigrants then became a great source of money for owners of shipping companies. An English businessman Thomas Henry Ismay knew that ships can earn him money. In 1869 he bought The White Star Line of British & Australian Ex Royal Mail Packets. With a financier Gustav Christian Schwabe they established a new shipping company. It was called The Ocean Steam Navigation Company and was also known as The White Star Line. Together with Harland & Wolff, a company specialized in shipbuilding, they started to build ships. Until Ismay's death in 1899 (after which his son Bruce became the second director of the company), famous ships the RMS Oceanic, the RMS Atlantic, the SS Baltic or the SS Republic were constructed.

The first negotiations about constructing the Titanic started in 1907. That time, the White Star Line was a part of the International Mercantile Marine Co. and Joseph Bruce Ismay was the president of this corporation. Together with the president of Harland & Wolff, Lord William Pirrie, they wanted to overcome its biggest British rival, a shipping company Cunard and its two prides – the RMS Lusitania and the RMS Mauretania. Their intention was not to cross the Atlantic Ocean in the shortest time possible and gain the Blue Riband⁵⁹ but to build broader ships that would be able to transport more passengers and offer them safety, comfort and elegance. Three ships were planned to be built: the Olympic, the Titanic and the Britannic.⁶⁰

The construction of the Titanic took more than two years – it started on March 31, 1909 in Belfast and the Titanic was launched for the first time on May 31, 1911. It was ready for its maiden voyage on April 10, 1912. The nine-deck ship with the length of 833 feet, the beam of 93 feet, the tonnage of 46,328 tons left the port of Southampton at 12:15 pm. Among 944 members of the crew were the Captain

⁵⁹ The Blue Ribbon is the award for crossing the Atlantic Ocean in the shortest time.

⁶⁰ HUBÁČEK, Miloš. *Titanic*. Praha: Paseka, 2002, s. 29. ISBN 8071854867.

Edward J. Smith, the Chief Officer Henry Tingle Wilde, William McMaster Murdoch, the First Officer, or Thomas Andrews, the head designer of the Titanic and the managing director of *Harland & Wolff*. All these men died the night of the sinking of the Titanic. Divided into three classes, 2,603 passenger boarded – the boarding places were Southampton and the French harbour of Cherbourg⁶¹ on April 10 and Queenstown in Ireland a day later.

The first problems appeared in Southampton when the Titanic and the streamer New York almost collided. The situation was described by Lawrence Beesley, one of the Titanic survivors: “to our amazement the New York crept towards up, slowly and stealthily, as if drawn by some invisible force which she was powerless by withstand.”⁶²

According to various sources, after the Titanic leaving Southampton and after boarding of the passengers in Cherbourg and Queenstown, the first days of the voyage were calm and full of joy. Captain Smith kept increasing the speed, and the great weather made the crew hope that the Titanic would be able to cross the Atlantic Ocean in a shorter time than it had been expected before. Everything changed at night from April 13 to April 14.⁶³

That night, the Titanic was crossing the North Atlantic Ocean, where there was a danger of a collision with an iceberg, at the speed of 21 knots. The SS Californian sent a message that iceberg had forced the ship to stop, but the telegraphist of the Titanic, John George Phillips, did not pay any attention to this warning.

The iceberg was noticed at 11:39 p.m. The message from the crow’s nest (the lookout point of the ship) was sent immediately to the First Officer Murdoch. He ran

⁶¹ Titanic Info. *Titanicstory.com* [online]. [cit. 2016-01-27]. Available from: <http://www.titanicstory.com/shipspec.htm>

⁶² WINOCOUR, J. *The Story of the Titanic As Told by Its Survivors*. North Chelmsford: Courier Corporation, 2012, s. 15. ISBN 0486131246.

⁶³ DAVID, P.; KINKOROVÁ, Z.; KUBINA, Z. *Titanic: fakta, fikce, film*. Praha: Cinemax, 1998, s. 22. ISBN 80-85933-19-5.

to the crow's nest and he did his best to save the ship. Unfortunately, he could not manage to. Thomas Andrews knew the ship better than anyone else. He knew that the ship's compartments would be flooded one by one and then the fore would sink into the ocean. Being aware of this, he ordered the captain to lower lifeboats.⁶⁴

The crew's task was to keep the passengers calm and not to let them know that there was no chance to save the ship and to succeed in getting them into the lifeboats. The number of the lifeboats was insufficient – there were 20 lifeboats, each for 65 people in average, providing place for only 1,178 people. The first lifeboat was launched at 00:45 a.m., twenty minutes after the first order – *women and children first*. Since it was difficult for married couples to separate, since some people still believed, despite what was happening around them, the Titanic to be unsinkable and since the crew were not sure about the quality of the lifeboats, some of the lifeboats were launched half-empty. The second officer Charles Lightoller was one of the people responsible for wasting of the places as he refused to let the men who wanted to get into the lifeboats with their wives and children board the lifeboats.⁶⁵

While hundreds of people were fighting for their lives, the Titanic sent messages for help. The first ships that caught messages, called *CQD – Come Quick, Danger*, sent by Jack Phillips, the wireless officer of Titanic, were the German ship Frankfurt and La Provence owned by a French shipbuilding company. At the same time, the Titanic sent light signals in order to attract attention of other ships that were passing by.⁶⁶

The unrivalled Titanic sank at 2:20 a.m. with only 711 survivors.⁶⁷ People waiting in their lifeboats were saved by the RMS Carpathia which arrived two hours

⁶⁴ DAVID, P.; KINKOROVÁ, Z.; KUBINA, Z. *Titanic: fakta, fikce, film*. Praha: Cinemax, 1998, s. 22. ISBN 80-85933-19-5.

⁶⁵ HUBÁČEK, Miloš. *Titanic*. Praha: Paseka, 2002, s. 152 - 160. ISBN 8071854867.

⁶⁶ Ibid. s. 152 - 160

⁶⁷ Ibid. s. 272

later after the lights of the Titanic turned down. The Carpathia took the surviving passengers to their final destination, to New York.⁶⁸

5.1 Media Analysis

5.1.1 The New York Times

The first article about the catastrophe of the “unsinkable” ship was published on April 15. An insufficient amount of information resulted in only a small picture on the front page and very fragmentary facts. The article gave the information about the losses of life and the readers could learn that the last wireless signals were transmitted by the Titanic at 12:27 a.m. The newspaper also informed about other ships that caught the Titanic’s signals, however, the Virginia and the Baltic were the only mentioned ones, no information about the Carpathia appeared.⁶⁹

The situation changed a day later when the whole front page of the newspaper was devoted to the sinking of the Titanic. The title *Titanic Sinks Four Hours After Hitting Iceberg; 866 rescued by Carpathia, Probably 1250 Perish; Ismay Safe; Mrs. Astor maybe* represents the balance between good and bad news informing about those who were saved and about those who died. For the first time rich people who had been on the board were mentioned here (and as it was stated earlier, informing about rich people is, according to Galtung and Ruge, one of the required values) - in the article it was said that *Mrs. Astor*, the wife of the businessman John Jacob Astor, *was maybe saved*. More detailed information is given in the article *Biggest Liner Plunges to the Bottom at 2:20 a.m.* The article gave a detailed description of how the ships who heard the Titanic’s distress signal C. Q. D. tried to reach the place where the liner sank and tried to save as many passengers as it was possible. The text consists only of objective information, contrasting to the title of the article *Rescuers there too late*. With the intention to inform the readers about the events on the sea authentically, the message from the captain of the Olympic was published with the

⁶⁸ HUBÁČEK, Miloš. *Titanic*. Praha: Paseka, 2002, s. 363. ISBN 8071854867.

⁶⁹ New Liner Titanic Hits an Iceberg. *The New York Times*. 15. 4. 1912, s. 1

conclusion “Grave fears are felt for the safety of the balance of passengers and crew.”⁷⁰

The issue from April 17 was devoted to the Titanic’s passengers, both survivors and those who had died. The biggest attention was paid to the stories of rich and respectable people and to the stories which were likely to affect the readers. *Vincent Astor’s Grief Pitiabile* describes emotionally the businessman’s son’s calls for help while finding out what had happened – “he cried out that he would give all the money that could be asked for if the operator would only tell him that he had news of his father’s safety.”⁷¹ The passengers like Isidor Strauss, a businessman, and his wife or Major Archibald Butt, the President’s aid, were presented as probable victims. The first critical comments on the White Star Line appeared as one bereaved woman accused the company of “not having enough boats.”⁷² Reading the vivid descriptions of people’s reactions after them having realized the destinies of their friends is nearly equivalent to reading a novel. The *Carpathia*, who was getting closer to the American coastline, met with the words of praise when it was stated that: “the Cunard liner *Carpathia* is speeding along as fast as her engines will drive her.”

