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NEWS OR SPECULATION?
A COMPARATIVE CONTENT ANALYSIS OF HEADLINES AND THE PREVALENCE OF
SPECULATIVE LANGUAGE IN CORPORATE AND INDEPENDENTLY OWNED
NEWSPAPERS

by

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B.A. University of Central Florida, 2003

A thesis submitted in partial fulfillment of the requirements
for the degree of Master of Arts
in the Department of Communication
in the College of Arts and Sciences
at the University of Central Florida
Orlando, Florida

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2005

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ABSTRACT

This study began with the question of whether the press is conveying messages that contain speculation of future events as opposed to the recounting of current events. Speculative language is a form of subjective speech and as such its presence in press content defies the journalist principle of objectivity. The analysis sought to identify two newspaper's use of speculative language within headlines in the news sections. Two other variables considered were article placement, and the ownership structure of the news organizations. Previous research supports the claim that the ownership structure of an organization can influence the content it publishes (Lacy, 1986). With this in mind, the study attempted to determine if these variables have an affect on the nature or frequency of speculative language in news content.

The researcher explored the question of speculative language in the press by analyzing headlines from the A (Main) and Local sections from two Florida newspapers, the corporately owned *Orlando Sentinel* and the independent *St. Petersburg Times*. The researcher chose to study headlines because they convey the newsworthiness of the story and former research confirms that reader perceptions of a news account can depend on the headline (Pfau, 1995; Tannenbaum, 1953). The aim was to comparatively study the news headlines through quantitative content analysis of the language used.

This thesis is dedicated to my family who inspire me, guide me, support me and believe in me and everything I do. If you've ever had a dream you know how important the people are who make it come true.

ACKNOWLEDGMENTS

In 2001 I walked into a lecture hall, found a seat among other aimless and wandering students and Dr. Thomas Morgan began to teach. It was an Introduction to Public Relations class and it inspired me. Dr. Morgan guided me throughout my undergraduate and graduate career as a mentor, friend, and personal cheerleader. This thesis was his brainchild and I owe him many thanks.

I would like to acknowledge Dr. Gene Costain, the chairman of my thesis committee. His feedback and insight were crucial to this project, along with his support of my interminable “optimism.”

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The success of this project, and nearly everything I've ever accomplished, I owe to the constant support and unwavering faith of my family. For lending their strength in the pursuit of my dreams, I owe them so much more than my thanks:

To my parents for believing in and supporting every wild goal and dream I've ever embraced. For always providing that extra push, even if I couldn't appreciate it at the time.

To Courtney for reminding me from time to time that I'm still someone's little sister. It's a comforting feeling.

To Charley for giving me someone to call “kid”, and for sharing my somewhat unusual sense of humor. Victory is mine!

To Jade and Sarah, my constant companions, for being hands to hold and hearts to share my dreams.

And to my husband, Jared, for coming into my life and making every moment better. For teaching me to relax, despite my best efforts not to learn, and for helping me realize that I'll never beat the view from my front porch looking in.

TABLE OF CONTENTS

LIST OF FIGURES	viii
LIST OF TABLES	ix
LIST OF ACRONYMS	x
CHAPTER ONE: INTRODUCTION.....	1
CHAPTER TWO: LITERATURE REVIEW.....	5
Speculation as Subjective Discourse	5
The Power of Headlines.....	6
Previous Studies on the Impact of Headlines	7
The Power of the Press	10
Journalistic Objectivity	11
The Influence of Ownership	12
The Orlando Sentinel	14
The St. Petersburg Times.....	15
CHAPTER THREE: METHODOLOGY	16
The Genesis of Content Analysis.....	16
Selected Methodology	17
CHAPTER FOUR: RESULTS	21
Intercoder Reliability	21
Speculative vs. Non-speculative Content	23
The Influence of Ownership	24
The Influence of Placement	25

CHAPTER FIVE: CONCLUSION.....	28
Research Questions Revisited.....	28
Additional Observations	29
Limitations	31
Future Research	31
APPENDIX A: CODING DEFINITIONS	33
APPENDIX B: HEADLINE SET ONE	35
APPENDIX C: HEADLINE SET TWO.....	48
APPENDIX D: SPECULATIVE HEADLINES	60
APPENDIX E: SPECULATIVE HEADLINE PLACEMENT	64
APPENDIX F: INTERCODER RELIABILITY SAMPLE	68
LIST OF REFERENCES	72

LIST OF FIGURES

Figure 1: Speculative Headlines by Newspaper Ownership.....	24
Figure 2: Distribution of Speculative Headlines.....	26

LIST OF TABLES

Table 1: Content Coding Results 23

LIST OF ACRONYMS

JMCQ	Journalism and Mass Communication Quarterly
ABC	Audit Bureau of Circulation

CHAPTER ONE: INTRODUCTION

News is traditionally defined as reports of new and factual events. If the daily press were limited to this definition, very few pages would remain (Nylund, 2003). Over the last century researchers have found that journalists have evolved this traditional definition to include discourse on discourse (Nylund, 2003), talking news items into being (Boden, 1990), and the occasional use of bias (Stovall, 2002). In light of the media's tremendous influence on public opinion (Tannenbaum, 1953), researchers have struggled to understand the nature and impact of the changing definition of news content. Headlines such as "Thousands *could* be without power" or "Proposed plan *may* cost Americans millions" point to a trend that suggests news is no longer news; speculation is news.

Speculation can be defined as conjecture, theorizing, or assuming. It is one of two main types of subjective speech. The most commonly recognized subjective speech is evaluation, a category that includes judgments, opinions, and emotions (Wiebe et al., 2001). Although evaluative statements may be readily recognized as subjective, readers are less sensitive to recognizing the subjective nature of speculative speech (Wiebe et al., 2001). As a form of subjectivity, the presence of speculative language in news content could compromise the journalistic principles of objectivity, a principle long believed essential to the role of the press in a democratic society.

This study utilizes headlines as the unit of analysis beginning with the premise, based on previous research, that newspaper headlines are designed by headline writers to capture reader attention, and that they illustrate the essence of the article (Kioussis & McCombs, 2004; Scheufele, 2000). Studies on the impact of headlines have found that readers report a statistically

different attitude about an article based on how the headline relayed or stated the issue (Tannenbaum, 1953; Condit et al. 2001). Such studies make it apparent that word choice within headlines can be vital in conveying messages to readers.

The *Orlando Sentinel* and the *St. Petersburg Times* were chosen to comprise the data sets for two reasons. The two papers operate under starkly different ownership structures. The *Orlando Sentinel* is owned by the Tribune Company which operates 14 daily newspapers including the *Los Angeles Times*, the *Chicago Tribune*, and the *Baltimore Sun*. The *St. Petersburg Times*, on the other hand, is not owned by a media conglomerate and is not affiliated with, nor does it operate, any other papers. These papers were also chosen because, despite their varying ownership structures, many other aspects of the papers are uniquely similar. Given their relatively close geographic locations the papers have remarkably similar markets comprised of very similar demographics. Both papers are communicating to the same general type of people in the same specific region of the country. They also claim similar circulation and readership. These facts limit confounding variables when attempting to determine the role of ownership in the appearance and frequency of speculative language by helping to limit the influence of diverse markets or drastically different readership.

There have been numerous studies on subjective language or biased language and newspaper headlines, but none attempt to analyze subjectivity in terms of speculative language, which brought about several research problems. The first is to establish that newspaper headlines contain language that speculates about potential outcomes of current events. To establish the presence of speculative language, this study analyzes the word choices of headlines to determine if they are reflecting events that have taken place, or if they are projecting what those events might mean in the future.

The second research problem was to establish and report the speculative language found, and to determine if the amount of speculative content is affected by two variables: Article Placement, or Ownership Structure. Hence the research addressed three questions.

#1. Is speculative language present in the headlines of the news sections of the *Orlando Sentinel* and the *St. Petersburg Times*?

#2. Does independent or corporate ownership affect the amount of speculative language present in news headlines?

#3. Does placement within the publication affect the amount of speculative language present in news headlines?

The researcher chose content analysis for this study's methodology based on three characteristics. Content analysis involves specific regulations and measures, making it a systematic process. Content analysis is quantitative, offering the researcher the opportunity to summarize the results with precision. And finally the intent of content analysis is to be objective, not allowing personal bias to affect the findings.

To ensure consistent coding, the researcher is using a system established by Wiebe, Bruce, Bell, Martin, & Wilson (2001) to identify speculative language. Their coding system deals with syntactical units, such as individual words or phrases, and calls for expression-level annotation, asking judges first to identify headlines they believe to be speculative, and to then identify the elements in the headline they feel are responsible for the speculative classification. For example (speculative elements are in parenthesis): Election Day (may) go away. Each headline was also coded to reflect the article's placement in the paper and whether the paper it was printed in is corporately or independently owned.

The researcher anticipates the discovery of speculative language in the headlines of both the *Orlando Sentinel* and the *St. Petersburg Times*. Most likely, article placement will play a role with articles on the front page being more likely to contain speculative word choices. The researcher anticipates a difference in the quantity of speculative language in the two papers based on their varying ownership structures. Previous research supports the claim that the ownership structure of an organization can influence the content it publishes (Lacy, 1986). As an independently-owned newspaper, the *St. Petersburg Times* is perceived by the public as possessing a liberal or left-wing ideology (Mondotimes.com, 2005). As a corporately owned paper, the *Orlando Sentinel* is perceived as ideologically conservative, or right-wing (Mondotimes.com, 2005). Mike Cormack noted that the process of ideology involves the production of meaning and subjectivity (1992). This study attempts to determine if the contrasting ideologies of corporate and independently owned papers produce speculative subjectivity differently.

CHAPTER TWO: LITERATURE REVIEW

Speculation as Subjective Discourse

A corpus study of Evaluative and Speculative Language defined subjectivity as “aspects of language used to present opinions and evaluations.” The study went on to define the two main types of subjectivity as Evaluation and Speculation (Wiebe et al., 2001).

The corpus study defined speculation as anything that removes the presupposition of events occurring or states holding. As examples of speculative expression, the study offered *he speculated* or *the situation may be* (Wiebe et al., 2001). Webster offers a simplified definition with “to theorize on any subject; to reason from assumed premises; to conjecture.”

Speculative language can be a form of subjective speech that often goes unnoticed by the general public. Take, for example, a news article on an approaching hurricane. A potential headline for this article that simply reports the facts is “As storm approaches public prepares” An example of a headline for this article containing speculative language is “Storm may leave thousands without power.” The first example reports a factual news event. The second example speculates as to what that news event might imply about the future. The corpus study attempts to create guidelines for distinguishing sentences used to present speculation and other forms of subjectivity from sentences used to present factual information, annotating subjectivity at the expression, sentence, and document level. The authors believe this task is particularly important for news reporting where the reader would benefit from knowledge of how opinionated the

language is and whether or not the writer claims to objectively present factual material (Wiebe et al., 2001).

The Power of Headlines

This study uses news headlines as a basic unit of analysis. In an attempt to explain how headlines affect public discourse, Emig, an early communication researcher said: “When you stop to think how few people read beyond the headlines and how much of public opinion is made by headlines, you begin to realize the enormous influence exerted by the journalist (or editor) who sits at a desk and writes headlines” (1928, p.54).

Why do headlines wield so much power? The simple answer is that they were designed that way. In 1895, American newspaper magnates Pulitzer and Hearst began using large print for headlines as well as banners or streamers, thus giving birth to the traditional large newspaper headline (Steigleman, 1949). Headlines also have a very visual nature, distinguishing themselves from the rest of the text, therefore catching the reader’s eye (Stovall, 2002). Because of this researchers have argued that many newspaper readers may read only the headlines, omitting the text of the article, to form their opinions (Tannenbaum, 1953; Condit et al., 2001). Steiglemaan even went so far as to call the American reader “a shopper of headlines” (1949, p.389). A 1928 study conducted by Emig supports that title. In the study, 51% of 375 participants admitted basing their opinion of the day’s news on headlines. A reader’s tendency to not delve past the headline has changed very little over the years. A 2004 survey conducted by the Pew Research Center for the People and the Press reported that 18% of readers admit to preferring to read only

the headlines and 37% prefer to read the headlines and “some reporting” (Pew Research Center, 2004).

Another factor contributing to the influence of headlines is the amount of time an average reader devotes to a newspaper. A study conducted in 1980 determined that the study of headlines was significant due to the fact that the average reader spent only 34 minutes per day with each newspaper they read (Marquez, 1980). The 2004 Pew survey reported that today’s reader devotes only 17 minutes a day to the newspaper, making the study of headlines even more important (Pew Research Center, 2004).

