

A CONTENT ANALYSIS OF THE PICTORIAL COVERAGE OF THE
MENTALLY ILL IN THREE NATIONAL MASS MAGAZINES, 1950-1967

by

LYNDELL DALE WALLIS

B. S. University of Illinois, 1964

A MASTER'S THESIS

submitted in partial fulfillment of the

requirements for the degree

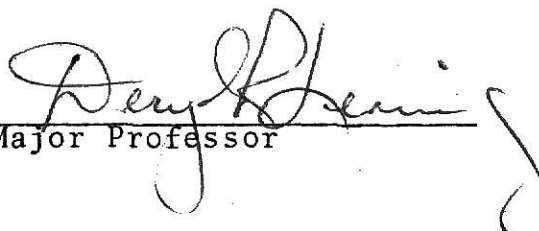
MASTER OF SCIENCE

Department of Technical Journalism

KANSAS STATE UNIVERSITY
Manhattan, Kansas

1970

Approved by:


Major Professor

LD
2668
T4
1970
W35
C.2

TABLE OF CONTENTS

| Chapter | Page |
|---|------|
| LIST OF TABLES..... | iii |
| I. INTRODUCTION..... | 1 |
| Purpose of Study..... | 1 |
| Review of Literature..... | 2 |
| Justification and Limitations..... | 2 |
| Procedure..... | 4 |
| Pictorial Content Analysis Form..... | 4 |
| II. THE PICTURE..... | 6 |
| Footnotes..... | 10 |
| III. <u>LIFE</u> MAGAZINE..... | 11 |
| Content Analysis of Captions Accompanying Pictures.... | 13 |
| IV. <u>SATURDAY EVENING POST</u> | 18 |
| Content Analysis of Captions Accompanying Pictures.... | 20 |
| V. <u>LOOK</u> MAGAZINE..... | 26 |
| Content Analysis of Captions Accompanying Pictures.... | 28 |
| VI. RESULTS AND CONCLUSIONS..... | 32 |
| General Conclusions..... | 37 |
| Future Studies..... | 38 |
| APPENDICES | |
| I. Pictorial Content Analysis Form..... | 39 |
| II. Volume and Issue Information of Relevant Articles..... | 42 |
| BIBLIOGRAPHY..... | 48 |

LIST OF TABLES

| Table | Page |
|--|------|
| 1. Activities of Mentally Ill Pictured in <u>Life</u> Magazine, 1950-1967..... | 12 |
| 2. Activities of Mentally Ill Pictured in <u>SEP</u> Magazine, 1950-1967..... | 19 |
| 3. Activities of Mentally Ill Pictured in <u>Look</u> Magazine, 1950-1967..... | 27 |
| 4. Comparison of Pictorial Coverage..... | 33 |
| 5. Comparison of Frequency of Articles on Mental Illness Appearing in <u>Life</u> , <u>Look</u> , and <u>SEP</u> from 1950-1967..... | 33 |
| 6. Total Articles on Mental Illness Appearing in <u>Life</u> , <u>Look</u> , and <u>SEP</u> from 1950-1967..... | 33 |
| 7. Combined Tables of Activities of Mentally Ill Appearing in <u>Life</u> , <u>Look</u> , and <u>SEP</u> from 1950-1967..... | 34 |

CHAPTER I

INTRODUCTION

Purpose of Study

This study was designed to determine the type and frequency of pictorial coverage of the mentally ill in three national mass magazines for eighteen years, 1950-1967. The study includes a content analysis of the captions that accompanied the pictures. How the magazines and the time period were chosen will be discussed later.

The study was designed to answer such questions as the following. What types of people were shown? Did the pictorial coverage of the mentally ill tend to stereotype them into specific classifications of illnesses such as schizophrenia? Was the proportion of blacks in pictures higher than their proportion in the population? Did professional people appear frequently in pictures; if so, what types of professions were shown?

Captions were relied on heavily for information. Frequency of pictorial coverage also was determined to answer such questions as the following. Did the coverage of the mentally ill appear frequently and with regularity or only erratically? How did quantity of coverage by the three magazines compare? Were any magazine covers devoted to mental illness? Captions accompanying the pictures were analyzed to determine the terminology used and the types of information presented.