The storytelling continued a day later, when the public was informed that the survivors had been sending messages to those who were waiting for them. The eminent passengers were mentioned once again in the message from the president of the United States who was looking for any news about the officer of the US Army Archibald Butt or about an American painter Francis Miller, who was probably Butt’s life-long partner. The issue then informs about the start of the investigations. An article written from London blames “amateur wireless telegraphists” for sending unverified messages.⁷³

The *Carpathia* reached the harbour of New York in the evening on April 18, which was described in the newspaper. She was referred to as not only a rescue ship,

⁷⁰ Titanic Sinks Four Hours After Hitting Iceberg. *The New York Times*. 16. 4. 1912, s. 1

⁷¹ Vincent Astor’s Grief Pitiabile. *The New York Times*. 17. 4. 1912, s. 1

⁷² *Carpathia* Not Expected Until Thursday Night with Survivors. *The New York Times*. 17. 4. 1912, s. 2

⁷³ False Titanic News To Be Investigated. *The New York Times* 18. 4. 1912, s. 1

but also as a hospital ship. The number of victims of the catastrophe was 1,595. By publishing the story of one of the Titanic's survivors, Harold Bride, The New York Times offered a closer look into the process of saving the passengers. Bride expressed his wish addressed to the public that no one should be blamed for the fact that the help arrived too late. When describing the calm atmosphere that was on the ship immediately after the crash into the iceberg, he admitted that the tragedy had not been taken seriously by the crew, and he expressed an enormous admiration of the bravery of Captain Smith who refused to be rescued and waited in his cabin for the death.⁷⁴ The first speculation about the rescue of Bruce Ismay, the Managing Director of the White Star Line and the person who became the most blamed for tragedy, appeared. Two different versions of his way to safety were described – one presented him as a coward who entered the first lifeboat, on the other hand, the second presents that he was almost forced to enter the boat.⁷⁵

The accusations addressed mainly to Bruce Ismay appeared the following day. These accusations were not proposed by the newspapers, their authors were the lawyers who were investigating the catastrophe and Isidor Rayner, the senator of Maryland, who said “the sinking of Titanic was a crime”.⁷⁶ To present Ismay's point of view, his speech in front of the Senate Investigating Committee was published. In the articles, the newspaper clearly tried to be unbiased, however, the titles of the articles seem to criticize the course of the ship (*Many Needlessly Died on Titanic*), the First Officer Murdoch was criticized for letting only a small number of passengers to get on the board (*Lifeboats Launched only Half-filled*). Ismay was criticized in more titles – *Ismay Smilingly Takes His Place* or *The White Star Line Must Pay in Full*. The investigations were going ahead and the newspapers continued in offering detailed information about them. To support the investigators from the United States, The New York Times published their intention to finish the process with the Titanic on their own rather than passing it to Britain.⁷⁷ The New York Times also continued in giving a negative picture of Bruce Ismay, using too many negative verb forms in

⁷⁴ (Bride) Thrilling Story by Titanic's Surviving Wireless Man. *The New York Times*. 19. 4. 1912, s. 1

⁷⁵ How Bruce Ismay Escaped. *The New York Times*. 19. 4. 1912, s. 5

⁷⁶ Many Needlessly Died on Titanic. *The New York Times*. 20. 4. 1912, s. 2

⁷⁷ Ibid.

the description of how Ismay chose to defend himself (“he did not consult with her Captain regarding her conduct as sea; he did not eat at the Captain’s table; he made no suggestion as to the course; he exercised no privileges”).⁷⁸ The title *Didn’t Expect to be Investigated* seems contrastive to his clearly prepared answer for the investigators. The presentation of Ismay’s story on pages of the newspaper ended on May 12, when the public was informed about Ismay’s arrival back in England, in Liverpool, where he refused to say anything to press.⁷⁹

The process of the rescuing received its place on the pages of the newspaper as well. A quite discussed topic was the one about a wrong statement about the Titanic for which Captain Haddock and the Olympic were blamed. The newspaper helped to clear the Captain’s and the ship’s names by publishing two articles on this topic. These articles explained that two different messages from two different transmitters (a question *Are All Titanic Passengers Safe?* and a radiogram from the steamship *Asian Towing Oil Tank to Halifax*) had merged, which resulted in one new and wrong message *All Titanic Passenger Safe; Towing to Halifax*. This message was received on the coastline and it was thought that the Olympic had sent the message. Captain Haddock defended himself and the Olympic in the *The New York Times*. The feelings caused by the false message were commented by the title *After Joy the Sorrow*.⁸⁰

The newspaper presented the opinions of the Titanic’s crew that played a significant part in the process of investigations. Some the members of the crew spoke about a ship that was visible from the place where the Titanic was sinking, but did not come to help the liner, other members expressed their opinions about the lack of lifeboats.

The focus on the victims of the tragedy increased when the Mackey-Bennett, the ship nicknamed “a funeral ship”, sailed from New York to the place of the

⁷⁸ Ismay Tells His Story. *The New York Times*. 20. 4. 1912, s. 2

⁷⁹ Cheer Ismay as He Lands. *The New York Times*. 12. 5. 1912, s. 1

⁸⁰ After Joy the Sorrow. *The New York Times*. 22. 5. 1912, s. 2

tragedy to find bodies and bring them to New York. The lists with the names of those who had already been identified was updated. The bodies of the richest and the most respectful people were the first to be searched for. After the identification of the bodies of Mr. and Mrs. Strauss and Mr. Astor, articles describing the mourning of their relatives were published. Surprisingly, not a single reaction of the widow of Mr. Astor was published.⁸¹ To depict the atmosphere of the arrival of the funeral ship, the titles of the articles were *Waiting Relatives Stunned by News That 116 Titanic Victims Were Buried at Sea* or, perhaps to highlight the hopelessness, *Many Seek Friends in Vain*.

5.1.2 The Los Angeles Times

On April 15, The Los Angeles Times informed about what had happened in the Atlantic Ocean, using the messages from a direct wire from New York as the source. The basic information about the sinking was presented only briefly, the centre of the interest of this newspaper was, differently from The New York Times, the passengers, as more names of the survivors and the missing ones were mentioned. The newspaper gave to the Titanic a new name – “the ill-fated ship.”⁸² In the following days, more nicknames were given to the Titanic like “sea monster” or “wonder ship.”⁸³ The interest in the wealthy passengers continued also on April 16 with publishing an article focusing on the amount and structure of their property.⁸⁴ The reaction of the wealthiest passenger’s son, Vincent Astor, wondering about his father’s situation, was taken from the New York Times, and it was accompanied with an additional piece of information about Vincent’s lack of interest in his young stepmother.⁸⁵

The speculations about the rescue of the passengers by the ship Virginia were disproved, and afterwards the concentration moved to the Carpathia, which was

⁸¹ Bodies of Astor and Strauss Found. *The New York Times*. 27. 4. 1912, s. 1

⁸² The Ill-Fated Ship. *The Los Angeles Times*. 15. 4. 1912, s. 2

⁸³ Wonder Ship of Brief Career in the Graveyard of the Sea. *The Los Angeles Times*. 16. 4. 1912, s. 6

⁸⁴ Wonder Ship of Brief Career in the Graveyard of the Sea. *The Los Angeles Times*. 16. 4. 1912, s. 6

⁸⁵ Tears upon his Cheeks. *The Los Angeles Times*. 17. 4. 1912, s. 3

sailing towards New York. On April 17, those who were waiting for the arrival of the ship got to the centre of attention. Their situation was described in a little more emotive way than in The New York Times: “Multitudes of pallid men and women with swollen eyes [...] with hearts that now beat high with hope and then ceased and barely fluttered as fear gripped them.”⁸⁶

The Carpathia was celebrated by this newspaper as the only ship who helped and boarded the passengers who managed to survive. However, her arrival in New York was presented without any words of appreciation.⁸⁷

The information about the rescue process and about the likely development of the entire situation before the Carpathia arrived was presented in the article *Horror of Titanic Tragedy* on April 17. This information was, quite surprisingly, received from the crew of the steamship Bruce, who were close to the banks of Australia at the moment when the Titanic sank. The Carpathia’s credits linked with the rescue of the passengers were emphasized more by pointing out that the passengers were rescued only by this ship herself.⁸⁸ In other articles, the Captain and his bravery were not forgotten; the readers were made familiar with the fact that he saved the life of a little baby who was drowning.

The first report about the guilty party of the tragedy was published in April 16, quoting German press, who blamed the White Star Company for the tragedy and stated that the tragedy was bringing the Americans, the English and the Germans, who are all Anglo-Saxon people, even closer to each other.⁸⁹ Generally, The Los Angeles Times published different opinions of different people, this newspaper did not inform about the process of investigating Bruce Ismay so much as The New York Times did. Within the first month after the tragedy, various names including Captain Smith’s appeared in the articles’ titles.