The extant research on the influence of headlines is the justification for the author’s choice to examine headlines rather than entire articles when attempting to analyze speculative language. It also lays the groundwork for the two separate potential problems raised by speculative headlines. The first is that large segments of the population may read only the headlines and not the main body of the news article. In such a case the factual events about which the writer is speculating may never be received. The second potential problem is that even if they read the factual text of a news article, the framing provided by the speculative headline may lead the audience to interpret the article differently. In either case, the presence of speculative language has influenced the consumer’s view of reality. This study attempts to analyze and quantify that influence in the selected papers.

Previous Studies on the Impact of Headlines

One of the earliest notable studies on the impact headlines play in helping readers form opinions was conducted by Elmer Emig in 1928. Emig asked subjects very basic questions

involving their newspaper reading habits. A full 192 participants reported they based their opinions on “reading or skimming the headlines,” 144 on reading both headlines and articles, and 118 on the news article itself. From his analysis Emig concluded that headlines are “perhaps the most potent factor entering into the formation and direction of public opinion” (1928, p.55).

In 1953, Tannenbaum, one of the topic’s most prolific researchers explored the impact of headlines as stand-alone, information-carrying devices as opposed to headlines as frames that shape the interpretation of article contents. He conducted a study with two different types of articles--a murder story, and a story about accelerated college programs. For each story he created three different versions of a headline. In the case of the murder story, the headline was either neutral or suggested that the accused was innocent or guilty. For the accelerated college program story, the headline was either neutral, or featured one of two programs more predominately. Different readers were given the articles with different headlines.

Tannenbaum’s results showed that in the case of the murder story there was a statistically significant difference in attitudes about the defendant’s innocence or guilt based on the headline each reader received. There was not a statistically significant difference in attitudes about the college programs based on the varying headlines. With both stories, however, there was a correlation between the influence of the headline and the care with which participants reported reading the article. The less thoroughly the participants reported reading the main text, the more influence the headline had on their interpretation of the content (p.195-196)

A similar study conducted in 1981 found that readers who received headlines containing negative innuendos without receiving any accompanying text rated the subject of the story more negatively than readers who received neutral headlines (Wegner et al., 1981).

Condit's (2001) study sought to further illuminate Tannenbaum's 1953 findings. By analyzing news headlines and how they relate to the public's view on genetic determinism the study provided support for Tannenbaum's earlier research. The findings illustrated that headlines served as "information conveying devices" for people who read only headlines, and as "framing devices" for article content (Condit et al., 2001, p.381). Just as Tannenbaum's study had reported, Condit's research also demonstrated that the less comprehensively a participant read the article content, the greater the influence of the headline on the reader's attitudes or beliefs.

Headlines may not be as potent to the readers of today as they were to Emig or Tannenbaum's study participants. The birth and growth of visual media has undoubtedly drawn attention from headlines in modern press. Nevertheless, current readership reports support the concept that headlines are still at times the only bases for formulating opinion. Since the visual media itself tends to follow the news agenda, the researcher deems that headlines still maintain a prominent influence on consumers.

Headlines play a particularly important role, as Tannenbaum and Condit found, among readers who do not comprehensively digest the article content. Since current readership reports convey that the majority of American readers fall into this category, it is reasonable to assume that for the majority of Americans, headlines play an important role in their assessment of news content. As such it is important to understand the language that comprises headlines, such as speculative discourse.

The Power of the Press

It comes as no surprise that a discipline fixated on analyzing and understanding media content will most often find itself studying newspapers. As the medium of choice, newspapers represent 46.7% of all content analysis, a focus that is not without justification (Riffe, 1997). Although newspaper readership has seen a steady decline for more than a decade, it still is reported as the single most common source of news among American consumers.

Several organizations monitor and report American newspaper consumption. When trying to determine the percentage of Americans that rely on the daily press for news, the answer can change drastically depending on how you ask the question. The Pew Research Center for the People and the Press asks survey recipients if they read a paper yesterday. In 2004 42% of Americans said “yes” (Pew research Center, 2004). Scarborough Research asks whether people read a newspaper “in an average week” and found that 54% said “yes”, with 62% claiming to regularly read Sunday papers (Journalism.org, 2004). The Audit Bureau of Circulations (ABC’s) numbers climb even higher, claiming a full 85% of Americans reported reading some type of newspaper every week (American Demographics, 2001).

Even the most conservative numbers suggest that newspaper journalists reach nearly half the population. It is this scope of influence coupled with the essential role that media play in a democratic society that merit the intensity with which researchers analyze news content. Media are presupposed to act as a vehicle to reflect public opinion, respond to public concerns, and make the public aware of important events and viewpoints. Robert Miraldi, an associate professor of Journalism at SUNY, New Paltz said a reporter’s task is to “deliver the facts that make enlightened, rational citizens able to choose the direction and leadership of democracy,”

and to do so he must be an “independent observer without prejudice or bias, and free from improper influence” (Miraldi 1990). The question researchers have asked over and over in an endless variation of form is “how has the press evolved with this concept of objectivity?”

Journalistic Objectivity

Through the years journalism has wrestled with its own sense of objectivity. In the early nineteenth century papers were expected to espouse a subjective viewpoint, particularly in the political arena. Political culture in the second half of the nineteenth century was largely partisan. Campaigns for political candidates included torchlight parades, the raising of hickory poles, and the barbecue of whole oxen. Daily newspapers often participated in these “rituals of political belonging” (Kaplan 2002, p.1). Partisanship was an omni-present force at work in the American public, and practically defined nineteenth century journalism (Kaplan 2002).

A content analysis of daily newspapers in Detroit from 1865-1920 illustrated that this age of journalism was eventually abandoned and the early twentieth century papers adopted a more stoic style of impartial, precise reporting.

The study coded approximately 10,000 news stories. This longitudinal analysis was an attempt to explore objectivity through an operational definition of “partisanship.” Researchers discovered that between the nineteenth and twentieth centuries, the American press drastically revised how it reported news. Researchers labeled this time frame “The Rise of Objectivity” (Kaplan 2002).

By 1960, the image of media was changing once again. Agenda-Setting and Agenda-Extension became media buzz words. In his book *The Press and Foreign Policy*, Bernard C.

Cohen observed that the press “may not be very successful in telling its readers what to think, but it is stunningly successful in telling its readers what to think about.” Studies into agenda-setting functions of the press confirmed that the media have significant influence in determining the issues that will be prominent in the public mind, and that they exercise that influence (Kuypers, 2002). Mass media research in this time frame focused on the media’s ability to create awareness and set issues into motion.

Through the years mass media researchers have struggled to define and operationalize subjectivity in attempts to recognize, analyze, and sometimes even quantify its presence in newspaper content. This present study is driven by the basic belief of past researchers that it is important to identify and understand subjectivity in the press. The researcher chose, for this study, to define subjectivity as speculative language and to analyze its presence in these terms.

The Influence of Ownership

Newspapers became big business with the technological advances of the nineteenth century. Bigger and faster presses allowed circulations to skyrocket. Ironically enough, the same technology that turned newspapers into a mass medium also created the economies of scale in production and advertising that would eventually lead to the decline in directly competitive newspaper markets (Gerald, 1963, Lacy, 1986). Better technology lowered the cost of production, which in turn lowered the cost to the end user and expanded circulation. In a competitive market it was more profitable for advertisers to buy space in the paper with the largest circulation. Ultimately papers with the largest circulation received the most advertising revenue, gradually fading out their competition. It was 1880 when daily newspaper competition

peaked with 61% of cities with dailies having two or more such papers (Nixon, 1968). By 1984, only 29 cities had two or more separately owned and operated dailies (Lacy 1986).

Throughout the twentieth century newspapers were absorbed into ever-growing groups, and competing dailies were dying (Lacy, 1986). A decrease in the number of competing newspapers meant a decrease in the number of local voices. The potential conflict between the business and public interests of newspapers became an issue of great concern. In 1947 this concern led to the formation of the Commission on Freedom of the Press, or the Hutchins Commission (Leigh, 1947). The Commission, selected by University of Chicago Chancellor Robert Hutchins and financed by Time Inc. founder Henry Luce, was charged with resolving the conflict between reader and business interests of media organizations.

In answer to this charge, the Commission was instrumental in defining the social responsibility theory of the press from which is derived the idea of the “public’s right to know” and the moral responsibilities of a publisher (Siebert, 1963). The underlying premise for this recommendation was the belief that economic decisions made by newspaper management will have an affect on newspaper content (Lacy, 1986).

The following argument was presented in the commission report:

“Persisting and distorting pressures – financial, popular, clerical, and institutional – must be known and counterbalanced. The press must, if it is to be wholly free, know and overcome any biases incident to its own economic position, its concentration, and its pyramidal organization (Leigh, 1947, p. 18).”

Communication researchers have spent countless pages attempting to identify and analyze the biases detailed by the Hutchins Commission. How does a paper’s economic position, concentration or pyramidal organization generate bias or subjectivity in content? One answer to

that question is ideology. Cormack's text on ideology makes two powerful points in relation to this study. It establishes the role of economics in the production of ideology, and it refers to "ideologies embodiment in the structures and institutions of a society (1992, p.10)." By this definition, structures such as newspapers become embodiments of ideology determined, in part, by their economic influences. Influences like ownership and organizational structure. As previously mentioned Cormack also argues that the process of ideology involves the production of subjectivity (1992). From all of this the researchers derives the premise that differing ownership structures will generate differing ideologies and hypothesizes that they will, in turn, generate subjectivity, or speculative language, differently. This element for analysis is reflected in research question #2: Does independent or corporate ownership affect the amount of speculative language present in news headlines?

The Orlando Sentinel

The *Orlando Sentinel* was founded more than 125 years ago and is the flagship publication of Orlando Sentinel Communications, a multimedia communications company. It is the 34th largest daily newspaper in the country with a total circulation of more than 265,000. On Sunday the *Sentinel* ranks 29th with a circulation over 390,000. The 2003 Scarborough Report estimated readership at 600,000 daily and 900,000 on Sunday. (*Orlando Sentinel*, 2005). The three times Pulitzer Prize-winning daily is owned by the Tribune Company, one of the nation's largest media companies. The Tribune Company operates 14 daily newspapers including the *Los Angeles Times*, *Chicago Tribune*, *Baltimore Sun*, and *Newsday*. The company claims to reach more than 80% of U.S. households (Tribune Company, 2005). Research performed on line via

Google keyword searches found that general online discussion of the *Orlando Sentinel* centered around the paper's ideological tendency to lean to the right (Mondotimes.com, 2005, www.dailykos.com, 2005, Politics.com, 2005).

The St. Petersburg Times

The *Times* began as a country weekly in 1884. The paper became a daily publication in 1924. In 1912 Paul Poynter, a publisher from Indiana, bought the paper and established the Times Publishing Company, and a trust to ensure that the paper would never be owned by an individual. Despite a hostile takeover attempt in 1990, the *St. Petersburg Times* has maintained independent ownership. The six times Pulitzer Prize-winning paper is one of the largest in Florida with a daily circulation of 334,336 and 420,251 on Sundays. The *Times* estimates its readership at 755,000 daily with close to a million on Sundays. The *Times* has one of the highest home-county penetrations in the country at 50% daily and 62% on Sundays. Online researcher performed via Google's keyword searches showed that discussion among group web logs and forums centered around the papers liberal reputation and position on a number of issues from the 2000 election, the war in Iraq, and the Terri Schiavo Case (Mondotimes.com, 2005, www.dailykos.com, 2005, Politics.com, 2005).

The researcher decided for the purpose of this study to access public opinion via the Internet. The researcher acknowledges that these are not academic sources and that there is a limit to this research because of the medium. The researcher also recognizes that the Internet discussions accessed do not comprise all opinions or possibilities, but she believes that for the purpose of this study it is an acceptable way to access general public opinion on this subject.

CHAPTER THREE: METHODOLOGY

The Genesis of Content Analysis

Systematic analytical study of journalists and journalism began in the late 1920s spearheaded by sociologist Robert Park at the University of Chicago. Park implemented different studies of journalists in the school of urban ethnography. Influenced heavily by the work of John Dewey and George Herbert Mead, Park envisioned a periodic newspaper, *Thought News*, as a means for merging journalism with the social sciences (Zelizer, 2004). The paper never materialized, but it did mark early interest in journalism as a viable focus of inquiry and an attempt to address its scholarly study.