As used in this study the word "coverage" unless otherwise specified indicates pictorial coverage. "Magazine" or "mass magazine" refers to national mass magazines that appeal to diverse audiences. "Mental illness" refers to a behavior disorder which requires hospitalization. "Mentally ill" and "patient" are used interchangeably. "Staff" refers to persons employed to care for the mentally ill.

Review of Literature

A survey of literature offers no study which closely resembles this one. A thorough survey of all Sociological Abstracts offers no similar studies. Journalism Abstracts offer only related studies.

A Computerized Bibliography of Mass Communication Research, 1944-1964 was thoroughly checked and offers only one similar study which appeared in the Autumn 1962 issue of Journalism Quarterly. The study "Mental Health Coverage in Six Mass Magazines" was a survey of six magazines during 1960. It focused on copy with only incidental concern for pictorial coverage.

Justification and Limitations

The results of this study indicate what kind and how much pictorial coverage has been given the mentally ill by the three magazines over the period selected. Such information will be of value to those who are charged with the responsibility of communicating concepts about mental illness to the public. Before they can communicate effectively they must know what information has been presented previously

to the public. The information provided by this study is very basic but essential if journalists wish to communicate concepts about mental illness with maximum efficiency.

This study is limited to pictures and captions that pertain to the mentally ill, their treatment, their facilities and research in the field. Captions were relied upon in selecting pictures. Some pictures without captions were selected because of their relationship to pictures with captions.

Articles and pictures on mental retardation, alcoholism, drug addiction, and penal systems were excluded unless related through captions to mental illness. All articles on emotionally disturbed children were included.

Life, Look, and The Saturday Evening Post (SEP) were surveyed. They were chosen because they were among the highest in circulation for the years studied, and because they carried relatively more pictures than other magazines. The beginning of the time period was selected for several reasons. During the latter 1940's national attention was focused on mental illness through exposes. By 1950 mental illness had become a popular topic for media. In addition the early 1950's saw the spread in the use of drugs and the gradual transition of many institutions for the mentally ill from custodial care to forms of active treatment. Since at the time of this study complete collections of periodicals past December 1967 were unavailable this was selected as the date to stop the study.

Evaluating pictorial coverage as positive or negative was not attempted. This study is not intended to measure accuracy of coverage or to evaluate how pictures reflected actual conditions and treatment methods. The information is presented for the reader to interpret from his own perspective and according to his own needs.

Procedure

Each issue of the three designated magazines were surveyed for relevant material. The index of each issue was checked and in many cases the entire issue was viewed. A pictorial content analysis survey form was developed (Appendix I) and completed for each relevant picture. Items on the form were selected because they recorded the frequency of coverage or because they described aspects of mental illness presented. The completed forms were compiled to show an overall view of how the magazines singularly and collectively presented the mentally ill through pictures. Tables showing trends in coverage and types of subject matter were developed.

Pictorial Content Analysis Form

The pictorial content analysis form was pretested on a sample of twenty college students. Members of the sample were shown pictures from the three magazines and asked to evaluate the form's objectivity and ability to record the information sought in this study. Several revisions were made during the testing period.

The content categories and sub-categories used are as follows: mentally ill - sex, age, race, body position, activity, appearance, dress; staff - sex, age, race, occupation; facilities - condition; treatment - types; research - types; and caption content.

Some items on the form are self-explanatory while others are not. Age of the mentally ill was estimated when not given in the captions. Those under twenty-one years of age were most frequently referred to as emotionally disturbed and those twenty-one years and older as mentally ill. This distinction will be made throughout the study when referring to age. Appearance of the mentally ill was determined by two factors: hair grooming and clothing neatness. Informal dress was defined as shirt and slacks for men and everyday dresses for women. Formal dress was defined as suits for men and formal gowns for women. Facilities were judged to be institutional when drapes, carpeting and decorator items were absent and when the furniture shown was designed purely for function and not comfort or appearance.

Facilities were judged to be tidy if there was no litter on the floor, if furniture was arranged in some pattern and if rugs and drapes were straight and in an orderly position. Evidence of bars or heavy screening on windows was used to determine if facilities were restrictive. Facilities were considered to be well lighted if sources of light filled the entire picture with no dark and dingy corners evident.

CHAPTER II

THE PICTURE

Much has been said regarding the importance and impact of the picture on the reader. Little is known however of the precise effect of the picture. There has been little experimental research on the effect of the picture in changing personal attitudes.¹ Very little is known about the function of pictures in the total communications process.