⁸⁶ Pallid men and women. *The Los Angeles Times*. 17. 4. 1912, s. 2

⁸⁷ The Carpathia’s Arrival. *The Los Angeles Times*. 19. 4. 1912, s. 8

⁸⁸ Reported Ship Refused to Rescue Titanic Victims. *The Los Angeles Times*. 23. 4. 1912, s. 6

⁸⁹ White Star Company is Blamed by German papers. *The Los Angeles Times*. 16. 4. 2016, s. 6

5.1.3 The conclusions resulted from the analysis

Journalists of both newspapers presented the articles in the way they, according to the Kansas Code of Ethics for Newspapers, were supposed to. Adding only a minimum number of their opinions, they gave the readers a complete picture of the affairs that took place after the sinking of the ship. The following differences between the presentation of the sinking given in The New York Times and the one given in The Los Angeles Times were found:

- The Los Angeles Times was more focused on the passengers and their lives before the voyage.
- While trying to find out who was guilty of the tragedy, The Los Angeles Times published statements in which different names appeared and were discussed. The New York Times was focusing on Bruce Ismay and his case so much that it led to the idea that the newspaper wanted to persuade its readers about Ismay's guilt.
- After it became known that the Carpathia was the only ship who saved the passengers, other ships were almost never mentioned again in both newspapers.
- The Los Angeles Times offered more colourful descriptions of the tragedy, however, the arrival of the Carpathia to the harbour was, for obvious geographical reasons, described more in the New York Times.
- Both newspapers gave place to the surviving passengers to describe their experience from the voyage.

6 Attack on Pearl Harbor

After the First World War, Japan belonged to victorious countries and it was one of the founding members of the League of Nations. The Japanese nation was, like other Allies, against militarism. However, a new democratic regime brought some changes and these changes resulted in disappointment. Being scared of lessening the country's involvement in international affairs, Japan soon started a military expansion in order to get new sources to deal with its weakening economic situation after the Great Depression. The growing power and aggression of Japan gave rise to the economic blockade by the United States of America – crude oil deliveries and steel exports were stopped, Japan's accounts in banks were made frozen.

On August 20, 1941, the Japanese Prime Minister Fumimaro Konoe asked Franklin Delano Roosevelt, the 32nd president of the United States, to meet him. Roosevelt stated that Japan should start to present its intentions clearly and only then they can meet.⁹⁰ The hesitating attitude towards the United States changed on October 7, 1941. Hideki Tojo was elected Prime Minister and his vision was clear – Japan would continue with the conflict against the United States. The first step taken was the elimination of the element of the American culture from Japan.

The first mentions about Pearl Harbor had appeared months before the attack. Joseph Grew, the U.S. ambassador in Tokyo, warned the U.S. government on January 27, 1941.⁹¹ Messages between Japan and Japanese people in the United States were encrypted. The encryption *East Wind Rain* was a kind of warning linked with the existing dangerous situation in the relationships between these two countries.⁹² If cryptographers had paid more attention to these messages, the attack might not have happened. A message sent on November 15, 1941 from Japan to Hawaii to the

⁹⁰ PAŠEK, Petr. *Tokio volá Honolulu: literatura faktu*. Zürich: Konfrontation, 1975, s. 76. ISBN 3-85770-017-3.

⁹¹ TONGE, Neil. *Battles of World War II*. New York City: The Rosen Publishing Group, 2008, s. 23. ISBN 1404218610.

⁹² beside this code, there were two more codes, they were together known as Winds Codes: *West wind clear – Japan-British relations in danger*, *North wind cloudy – Japan-USSR relations in danger*

general consul Nagao Kito had been encrypted only three days before Pearl Harbor was attacked. The fact that the general consul wanted to receive news about the situation in Honolulu left everyone calm.

The fact that the bay of Pearl Harbor was not only a military base but also a tourist centre made this place enjoyable for the soldiers who served there. Among inhabitants there were some spies who informed the Japanese government about the latest development and happenings. The Kuhns family was one of them. Doctor Bernard Kuhn was sent from Germany to Honolulu as an Occidental spy. An influential Nazi, whose daughter was a lover of Joseph Goebbels, hid his true identity. A beauty salon opened by Bernard's wife Friedel was a great source of information.⁹³

The task of planning the attack was given to admiral Isoroku Yamamoto. According to Mark Stille, Yamamoto was a man who took this task seriously but he did not hesitate to express his doubts about the consequences of the attack, knowing that Japan could never win the war.⁹⁴

On December 7, 1941, the first suspicious object was spotted early in the morning. A midget submarine was noticed and followingly sunk by a Wickess-class destroyer USS Ward. William Woodward Outerbridge, the commander of USS Ward, informed immediately Husband Edward Kimmel,⁹⁵ the Commander-in-chief of the U.S. Pacific Fleet. The USS Ward then destroyed five more midget submarines.

183 aircraft were noticed at 7:00 in the morning. Thinking that the aircraft is American,⁹⁶ the soldiers started their defensive action at 7:58. At that time, the first torpedo bombers called Kates, reached the empty sky above Pearl Harbor. The soldiers were completely unprepared and the Japanese aircraft could drop bombs on

⁹³ HOLT, Patricia Lee. A Family Affair. In: MERRIAM, Ray. *Pearl Harbor*. Bennington: Merriam Press, 1999, s. 42 - 43. ISBN 1576381544.

⁹⁴ STILLE, Mark. *Yamamoto Isoroku*. Oxford: Osprey Publishing, 2012, s. 12. ISBN 1780964463.

⁹⁵ Kimmel was retired in 1942.

⁹⁶ Although planes had rising sun flags on them.

Pearl Harbor easily. In the meantime, the Japanese aircraft carriers whose operator was the Imperial Japanese Navy reached the U.S. base. The Americans tried to fight back. Whereas they fought only from the ground during the first Japanese assault wave (using anti-aircraft guns), a dogfight took place in the second assault wave.⁹⁷ A state of emergency was declared at 11:15.

The bombed attacks on and sinking of the battleship Arizona, the damage of the torpedo boat destroyer Shaw, the damage of Bellows Air Force Station and the capsizing of the Oklahoma battleship can be listed as the worst consequences of the Pearl Harbor attack. 64 victims on the Japanese side were only a fraction in comparison with 2,403 victims and 1,178 injured persons on the American side.

The nation of the United States was informed about the attack the same day. The message was broadcasted from the station Kota Airport in Honolulu. Not only informed a reporter about the situation, he also used the word “war” to emphasize the seriousness of the situation: “It is no joke. It is a real war. The public of Honolulu has been advised to keep in their homes and away from the Army and Navy. ... The Navy and Army appear now to have the air and the sea under control.”⁹⁸

Until 1941, the United States of America were far away from the Second World War which had been destroying Europe since 1941. However, after the Pearl Harbor attack, even the common Americans wanted their country to enter the war. The Congress met on December 8, 1941. The President Franklin Delano Roosevelt delivered his famous which is now known as the Infamy speech. Only three days after the speech, Germany and Italy⁹⁹ declared the war on the USA.

⁹⁷ The first assault wave lasted from 7:50 to 8:20, the second one from 9:05 to 9:45.

⁹⁸ “This Is No Joke: This is War”: A Live Radio Broadcast of the Attack on Pearl Harbor. *Historymasters.gmu.edu* [online]. [cit. 2016-01-03]. Available from: <http://historymatters.gmu.edu/d/5167/>

⁹⁹ Nazi Germany, Italy and Japan were members of the Axis powers.

6.1 Media analysis

6.2.1 The New York Times

From texts presented in the issues of The New York Times which had been published before the attack on Pearl Harbor it was clear that the United States were on the brink of war. The US president and the US government were reported to be trying to weaken the tension in diplomatic relations between their country and Japan. The war was, unfortunately, impossible to be averted.

December 8 was the first day when the newspaper informed about the attack. Surprisingly, the name of the destroyed harbour was not used in the main article on the front page – *Japan Wars on U.S. and Britain*.¹⁰⁰ The first article that informed about the situation in Hawaii appeared on page 4, criticising the Japanese for “sudden and unexpected attacks.”¹⁰¹ The declaration of war by Japan was presented in the article *Tokyo Acts First* with the note that Japanese bombers started the attack only one hour and half after the Japanese government announced that the state of war existed among Japan and the United States and Britain in the Western Pacific. On that day, a map showing the battle places and the hot spots in the Pacific Ocean appeared for the first time, and then such maps appeared regularly on the front page of the newspaper. On December 8, the map was named *Theatre of War Involving United States and Its Allies*.¹⁰² The word *theatre* was possibly used as a metaphor to express the opinion about the war.

The information about the war affairs in the Western Pacific was given to the readers continuously every day. The column called The International Situation had been appearing on the front pages since the hostilities had broken out in Europe. This daily section informed about sour relations between the United States and Japan first, war affairs covering different parts of world were described afterwards.