Since that time sociology and communication scholars alike have studied in earnest the practices, trends, uses and gratifications, and the effects of journalism. One of the most common methods of conducting that research has been content analysis. Wilhoit's comparison of 1978-80 *Communication Abstracts* data with 1944-64 data showed one-tenth of all published mass communication research articles in both periods used content analysis (Wilhoit, 1981). By 1968 content analysis of newspapers was the largest single category of master's theses in mass communication (Tannenbaum, 1968). Subsequent evidence suggests that scholarly use of content analysis is increasing. Research journals, what Wilhoit and Weaver called "the nerves of a discipline," offer testament to the method's growing popularity among communication researchers (Weaver & Wilhoit, 1988). The first 40 volumes of *JMCQ* (1924-63) included 50 content analyses. The next 10 volumes (1964-73) alone included 51 content analyses, and the subsequent 10 volumes included 106 content analyses (Riffe 1997).

The persistence and growth in content analysis has many contributing factors, including a growth in the number of mass communication scholars and an increased emphasis on scholarly publication. Perhaps the most basic factor in the growth of content analysis is the fact that at its core it is an interest in content driven by questions or criticism of how mass media represents reality. It is this question that generated initial interest in this study.

Selected Methodology

A content analysis was performed in an attempt to quantify the amount of speculative language in news headlines. This study compared headline word choice from two Florida newspapers: the *Orlando Sentinel* and the *St. Petersburg Times*. These two papers were chosen for their varying ownership structures. The study looked at the corporately-owned *Sentinel* and the independently-owned *Times* to establish and analyze if and how newspapers of varying corporate structure insert speculative language into their headlines.

This research utilized a content coding system to analyze newspaper headlines from the month of December 2004. The time frame was chosen based on the assumption that increased advertising during the month of December historically offers a larger news hole; therefore issues from this time frame could contain a larger number of news articles. The *Orlando Sentinel* headlines were referred to as Headline Set One and the *St. Petersburg Times* headlines were referred to as Headline Set Two.

For this study the researcher followed a five-step process:

- #1. Collected the sample sets.
- #2. Created a specific, defined, coding system.

#3. Trained two coders to perform a reliable content analysis.

#4. Had coders code the data

#5, Analyzed and reported the results.

Collecting the sample sets- The researcher began collecting the headline sets from the *Orlando Sentinel* and the *St. Petersburg Times* in December 2004. Using the Random feature in Excel, a random list of numbers were generated and the corresponding newspaper dates were selected, creating a two week sample set from within the month of December. Dates were randomly generated to minimize the impact of any one news item on the study. Once the sample set was determined, all headlines in the Main and Local sections were collected for analysis from both papers. The Main and Local sections were chosen because they comprise the commonly accepted “hard news” section of the paper, meaning that the nature of these sections are news related, and readers expect their content to be objective and factual. Headlines from the Opinions, Editorial, and Obituaries pages were excluded from the analysis because they are not intended by the writer nor expected by the reader to be objective. For validity and consistency headlines were not included in the data sets from sections titled In Brief. These sections contain a series of small blurbs on various items. Not all items in these sections contained headlines, and sometime the headlines were simply the first line of the blurb in bold font. Also excluded from the data sets were second article headlines on subsequent pages when an article was continued on another page. These were excluded so that a single article could not influence study results more than once.

All headlines were entered into an excel spreadsheet and coded for their article placement; FP (front page), M (main section exclusive of the front page), L (local section, sometimes called City and State).

Creating a specific and defined coding system- This study used a coding scheme based on The Corpus Study of Evaluative and Speculative Language (Wiebe et al., 2001). The corpus study explored annotating subjectivity at three distinct levels: expression, sentence, and document. The results of this study demonstrate that subjectivity can be identified with reliability at all three levels, and that it is possible to distinguish speculative uses of a word with reliability (Wiebe et al., 2001). For the current study the researcher has chosen to follow Wiebe's guidelines for expression-level annotation, also referred to as subjective-element annotations.

Expression level annotation looks at individual words and expressions within sentences, making this annotation ideal for evaluating headlines. The researcher's annotation choice was also based on the previous studies' assertion that annotations at this level are very fine grained, and therefore best for analysis and knowledge acquisition (Wiebe et al., 2001).

Coders were asked to analyze each headline and to annotate those with word choices that meet the definition for speculative language; anything that removes the presupposition of events occurring or states holding or that expresses uncertainty (Wiebe et al, 2001). Headlines containing such content were coded *S* (speculative content). Headlines not containing such content were coded *N* (non-speculative).

Training the coders- In order to prevent the researcher's personal bias from influencing the outcome of the study, two third party coders were chosen. These coders were communication graduate students. Before coding began, the researcher introduced and explained the definitions for speculative language as defined by Wiebe (2001). Each coder was given a definitions sheet complete with directions for making accurate annotations and examples from the 2001 study (Appendix A).

At the end of this training discussion the researcher presented each coder with a sample set of headlines for analysis. After both coders had completed the sample analysis the results were discussed, allowing the researcher to give further guidance to ensure consistency.

Coding the data- The two coders independently coded Headline Set One and Headline Set Two. To establish intercoder reliability, 10% of the sample was coded separately by both coders.

Analyzing and Reporting Results- To prevent any unintentional manipulation of the data on the part of the researcher, a fellow graduate student was recruited to assist with calculating results.

Once all the headline codes were entered in Excel, the data was analyzed to determine the comparison of speculative language to non-speculative language. The results are displayed in Appendix D (speculative headlines). The results were also analyzed to determine the role of article placement in the frequency of speculative language. The results are displayed in Appendix E (speculative headline placement). Finally the analysis of Headline Set One and Headline Set Two were compared to determine the role of ownership and ideological structure in the frequency of speculative headlines.

CHAPTER FOUR: RESULTS

The data set produced a headline total of 936 (n=936; Headline Set One the *Orlando Sentinel* n= 486; Headline Set Two, the *St. Petersburg Times* n= 450). The researcher's goal for intercoder reliability, a percentage agreement between the coders, was 70%. The results for Headline Set One, the *Orlando Sentinel* provided a percentage agreement average total of 83%. The results for Headline Set Two, the *St. Petersburg Times* provided a percentage agreement average total of 75%. Combined the study achieved a percentage agreement average total of 80%.

Intercoder Reliability

Coders assessed headlines to determine if they fit the specified parameters for speculative language as defined in this study. In an attempt to achieve reliable coding, coders were given an extensive definition of speculative language, directions for making correct annotations and examples from previous studies to refer to throughout the coding process (see Appendix A). Before coding for the study began each coder was given a sample set of headlines to be coded independently and the results were discussed to allow the researcher to give further direction and clarification. At the end of this training session coders were asked to independently code ten percent of the total study sample to determine intercoder reliability (five percent from Headline Set One and five percent from Headline Set Two).

The researcher tested for reliability by determining the percentage of headlines that were placed into the same category (Speculative or Non-speculative) by the two coders. The results for the intercoder reliability test are displayed in Appendix F. Both data sets yielded reliability

totals above the desired 70%, with the total study agreement average reaching 80%. Coders most often disagreed on the category of headlines that included the words “to” and “will.” These two words have speculative uses when used to express a possibility, contingency, or hypothesis rather than to state an actual fact. However, not all instances in which the words appear are speculative. Lack of agreement in this area constituted the majority of the variance in coding.

An additional area of concern in coding became the use of speculation attributed to a source. For example, a headline that reads “Experts: Epidemics could kill as many as catastrophe did” clearly contains a speculative word choice, but that speculation is attributed to a source. For the purpose of this study the researcher chose to include these headlines in the speculative headline count. The researcher recognizes that it is not speculation on the part of the journalist, but argues that it still constitutes a speculative word choice for the headline.

Table 1

Content Coding Results

	N	<i>Sentinel</i>	<i>Times</i>
Total Headlines Coded	936	486	450
<i>Speculative vs. Non-Speculative</i>			
Total Speculative	85	50	35
Total Non-Speculative	851	436	415
% of Headlines Determined Speculative	9%	10%	8%
<i>Placement</i>			
Total Front Page Headlines	134	69	65
Total Main Headlines	414	243	141
Total Local Headlines	388	174	214
<i>Placement of Speculative Headlines</i>			
Front Page	15	8	7
Main	34	24	12
Local	36	18	16
<i>% of Location Coded Speculative</i>			
Front Page	11%	12%	9%
Main	9%	10%	7%
Local	9%	10%	7%

Speculative vs. Non-speculative Content

Research question #1, Is speculative language present in the headlines of the hard news sections of the *Orlando Sentinel* and the *St. Petersburg Times*?, set out to determine the existence and frequency of speculative headlines within the headline sets. As illustrated in Table 1, the assessment of this research found that on average 9% of all headlines coded were found to be speculative. Of the 936 news headlines assessed 85 were determined to be speculative, while 851 were determined to be non-speculative.

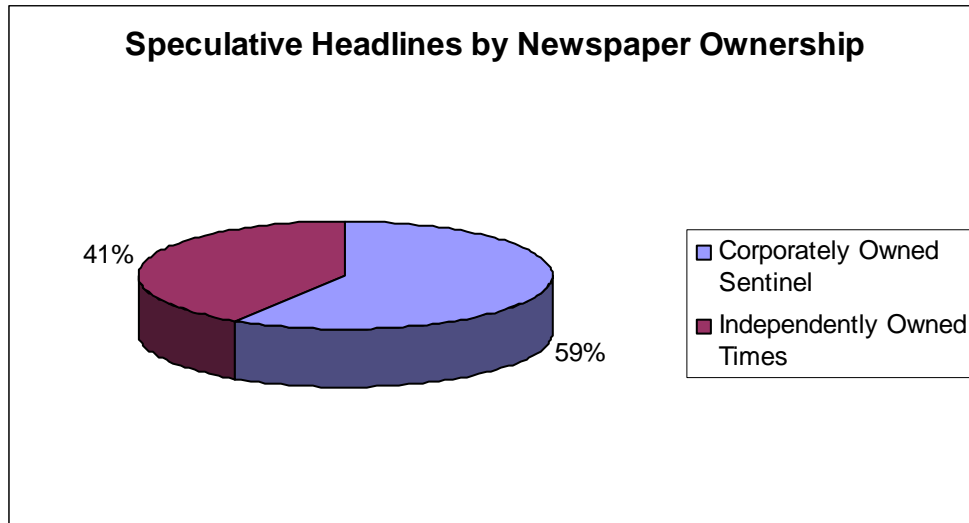


Figure 1: Speculative Headlines by Newspaper Ownership

The Influence of Ownership

In research question #2 the researcher sought to determine the effect of varying ownership structures on the presence of speculative content. This element of analysis is based on the claim supported by existing research that the ownership structure of an organization can influence the content it publishes (Lacy, 1986). As anticipated, both ownership structures produced speculative content and in noticeably different quantities. Ten percent of the 486 headlines coded from the *Sentinel* were determined to be speculative where as only eight percent of the *Times* 450 headlines were coded as speculative (50 speculative headlines were found in the *Sentinel* set and 35 in the *Times* set). The 9% of total headline sample determined to be speculative breaks down by ownership as illustrated in Figure 1. Of the Speculative headlines coded, 59% were found in the corporately owned *Sentinel* and 41% were found in the independently owned *Times*.

The Influence of Placement

As a unit of analysis, placement yielded the study's most interesting results. The third research question sought to determine if placement within the publication affected the amount of speculative language present in news headlines. Three placement locations were determined, Front Page, Main (encompassing the Main or A section but excluding headlines on the front page), and Local (encompassing the Local section, sometimes referred to as City and State).

Both data sets combined included 134 front page headlines, 414 main headlines, and 388 local headlines (see Table 1). Of the 134 front page headlines 15 (or 11%) were found to be speculative. Of the 414 main headlines 34 (or 9%) were found to be speculative. Of the 388 local headlines 36 (or 9%) were found to be speculative.

Within the data set, on any given day 15% of news headlines could be found on the front page, 44% in the main section, and 41% in the local section. If headline placement played no role in the presence of speculative content, then it could be expected that the distribution of speculative content would roughly follow the distribution of location. This means that if 44% of news headlines reside in the local section then roughly 44% of speculative headlines should be found there as well. The following figure compares the distribution of headlines into locations to the distribution of speculative content in locations.