Most in the field of journalism will agree on one point. The picture is a very effective medium of communication. Henry R. Luce once said, "The photograph is not the newest but it is the most important instrument of journalism which has been developed since the printing press."²

Commenting on the importance of the photograph Robert Taft said:

The picture is literally a universal language; of the pictured forms, the photograph is the most literal, the most factual, the most readily and rapidly obtained, and therefore is almost solely used in reporting the news in the modern press. Whatever may be the faults and flaws of the pictorial press it is probably that humanity has in this agent one of her most powerful weapons in the fight for the abolition of war, in combating ignorance and disease, and in the attainment of social justice.³

Taft concluded that the photograph far exceeded the printed word in effectiveness.

A photograph, or its reproduction, can tell in a moment what might require many moments, or even hours, to describe in writing. Not only can it describe more rapidly but it can fix mentally more vividly, completely and indelibly than can the printed word.⁴

The advent of the photograph made the world smaller by giving man a literal look at places and events from near and far. "It is surely axiomatic," commented Robert E. Girvin, "that when we see things for ourselves rather than rely on someone else's word description, we understand them better."⁵

Similarly Roy E. Stryker, chief of the photographic department at Standard Oil Company (New Jersey), once observed, "In this age, we have a tendency to believe more strongly in what we can see, even at second hand. Photography as a unique means of communications is valued by us for its credibility."⁶

Some have even said that viewing a picture is better than actually being at the event if it is of an emotional nature. Wislon Hicks, former editor of Life, points out that the picture allows the reader to take his time in comprehending the impact of the picture. In contrast, if the viewer was at the actual event his visual perception during emotional stress would be slowed due to adrenaline in the bloodstream.⁷

There is a danger in the ease with which man understands pictures. James A. Fosdick and Percy H. Tannenbaum, warning of the danger noted.

Photographs...do not come to us without human meddling. They are nonverbal messages, encoded by a communicator in much the same manner as are the verbal messages of the poet, the novelist, the newspaper reporter or the radio news commentator. Perhaps it is because 'they seem utterly real' that we assume we know exactly what the photographer is trying to communicate. It is more likely that the realism of the photograph and the ease with which we can appreciate its denotative content lull us

into forgetting that a device and a manipulator - a communicator - were interposed between the event and the image we scan so effortlessly.⁸

As a publisher's journal once so aptly put it, "Cameras do not lie, but liars sometimes take pictures."⁹

The high believability of pictures increases the responsibility of photographers for accuracy. Seeing a person or event in a picture out of context can be very misleading.¹⁰

"Bound to the illustrative nature of art, press photographers misunderstand the art of photography," Nell Robertshaw Blakely observed, "as meaning composition --- not communication."¹¹

Few specifics are known regarding the preference readers have in pictures. It is known that they prefer pictures with a pleasant nature over those of crime and violence.¹² Color pictures have been found to be more satisfying and easier to understand.¹³

Captions often communicate what cannot be told by pictures, so captions often are integral factors in the total understanding of pictures.

In some cases the caption determines the meaning of a picture. Being able to predict what meaning a caption will have on a picture is difficult, if not impossible, as Jean S. Kerrick found:

1. It is possible for a caption to cause a complete change in interpretation, so that, for example, a picture usually judged as "happy" will be judged "sad."

2. The influence of a caption usually can be anticipated.

3. In some instances, however, it may cause an interpretation directly opposite to that desired by the caption writer.

4. In general, captions which suggest meanings incongruent with the content of the picture will be rejected, and interpretation will be primarily a response to the picture alone.¹⁴

The picture was chosen as the object of this study because of the facts presented in this chapter.

FOOTNOTES

¹Reuben Mehling, "Attitude Changing Effect of News and Photo Combinations," Journalism Quarterly, XXXVI, No. 2, (Spring, 1959), p. 189.

²Robert Taft, Photography and the American Scene, (New York: The MacMillan Company, 1938), p. 449.

³Ibid., p. 450.

⁴Ibid., p. 449.

⁵Robert E. Girvin, "Photography as Social Documentation," Journalism Quarterly, XXIV, No. 3, (September, 1947), p. 207.

⁶Ibid., p. 219.

⁷Wilson Hicks, Words and Pictures, (New York: Harper & Brothers Publishers, 1952), p. 10.

⁸James A. Fosdick and Percy H. Tannenbaum, "The Encoder's Intent and Use of Stylistic Elements in Photographs," Journalism Quarterly, XLI, No. 2, (Spring, 1964) p. 176.