¹⁰⁰ Japan Wars on U.S. and Britain. *The New York Times*. 8. 12. 1941, s. 1

¹⁰¹ 104 Soldiers Killed at Field in Hawaii. *The New York Times*. 8. 12. 1941, s. 1

¹⁰² Theatre of War Involving United States and Its Allies. *The New York Times*. 8. 12. 1941, s. 1

In the month analysed, the centre of the conflict was the Philippines. Quite surprisingly, the newspaper returned to the attack only rarely. Within the two days after the attack, various articles describing the attack and the situation in Hawaii appeared, but then, the centre of interest moved to the war itself. The articles that were published were primarily about the opinion of politicians about the attack or about the help provided to victims of the attack. The criticism of Japan's attitude and its unfair behaviour was included in the article *Talked Peace after War Started*, where the President's statement for The New York Times was published. He informed the newspaper about his request sent to Japan in which he had asked that country not to start any war with the USA. Japan's positive reply to his request was delivered shortly after Pearl Harbor had been attacked.¹⁰³ On December 26, the article *Hawaii Wounded Home* made the readers of the newspaper familiar with the process of the evacuation from the Hawaiian Islands, comparing it to a kind of a Christmas present that was given to the people who were rescued. The process was said to be "filled with cold anger at the Japanese."¹⁰⁴

The New York Times also informed about what was going on in New York and other cities on the East Coast. *Entire City Put on War Footing* was the first article that presented the behaviour of the New Yorkers and especially the aggressive action of the Japanese nationalists who were sent to Ellis Island.¹⁰⁵ A significant event which gave rise to contradictory opinions was the shift of 10,000 employees out of Washington, DC. This was ordered by the President, being explained by the statement that "the space was necessary to be associated with the war effort."¹⁰⁶

These people were not the only ones who had to leave the capital city. The aim of the process was to remove enemies from Washington, DC, and it resulted in expulsion of the German politicians living in Washington to West Virginia, where they waited for their departure back to Germany. In general, The New York Times presented the Germans as the biggest enemy (*foe* was the term which was used

¹⁰³ Talked Peace after War Started. *The New York Times*. 16. 12. 1941, s. 6

¹⁰⁴ Hawaii Wounded Home. *The New York Times*. 26. 12. 1941, s. 6

¹⁰⁵ Entire City Put On War Footing. *The New York Times*. 8. 12. 1941, s. 3

¹⁰⁶ President Shifts 10,000 Employees Out of Washington. *The New York Times*. 20. 12. 1941, s. 3

frequently) of the United States. German raiders were accused of their participation in the attack on Pearl Harbor¹⁰⁷ or of “having done everything in their power to push Japan into the war.”¹⁰⁸ The article about the expulsion, presented them as enemies of the United States and German politicians were referred to as Nazi Diplomats.¹⁰⁹

On the most important day of Christmas period, December 25, Christmas was covered in the issue. A rather sad article, *War Casts Shadow Over Christmas Joy Throughout Land*, was introduced by the following statement: “America prepared last night to observe its first Christmas at war since 1917.”¹¹⁰ The article showed that only two weeks after the declaration of the war Christmas was not the same any more, a lack of Christmas lights caused by frequent blackouts was given as an example. The Christmas wishes sent to the nation contained “war spirit.”¹¹¹ Contrastingly, the celebrations of the New Year’s Day were described as slightly happier than they had been during the First World War.¹¹²

The role of the President and the government in the first month after the United States entered the war was not underestimated. The first disagreement between Republicans and Democrats appeared on December 8 before the Congress met to make a decision about the future of the United States. President Franklin Delano Roosevelt had defined the aim of the meeting as “to find the membership in a mood to vote”.¹¹³ However, representatives of the Republicans told the newspaper that they could only listen to what they were told and did not have any opportunity to demonstrate what they really wanted.¹¹⁴ On December 9, The New York Times printed a picture of Roosevelt signing the Declaration of War, and a day later, Roosevelt expressed for The New York Times his vision of the war as long and

¹⁰⁷ (Kluckhorn) 104 Soldiers Killed at Filled in Hawaii. *The New York Times*. 8. 12. 1941, s. 4

¹⁰⁸ U.S. to Continue Aid to Britain. *The New York Times*. 8. 12. 1941, s. 17

¹⁰⁹ Nazi Diplomats Are Sent To West Virginia. *The New York Times*. 20. 12. 1941, s. 20

¹¹⁰ America Prepared Last Night to Observe Its First Christmas At War Since 1917. *The New York Times*. 25. 12. 1941, s. 29

¹¹¹ Ibid.

¹¹² Din Greater than in Peace Years. *The Los Angeles Times*. 1. 1. 1942, s. 1

¹¹³ Congress Will Address It Today and Find It Ready to Vote War, Conference is held. *The New York Times*. 8. 12. 1941, s. 1

¹¹⁴ Politics Declared Drapped. *The New York Times*. 8. 12. 1941, s. 6

world-wide. To support the hope of Americans, Roosevelt did not have any doubts about the winner of the Second World War. Appealing to the whole nation, the president emphasized: “We are all in it. Every single man, woman and child is a partner in the most tremendous undertaking of our American history.”¹¹⁵ Besides Roosevelt, Winston Churchill was considered to be a supporter of the USA – the newspaper informed about his visit to Washington, and published his honest and inspirational speeches.

6.2.2 The Los Angeles Times

The first day after the attack, it was clear from the articles that appeared in the newspaper that Los Angeles, especially the politicians there, were feeling more endangered than New York. The public was addressed in a more dramatic style. The article that really “touched” the atmosphere of the city, *City to Attention*, informed about a high risk of attack on Los Angeles, anticipating that the Japanese will continue from the east to the west. This article stated that people had got confused and surprised, which had an impact on the atmosphere of the city: “Traffic lanes jammed, telephones clattered incessantly and the downtown area swarmed with curious citizens.”¹¹⁶ The American spirit was obvious from the second part of this article, which described how everyone started to behave – the soldiers immediately left what they had been doing to help their country, being supported by their families. The newspaper appealed to the readers – they were asked to keep in mind that there was a possibility of future attacks on the city, and they were asked to guard themselves.

The word “declaration” referring to the declaration of war was used on December 8 for the first time – it was considered to be something that was necessary to be done as a revenge for the unfair behaviour of the Japanese.¹¹⁷ The second information about the Declaration of War had a bit confusing character. The title

¹¹⁵ Roosevelt sees a long, world-wide war. *The New York Times*. 10. 12. 1941, s. 4

¹¹⁶ City Springs to Attention. *The Los Angeles Times*. 8. 12. 1941, s. 1

¹¹⁷ Attacks Precede War Declaration. *The Los Angeles Times*. 8. 12. 1941, s. 1

British Declare War On Japan Without Waiting for America and the first part of this article addressed words of criticism to Britain for acting without any permission given by the USA. But then it was explained that Churchill “had consulted President Roosevelt in a trans-Atlantic telephone call.”¹¹⁸

The Los Angeles Times were generally known as an anti-Roosevelt newspaper. However, in the month analysed, The Los Angeles Times seemed to support Roosevelt’s decision. On December 9, the article called *Fair Enough* forcing people to stop criticizing the President was published. Roosevelt had his faults and he definitely deserved words of complaint for his false promises that the Americans would never be forced to enter the war (thanks to those he was elected President for the second time in 1936). On the other hand, Westbrook Pegler, the author of the article considered him to be the best fighter, to be the best person who could lead the country in the period of the war. He also appreciated Roosevelt for the fact that he did not underestimate Adolf Hitler’s power. He called the re-election of Roosevelt “a gift from fortune.”¹¹⁹

The Japanese and their attack was a discussed topic. On one side, The Los Angeles Times did not hesitate to use words of accusation while referring to Japanese. On the other side, it stated self-critically that, not like the Americans, they had started to prepare for this war a long time ago. This was what the United States should have done as well.¹²⁰ The attitude towards the Japanese living in Los Angeles (who were anticipated not to have anything in common with the attack) was more indulgent than the attitude of The New York Times towards the Japanese living in New York. The newspaper quoted a statement of the Anti-Axis Committee of the Japanese American Citizens League about their plea “to be permitted to support the nation’s policies shoulder to shoulder with other Americans.”¹²¹

¹¹⁸ British Declare War on Japan Without Waiting for America. *The Los Angeles Times*. 8. 12. 1941, s. 2

¹¹⁹ (Pegler) Fair Enough. *The Los Angeles Times*. 9. 12. 1941, s. 3

¹²⁰ (Henry) Japan’s Daring Attack on Hawaii Designed to Cripple U.S. Fleet. *The Los Angeles Times*. 5. 1. 1942, s. 2

¹²¹ Citizens Gird for Defense. *The Los Angeles Times*. 9. 12. 1941, s. 1

The information about the war appeared continuously but not as organized as it did in regular sections of *The New York Times*. The journalists of the newspaper had a tendency to present their advice and opinions about what the country should do in their articles. This personal intervention was something that never appeared in *The New York Times*. As a great example of this attitude can serve the article of January 5, *America Must Prepare Before Attacking Japan*. The author of this article, Admiral Stirling, who worked for press after having retired from United States Army, put a stress on local resistance and air force that were in his opinion two important factors in America's journey to victory.¹²²

6.2.3 The conclusions resulted from the analysis

It can be stated that the attack on Pearl Harbor was presented without breaking the rule of media ethics. There were two aspects in which the analysed newspapers differed – the description of the atmosphere in the cities and the presentation of the politicians. The *Los Angeles Times* warned the inhabitants of the city about the risk of future attacks and they appealed to both the rich and the poor. The *New York Times* described the atmosphere of the city in connection with the Declaration of War and not in connection with the attack. Consequently, this newspaper focused on people who worked with President Roosevelt or had political power in their hands.