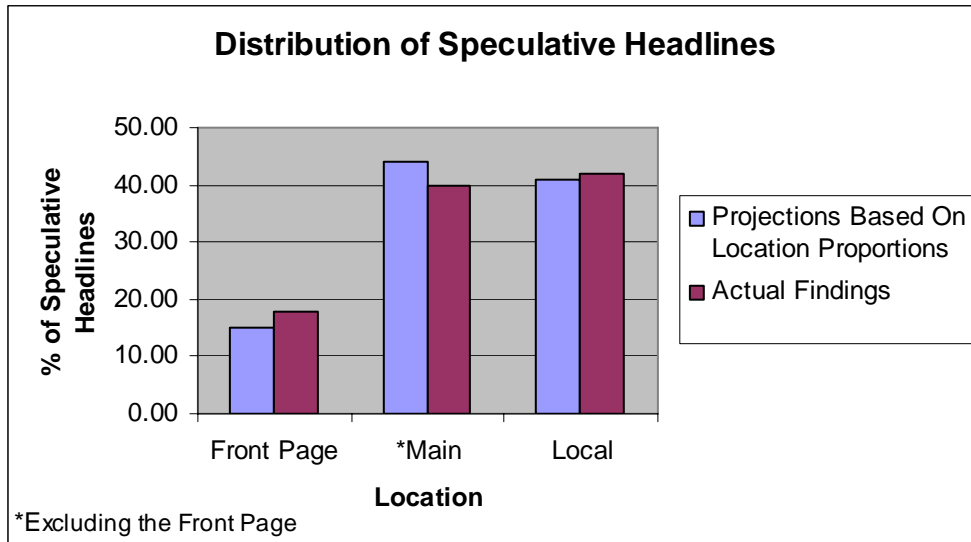


Figure 2: Distribution of Speculative Headlines

If the speculative headlines were distributed throughout the paper proportionately to the distribution of headline placement, this study's results would be illustrated by the blue graph lines. The actual findings, indicated in the red graph lines, show that the distribution of speculative headlines into the front page, main, and local sections does not conform to the proportions with which headlines are distributed in those locations, but skews heavily to the front page. Where front page headlines constitute only a single page of the paper and only 15% of the total news headlines on a given day, nearly 20% of all speculative headlines can be found here. This illustrates that the front page of the paper contains a higher percentage of speculative headlines even though it contains less than half as many headlines as either of the other two locations. Essentially this means that one out of every nine front page headlines will be speculative while only one out of every 13 main or local headlines will be speculative.

These findings support the researcher's hypothesis that placement would play a role in the presence of speculative language with headlines on the front page being more likely to contain speculative word choices.

CHAPTER FIVE: CONCLUSION

The results of this study found that speculative language is present in the headlines of both the *Orlando Sentinel* and the *St. Petersburg Times*, offering a previously un-established baseline for the study of speculative language in headlines. The results showed that both ownership structure and article placement should be considered as variables influencing the appearance of speculative content.

Research Questions Revisited

For the scope of this project, the first problem was to establish that newspaper's headlines contained speculative word choices when ideally they should remain neutral. Hence, the research addresses this major question: Is speculative language present in the hard news sections of the *Orlando Sentinel* and the *St. Petersburg Times*?

The study results found that speculative language is present in the headlines of both papers. On average the *Sentinel* contained more speculative content than the *Times*.

The second research question required establishing and reporting whether or not the ownership structure of the paper affected the speculative content found. Since the corporately owned *Sentinel* headlines yielded a significantly greater percent of the total speculative content found in the study (59% vs. the 41% found in the *Times*), it is one conclusion of this research that ownership structure is a variable in the presence and frequency of speculative language.

It is important to note, however, that since the headline sets were established by selecting randomly generated dates, the number of headlines in each set is not consistent. With 486 total headlines, the *Sentinel* set comprises a slightly larger percentage of the entire study (52%) than

the *Times* set with 450 headlines (48%). Therefore some of the variance in speculative language distribution between the two papers can be attributed to the fact that the *Sentinel* set offers slightly more headlines, which equates to more opportunity for speculative content. It is the opinion of the researcher that although this element could certainly be a contributing factor to the disproportionate quantity of speculative language found in the two papers, it cannot account for its entirety.

The final question to be addressed in the research dealt with the role of article placement in the presence and frequency of speculative language. At the outset of this study, the researcher anticipated seeing the greatest variance in speculative content in the variable ownership. It was the placement variable, however, that illustrated a greater influence on speculative word choice. This research question yielded some of the most definitive results of the study, illustrating that the distribution of speculative language skews heavily to the front page location. Results showed that speculative language is more likely to appear on the front page of the paper than in the Main or Local sections even though the front page contains significantly less headlines, and therefore less opportunity for speculative content. The researcher finds it noteworthy that nearly 20% of all speculative headlines can be found on a single page of the paper-- the front page. Based on these findings one conclusion that can be made from this study is that placement plays a significant role in the presence and frequency of speculative language.

Additional Observations

Although speculative language is by definition subjective, and therefore holds the potential to constitute bias, the researcher noticed that very rarely did the speculative content

convey an ideological stance or opinion. Headlines that were determined to be speculative did not seem to focus on political issues, controversial issues, or issues that seemed to be polarized in any way. Even though the two papers chosen for study are believed to have opposing ideologies, the content analysis did not find a right or left tilt associated with the use of speculative language. In general the headlines, although they were determined to be speculative, did not seem to be imparting bias. Most frequently the speculative elements of a headline served to enhance the drama of the information being presented. The researcher reasoned that speculative language is serving as a tool with which to attract the reader's attention as opposed to a vehicle for opinion or ideology.

As droves of readers flock to alternate sources, newspapers have struggled to maintain their appeal. This struggle has led to a constant search for ways to captivate the reader's attention. As a result newspapers have employed many tactics to enhance the appeal of the front page of the paper. Increasingly outrageous pictures, like the photos of World Trade Center employees preparing to jump out the windows of the burning buildings or of bloated dead bodies lined up for viewing after the Tsunami, are finding their way onto the front page because they demand the reader's attention. In much the same way, the headline "Bones *may* be human skeleton" is a much more enticing way to encourage a reader's interest than by heading an article about unidentified bones found in the woods without speculative language.

The use of speculative language as an attention-seeking tool is consistent with its concentration in the front page location as well. The researcher reasoned that if speculative language is being used as a tool for attracting readers, journalists would be most likely to put it to use on the front page.

Limitations

Although this study achieved acceptable levels of reliability, external validity was a limitation. The scope of the study was such that, although it established a baseline for the study of speculative language in headlines, a larger study would have to be conducted before findings could be generalized to other daily papers.

Lack of agreement between coders about the speculative and non-speculative uses of the words “to” and “will” was also a limitation. Further complicating the process of coding these particular words was the fact that some headlines did not seem to have clear-cut intent. After the fact coders noted that, in headlines containing these two words, it was hard to determine their usage in absence of the accompanying article. Future research in this area will have to establish a more definitive way to determine when these words constitute speculative language and when they do not.

For an additional comparison, future researchers may also want to separately quantify the use of speculative language attributed to the writer and speculative language attributed to a source.

Future Research

At the start of this study the researcher speculated that the two newspapers’ wording choices were influenced by both their ownership structures and article placement within the paper. For future researchers, studying the effects of these same two variables while comparing newspapers on a larger, perhaps national, scale is suggested.

A longitudinal study that could establish the use of speculative language as either a declining or growing trend would also be a logical expansion of this research. Given the evidence suggesting that speculative language is an attention seeking tool, the researcher anticipates that it will prove to be a growing trend. As newspapers continue to lose market share to electronic news sources, particularly among the younger demographics, their efforts to reclaim it are only likely to increase.

It could also be fascinating to examine, as an additional variable, the role competing news sources play in the appearance and frequency of speculative headlines. Such a study could be used to further examine the use of speculation as an attention-seeking tool. A researcher would have to analyze several papers from different markets with varying amounts of competing news sources to determine if a higher level of competition equated to the more frequent use of speculative language.

As a side note, it could be interesting to consider how other media sources utilize speculative language. Researchers could consider television or radio broadcasts, or uncensored internet and personal media Web sites such as blogs.

APPENDIX A: CODING DEFINITIONS

Coding Category Definitions

Speculative language:

- Anything that removes the presupposition of events occurring or states holding.
- Anything that expresses uncertainty.
- Theorizing on any subject.
- Reasoning from assumed premises
- Conjecture.

Examples of speculative word choices

maybe	could	should	might	potentially	speculated
theorized	assumed	believed	if	wish	may
were	will	to			

Examples of speculative phrases (Speculative elements are in parenthesis)

(If) she were here, we (wouldn't) be in this fix

Tom suggested that his friends (should) stay overnight.

She recommended that he (should) go and see his doctor.

(If) I (were) you, I'd learn how to drive.

I (wish) it (were) Friday.

Examples of speculative headlines

Storm could leave thousands without power

Election Day may go away

Plan will improve classroom standards

Columbia to free rebels

APPENDIX B: HEADLINE SET ONE

Headline Set One

Orlando Sentinel Headlines

- 1 Election Day may go away
- 2 Fair play for girls?
- 3 Orange's \$10 million will help fix S.R. 50
- 4 Orlando Fringe Festival takes act out of downtown
- 5 Chief of Homeland Security resigns
- 6 NAACP chief is stepping down
- 7 Chinese mine explosion's toll hits 166
- 8 Big Chill greets Bush in Canada
- 9 Challenger breaks off talks on vote dispute in Ukraine
- 10 Top 'Jeopardy!' champ finally meets match
- 11 Patch stirs sex drive in women controversy
- 12 Go to U.N. on threats, panel says
- 13 Elections overhaul proposed
- 14 Area school officials see gains for girls in sports
- 15 Disputes suspend recount in Puerto Rico once again
- 16 3 appear before Gitmo tribunals
- 17 Dissident writer freed in Cuba
- 18 Netherlands euthanasia debate widens
- 19 340 could be dead in landslides, flash floods
- 20 Plane skids off wet runway, killing 3 in Indonesia
- 21 U.S. prepares pre-emptive strike on Taliban militants
- 22 EU panel recommends talks on membership with Turkey
- 23 Trade-union workers strike, bringing Italy to virtual halt
- 24 Palestinian leader orders media to stop incitements
- 25 Rwandan troops have invaded. Congo officials say
- 26 Syrians recover mummy, arrest 8 suspects in theft
- 27 13 Honduran children die in sugar-cane field blaze
- 28 Fringe flees for new digs
- 29 Orange's loan will hasten fixes to S.R. 50
- 30 U.S. conduct of terror war draws review
- 31 U.S. envoy: Iraq vote will proceed
- 32 Secretary of homeland security resigns
- 33 Bush must not back down on quality pre-K
- 34 Orange-Orlando feud heats up fire debate
- 35 Homes wear out welcome
- 36 Larry Leckart dies-created lost landmark
- 37 Shooting injures man walking dogs

38 Money sought to restore beaches
39 DCF slaps agency with stiff warning
40 Security tape may show shooting
41 Worker falls, dies inside chip mulcher
42 More join search for hunter
43 New witness may testify
44 City to form noise task force
45 U.S. 27 car-truck crash kills 1
46 Mary Hill denied new trial
47 UCF approves plans for expansion
48 Central Florida urgently needs 35 new judges, state Supreme Court says
49 Inquiry finds no failure of trains
50 DCF head focuses on computer woes
51 Critics disrupt surprise tribute to elections chief
52 Daytona pilot survives jet crash
53 Disney will alter ticket pricing
54 Bush taps ex-cop to replace Ridge
55 Orlando rates no. 1 for pedestrian peril
56 Districts, state at odds over classroom
57 Former teammate's death in Iraq jolts Navy football squad
58 Attacks kill 2, wound 14 in Baghdad
59 Sex-drive patch not ready yet, panel says
60 Putin opposes any revote in Ukraine
61 Bidders blast Babe's bat out of the ballpark
62 NYPD tries to reunite 9-11 jewelry, families
63 Iraq accident kills Guard member who moved to Orlando
64 Puerto Rico Candidate raps judge
65 Disney plan increases discounts on longer stays
66 Cuba frees 13th dissident in rights makeover
67 Ship's explosives pose risk off Honduras, U.S. says
68 Columbia to free 23 rebels, seeks release of hostages
69 Methodist jury defrocks lesbian cleric
70 Democrats raise more money than GOP
71 Bush plans to push congress anew to pass intelligence bill
72 Nebraska governor to run USDA
73 Sharon to ask rival party for help in leaving Gaza
74 Legislators hear group's wishes for ideal pre-K
75 Districts spend millions on portable classrooms
76 Traffic flow, pedestrian safety conflict, expert says
77 Storms dig hole through family budget
78 Cops, Dyer cool their feud briefly
79 Central Florida gets most of disaster food stamps
80 Expert: Quick rescue is vital to wanderers
81 Suit claims Seminole cops went overboard in stop