⁹Clifton C. Edmon, "Photo-Propaganda: The History of Its Development," Journalism Quarterly, XXIV, No. 3, (September, 1947), p. 226.

¹⁰Nell Robertshaw Blakely, "Photographic Seeing," (unpublished Master's thesis, East Texas State University, 1966), p. 123.

¹¹Ibid., p. 31.

¹²Malcolm S. MacLean Jr. and Anne Li-An Kao, "Picture Selection: An Editorial Game," Journalism Quarterly, XL, No. 2, (Spring, 1963), p. 232.

¹³Bert W. Woodburn, "Reader Interest in Newspaper Pictures," Journalism Quarterly, XXIV, No. 3, (September, 1947), p. 200.

¹⁴Jean S. Kerrick, "The Influence of Captions on Picture Interpretations," Journalism Quarterly, XXXII, No. 2, (Spring, 1955), p. 182.

CHAPTER III

LIFE MAGAZINE

Eleven articles during the eighteen years of Life studied had pictures and captions giving relevant information regarding the mentally ill. All pictures appeared in black and white. The articles appeared with the following frequency: one each in 1950, 1952, 1960, 1965; two each in 1954 and 1957; and three in 1956.

The 11 articles contained a total of 150 pictures, for an average of 14 with a range from 5 to 26. Of the 150 pictures, 114 gave information sought in this study. An average of 10 pictures per article gave specific information with a range of 4 to 26.

Of the mentally ill shown 39 were males and 59 were females. The estimated average age for the males was 34 years and 42 for the females.

Of those shown and described as emotionally disturbed (up through 20 years of age) 17 were males and 14 females. Estimated average age was 11 years for the males and 13 for the females.

Only 20 of the 129 in pictures appeared to be nonwhites. Ninety-five percent of those pictured were shown either standing or sitting. Those shown reclining in bed either were receiving or recovering from some form of treatment like electroshock. Only one was shown being restrained as a result of electroshock.

Activities pictured in Life were categorized as shown in Table 1.

TABLE 1
ACTIVITIES OF MENTALLY ILL
PICTURED IN LIFE MAGAZINE, 1950-1967

| Activity | No. of mentally ill |
|--|---------------------|
| Inactive (state of withdrawal, etc.)..... | 20 |
| Group therapy..... | 20 |
| Recreational therapy (baseball, dancing, etc.)..... | 19 |
| Conversing with staff and other patients..... | 18 |
| Behavior modification or reward system..... | 13 |
| Occupational therapy (knitting, painting, etc.)..... | 11 |
| Studying..... | 5 |
| Chemotherapy..... | 4 |
| Psychological tests..... | 4 |
| Play therapy..... | 3 |
| Electroshock..... | 3 |
| Working..... | 2 |
| Psychoanalysis..... | 1 |
| Brain-wave test..... | 1 |

The personal appearance of fifty percent of those shown was judged to be neat. Ninety-five percent appeared in informal attire. The remaining appeared in sleeping apparel or a stage of undress.

Seventy-five percent of the facilities shown were institutional in appearance. Ninety-five percent were neat. Approximately five percent of the facilities shown had restrictive equipment. Only one picture showed a patient being restrained by means of a strait jacket. Fifty-five percent of the facilities were well lighted.

Pictures of staff identified by caption or judged by uniform to be staff appeared with this frequency: doctors (specialty not identified), 18; nurses, 17; psychiatrists, 7; researchers, 3; psychologists, 3; psychiatric aides, 2; social workers, 2; recreational therapists, 1; volunteer supervisors, 1; chaplains, 1; and art therapists, 1.

Six nonwhites appeared as nurses or psychiatric aides. Eighty-five percent of the staff members shown were males. Only the nursing profession was predominately female. Seventy-five percent of the staff members shown were judged to be forty-five years old or older.

Content Analysis of Captions Accompanying Pictures

Content of the captions accompanying pictures in Life was for the most part optimistic. The content indicated that the success of drugs was good and also the chances of recovery was good. Behavior of the mentally ill received the most coverage. Here is a list of concepts appearing in captions regarding behavior in the order of frequency mentioned.

1. The mentally ill are often withdrawn and oblivious to their surroundings.
2. The mentally ill are often nervous and speak incoherently. Some may be mute. They are often lonely people.
3. The mentally ill often must be taught very simple tasks.
4. The mentally ill are often paranoid.
5. The mentally ill enjoy simple recreational activities such as swinging, ping pong and dancing.