While going through the articles, another interesting topic, the presentation of Christmas and New Year's Day celebrations, was decided to be analysed. The *New York Times* compared the atmosphere of the year 1941 to pre-war years and World War I. No personal wishes were pronounced by the newspaper. The *Los Angeles Times* ignored Christmas or New Year's Day celebrations completely.

The answers found to the question proposed in the chapter *Qualitative media analysis* are the following ones:

¹²² (Stirling) *America Must Prepare Before Attacking Japan*. *The Los Angeles Times*. 5. 1. 1942, s. 4

- The newspapers were giving complete information about the Second World War. The New York Times paid attention to the fights around the whole world, while The Los Angeles Times focused on the battles in which the United States was involved in.
- In the newspapers, not a single doubt about the war appeared. On the contrary, the newspapers supported the entrance of the United States of America to the war. The entrance, according to the newspapers, should have been done long before.
- The article criticized the Japanese for their unfairness and the way they forced the United States to enter the war, but not as much as it had been anticipated. There were no words of hatred.
- The newspapers and the authors of the articles did not label anyone as the guilty party. They only wished the Naval Station Pearl Harbor had been better prepared for a possible attack, as a risk of it had been clearly evident for a long time.

7 The 9/11 attacks

September 11, 2001 will be always remembered as the day when four planes were hijacked by the Islamic terrorist group Al-Qaeda. Three of them succeeded in crashing into the targets they had planned to destroy while one did not reach, after the intervention of the passengers, its final destination.

The American Airlines Flight 11 left the airport in Boston at 7:59 a.m. Fourteen minutes afterwards the pilot communicated with the Boston Air Route Traffic Control Center for the last time.¹²³ When the transmission was renewed, the voice of a terrorist was heard, calming the passengers down.¹²⁴ The original destination, the Los Angeles Airport, was never reached. Five hijackers turned the plane down to the New York City and the Flight 22 crashed into the North Tower of the World Trade Center¹²⁵ at 8:46 a.m.¹²⁶ The plane (the Flight 175) that destroyed the South Tower of the WTO had the same original route as the Flight 11 – from Boston to Los Angeles – departed from Boston at 8:14 a.m. and the hijackers followed those from the Flight 11 in changing the plane's original direction to New York. At the time of the crash into the South Tower, the eyes of the whole world were watching the situation in New York. The target of the American Airlines Flight 77 was the headquarters of the Department of Defense of the USA, The Pentagon, with the collision time 9:37 a.m.¹²⁷ None of the passengers of these three flights survived.

The story of the United Airlines Flight 93 has showed the world how a man can be courageous and fight for his honour until the very end. The plane with thirty-seven passengers who chose the flight from the Newark International Airport to San

¹²³ JONES, Priscilla D. *First 109 Minutes. 9/11 And The U.S. Air Force*. USA: Pickle Partners Publishing, 2014, s. 22. ISBN 1782893857.

¹²⁴ Ibid.

¹²⁵ CHOMSKY, Noah. *11.9*. Praha: Mezera, s.r.o., 2003, s. 71. ISBN 80-903259-0-4.

¹²⁶ ATKINS, Stephen E. *The 9/11 Encyclopedia: Second Edition*. Santa Barbara: ABC-CLIO, 2001, s. 470. ISBN 1598849220.

¹²⁷ Ibid.

Francisco¹²⁸ and among whom were four hijackers, took off at 8:42 a.m.¹²⁹ Before the terrorists took control over the plane, the captain had been informed about the other attacks. The hijackers entered the cockpit at about 9:30 a.m. The black box of the plane showed that the hijacker who was identified as Ziad Jarrah, at 9:31 a.m. spoke to the passengers with the accent and pretended to be the captain: “Ladies and gentlemen: Here the captain, please sit down keep remaining seating. We have a bomb on boards. So sit.”¹³⁰ Supposing the seriousness of the situations, the passengers phoned¹³¹ to their beloved ones by whom they were told about the earlier attacks (we know it from the memories of the bereaved people and from the Airfones found in the debris of the plane). The awareness of the fact that they were going to die might have been that factor which made them fight until the very last moment. While some of them revolted against the hijacker who was not the cockpit, the others tried to break through the cockpit.¹³² Being scared by such unexpected behaviour of the passengers, the terrorists made the plane crash far away from Washington, D.C., its original target.¹³³ Just before the plane crashed into a borough of Shanksville in Pennsylvania at 10:03 a.m., one of the terrorists shouted: “Allah is the greatest.”¹³⁴ It was indicated by one of the witnesses, Charles Stutz, who lived within the reachable distance from the place of the crash and saw what was left from the plane, that: “The biggest pieces you could find were probably four feet long. Most of the pieces you could put into a shopping bag, and there were clothes hanging from the trees.”¹³⁵

¹²⁸ LONGMAN, Jere. *Among the Heroes: United Flight 93 and the Passengers and Crew Who Fought Back*. New York: Harper Collins, 2010. s. 30. ISBN 00620286650.

¹²⁹ MCMILLAN, Tom. *Flight 93: The Story, the Aftermath, and the Legacy of American Courage on 9/11*. Lanham: Rowman & Littlefield, 2014, s. 3. ISBN 1493014218.

¹³⁰ Transcript of Flight 93's Cockpit Voice Recorder. *911research.wtc7* [online]. [cit. 2016-02-18]. Available from: <http://911research.wtc7.net/planes/evidence/flight93cvr.html>

¹³¹ They used their mobile phones or Airfones (special phones used for air communication) – Air Phone from Flight 93. *Amhistory.si.edu* [online]. [cit. 2016-02-18]. Available from: <http://amhistory.si.edu/militaryhistory/collection/object.asp?ID=28>

¹³² Flight 93. *History.com* [online]. [cit. 2016-02-18]. Available from: <http://www.history.com/topics/flight-93>

¹³³ The Story of Flight. *Honorflight93.org* [online]. [cit. 2016-02-18]. Available from: <http://www.honorflight93.org/presskit/>

¹³⁴ Transcript of Flight 93's Cockpit Voice Recorder. *911research.wtc7.net* [online]. [cit. 2016-02-18]. Available from: <http://911research.wtc7.net/planes/evidence/flight93cvr.html>

¹³⁵ FORTNER, Michael D. *The Truth about United Flight 93: A Reasonable Analysis of the Evidence*. Lawton: Trumpet Press, 2012, s. 5. ISBN 1470195615.

The number of victims of these attacks, 3,057, includes passengers who were on the board of the four planes and people who died in the World Trade Center and the Pentagon after the attack.

The then president of the USA, George Bush, was told about the attack when he was visiting the Emma E. Booker Elementary School in Florida. Bush knew about the attack before he entered the class of children who showed their skills to him. At 9:03 a.m. he was told by Andrew Card, his chief of staff, that “A second plane hit the second tower. America is under attack.”¹³⁶ His calm reaction and the fact that he remained listening to the pupils was one of the arguments of the 9/11 attacks conspiratorial theories that not only did the U.S. know about the attack but they planned it in view of the fact that they would have a reason to start the military expansion in the Middle East. However, here we dare to express our personal opinion on the President’s reaction: being visited by the President of their country, the pupils must have felt incredibly proud of themselves, they surely had spent a lot of time preparing for the activities they showed him. If the president had shown any reaction to the information he was told, it would have caused a panic. The children possibly could not have imagined the consequences that the attack like this one could cause, but they would definitely have realized that something was going on. Leaving the room in a rush without saying a word would have been suspicious as well.

The conspiratorial theories and their followers operate with more arguments to support their conviction with. As the most alarming is that the Al-Qaeda terrorist organization and its leader Osama bin Laden were accused of the attacks immediately without any proof of their guilt. The personality of bin Laden has been considered as a product of the international politics of the USA as he fought with the Afghan troops against the Soviet Union and the Afghan troops were created by the Central Intelligence Agency, an American organization.¹³⁷

¹³⁶ Bush’s reaction to 9/11 (Full Classroom Footage). In: *Youtube* [online]. [cit. 2016-02-10]. Kanál uživatele akchuk. Available from: <https://www.youtube.com/watch?v=suB5wNSNBjs>

¹³⁷ CHOSSUDOVSKEY, M. *Válka a globalizace. Pravda o 11. září*. Praha: :intu., 2003, s. 2. ISBN 80-903355-0-0.