82 Child pornography case nets man 75-year term
83 Bones may be human skeleton
84 Judge will hear school rezoning
85 Appeal of murder conviction rejected
86 Payroll-software flub delays Seminole checks
87 King Tut exhibit to stop in Florida
88 DCF computer director quits
89 Advocate: 'Sunshine' laws evaded
90 Virus could fight fire ants
91 Ditching job pays off for slots player
92 Militants kill 5 at U.S. Consulate in Saudi Arabia
93 NASA confident of debris solution
94 Turtle nests may stall restoration of beaches
95 Intelligence bill set for vote
96 Congress reaches deal to overhaul national security
97 Judge who jailed 18 shifted to civil court
98 Flu shots from outside U.S. are on the way
99 U.S. math students lag peers, test shows
100 Court says officer's videos not free speech
101 Ukraine's president, Putin agree to respect new vote
102 Pearl Harbor's survivors keep memories of day
103 Food supply is protected from bioterrorism, U.S. officials say
104 Gunfight breaks out in Baghdad
105 Rumsfeld: Troops could exit in 4 years
106 FBI saw prison abuse, letter says
107 Soldiers challenge policy extending enlistments
108 Teen harnesses ocean, wins prize
109 Environmentalists gather on global warming
110 Bush plan creates Medicare regions
111 Run, Stitch! Recycled ride to be your fate
112 Workforce Central Florida loses training focus and satisfaction of those it is designed to help
113 Is job agency working?
114 Judge rejects charter change
115 Mother lays her 'baby' to rest
116 Cop who used Taser cleared in man's death
117 Parks, ball fields face costs of foul weather
118 Child's death was accident, officials rule
119 Alabama family grieves for man killed in crash
120 Deputies: Man eliminated witness
121 Lennar founder's family gives UM \$100 million
122 Accused cocaine kingpin in court
123 SUV driver runs down teens, hurts 1 badly, police say
124 Case of Maali associates goes to jury
125 Dad's struggle failed to save mauler

126 Weighty mission
127 Bush vows no new tax for reform
128 State rules will help felons regain rights
129 Consumer Reports rates best buys for medicines
130 White House: 4 others to stay in Cabinet
131 Bill Moyers to retire from TV news
132 Gunman, 4 victims killed at metal concert, police say
133 Pentagon rushes to put best face on armor shortage
134 Soldier from Edgewater killed in Iraq gun battle
135 U.S. backs off criticism, supports U.N.'s Annan
136 Space station faces food shortage
137 Meatpacker accused of cruelty agrees to changes
138 Study: Less-severe operation effective
139 If surgery scares kids, games can calm them
140 Hang the stockings with care, CDC urges
141 6 missing after crash into Bering Sea
142 Champion of atheism becomes a believer
143 Beverly hillbillies' balladeer Jerry Scoggins dies at 93
144 Museum of black history gets boost
145 200 nations meet in Argentina, sound alarm on global warming
146 Likud Party oks alliance with Labor
147 Ukraine calms for new vote
148 Karzai declares 'holy war' on Afghan drug trade
149 Feds warn of anti-jet lasers
150 Iraqi Shiite parties put forth candidates
151 Marine hit with desertion charges
152 NATO nations' refusals on Iraq put alliance at risk, Powell warns
153 Report sees Orlando deficits
154 Nation's cameras descend on Deltona
155 Tick problem reaches peak after storms
156 Comic books help students to be readers
157 Hot meals help fortify kids against poverty
158 2 will face inquiry in mayoral race
159 Ax the tax appeals vote to higher court
160 Vote leaves Trailer city open
161 UCF unveils new research facility
162 Community mourns death of popular 102 Jamz radio personality
163 Pregnant woman accused of fatal DUI must stay in jail
164 Botulism probe turns to Arizona
165 No Casinos drops suit seeking recount
166 Tabloid pictures halt cleanup of anthrax
167 O'Keef expected to leave NASA job
168 View' puts Parramore face to face with change
169 Blue times for many

170 Material shortages mean roof fixes often take months
171 Doctors: Ukrainian candidate poisoned
172 Mom says sons keep her going after young daughter died
173 Next Homeland choice expected soon
174 Test of Medicare help line find wrong answers
175 Bush declared 'fit for duty,' concedes he put on weight
176 Colleges try instant admissions
177 Glitch delays debut of heavy-lift rocket
178 Bombs take toll on Humvees
179 Soldiers who scrounged in Iraq face punishment
180 4 Iraqi police die at hands of insurgents
181 Pro-China parties score surprise win in Taiwan election
182 DNC candidates make their pitches
183 Troops will join inaugural festivities
184 Museum is stuff of science fiction
185 Chesapeake crabs get help in reproducing
186 Thurmond's mixed-race daughter details relationship in memoir
187 Sprint nears \$34 billion deal to buy Nextel
188 Arabs decry U.S.-Israel ties
189 Arafat's death suspicious, nephew says
190 Proposal gives say to Disney investors
191 South America tries to best U.S. in crops
192 Island doesn't embrace Boy George's comeback
193 Guatemala plans Maya University
194 1 near death, 1 hurt in 2 shootings
195 Dreams of Santa take flight
196 Dollar's drop spurs Britons' U.S. shopping spree
197 Suspect's principal under fire in 2000
198 Disorder in court? Judges, defenders spar over manners
199 Jury decides man killed co-worker
200 Disney honors teachers for innovative projects
201 DeBarry picks Courson as city manager
202 15-day leave at home teaches lessons in living
203 Suspected ringleader denies role in slayings
204 Storms spark Pahokee revival
205 Police: Man kills his kids, then himself
206 After voting, espresso and a mint
207 Tense exchanges lead up to defender's contempt charge
208 Storm victims, insurers turn to mediation
209 Legislators tackle dual frustrations
210 Come fly over state road 436
211 Violence in Iraq kills 8 Marines
212 WebMed dispenses advice to students
213 Ukraine opens poisoning investigation

214 Coast Guard tries to get aboard ship
215 Now flu shots can't find takers
216 Maiden flight scrubbed again for Delta 4 rocket
217 Karzai: Bin Laden 'definitely' in region
218 Study: TV kinder to Hispanics
219 No trial before 2006 for Saddam
220 U.S. court to hear Puerto Rico case
221 4 Israeli soldiers die in Gaza blasts
222 Imprisoned militant drops bid for post
223 Palestinian leader calls on Arab countries
224 Some won't settle for Ohio's election results
225 Ex-nominee's ties questioned
226 Exit polls show virtual tie for president of Romania
227 U.S. feels heat at climate convention
228 Democrats stick with state chairman
229 An old neighborhood's last stand
230 Ocoee man could face extradition
231 Official: Don't give up on Scripps
232 Children make all the right chess moves
233 Parents on strike weather the chills
234 Mom charges in 4-year-old's death
235 \$85 million missile test goes awry
236 contested votes will count in Puerto Rico
237 School day could lengthen
238 Sprint to buy Nextel in \$35 billion deal
239 Bush defends chief of defense
240 Germany mourns Holocaust
241 Marriage often equals better health
242 Bus hijackers surrender after standoff in Greece
243 FCC plan will ease in-flight Web use
244 Pulled Nativity irks voters in Oklahoma
245 Allawi enters Iraq's race on Day 1
246 Wounded Marine killed after returning to duty
247 British chief quits amid favor flak
248 Vote recount continues across Ohio
249 Reinstated ballots may tip Washington state recount
250 Luxury Manhattan roost invites hawks to return
251 Ukrainian's dioxin under analysis
252 Abducted engineer's body found by Afghans
253 Year with sizzle: 2004 4th-hottest on record
254 Guard to train Afghan army
255 Bush touts economic agenda
256 O'Keefe bails as NASA floats debt to Mars
257 A refuge from abuse

258 Tests will hurt kids, critics say
259 Pre-K measure advances after teachers added
260 Activists try to halt winter driving on Volusia beach
261 Connecting the political dots
262 Gotha man gets 10 years for identity-theft crimes
263 Parents arrested after girl injured
264 Report pleases Edgewood police chief -- council member calls it 'fluff'
265 1st icy blast leaves ferns, fruit alone
266 Former banker sentenced to prison for bilking elderly
267 Democrats will be back senator vows
268 Cultural Shift
269 Celbrex's heart risk rises with high doses
270 Christmas tree ban in Pasco spurs holiday jeer
271 Child's death prompts change in DCF policy
272 Orange students face new rules
273 Bush signs overhaul of spy operations
274 EU, Turkey make a deal agree to talks
275 Stem cells from fat used in skull surgery
276 4 Turkish police killed
277 Baby cut from mother's womb found
278 Church conductor kills himself
279 Class builds manger without Polk's OK
280 No regrets, NASA chief says
281 Missile-defense debut delayed
282 Boeing rocket test set for Tuesday
283 EPA: 224 counties have unhealthy air
284 Bush acts to address problems in oceans
285 Arson suspect fails polygraph
286 Panel suggests easing limits on flu vaccine
287 South Africans slam U.S. health officials
288 Act 1: A peek at how life sours sweet children
289 Diocese explores options for retreat in Seminole
290 Witnesses tell grisly details of '99 killing
291 Gag rule on press sought in 6 slayings
292 Coalition's housing helps families 'restart'
293 Campaign tries to halt school-impact fee rise
294 Crash slows I-4, Jams Lee Road
295 South Lake cheerleaders headed for national competition
296 Fire ants' nemesis could be tiny flies
297 Slots supporters defend election
298 Court rejects suit to bar gay nuptials
299 FAU wants to update image
300 Sinkhole causing traffic woes
301 62 killed by bombs in 2 Shiite Iraqi cities

302 Displays get in the war of a merry whatever
303 Luxury-starved shoppers flock to high-end retailers
304 Arts teachers lose rooms, keep on the go
305 key senators say Rumsfeld should stay
306 Revenge. Race may be motives in arsons
307 Israel says it will free 170 Palestinians
308 Kia Spectra receives poor safety rating
309 Time magazine names Bush Person of the Year for 2004
310 Honest women' under fire in Brazil
311 China detains farmers' advocate
312 Italian soprano Tebaldi dies at 82
313 Bush faces bruising debate over social security
314 Attacks hamper help from troops
315 Poll: Debt worries half of Americans
316 Up to 80 vehicles crash on Pennsylvania highway
317 Arthritis drug still needed, maker says
318 For Canadians, conflicted feeling about U.S.
319 Independent Taiwan? Not without war
320 Mekong River: Dynamic lifeline at risk
321 Canada's arctic winds blow in
322 Edewater boy makes surprising recovery
323 Owners doggedly protest pet ban
324 Citrus trees will fall to clear canker
325 Inmate tries again to avoid execution
326 Orlando parishioners told of sex-abuse claim
327 3 die, 4 injured as tanker hits minivan of 2 British families
328 Owners fear losses in value
329 Bush admits results in Iraq 'mixed'
330 Agencies say mom lied about family
331 Cold wave rolls into U.S., numbs Central Florida
332 Retailers hope for last-minute splurge
333 Fallujans can begin to go home
334 FBI agents called attention to tactics
335 4 committees in Senate to bring in Martinez
336 Study raises questions about safety of Aleve
337 Lottery winner's granddaughter dead
338 Tiny baby girl is almost ready to head home
339 Social Security debate heats up
340 Bush will meet with Putin in Slovakia
341 Court upholds Pinochet indictment, arrest
342 Sinkhole may boost Deltona policy costs
343 2 more charged in Maryland home fires
344 Stole baby goes home with father
345 Lawyers argue over bloodstains

346 Shooting near UCF leaves 1 dead
347 Complaints about home lead to exile from Villages
348 Key witness in murder trial to testify early, for his safety
349 Accused priest served 3 parishes
350 Widening of highway to Keys prompts suit
351 Court refuses to speed voucher lawsuit
352 1 killed, 2 injured in head-on crash on I-4
353 Siblings get heroes' welcome
354 Fanny reader has uncanny following
355 U.S. to pay back Hungarians for 'gold train' loss
356 Socialite claims double jeopardy
357 Where faith, culture meet
358 Midwest snow delays planes, leaves 22 dead
359 Rumsfeld visits Iraq as clashes flare in Fallujah
360 Juvenile-justice transfers worry some lawmakers
361 Bush re-nominates 20 for judgeships
362 Democrat wins recount for Washington governor
363 Hamas, ruling party vies in Palestinian elections
364 \$42 million heist proves hard to use
365 Has Santa grown too big?
366 Cancer study yields clues on gray hair
367 Perfect holiday gift for parents
368 Former Connecticut governor pleads guilty
369 Castro walks in public for 1st time since injury
370 Acevedo Vila declared winner in Puerto Rico
371 Medicare to help smokers
372 FDA issues advisory on pain medicines
373 Testy Putin bristles at U.S. policy
374 Sadness, vigilance permeate U.S. base
375 Killer's life rests on judge
376 Firefighters want pit bull restricted
377 Probation officer told DCF: I see no abuse
378 Mom gets a break from worry
379 Filling Deltona sinkhole, dealing with debris it swallowed will be tricky
380 Man dies after 2 taser shots
381 Lawsuit: Meat market broke laws on smoking
382 Technology site to aid patients
383 Kissimmee Oks storm water fee
384 \$1 million jury award upheld in cruise assault
385 Court upholds wider use of Ryce Act
386 At issue: bear necessities
387 Smell creates airport buzz
388 State lax on bikers, foes say
389 Magnet buses' end irks many in Orange