6. Adjusting to society after discharge is difficult.

7. It is necessary for former patients to return for medication and consultation.

8. The mentally ill lack concern for their personal appearance.

9. A small number (fewer than one percent) of the mentally ill must be restrained upon admission in such devices as strait jackets.

10. A large percentage return to society (eighty-two percent of psychotics from one hospital).

Use and effect of drugs received the second most amount of coverage in this frequency order.

1. Drugs have very effectively helped people return to society, and thus decreased the population of mental hospitals.

2. Drugs have an immediate effect on some, and they allow some who have been hospitalized for years to return to society.

3. Drugs quiet disturbed patients.

4. Drugs have side effects like grogginess, stiffness of the neck, increasing sensitivity of skin to sun, and upsetting one's sense of balance.

5. Drugs mentioned most often were chlorpromazine and sodium amytal.

Numerous treatment techniques were covered, but only shock treatment or electroshock was covered extensively.

These concepts regarding shock treatment were presented.

1. Shock treatment is used on those who do not respond to drugs.

2. Shock treatment is used to interrupt abnormal brain functions by sending an electric charge through the brain.

3. Shock treatment produces a convulsion, and patients are confused afterwards.

Other treatment techniques mentioned were:

1. Group therapy uses frank sessions in which problems are discussed jointly by those involved. From group therapy sessions patients achieve a better understanding of themselves and their problems.

2. Insulin shock is a chemical treatment that plunges the patient into a coma.

3. Art therapy is used by staff to get clues to inner conflicts of patients.

4. Hypnosis is used in some cases. Not all people can be hypnotized.

5. Hydrotherapy is rarely used.

6. Psychological picture tests are used by staff to determine inner conflicts of a patient.

7. Reward-system programs range from simple to complex, depending on the patients involved. Rewards are used to solicit desired behavior from the patient.

8. In psychoanalysis a patient learns to express and understand his deep inner conflicts.

The most frequently mentioned mental illness was schizophrenia, with these concepts being presented.

1. Schizophrenics may be mute and immovable. They may sit in the same position for hours (catatonic schizophrenia).

2. Schizophrenics have recovered, have taken responsible jobs, and have been able to discontinue medication.

3. Schizo-affective patients combine delusions with alternating elation and gloom.

Few other classifications were mentioned or explained.

Captions pertaining to emotionally disturbed children offered these concepts:

1. Emotionally disturbed children may be mute. They may perform some mechanical action like rocking back and forth for hours.

2. Such children may be subject to tantrums for the slightest reasons.

3. Affection is used frequently to reach emotionally disturbed children. Play therapy is also used extensively.

4. Reward systems are sometimes used to encourage emotionally disturbed children to respond to treatment techniques.

5. Autistic children are incapable of imitating adults. Imitation of adults is an important teaching technique for such children.

Other concepts mentioned infrequently were:

1. A psychoanalyst is one who works with people who are troubled but rational. He listens a great deal until the patient reveals his real conflicts.

2. The team approach is used frequently in treatment programs of hospitals.

3. A psychiatrist is one who works with all types of mentally ill people. He utilizes interviews and medical therapies in helping his patient.

4. Mental illness may be partly physical in origin.

5. Wards in state hospitals are sometimes crowded.

A multitude of labels were used in referring to the mentally ill and facilities for their treatment. Hospitals for the mentally ill were frequently referred to as asylums or insane asylums. The mentally ill were referred to as disturbed, insane, or just sick. There seemed to be no pattern in terminology use. For example, "insane asylum" was used in both early and recent issues of magazines studied.

CHAPTER IV

SATURDAY EVENING POST

Saturday Evening Post, during the eighteen years studied, carried thirty-three articles with pictures and captions giving significant information. All pictures were in black and white. Many of the articles were parts of series on mental illness. Articles appeared in eleven of the eighteen years studied: one each in 1951, 1952, 1957, 1958, 1960; two each in 1954, 1961; three in 1953; six in 1955; seven in 1962; and eight in 1956.

There was an average of 4 pictures per article (a total of 138 pictures). The range was from 1 to 9 per article. Of the 138, 119 provided information sought or an average of 3.5 pictures per article.

Of the mentally shown 33 were males and 26 females. The estimated average age for the males was 45 and 55 for the females.

