

# THE COMPARATIVE STUDY OF VISIONS ON *TIME* AND *NEWSWEEK*

## A THESIS

As Partial Fulfillment of The Requirements for  
The Sarjana Pendidikan Degree in  
English Language Teaching Faculty



By :

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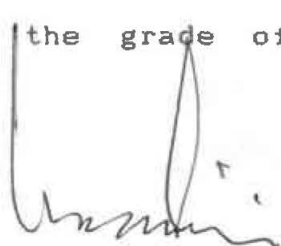
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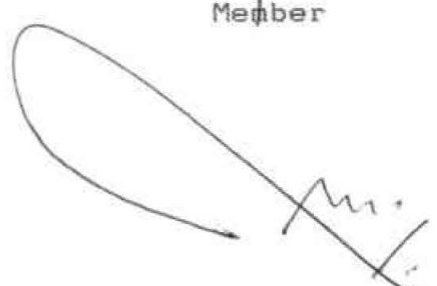
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The writer

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## ABSTRACT

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Key Words: presentation of information, magazine, visions, diction

*Time* and *Newsweek* are two magazines which at times give a report about the same occasion with different presentation of information according to their own ideological perspectives. The study then probes to know: (1) the degree of ideological perspectives affecting the presentation of information on *Time* and *Newsweek*; (2) whether they have different ideological perspectives; (3) whether it is applicable to different subjects; (4) whether American or News Values are used more; (5) whether they adhere to Democratic or Republican Parties. The study brings the journalism perspective for readers to analyze the articles, apply the perspectives in the argumentative writing or be careful in writing a report.

To get more comprehensive study, the writer includes the types of norms, American and News Values, Republican and Democratic Parties, functions of media, characteristics of American mass communication and magazine. The data are elicited from three issues of each magazine, taking five departments in ten articles. The articles concern with the profile of Starr, the scandals on Japanese MOF, Russian economic crisis, the profile of Harada and the freedom of press due to Di's death. The study makes use of content analysis which permits quantitative method to measure the data and qualitative method to describe the result of the data analysis.

*Newsweek* is more positive than *Time* in the subjects of Starr, Japanese MOF and Russia, but not in Harada and press freedom. *Newsweek* is influenced more with its perspective than *Time*. Both magazines have different ideological perspectives in norms, American and News Values concerning the respective subjects. However, there is an inconsistency of the magazines having different ideological perspectives on different subjects. News Values are used more in the articles than American Values. The writer finds that *Time* seems more impartial than *Newsweek*, and *Newsweek* is the supporter for Democratic Party. In addition, the magazines have a negative view over Russia. The study suggests later to subscribe the magazines, knowing the cultural background and reading a lot of materials.