390 Security at airport sees slow change
391 Space station gets relief
392 New CEO sits at head of Darden table
393 Poverty violence shadow holiday
394 Snow thrills Texas, tangles travel
395 Deadly incidents claim 10 Iraqis
396 Holiday somber in Mosul
397 Cassini sends probe to look at mysterious Saturn moon
398 Frozen frogs make scientific leap
399 Santa' pays visit to Denver homeless
400 2 jailed after attempting church vigil
401 Indian finds halt bridge project
402 Secret Service investigates counterfeiters' tricks of the trade
403 Quake rocks Indonesia, triggers tidal waves, kills dozens across region
404 Ruling complicates Ukraine's revote
405 Airports try to balance efficiency, security
406 Gut instinct serves airport inspector
407 Bush faces GOP fight on guest-worker bill
408 Hispanics eat up show featuring mealtime debates
409 Argentine revival defies predictions
410 Protectorate may aid Haiti, briefing says
411 Cameras in court could rein in judge
412 Tests show chemicals contaminating U.S. drinking water
413 Stem cells found in heart rivet scientists
414 3 people die from Saturday crashes
415 AME church opens doors to Kwanzaa
416 1924 Home steeped in Parramore past
417 2 year colleges want to offer 4
418 Who carries the weight to get things done?
419 Hospice plans to grow in Villages
420 Family's support diminishes loneliness
421 Fast cars may have troopers as drivers
422 Teen dies attempting to save dog
423 Jacksonville pays \$40,000 for degree fees in Canada
424 Hole in pre-K plan might leak money
425 Survivors struggle to stay alive
426 Orlando faces growth-planning crunch
427 State to rebuild I-4 at U.S. 192
428 For cops, traffic accidents deadlier than guns
429 Goss forces out CIA division chief
430 Got milk bottles? New look ups sales
431 Attacks on Iraqi forces kill 26
432 Author, activist dies of leukemia
433 Rain drenches California; more bad weather on way

434 Bush's second term ratings are low
435 Politics undermines security at U.S. ports, watchdog says
436 At least 802 die on Sri Lanka train
437 U.S. bristles at suggestion rich nations are 'stingy'
438 Thai government on defensive after tragedy
439 Experts: Epidemics could kill as many as catastrophe did
440 Vacationing celebrities feel wrath of tsunamis
441 Hotel Rwanda' should open eyes to Sudan
442 Acevedo Vila will govern Puerto Rico
443 Families escape fire unhurt
444 Citrus canker's threat spreads
445 \$600,000 to be divided among city's firefighters
446 Road-eating Deltona hole almost gone
447 Police: Pastor molested Polk boy in 1996, 2 others
448 Former builder sues over Celery Avenue property
449 Man arrested after fake bills passed at bar
450 Dog on the loose attacks 7-year-old
451 Manatee mom, baby saved
452 Cops charged with inflating crime-solving
453 Owner to evict powerless tenants
454 Floridians' failure to buckle up often fatal
455 Students' Pell Grants may shrink next year
456 U.S. steps up Tsunami relief
457 Irish couple survive watery terror
458 Top Israelis differ on settler pullouts
459 Selfless act brings meeting
460 Militants tell Iraqis to avoid election
461 Jazz innovator of big-band era left music behind
462 U.S. dismisses threat of Canadian mad cow
463 Ukrainians reject Yanukovich's challenge of vote results
464 Study says fast-food diet really will supersize you
465 Putin aid: Controls will lead to ruin
466 Storms continue to cripple west
467 Sentencing of Belarusian opposition figure draws outcry
468 False tsunami alarm sends thousands fleeing in panic
469 Food gets to coastal towns in Somalia
470 Central Florida fund-raisers to help victims
471 Some in area rush to help Sri Lanka
472 Pentagon budget could cut 1 Navy carrier, F-22 fighters
473 Immigration policies face fierce battle
474 Live fast, die young -- just don't bill me
475 Windermere project puts church in jeopardy
476 Police ask court for mayor's records
477 Much-ballyhooed club opens but with Paris in Switzerland

- 478 Illnesses plague mom trying to keep a home
- 479 Orlando parade bring citrus, candy, clowns, crowds
- 480 Robber feeds need for cash
- 481 Pros and Olympians reveal softball 'secrets'
- 482 Woman dies in fall from beachfront condo balcony
- 483 Motorcyclist dies in crash on C.R. 462
- 484 Couple give up boy they raised
- 485 Leaders to fight for aircraft carrier
- 486 Schools want to go wireless

APPENDIX C: HEADLINE SET TWO

Headline Set Two

St. Petersburg Times Headlines

- 1 Byrd's taxpayer legal tab lives on
- 2 LaBrakes' cost for dream home: 'Guilty'
- 3 Site woes, delays may lead Scripps to relocate
- 4 After 74 wins, final 'Jeopardy!' just that
- 5 Southeast Airlines goes out of business
- 6 Extravagance puts a dent in the dollar
- 7 Disney's new ticket prices: Magic with the math
- 8 Pinellas voting gaffe uncovered
- 9 Yankees star admits steroid use
- 10 Pre-K debate: quality, hours, teachers, busing
- 11 Subway robber fires when register sticks
- 12 Intel bill clears a major hurdle
- 13 Instead of Israel, Jews choose Miami
- 14 Attack on U.S. target ends lull for Saudis
- 15 a 60-ton test for the cross-town
- 16 Hospital acted on surgery questions
- 17 Canada gets the go-ahead to legalize gay marriage
- 18 School take a new look at how fitness can fuel brains
- 19 Going, gushing, gone
- 20 Wristbands called patient safety risk
- 21 How do we teach them?
- 22 Enjoying the Bucs in style: Priceless
- 23 Ukrainian candidate was poisoned, doctors say
- 24 Housing's not a home due to dispute
- 25 Charting health's 'oops' factor
- 26 Graham's quiet exit
- 27 Hussein marks a year in custody as trial date edges further away
- 28 Bin Laden thrives in Pakistan, officials say
- 29 Brace for another blustery blast coming our way
- 30 Carjack victim awarded millions
- 31 Shaky start toward democracy
- 32 Debate on pre-K shifts to oversight
- 33 Canada security study paints bleak scenario
- 34 The FDA cautions Celebrex users
- 35 Secular firms settle spirit of conflict
- 36 3 teens in custody in Subway shooting
- 37 General: Reservists alone on Iraq prisons

38 Rumsfeld's detractors lining up on the right
39 With no signs, where are you?
40 Bombs kill at least 60 as Iraqi election nears
41 Next Haiti conflict 'only beginning'
42 This little black box can spy on teens behind the wheel
43 School officials reverse, pursue G-rated sites
44 Audit: PRIDE spin off is illegal
45 Bush: Bombers shake Iraqis' will
46 Hushed House GOP pipes up
47 Religious resentment feeds flames in Iraq
48 Cross-town bears up to test
49 Freak snow buries holiday
50 They'll be home for Christmas
51 Fallujah's citizens get first look at city
52 50th anniversary waltz was their last
53 Seeking justice for a neglected hero
54 Vote-poor Iraqis may still get seats
55 The Owner, The Enigma
56 Doctor dispenses hope to HIV/Aids patients in Haiti
57 58,000 And rising
58 Effects of disaster reach across the globe
59 America's celebrity intellectual
60 Chiropractic school angers FSU professors
61 School busing gets and overhaul
62 Citizens asks for big hike in rates
63 Relief agencies exert a desperate scramble
64 Gov. Bush part of disaster delegation
65 Countering insurgent tactics remains a struggle
66 Thick fog suspected as factor in train crash
67 Tampa man accused of working for crime family
68 Designation elevates USF research into Huntington's
69 Windblown
70 Talented cast saddled with bad material
71 Sideays' garners six Indie Spirit nominations
72 A Taxing End
73 Leaders assess hurricane legacies
74 Teacher will use insanity defense
75 Man dies in crash after Clearwater carjacking
76 FEMA to set up help center in Clearwater
77 Man's outlook changes in a decade with HIV
78 Palm Harbour resident will throw for dough
79 Eroded beaches may get \$68-million injection of sand
80 108 more trial jurists needed, court says
81 State urges FEMA to pursue reports of storm aid fraud

82 Bay area deadly for pedestrians
83 Heave-hos dislodge 5 tons
84 Evidence builds against Lafave
85 Ex-foster care firm owes \$1.5-million
86 Southeast leaves chaos, confusion
87 Tut, Tut
88 VH1 becomes the nostalgia network
89 Hyatt resort to rise on Clearwater Beach
90 USF trustees approve new faculty contract
91 County Democrats select a new leader
92 ACLU honors Times' bureau chief
93 Left with a ticket? Here's what to do
94 A money shift, then grouching
95 Target is a protest target after Salvation Army band
96 Felons freed from jail could get more help
97 Court upholds death for Disney worker's killer
98 Abducted and shot, survivor now is suing
99 Officials heap scorn on noisy concert venue
100 One minute, 123 dollars
101 Child welfare officer jailed
102 Crash victim a 'spitfire' tot eh end
103 State eases clemency process
104 Phantom' can still mesmerize
105 Heavy metal loses one of its own
106 Duran Duran's surprising return
107 Expressway builders win a reprieve from the state
108 Weather catches up with calendar
109 Victim: complex misled her on security
110 Boy, 14, who left mother sought
111 Media haunt parents' strike
112 Band-aid Bandit strikes Sarasota
113 Pre-K class needs two adults, governor says
114 Contractor's employee accused of stealing state worker's IDs
115 Slots foes drop suit, blame official
116 University presidents eye 4-year fixed tuition
117 Lawmakers must rein in medical card tomfoolery
118 Fear, abuse led up to shooting
119 A life empty no more
120 FSU chiropractic school not a done deal just yet
121 Senators push for gas drilling off Florida coast
122 The Woody Guthrie we didn't know
123 Signing Off
124 46 students vie for Times college fund
125 Don't waste stamps on electors

126 Nursing home resident charged
127 Thieves dig rare plants
128 U.S. alters Cuban immigrant process
129 Watchdog' ready to retire
130 High Point area is on the verge of revitalization
131 UT coach faces sexual battery charge
132 Professor advanced Alzheimer's research
133 Caretaker content with solitary purpose
134 Jurists see detriment in probation policy
135 Personal tale, a lesson in caution
136 Talk of airport growth flies in face of losses
137 System stymies suits by victims
138 Sci-Fi Channel enters realm of epics
139 And now, for not-so merry or bright TV
140 A Magical Moment
141 Man, 80, in ocean more than 18 hours
142 Suspected ringleader denies role in slayings
143 Hurricanes likely curbed virus outbreak
144 Can a woman in a wheelchair be guilty of a DUI?
145 For Clearwater Mall, success is out in the open
146 Chilly morning, warm crowd greet cranes
147 Unseasonable plethora of pussycats
148 Cart owners want right to roll
149 A friendship forged in wool and feathers
150 Staring down the cold
151 Marine dies fighting with his 'brothers'
152 Lightning closes in on arena tax break
153 Family intends to sue district in girl's death
154 Remembering a Hollywood enigma
155 Video Game Awards rated E for eclectic
156 Man of the hour: Regis Philbin
157 Guest list for holiday party briefly tops 900,000
158 Florida Guard set to deploy hundreds to Afghanistan
159 Officials shush effort to raise freebies issue
160 Friends of victim ask for help
161 School district loses whistle-blower lawsuit
162 U.S. ruling restricts random drug tests
163 Tip warned DCF before girl died in motel room
164 Report blames bad roof clips for arena's collapse in storm
165 Refunds to counties resolve illegal shift of detention costs
166 Victim's lawyer may get \$6-million
167 Brothers' deaths leave hole at home
168 Task force: liability fears limit cancer test
169 A second chance dissolves into life in prison