Of those shown and described as emotionally disturbed (up through 20 years of age) 21 were males and 19 females. Estimated average age was 9 for both groups.

Only 5 nonwhites were shown. Patients were shown most often sitting conversing with others, involved in recreational therapy, or inactive. Those standing were shown conversing with others, involved in recreational therapy, or inactive. Those reclining were either resting or under some form of treatment. Handcuffs or physical force was used on those being restrained.

TABLE 2
 ACTIVITIES OF MENTALLY ILL
 PICTURED IN SEP MAGAZINE, 1950-1967

| Activity | No. of mentally ill |
|---|---------------------|
| Inactive (state of withdrawal, etc.)..... | 36 |
| Recreational therapy (baseball, dancing, etc.)..... | 29 |
| Conversing with staff and other patients..... | 21 |
| Being restrained..... | 12 |
| Eating..... | 10 |
| Hydrotherapy..... | 7 |
| Occupational therapy..... | 5 |
| Psychological tests..... | 1 |
| Studying..... | 1 |
| Working..... | 1 |
| Lobotomy operation..... | 1 |
| Attending class..... | 1 |
| Electroshock..... | 1 |
| Appearing in fashion show..... | 1 |
| Applying make-up..... | 1 |

Two-thirds of all patients appeared neat and ninety-five percent were dressed informally.

Eighty percent of the facilities shown were institutional in appearance. Forty percent of the facilities shown had restrictive equipment usually in the form of heavy screening on windows. Half the pictures indicated that facilities were well lighted.

Pictures of staff identified by captions or judged by uniform to be staff appeared with this frequency: doctors (specialty not identified), 10; nurses, 8; psychiatrists, 7; psychologists, 7; volunteers, 6; psychiatric aides, 5; teachers, 4; social workers, 3; and one each of surgeons, therapists (specialty not identified), reading consultants, case workers, student nurses, and chaplains.

Only two nonwhites appeared as staff. Both were females. One appeared as a nurse and one as a psychiatric aide. Of the ten doctors identified three were women. Two of the seven psychologists were women. Psychiatric aides shown were divided evenly between men and women. All nurses shown were female. Most staff members shown were middle age or older. Nurses shown were on the average slightly younger than the rest.

Content Analysis of Captions Accompanying Pictures

Content of captions accompanying pictures in the Saturday Evening Post concentrated on the behavior of the mentally ill. Little information was presented regarding the use of drugs or various treatment programs being used in hospitals.

The following list of concepts appeared in captions regarding the nature and behavior of the mentally ill, in the order of frequency mentioned.

1. The mentally ill are sometimes violent.
2. The mentally ill have killed total strangers as well as loved ones.
3. The mentally ill are unpredictable and erratic in behavior.
4. Some mentally ill may remain motionless for hours.
5. The mentally ill are sometimes suicidal.
6. Some state hospitals are overcrowded.

7. Some who are mentally ill never speak.

8. Some patients must be restrained.

9. Some have recovered completely from mental illness and have become successful in such professions as law and professional baseball.

10. The mentally ill do not always remember what they do.

11. Combat during war has been the cause of some mental disorders.

12. There are 650,000 patients in mental hospitals in the United States (1955).

13. The mentally ill are lonely in appearance and often live very lonely lives.

14. Emotionally disturbed children are often fearful of their surroundings and people.

15. Some emotionally disturbed children speak very little.

16. Most new arrivals to state hospitals are calm.

17. Voluntary admissions amount to four percent of all admissions (1956).

18. The best chance for recovery is when a patient first enters a hospital. For this reason the patient is given a lot of attention when he first arrives.

19. Most patients are content to sit and talk in a ward.

20. Some patients are allowed on hospital grounds unattended.

21. Dangerous and suicidal patients are put into specially designed seclusion rooms.

22. Some who are mentally ill live in fantasy worlds created in their minds.

23. Women patients are noisier than men.

24. Ages are mixed in wards.

25. Some patients receive only custodial care.

26. Some hospital programs give patients a voice in ward activities and in determining privileges.

27. Some wards are unlocked.

28. Most patients go home in a few months.

29. A very small proportion of patients are dangerous.

30. The majority of patients are withdrawn and unable to get along with others.

Regarding the use and effects of drugs the following concepts were presented in captions.