In his 9/11 speech, George Bush proclaimed that every government who supports terrorism will be equally guilty.¹³⁸ The explanation of this proclamation was that guilty countries would be those who would not follow all the directives given by the US government – not only the directives about terrorism, but also the directives considering any aspect of politics. By saying: “America and our friends and allies join with all those who want peace and security in the world, and we stand together to win the war against terrorism.”¹³⁹ Noah Chomsky, an American philosopher, described in one of his interviews made shortly after the attacks the opinions of the American society about the attacks as varied, but the grieving was, in his opinion, the same. He also points out that the media picture of the situation is a factor that can influence the public’s opinion.¹⁴⁰ How the journalists appealed to the public’s opinion is to be analysed in the practical part of the thesis.

7.1 Media Analysis

7.1.1 The New York Times

On September 12, almost a half of the front page of The New York Times was covered by the picture showing the World Trade Center, so called the Twin Towers, on fire. The articles published on that day were full of fear, insecurity and chaos. All this was the most visible in the authentic and descriptive article *A Creeping Horror*. The author of the article described the first few hours after the attack as incredibly panic. The biggest fear that New Yorkers had was the fear of planes as every single plane led to unexplainable behaviour people.¹⁴¹ The same author, N. R. Kleinfield, continued in the description of the atmosphere a day later. His report from the city centre *A City Awakes, Only to Reflect On a Nightmare* described the behaviour of New Yorkers, who “were feeling chills from the absence of the trade center

¹³⁸ CHOSSUDOVSKY, Michel. *Válka a globalizace. Pravda o 11. září*. Praha: :intu:, 2003, s. 2. ISBN 80-903355-0-0.

¹³⁹ George W. Bush – 9/11 Address to the Nation. *Americanrhetoric.com* [online]. [cit. 2016-02-06]. Available from:

<http://www.americanrhetoric.com/speeches/gwbush911addresstothetation.htm>

¹⁴⁰ CHOMSKY, Noah. *9/11*. Praha: Mezera, s.r.o., 2003, s. 83. ISBN 80-903259-0-4.

¹⁴¹ (Kleinfield) A Creeping Horror. *The New York Times*. 12. 9. 2001, s. 7

towers”¹⁴², and although they tried to do their daily activities, it was impossible and some even refused to go outside.¹⁴³ The situation of New Yorkers, according to Kleinfield, did not improve much as the time passed by – every sound of a siren brought shudder, every little thing made people paranoid and people started to use methods such as drinking before going to bed to make themselves calmer.¹⁴⁴

The rescue workers were admired for their help in the ruins of the Twins Towers, which were full of “free body parts, bits of human flesh, and rubbery patches of skin.”¹⁴⁵ The victims were referred to “unsettled souls.”¹⁴⁶ What made this tragedy even worse was the fact that the families of the victims had no bodies that could have been buried and grieved over. The government’s help promised to the victims’ families was mentioned as well, predicting that the families would be paid more than one million dollars.¹⁴⁷

The column *After the Attacks* appeared on the front page from September 12 to September 18. It presented brief information, which was then provided in a more detailed way on the following pages and which focused on the process of the rescue works, on the atmosphere in the city and the places being under a high risk of more attacks. From September 19 until the end of the period analysed, the title of this column was changed and it got called *A Nation for Challenge*. It better reflected the reality - the confusion was slowly disappearing, and New Yorkers were asked for help in the manhunt for terrorists in this column.

The investigations of the terrorist attacks and those who were behind the hijackers were presented for the first time on September 12. The story of the life of one of the terrorists was presented in the article *An Unobtrusive Man’s Odyssey*, whose publication started on September 15. Mohammed Atta, the main hijacker of

¹⁴² (Kleinfield) A City Awakes, Only to Reflect On a Nightmare. *The New York Times*. 13. 9. 2001, s. 14

¹⁴³ Ibid.

¹⁴⁴ (Kleinfield) Disquiet in New York. *The New York Times*. 13. 9. 2001, s. 8

¹⁴⁵ (Barry) A Few Moments of Hope In a Mountain Rubble. *The New York Times*. 13. 9. 2001, s. 8

¹⁴⁶ (Kleinfield) 20 Days Later, an Invisible Reminder Lingers. *The New York Times*. 1. 10. 2001, s. 10

¹⁴⁷ (Henriques; Barstow) Fund for Victims’ Families Already Proves Sore Point. *The New York Times*. 1. 10. 2001, s. 8

the Flight 11, was described by people who he met during his studies in Florida as a calm and intelligent man.¹⁴⁸ Generally, the government of the country received criticism for the insufficient protection against the terrorists. They were given place to learn how to fly in Florida, where they had come to from the Middle East.¹⁴⁹ Immigrants and the way there were treated with after the attacks were mentioned a lot.

The New York Times informed that in order to protect the nation, the administration of the President ordered to detain immigrants suspected of crimes.¹⁵⁰ An example of unfair approach to immigrants was presented in the article *Victims of Mistaken Identity* about Sikhs across the country who started to be persecuted. The newspaper published their explanation that, despite their turbans and beards, they have nothing to do with the terror attacks.¹⁵¹

President George Bush and his government were presented frequently. For the first time, the President's name was mentioned on September 13. It is readable from the title of the article *A Somber Bush Says Terrorism Cannot Prevail* that the authors described the President's mood as strongly pessimistic. The article informed that Bush had been away from Washington, D.C. where the attack on the Pentagon took place. The New York Times offered readers the President's supportive speech: "Our country is strong. Terrorist acts can shake the foundation of our biggest buildings, but they cannot touch the foundation of America."¹⁵²

The President and the government were the topic of the issue of The New York Times on September 13. Firstly, David Johnston informed that the federal authorities stated that the hijackers who had commandeered the planes had been in

¹⁴⁸ (Erlanger) An Unobtrusive Man's Odyssey. *The New York Times*. 15. 9. 2001, s. 4

¹⁴⁹ (Sack; Yeardley) U.S. Says Hijackers Lived in the Open With Deadly Secret. *The New York Times*. 15. 9. 2001, s. 15

¹⁵⁰ (Shenon; Toner) Immigrant Arrests. *The New York Times*. 19. 9. 2001, s. 7

¹⁵¹ (Goodstein, Lewin) Victims of Mistaken Identity. *The New York Times*. 19. 9. 2001, s. 10

¹⁵² (Bumiller; Sanger) A Somber Bush Says Terrorism Cannot Prevail. *The New York Times*. 12. 9. 2001, s. 4

contact with Osama bin Laden.¹⁵³ An emphasis was put on a stark choice that the nations of the world were given: “stand with us against terrorism (...) or face the certain prospect of death and destructions”.¹⁵⁴ The reactions of world leaders to this choice were presented in the article *World Leaders List Conditions on Cooperation*.¹⁵⁵ The President’s order to countries to choose whether they would be involved in the fight against terrorism was, according to The New York Times, addressed mainly to Arab countries. On September 24, the newspaper described the intention of the United States to create a coalition in Afghanistan against ben Laden and “his” Taliban supporters. This coalition would, according to the authors of the article *U.S. Seeks Afghan Coalition against Taliban*, collect crucial intelligence, provide political support and cooperate military in the war on terrorism.¹⁵⁶

7.1.2 The Los Angeles Times

Immediately after the attack, California started with planning of contingency and military strategy, and increased the level of security. The article *California’s military installations are on highest alert, while authorities work to keep the public calm*¹⁵⁷ described the fear of Californians from next attacks and highlighted the fact that they do not forget about New York as they planned to help the city in its state of emergency and send some people there. The skyscrapers were seen as the biggest threat. The article *Invisible Changes* showed how proud of the skyscrapers which “stood gracefully through earthquakes, mostly impervious to the worst elements of nature”¹⁵⁸ California was, but now “no one sees a skyscraper without thinking frightening things about weaknesses and fire.”¹⁵⁹

¹⁵³ (Johnston) Bin Laden Tie Cited. *The New York Times*. 13. 9. 2001, s. 1

¹⁵⁴ (Apple) No Middle Ground. *The New York Times*. 14. 9. 2001, s. 4

¹⁵⁵ (Tyler; Perl) World Leaders List Conditions on Cooperation. *The New York Times*. 19. 9. 2001, s. 6

¹⁵⁶ (Gordon; Schmitt) U.S. Seeks Afghan Coalition against Taliban. *The New York Times*. 25. 9. 2001

¹⁵⁷ (Tony) California’s military installations are on highest alert, while authorities work to keep the public calm. *The Los Angeles Times*. 12. 9. 2011, s. 33

¹⁵⁸ Invisible Changes. *The Los Angeles Times*, 13. 9. 2011, s. 8

¹⁵⁹ Ibid.