170 Providers still have questions about pre-K plan
171 Mahaffey board chooses hiatus
172 Mary Poppins' soars
173 He set out on a new path, but it led back to jail
174 Bills mount as girl fights for her life
175 State alcohol agent is cleared in fatal shooting
176 Officer disciplined over remarks
177 Suicide suspected in soccer coach's death
178 One man mayoral race ends
179 Holiday cards send gifts the wrong way
180 Big Senate role fro Martinez a ways off
181 Agency alters hotline policy after child's death in motel
182 Marti Frappier, senior center leader
183 Hospital sues to protect suspended doctors
184 For officers, off duty doesn't exist
185 Road rage chase kills 1
186 Stetson law professor's hard assent
187 Foster care gets boost from computer tracking
188 Helping parents heal from loss
189 Renowned Italian soprano Tebaldi dies
190 Oy to the world
191 The joyful side of religion
192 Austerity and surprises
193 It's feeling a lot like Christmas-up north
194 Huge sinkhole growing
195 Report: Unaffected areas get aid
196 Juvenile justice traps some minors
197 NAACP to ask state to reopen 1951 case
198 Developer plans to build \$10-million condo-hotel
199 Stray bullet kills boy during home robbery
200 Father apologizes for rage
201 Speeder dies racing over bridge
202 His legacy, still unread, just begs to be seen
203 Winter frosts and leaves
204 Officer who killed gunman: 'I was there for a reason'
205 Baggage screener also rips at tags
206 Love, Death and Whimsy
207 Fighting indecency, one bleep at a time
208 Two teens face charges in car chase
209 Airport parking a tight squeeze
210 Ride to breakfast ends tragically for friends
211 New vision projected for Safety Harbor spa
212 A response, at last
213 Troubled bridge project has new overseer

214 Vandalism braggart scolded on site
215 4-alarm blaze's cause unknown
216 Progress' fine falls in worker's death
217 Investigation prompts fire chief's resignation
218 Mother ponders daughter's future
219 State yanks medical licenses in botulism case
220 Resident is attacked by speeders, officials say
221 Dunn's help goes to those who helped themselves
222 3.9 million votes, 63 challenges
223 Travelers wait out weather
224 Hit-run victim now the accused
225 Rat-a-tat realism of air guns calls young warriors to battle
226 Adoption advocates incensed at Fox show
227 Asolo's 'Peter Pan' pure magic
228 Experience vs. education
229 Growing into a holiday hit
230 Arrest in deaths of hunting dogs brings relief
231 Residents return to a cleaned-up Sunrise
232 Transformer fails, disrupting radio
233 RadioShack victim to go home soon
234 Mother hears about slain children
235 Power surge cuts into WFLA broadcast
236 Captain sees just a vision of Christmas
237 Tampa Bay Executive Airport sale complete
238 Scope of sex offender law is broad, court rules
239 Jury punishes FedEx in retaliation case
240 Report cites DCF failures in kids' deaths
241 \$104-million award voided in pool death
242 Watching and Waiting
243 Winged intruders upsetting neighbors
244 Pinellas bar serves sips of holiday solace
245 Clash of the parents
246 Sneaky golfers joyfully trim Christmas tees
247 Traffic experts fear: if the rebuild it, more will come
248 Deal clears way for rise of office tower
249 Help, however they can
250 Poetry and please on eBay for Kazakh Case No. 629
251 DOT: Elevated road in Pinellas on firm footing
252 Mother of slain kids takes a step toward recovery
253 The films of segregation
254 Boots' still fits
255 Shooting cries out for new resolve
256 Another death shakes Robinson High
257 Extra officers to watch for New Year's excess

258 Before killing, trash talk on cars
259 Plant City Marine is killed clearing houses in Iraq
260 Worker run over by ambulance
261 Operation PAR founder joins Florida Women's Hall of Fame
262 Doster killing suspect named
263 Pilot, ice blamed for crash
264 Holiday waits for reunion
265 judges vie for top job
266 Skin was not always in on Buccaneers sideline
267 Weather as good as it gets
268 Star bandleader, master clarinetist dies at age 94
269 This rockin' eve, bring on the successors
270 Law giver courts options with mentally ill
271 Tow to Go is ready to pick up drunks
272 Tampa Bay a melting pot of New Year's tradition
273 Ex-Land O'Lakes fire chief arrested in theft
274 Florida officials promise fight to save 'Kennedy'
275 Detectives accused of fabricating confessions
276 Tearful couple hands over boy
277 1,282 truckloads of sand later, Deltona sinkhole is no more
278 Kwanzaa ceremony teaches as it reaches
279 Free spirit finds home with the big top
280 Violence surges in Sunni areas
281 2003 Army report talked of inmate abuse
282 panel urges bigger Security Council
283 Court takes up Title IX issues
284 Bush stresses support for intelligence bill
285 NAACP chief resigns: 'I just need a break'
286 Member of famed Chicago political family enlists in Army
287 Victim's mother testifies at sentencing
288 Bush's Canadian visit frosty
289 Homeland security secretary resigns
290 Britain finds new ways to fight back against spitters
291 FDA to consider patch seen as female Viagra, or a fraud
292 Talks suspended; protesters try to enter Parliament
293 Storm kills hundreds of Filipinos
294 Dutch hospital kills critically ill babies
295 Attacks kill 2, hurt 14 in Baghdad
296 Jan 30 election won't be delayed, Bush says
297 A serial killer resurfaces to rekindle fear in Wichita
298 N.Y. cop picked for Homeland Security
299 Church defrocks lesbian minister
300 Researcher: Virus promising in fight against fire ants
301 More than 40 percent of Americans on prescription drugs

302 5 killed in plane crash in Tennessee
303 Myers drops opposition to intelligence reform bill
304 Drug Dealers Seizures Go To Auction
305 Senator: Annan should quit because of corruption
306 8 soldiers who can't leave service sue
307 Missing: 1,000 Canadian security uniforms
308 U.S. students trailing in world math ratings
309 34 Medicare drug regions created
310 Pain reliever carries lower risk to heart
311 Ohio certifies Bush win by 118,775 over Kerry
312 Letter: FBI complaints on Gitmo ignored
313 Court: Officer's sex tapes aren't free speech
314 on-the-move Young fondly viewed as a throwback
315 Shiite alliance publicizes candidate list
316 Powell chides NATO allies over Iraq mission
317 Dust rings solidify idea of planet birth
318 Critics say intelligence bill puts FBI clout before privacy
319 Military scrambles to clam turmoil about armor
320 A shipwreck, a crash; six lost in icy seas
321 Chaos erupts at heavy-metal nightclub; five die in gunfire
322 Security nominee made millions on Tasers
323 New TB drug shows surprising power
324 Less invasive breast cancer test valid
325 Sharon's party approves coalition
326 Bush designs a tight ship of state
327 Karzai calls on Afghans to give up drug trade
328 While a nominee apologizes, White House hunts for a sub
329 President found fit but fatter
330 Officials criticize spy satellite as costly, ineffective
331 Leaving a Senate he briefly ruled, Daschle speaks softly
332 Women's health statistician say study on pill is flawed
333 Puerto Rico hearing echoes of Florida
334 U.S. knew of Hussein's illegal trade
335 Marine, 5 Iraqi police killed in attacks
336 Taiwan elections favor China ties
337 Israel, Iraq conflicts fetter Arab-Western forum
338 Arafat's nephew says leader's death may have been 'unnatural'
339 Labor joins Israel's ruling bloc
340 Remembering the turning point
341 Where bombs once fell, tourists now flock
342 Portugal prime minister: Government is quitting
343 18,000 U.S. troops sweep for Taliban
344 Among Africa's poor, pregnancy often kills
345 Palestinian uprising leader out of race

346 Oil spread in a cold, cruel sea as workers wait for winds to die
347 NASA chief seeking job at LSU
348 Discovery leads to a red-letter auction
349 On electoral voting day, some can't move on
350 Hot issue: drivers' licenses for illegals
351 Ukraine reopens poisoning inquiry
352 Philippines blast kills 15, hurts 58
353 2004 was 4th-hottest on record, U.N. says
354 Long-awaited missile defense test ends in a fizzle
355 At the hearings next week, 'Chemical Ali' will come first
356 Generals: Armor will take time
357 In some places, vote counting goes on
358 Athens bus hijackers surrender, release all remaining hostages
359 Jailhouse book takes holy war into cyberspace
360 Wedded state feels better, report says
361 Cardiac clinic tries to expel it's McDonald's
362 Ukrainian's dioxin level near record
363 Charter schools failing to excel
364 Five killed in two attacks on Mosul
365 Baby taken from mother's womb found alive and healthy
366 Bush signals intelligence reform into law
367 Sorting it out: oil-for-food
368 EPA releases list of counties with dirty air
369 Food safety law reflects efforts to water it down
370 Blood test finds most harmful dioxin
371 Hussein urges Iraq to unite against U.S.
372 Growing Medicaid will get a whack
373 GOP leaders support retaining defense chief
374 Agency rejects some marriages
375 Eviction overturned for hawks
376 \$9.3-billion mystery bid wins Yukos Oil facility
377 Israel to release 170 from prison
378 Iraqi politicians take to stump
379 Prosecutor: Blake killed wife to protect baby girl
380 Study: Aleve may pose health risk
381 President pushes private accounts
382 Few real clues, many suspects in poisoning
383 Goal is to treat HIV in one pill
384 Record acupuncture study shows arthritis relief
385 Baby may be tiniest survivor
386 U.S. Holocaust survivors reach 'Gold Train' settlement
387 Victim's computer led police to baby
388 Memos paint harsh Gitmo
389 Israeli settler group backs call fro resistance

390 Ukraine braces for election, aftermath
391 Former Indian prime minister dies
392 130 votes decide Wash. Governor race
393 Es-governor pleads guilty to corruption
394 Children as pawns
395 Putin says West uses a 'double standard'
396 Bush to re-nominate 20 for federal judgeships
397 Recount gives Acevedo Vila Puerto Rican governor seat
398 Democrats debate softening party's stand on abortion
399 Bomber may have been in uniform
400 Palestinians hold first municipal elections since '76
401 Think stress to blame for gray hair? Try aging stem cells
402 FDA wants review of painkiller studies
403 Explosions mar holiday in Iraq; at least 19 dead
404 Repair crews find prehistoric village
405 Bush calls for compassion
406 Fuel troubles by the tankful
407 Luggage fiasco includes Tampa
408 Texans' Christmas present: snowfall
409 Governor resists Medicaid limits
410 Instant updates help Mass. Keep guns in legal hands
411 Terror fears block a Muslim cemetery
412 Doing business, the Malcolm Glazer way
413 Online hospital ratings a wakeup call to providers
414 Last minute court ruling adds twist to Ukraine vote
415 U.S. desires clean win for the West
416 Prayers for peace, fears of violence mark holiday
417 PLO leader Abbas vows to make statehood dream a reality
418 Sudan, rebels to sign pact Jan. 10
419 Afghan runner up says he'll form opposition
420 Snow storm snarls traffic, elates skiers
421 Strong quake in Asia kills 173
422 Food ship docks in space
423 More arrests in Honduras bus attack
424 Recovering Kabul bustles by day, freezes by night
425 Blockade urged in Ukraine
426 Arab crowd cheers Abbas at West Bank rally
427 Scientists rule out 2029 asteroid impact
428 FDA okays snail-inspired painkiller
429 NASA: New shuttle fuel tank is safest ever
430 The war of the worlds
431 26 Iraqi security forces are killed\
432 And after Ohio counts again...Bush is still president
433 U.S. increases aid as U.N. official backs off criticism

434 Picture helps uncle find boy, 2
435 Diverse devastated lands
436 Insurgents: Don't vote; democracy contradicts Islam
437 The Unimaginable
438 U.S., Europe take different routes on drunken drivers
439 Pilots' reports of laser beams mount
440 A tree-slasher cuts to heart a small town
441 Social Security estimates skimp on life spans, say experts
442 Washington's long race reaches and official end
443 One-tenth of preschoolers too hefty
444 Challenge of Ukraine election is heading to high court
445 Saudis say capture thwarted bomb plot
446 Asia tries low-tech disaster shields
447 False alarm causes thousands to flee
448 Survivor tells harrowing tales from epicenter of quake
449 Huge waves have long-range effects
450 India rebuffs foreign offers of help