The Los Angeles Times was centred on the personalities and the lifetime stories of the terrorists, especially on Bin Laden. The main aim of the articles was to show that danger of terrorism should not be underestimated. The advice given by the newspaper was to eradicate crime which would lead to the end of terrorism.¹⁶⁰

Considering the attitude of the government, The Los Angeles Times continuously appreciated their efforts to deal not only with the consequences of the attack, but also with other state events. The employees of the Pentagon, which had been hit by one of the planes, received words of pray as they continued in their work and the fact that one part of Pentagon had been destroyed.¹⁶¹ It also presented the places where the supporters of Al-Qaeda occurred. The article *Boston a Home for Bin Ladens* marked Boston as a place where one of Bin Laden's brother graduated and during his studies, he had probably persuaded a significant number of students to join his brother's organization.¹⁶²

Interesting opinions about the role of the politicians, especially the role of President George Bush, were proposed in the commentaries written by local Californian columnists. A survivor of the Second World War, George Skelton, wrote the article *A New Era, a New Enemy but Another Day of Infamy*, in which he focused on similarities and differences between the attack on Pearl Harbor and the 9/11 attacks. The worst thing about the 9/11 attacks was the uncertainty about the future. The Americans had known one thing in December 1941 – the United States would enter the Second World War. However pessimistic this view had been, it was still better than knowing nothing. What made, according to Skelton, the situation even worse was the lack of the voices that would unify the whole nation in the way President Roosevelt and his Cabinet once had. Another kind of criticism was addressed to the issue of the foreign policy – that of dealing with immigrants, especially Muslims, in the country.¹⁶³ One day later, a columnist John Balzar,

¹⁶⁰ Bin Laden Is More Than a "Violent Criminal". *The Los Angeles Times*. 14. 9. 2001, s. 10

¹⁶¹ (Schrader) Pentagon Shows It's Home of Brave. *The Los Angeles Times*. 13. 9. 2001, s. 8

¹⁶² (Mehren) Boston a Home for Bin Ladens. *The Los Angeles Times*. 17. 9. 2001, s. 11

¹⁶³ (Skelton) A New Era, a New Enemy but Another Day of Infamy. *The Los Angeles Times*. 13. 9. 2001, s. 8

defended George Bush. He put a stress on the fact that the United States was a democratic country where all people, not only the most powerful ones, must work together for a better future. However, the President was asked to remember that he had been voted the leader and should be an inspiration for people and prove them their strength because “Terrorism is the power of powerless.”¹⁶⁴

7.1.3 The conclusions resulted from the analysis

The 9/11 attacks is the only analysed event that happened in the 20th century. In comparison with the presentations of the two previous events, we can see a difference in the space given to journalists to express themselves in the articles, to share their experience and their visions. The authors’ names were frequently published in the newspapers.

The way journalists presented the attacks was in accord with the Kansas Ethical Codes, especially with the principle *faith with interviewed* in the interviews of the survivors of the attack or with the families of the victims.

The analysis found the following answers for the questions asked in the chapter *Qualitative media analysis*:

- The articles in The New York Times were influenced by the fear more than The Los Angeles Times. The journalists of The New York Times were thinking about future of the city and about how its economic situation would be influenced.
- Terrorism and the terrorists were presented in both the newspapers as a big threat which should not have been underestimated. Their acts were considered to be terrible, but no words of hatred or disgust addressed directly to the terrorists.
- No conspiracy theories appeared in The New York Times or in The Los Angeles Times.

¹⁶⁴ (Balzar) Terrorism is the power of powerless. *The Los Angeles Times*. 14. 9. 2001, s. 11

- Neither of the newspapers blamed anyone for the attack. They only expressed their worries about whether the President and the U.S. government would be able to lead the country in such difficult times.

Conclusion

What does it mean to be a journalist? Many people have a vision that journalists meet extraordinary personalities, visit unforgettable places and as a bonus, results of their job are read by thousands of people. Their job is definitely not easy and if they write about serious topics, they have to count with being threatened by those who do not like what is said in the articles. The undisputable fact is that they have certain power in their hands. And the aim of the thesis was to show how they deal with this power.

The first two chapters of the thesis, *Press of the United States of America* and *Media ethics*, are theoretical. Interesting facts that were found out during the process of creating were helpful for understanding the role of press in the history of the United States and understanding the fact that every milestone in the history of the press had its significant personalities.

The subchapters of the first chapter, that means the one about The New York Times and the other one about The Los Angeles Times showed that The New York Times, the older of these two newspapers, can be considered as more successful – it has a higher circulation and has won more Pulitzer Prizes.

The second chapter, called *Media ethics*, presents the importance of existence of media codes, then the first ethical code, which was published at the beginning of the 20th century, and the basic principles on which every ethical code is supposed to be designed. The whole chapter is subdivided into two subchapters – the first one is devoted to the ethical guidelines of The New York Times and the second one to the ethical guidelines of The Los Angeles Times. The core principles of both the newspapers are almost the same. However, the fact that terms like Hollywood or entertainment media are mentioned in the Guidelines of The Los Angeles Times shows that this newspaper does not want to be confused with tabloids that are naturally popular in Los Angeles, the city of celebrities.

The chapter called *Qualitative media analysis* starts with the description of the method used in the submitted bachelor's thesis, then the issues to be analysed are listed. One issue remained pending in the third chapter – the question whether the presentations of all the three events given in texts analysed would be in accordance with the ethical guidelines of The New York Times and The Los Angeles Times valid in our time period. This question was promised to be answered in this concluding part. Two essential and most important principles of the present ethical guidelines are *fairness* (which is defined in the ethical guidelines of both the newspapers) and publishing of only valid information (the guidelines of The New York Times call this principle as *truth*, the guidelines of The Los Angeles Times as *precision*). These principles do not differ a lot from those of the Kansas Code of Ethics for Newspapers. And since it was stated that the presentation of the three events was in accordance with the above mentioned code, it can be stated that the presentation was in accordance with the present guidelines as well. The newspapers presented the events in the way they really had happened. They never tried, (and this is especially true about presentations of the attack on the Pearl Harbor and the 9/11 attacks) to give the readers a false sense that nothing serious was happening. The sources of the information were mentioned in the texts and if the journalists expressed their own opinions, they always justified them somehow. Since the basic principles of the first ethical code are apparently similar to the present codes, we can come up with a theory that the essence of the media ethics has been the same since its beginnings.

The last three chapters, which are devoted to the events exemplified, it was found out that the location of the event had had an essential impact on the way the event was presented in the media. The arrival of the Carpathia in New York with the passengers who had survived the sinking of the Titanic in the Atlantic Ocean was presented more vividly in The New York Times than in The Los Angeles Times. Similarly, a bigger fear was perceivable in The New York Times after the 9/11 attacks. On the other hand, the attack on Pearl Harbor was given more space on the pages of The Los Angeles Times – in the first month after this attack, the New York Times were focusing rather on the entrance of the United States to the Second World

War than on the attack itself.) In general, the articles about the attack on Pearl Harbor and about the 9/11 attacks looked more in the future as the journalists were more aware of consequences of these events. From the presentation of the events, it can be concluded that they all had the values that an event must have to appear in a newspaper. Consequently, it can be concluded that the right events were chosen to be analysed.

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Appendix no. 1

The New York Times: Code of Ethics¹⁶⁵

This appendix offers a summary of those parts of Ethical Journalism – A Handbook of Values and Practices for the News and Editorial Department of The New York Times that are not necessary for the media analysis of this thesis.

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ADVERTISERS, MARKETING, PROMOTION

The Times treats advertisers as fairly and openly as it treats readers and news sources. The relationship between The Times and advertisers rests on the understanding, long observed in all departments, that news and advertising are strictly separate.

OBLIGATIONS TO THE TIMES

The Times's good name does not belong to any of us. No one has a right to expropriate it for private purposes. Staff members may not use Times stationery, business cards, forms or other materials for any purpose except the business of the newspaper.

BOOKS, MOVIES, REPRINTS AND COPYRIGHT

Any staff member intending to write or assemble a nonfiction book based on material that derives from his or her assignment or beat must notify The Times in advance, so The Times can decide whether to make a competitive bid to publish the work.

JOURNALISTIC WORK OUTSIDE THE TIMES

Staff members are generally entitled to accept freelance assignments that do not directly compete with The Times's own offerings.

APPEARING ON BROADCAST MEDIA

Staff members may participate in radio, television or Internet interviews or discussions, paid or unpaid, that deal with articles they have written or subjects that figure in the coverage they provide, edit, package or supervise.

SORTING OUT FAMILY TIES

¹⁶⁵ Ethical Journalism: A Handbook of Values and Practices for the New and Editorial Departments. *Nytco.com* [online]. [cit. 2016-02-29]. Available from: http://www.nytco.com/wp-content/uploads/NYT_Ethical_Journalism_0904-1.pdf

In a day when most families balance two careers, the legitimate activities of companions, spouses and other relatives can sometimes create journalistic conflicts of interest or the appearance of conflicts.