APPENDIX D: SPECULATIVE HEADLINES

Speculative Headlines

Speculative *Sentinel* Headlines

- 1 Election Day may go away
- 2 Fair play for girls?
- 3 Orange's \$10 million will help fix S.R. 50
- 4 Disney will alter ticket pricing
- 5 Turtle nests may stall restoration of beaches
- 6 O'Keef expected to leave NASA job
- 7 School day could lengthen
- 8 Students' Pell Grants may shrink next year
- 9 Security tape may show shooting
- 10 New witness may testify
- 11 Suit claims Seminole cops went overboard in stop
- 12 Bones may be human skeleton
- 13 Judge will hear school rezoning
- 14 King Tut exhibit to stop in Florida
- 15 Virus could fight fire ants
- 16 Is job agency working?
- 17 2 will face inquiry in mayoral race
- 18 Ocoee man could face extradition
- 19 Tests will hurt kids, critics say
- 20 Democrats will be back senator vows
- 21 Fire ants' nemesis could be tiny flies
- 22 Technology site to aid patients
- 23 Who carries the weight to get things done?
- 24 Fast cars may have troopers as drivers
- 25 Hole in pre-K plan might leak money
- 26 Leaders to fight for aircraft carrier
- 27 340 could be dead in landslides, flash floods
- 28 Orange's loan will hasten fixes to S.R. 50
- 29 U.S. envoy: Iraq vote will proceed
- 30 Sex-drive patch not ready yet, panel says
- 31 Columbia to free 23 rebels, seeks release of hostages
- 32 Bush plans to push congress anew to pass intelligence bill
- 33 Nebraska governor to run USDA
- 34 Sharon to ask rival party for help in leaving Gaza
- 35 Rumsfeld: Troops could exit in 4 years
- 36 If surgery scares kids, games can calm them

- 37 Troops will join inaugural festivities
- 38 FCC plan will ease in-flight Web use
- 39 Reinstated ballots may tip Washington state recount
- 40 key senators say Rumsfeld should stay
- 41 Revenge. Race may be motives in arsons
- 42 Israel says it will free 170 Palestinians
- 43 Independent Taiwan? Not without war
- 44 Has Santa grown too big?
- 45 Medicare to help smokers
- 46 Protectorate may aid Haiti, briefing says
- 47 Cameras in court could rein in judge
- 48 Experts: Epidemics could kill as many as catastrophe did
- 49 Hotel Rwanda' should open eyes to Sudan
- 50 Putin aid: Controls will lead to ruin

Speculative *Times* Headlines

- 1 Site woes, delays may lead Scripps to relocate
- 2 School take a new look at how fitness can fuel brains
- 3 How do we teach them?
- 4 Bin Laden thrives in Pakistan, officials say
- 5 With no signs, where are you?
- 6 This little black box can spy on teens behind the wheel
- 7 Vote-poor Iraqis may still get seats
- 8 Thick fog suspected as factor in train crash
- 9 FEMA to set up help center in Clearwater
- 10 Eroded beaches may get \$68-million injection of sand
- 11 Hyatt resort to rise on Clearwater Beach
- 12 Felons freed from jail could get more help
- 13 Phantom' can still mesmerize
- 14 Hurricanes likely curbed virus outbreak
- 15 Can a woman in a wheelchair be guilty of a DUI?
- 16 Family intends to sue district in girl's death
- 17 Florida Guard set to deploy hundreds to Afghanistan
- 18 Victim's lawyer may get \$6-million
- 19 Suicide suspected in soccer coach's death
- 20 NAACP to ask state to reopen 1951 case
- 21 RadioShack victim to go home soon
- 22 Traffic experts fear: if the rebuild it, more will come
- 23 Extra officers to watch for New Year's excess
- 24 FDA to consider patch seen as female Viagra, or a fraud

- 25 Senator: Annan should quit because of corruption
- 26 Arafat's nephew says leader's death may have been 'unnatural'
- 27 Among Africa's poor, pregnancy often kills
- 28 Growing Medicaid will get a whack
- 29 Israel to release 170 from prison
- 30 Study: Aleve may pose health risk
- 31 Baby may be tiniest survivor
- 32 Bush to re-nominate 20 for federal judgeships
- 33 Bomber may have been in uniform
- 34 Think stress to blame for gray hair? Try aging stem cells
- 35 Afghan runner up says he'll form opposition

APPENDIX E: SPECULATIVE HEADLINE PLACEMENT

Speculative Headline Placement

Speculative Headline	Location
Site woes, delays may lead Scripps to relocate	FP
Schools take a new look at how fitness can fuel brains	FP
How do we teach them?	FP
Bin Laden thrives in Pakistan, officials say	FP
With no signs, where are you?	FP
This little black box can spy on teens behind the wheel	FP
Vote-poor Iraqis may still get seats	FP
Election Day may go away	FP
Fair play for girls?	FP
Orange's \$10 million will help fix S.R. 50	FP
Disney will alter ticket pricing	FP
Turtle nests may stall restoration of beaches	FP
O'Keef expected to leave NASA job	FP
School day could lengthen	FP
Students' Pell Grants may shrink next year	FP
Thick fog suspected as factor in train crash	L
FEMA to set up help center in Clearwater	L
Eroded beaches may get \$68-million injection of sand	L
Hyatt resort to rise on Clearwater Beach	L
Felons freed from jail could get more help	L
Phantom' can still mesmerize	L
Hurricanes likely curbed virus outbreak	L
Can a woman in a wheelchair be guilty of a DUI?	L
Family intends to sue district in girl's death	L
Florida Guard set to deploy hundreds to Afghanistan	L
Victim's lawyer may get \$6-million	L
Suicide suspected in soccer coach's death	L
NAACP to ask state to reopen 1951 case	L
RadioShack victim to go home soon	L
Traffic experts fear: if the rebuild it, more will come	L
Extra officers to watch for New Year's excess	L
Security tape may show shooting	L
New witness may testify	L
Suit claims Seminole cops went overboard in stop	L
Bones may be human skeleton	L
Judge will hear school rezoning	L

King Tut exhibit to stop in Florida	L
Virus could fight fire ants	L
Is job agency working?	L
2 will face inquiry in mayoral race	L
Ocoee man could face extradition	L
Tests will hurt kids, critics say	L
Democrats will be back senator vows	L
Fire ants' nemesis could be tiny flies	L
Technology site to aid patients	L
Who carries the weight to get things done?	L
Fast cars may have troopers as drivers	L
Hole in pre-K plan might leak money	L
Leaders to fight for aircraft carrier	L
FDA to consider patch seen as female Viagra, or a fraud	M
Senator: Annan should quit because of corruption	M
Arafat's nephew says leader's death may have been 'unnatural'	M
Among Africa's poor, pregnancy often kills	M
Growing Medicaid will get a whack	M
Israel to release 170 from prison	M
Study: Aleve may pose health risk	M
Baby may be tiniest survivor	M
Bush to re-nominate 20 for federal judgeships	M
Bomber may have been in uniform	M
Think stress to blame for gray hair? Try aging stem cells	M
Afghan runner up says he'll form opposition	M
340 could be dead in landslides, flash floods	M
Orange's loan will hasten fixes to S.R. 50	M
U.S. envoy: Iraq vote will proceed	M
Sex-drive patch not ready yet, panel says	M
Columbia to free 23 rebels, seeks release of hostages	M
Bush plans to push congress anew to pass intelligence bill	M
Nebraska governor to run USDA	M
Sharon to ask rival party for help in leaving Gaza	M
Rumsfeld: Troops could exit in 4 years	M
If surgery scares kids, games can calm them	M
Troops will join inaugural festivities	M
FCC plan will ease in-flight Web use	M
Reinstated ballots may tip Washington state recount	M
key senators say Rumsfeld should stay	M
Revenge. Race may be motives in arsons	M
Israel says it will free 170 Palestinians	M

Independent Taiwan? Not without war	M
Has Santa grown too big?	M
Medicare to help smokers	M
Protectorate may aid Haiti, briefing says	M
Cameras in court could rein in judge	M
Experts: Epidemics could kill as many as catastrophe did	M
Hotel Rwanda' should open eyes to Sudan	M
Putin aid: Controls will lead to ruin	M

APPENDIX F: INTERCODER RELIABILITY SAMPLE

Intercoder Reliability Sample

Headline	Placement	Coder #1	Coder #2
Election Day may go away	FP	S	S
Fair play for girls?	FP	S	S
Orange's \$10 million will help fix S.R. 50	FP	N	N
Orlando Fringe Festival takes act out of downtown	FP	N	N
Chief of Homeland Security resigns	FP	N	N
NAACP chief is stepping down	M	N	N
Chinese mine explosion's toll hits 166	M	N	N
Big Chill greets Bush in Canada	M	N	N
Challenger breaks off talks on vote dispute in Ukraine	M	N	N
Top 'Jeopardy!' champ finally meets match	M	N	N
Patch stirs sex drive in women controversy	M	N	N
Go to U.N. on threats, panel says	M	N	N
Elections overhaul proposed	M	N	N
Area school officials see gains for girls in sports	M	N	N
Disputes suspend recount in Puerto Rico once again	M	N	N
3 appear before Gitmo tribunals	M	N	N
Dissident writer freed in Cuba	M	N	N
Netherlands euthanasia debate widens	M	N	N
340 could be dead in landslides, flash floods	M	S	S
Plane skids off wet runway, killing 3 in Indonesia	M	N	N
U.S. prepares pre-emptive strike on Taliban militants	M	N	N
EU panel recommends talks on membership with Turkey	M	N	N
Trade-union workers strike, bringing Italy to virtual halt	M	N	N
Palestinian leader orders media to stop incitements	M	N	N
Rwandan troops have invaded. Congo officials say	M	N	N
Syrians recover mummy, arrest 8 suspects in theft	M	N	N
13 Honduran children die in sugar-cane field blaze	M	N	N
Fringe flees for new digs	M	N	N
Orange's loan will hasten fixes to S.R. 50	M	N	S
U.S conduct of terror war draws review	M	N	N
U.S. envoy: Iraq vote will proceed	M	N	S
Secretary of homeland security resigns	M	N	N
Bush must not back down on quality pre-K	L	N	N
Orange-Orlando feud heats up fire debate	L	N	N
Homes wear out welcome	L	N	N
Larry Leckart dies-created lost landmark	L	N	N

Shooting injures man walking dogs	L	N	N
Money sought to restore beaches	L	N	N
DCF slaps agency with stiff warning	L	N	N
Security tape may show shooting	L	S	S
Worker falls, dies inside chip mulcher	L	N	N
More join search for hunter	L	N	N
New witness may testify	L	S	S
City to form noise task force	L	N	N
U.S. 27 car-truck crash kills 1	L	N	N
Mary Hill denied new trial	L	N	N
UCF approves plans for expansion	L	N	N
Central Florida urgently needs 35 new judges, state Supreme Court says	L	N	N
Inquiry finds no failure of trains	L	N	N
DCF head focuses on computer woes	L	N	N
Critics disrupt surprise tribute to elections chief	L	N	N
Daytona pilot survives jet crash	L	N	N
Byrd's taxpayer legal tab lives on	FP	N	N
LaBrakes' cost for dream home: 'Guilty'	FP	N	N
Site woes, delays may lead Scripps to relocate	FP	S	S
After 74 wins, final 'Jeopardy!' just that	FP	N	N
Southeast Airlines goes out of business	FP	N	N
Violence surges in Sunni areas	M	N	N
2003 Army report talked of inmate abuse	M	N	N
panel urges bigger Security Council	M	N	N
Court takes up Title IX issues	M	N	N
Bush stresses support for intelligence bill	M	N	N
NAACP chief resigns: 'I just need a break'	M	N	N
Member of famed Chicago political family enlists in Army	M	N	N
Victim's mother testifies at sentencing	M	N	N
Bush's Canadian visit frosty	M	N	N
Homeland security secretary resigns	M	N	N
Britain finds new ways to fight back against spitters	M	N	N
FDA to consider patch seen as female Viagra, or a fraud	M	N	S
Talks suspended; protesters try to enter Parliament	M	N	N
Storm kills hundreds of Filipinos	M	N	N
Dutch hospital kills critically ill babies	M	N	N
Thick fog suspected as factor in train crash	L	S	S
Tampa man accused of working for crime family	L	N	N
Designation elevates USF research into Huntington's	L	N	N
Windblown	L	N	N
Talented cast saddled with bad material	L	N	N
Sideays' garners six indie Spirit nominations	L	N	N

A Taxing End	L	N	N
Leaders assess hurricane legacies	L	N	N
Teacher will use insanity defense	L	N	N
Man dies in crash after Clearwater carjacking	L	N	N
FEMA to set up help center in Clearwater	L	N	S
Man's outlook changes in a decade with HIV	L	N	N
Palm Harbour resident will throw for dough	L	N	N
Eroded beaches may get \$68-million injection of sand	L	S	S
108 more trial jurists needed, court says	L	N	N
State urges FEMA to pursue reports of storm aid fraud	L	N	N
Extravagance puts a dent in the dollar	FP	N	N
Disney's new ticket prices: Magic with the math	FP	N	N
Pinellas voting gaffe uncovered	FP	N	N
Yankees star admits steroid use	FP	N	N

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