INVESTMENT AND FINANCIAL TIES

Every member of the Times staff must be constantly vigilant against any appearance that he or she is abusing nonpublic information for financial gain. That imperative applies to all departments.

RULES FOR SPECIALIZED DEPARTMENTS

To avoid an appearance of bias, no member of the sports department may gamble on any sports event, except for occasional recreational wagering on horse racing.

DEALING WITH OUTSIDE CONTRIBUTORS

Times readers apply exacting standards to the entire paper. They do not distinguish between staff written articles and those written by outsiders.

Appendix no. 2

The Los Angeles Times: Code of Ethics¹⁶⁶

This appendix offers a summary of those parts of the ethical code of The Los Angeles Times that are not necessary for the media analysis of this thesis.

PHOTOS and GRAPHICS

Photographs and graphics must inform, not mislead. Any attempt to confuse readers or misrepresent visual information is prohibited.

OTHER MEDIA

The growing use of electronic media by The Times creates challenges that may, on occasion, require staff members to apply the principles embodied in these guidelines in new ways.

CONFLICTS OF INTEREST

Guidelines cannot cover every conceivable conflict of interest.

Financial Investments – Staff members may not enter into business or financial relationships with their sources. Similarly, staff members may not cover individuals or institutions with which they have a financial relationship.

Personal Relationships – Activities of family members may create conflicts of interest. The Times recognizes that it has no authority to restrict the activities of spouses, companions or close relatives of Times staff members who do not themselves work for the newspaper.

PERQUISITES

Meals – As a principle, we pay our own way. It is Times policy to reimburse organizations that provide meals or refreshments to journalists covering events they sponsor.

Travel – The Times also pays for travel by staff members on assignment. They may not accept free or discounted transportation or accommodations unless the same discount is available to the public.

Review Items – The newspaper receives countless unsolicited items, such as books, CDs and food, to review or cover. They are tantamount to press releases. Accordingly, staff members may keep such items for reference, share them with other staff members, donate them to charity or throw them away.

Gifts – Staff members are prohibited from accepting gifts from or giving gifts to news sources, potential news sources or those who seek to influence coverage. Exceptions can be made when reporting in countries and cultures where refusing to accept or provide a modest gift would give offense. When in doubt about the appropriateness of a gift, ask a supervising editor.

Tickets and Admission – Times reporters make every effort to pay for admission to cultural events that they intend to cover. Critics may accept free admission to events

¹⁶⁶ Los Angeles Times Ethics Guidelines. *Asne.com* [online]. [cit. 2016-02-29]. Available from: <http://asne.org/content.asp?pl=236&sl=19&contentid=356>

they attend in order to write reviews.

OUTSIDE WORK

The first professional duty of every Times employee is to the Los Angeles Times. Freelance work must be considered in that light, as it may at times conflict with the newspaper's interests, affect its reputation or distract staff members from their obligations to The Times.

Appendix no. 3

The sinking of the Titanic on the front pages

"All the News That's Fit to Print."

The New York Times.

THE WEATHER.
 Unsettled Tuesday; Wednesday, fair, cooler, moderate southerly winds, becoming variable; 47 to 61 water under the sun.

VOL. LXXI, NO. 12,326 NEW YORK, TUESDAY, APRIL 16, 1912—TWENTY-FOUR PAGES. ONE CENT

TITANIC SINKS FOUR HOURS AFTER HITTING ICEBERG; 866 RESCUED BY CARPATHIA, PROBABLY 1250 PERISH; ISMAY SAFE, MRS. ASTOR MAYBE, NOTED NAMES MISSING

Col. Astor and Bride, Isidor Straus and Wife, and Maj. Butt Aboard.

"RULE OF SEA" FOLLOWED

Women and Children Put Over in Lifeboats and Are Supposed to be Safe on Carpathia.

PICKED UP AFTER 8 HOURS

Vincent Astor Calls at White Star Office for News of His Father and Leaves Weeping.

FRANKLIN HOPEFUL ALL DAY

Manager of the Line Insisted Titanic Was Unsinkable Even After She Had Gone Down.

HEAD OF THE LINE ABOARD

J. Bruce Ismay Making First Trip as Gigantic Ship That Was to Break All Others.

The admission that the Titanic, the largest steamer in the world, had been sunk by an iceberg and had gone to the bottom of the Atlantic, probably sometime near the 100th meridian, and close upon her side.



Biggest Liner Plunges to the Bottom at 2:20 A. M.

RESCUERS THERE TOO LATE

Except to Pick Up the Few Hundreds Who Took to the Lifeboats.

WOMEN AND CHILDREN FIRST

Commander Carpathia Rushing to New York with the Survivors.

SEA SEARCH FOR OTHERS

The California Stands By on Chance of Picking Up Other Boats or Rafts.

OLYMPIC SENDS THE NEWS

Only Ship to Reach Wireless Messages to Share After the Disaster.

LATER REPORT SAVES 866.

BOSTON, April 15.—A wireless message picked up last night, relayed from the Olympic, says

The New York Times¹⁶⁷

In Three Parts Complete—34 Pages.

The Los Angeles Times

TUESDAY MORNING, APRIL 16, 1912. PRICE: 4 CENTS

FIFTEEN HUNDRED LIVES LOST WHEN TITANIC PLUNGES HEADLONG INTO DEPTHS OF THE SEA.

Men of World-Wide Prominence Go Down With Ship—After Women and Children Are Taken Off in Lifeboats—Only Six Hundred and Seventy-five People Saved Out of Total of Twenty-two Hundred on Board Ill-fated Vessel—Newest and Greatest Liner in World, Built at Cost of Ten Million Dollars and Embodying Latest Scientific Principles, Sinks as Quickly as Wooden Fishing Smack After Collision With Iceberg Off Coast of Newfoundland.

NEW YORK, April 15.—[Exclusive Dispatch.] The greatest marine disaster in the history of the world occurred last Sunday night when the Titanic, of the White Star Line, the biggest and finest of steamships, dashed herself against an iceberg and sank with 1,500 of her passengers and crew in less than four hours.

Out of nearly 2,200 persons that she carried only 675 were saved and most of these are women and children. They were picked up from small boats by Commander Carpathia which found, when she reached her desperate race against time, a sea strewn with the wreckage of the lost ship and the bodies of drowned men and women.

Not a man of those saved had reached the office of the White Star line or the Cunard line at midnight, though every effort was being made to get in communication with the vessel that bore the survivors. It is probable that three names will be received in the morning. All night a crowd of anxious relatives and friends of the Titanic's passengers were seated in front of the line's office at No. 2 Broadway.

There were 222 first cabin passengers on the Titanic, of whom 108 were women and 114 children. In the second cabin there were 283 persons, including 79 women and 8 children, and in the steerage the complement of 730 was divided almost equally, it is believed, between women and men, with a small percentage of children.

The numbers are enough to indicate that if the women and children were saved, very few men could have survived the disaster, as there were almost enough women and children aboard to make up the 675 saved.



The Los Angeles Times¹⁶⁸

¹⁶⁷ LOS ANGELES TIMES. 'Downton Abbey' and History: A Look Back [online]. [cit. 15.3.2016]. Available from: http://www.nytimes.com/interactive/2014/12/31/arts/television/12312015_DowntonAbbey-timeline.html?_r=0

¹⁶⁸ LOS ANGELES TIMES. Titanic: A century in film and television [online]. [cit. 15.3.2016]. Available from: <http://timelines.latimes.com/titanic-century-film-and-television/>

Appendix no. 4

The Pearl Harbor on the front pages



The New York Times¹⁶⁹



The Los Angeles Times¹⁷⁰

¹⁶⁹ THE NEW YORK TIMES. *Pearl Harbor: In Memory and Present* [online]. [cit. 15.3.2016]. Available from: http://aboutjapan.japansociety.org/content.cfm/pearl_harbor_in_memory_and_present_1

¹⁷⁰ THE LOS ANGELES TIMES. *Tsuguo Ike Ikeda, Former Director Atlantic Street Center* [online]. [cit. 15.3.2016]. Available from: <http://centralareacomm.blogspot.cz/2015/06/tsuguo-ike-ikeda-former-director.html?view=magazine>

Appendix no. 5

The 9/11 attack on the front pages



The New York Times¹⁷¹



The Los Angeles Times¹⁷²

¹⁷¹ THE NEW YORK TIMES. *On This Day* [online]. [cit. 15.3.2016]. Available from: <http://www.nytimes.com/learning/general/onthisday/big/0911.html>

¹⁷² THE LOS ANGELES TIMES. *9/11: Where were you? Readers share their stories* [online]. [cit. 15.3.2016]. Available from: <http://www.latimes.com/nation/la-911memories-htmlstory.html>