1. Drugs do not cure insanity but help mental patients relax.

2. Drugs can dramatically change the violent nature of patients.

3. Drugs make patients sociable and cooperative.

4. LSD produces artificial schizophrenia from which the user can recover and explain how it felt to be mentally ill.

The only classification of mental illness receiving any appreciable coverage in captions was schizophrenia. The following concepts were presented.

1. The causes or cures for schizophrenia are unknown but authorities are beginning to understand them.

2. Some suffering from schizophrenia have recovered through new treatment techniques.

3. Children suffer from schizophrenia.

4. Love is important to children suffering from schizophrenia.

5. Imaginary fears haunt those who suffer from schizophrenia.

Few therapy techniques were covered to any extent in captions. Electroshock received the most coverage. The following concepts were presented about electroshock.

1. Patients receiving electroshock must be restrained.

2. Some authorities question the value of electroshock.

3. Some patients have broken their bones while receiving electroshock treatment.

Other treatment techniques presented and concepts regarding their nature were as follows.

1. The lobotomy operation is controversial. It changes the personality of the patient.

2. Hydrotherapy is given only to those who volunteer for it. It calms the nerves.

3. Play therapy is used to establish contact with withdrawn children and bring them out.

4. Companionship therapy can be very valuable.

5. The foster-home program has been very beneficial in helping some patients.

6. Fashion therapy (participation of patients in fashion shows) has helped some patients who were thought to be hopeless.

7. Art therapy is valuable in determining inner conflicts of a patient.

8. Individual attention of the mentally ill can be very helpful.

A small amount of information was presented in captions regarding the duties of staff. The nature of volunteer work in hospitals received considerable coverage. The following are concepts presented regarding volunteer work.

1. Volunteers take a training course before working in hospitals.

2. Volunteers are allowed a lot of freedom of movement in hospitals.

3. Volunteers are allowed to take patients off the grounds.

4. Some patients find it easier to talk to volunteers than to staff.

5. Volunteers provide contact with the outside world.

A wide variety of terminology was used in referring to the mentally ill and institutions for their care, with no pattern evident over the years. Terms were used interchangeably. In referring to the mentally ill, "patient" and "mental patient" were used oftenest. The mentally ill were also referred to as asylum inmates and inmates.

The state of being mentally ill was also referred to as crazy, insane, and suffering from a mental disorder.

Institutions for the mentally ill were referred to as mental hospitals and asylums. Children suffering from mental illness were described as emotionally disturbed.

CHAPTER V

LOOK MAGAZINE

Look magazine carried eighteen articles during the period of the study which were relevant. All pictures were in black and white. The articles appeared with the following frequency: one each in 1950, 1951, 1952, 1954, 1957, 1963, 1966; two in 1958; three in 1955; and six in 1960, five of which were in the February 2 issue, which was largely devoted to mental illness in the United States.

A total of 157 pictures accompanied the 18 articles (an average of 9 pictures per article) with a range of 1 to 17. Of the 157 pictures, 134 offered information relevant to this study (an average of 7 per article).

Of the mentally ill shown 35 were males and 17 females. The estimated average age for the males was 52 and 49 for the females.

Of those shown and described as emotionally disturbed (up through 20 years of age) 39 were males and 9 females. Estimated average for the males was 10 and 11 for the females. Only 9 nonwhites appeared in the pictures. All but one were males.

Approximately half of those shown were standing and the remaining sitting. Two were shown being restrained, one by physical force and one by shackles. Specific activities varied greatly as shown in Table 3.

TABLE 3

ACTIVITIES OF MENTALLY ILL
PICTURED IN LOOK MAGAZINE, 1950-1967

| Activity | No. of mentally ill |
|---|---------------------|
| Conversing with staff and other patients..... | 35 |
| Inactive (state of withdrawal, etc.)..... | 31 |
| Recreational therapy..... | 13 |
| Working..... | 12 |
| Psychological tests..... | 9 |
| Occupational therapy..... | 7 |
| Psychodrama..... | 5 |
| Eating..... | 2 |
| Studying..... | 2 |
| Fighting (children)..... | 2 |
| Being restrained..... | 2 |
| Hydrotherapy..... | 1 |
| Getting hair cut..... | 1 |
| Lobotomy operation..... | 1 |
| Psychotherapy..... | 1 |

Prominent among organized recreational activities shown were dancing, baseball, and play therapy, with weaving and building models used in occupational therapy.

Those working were peeling apples, making beds, working in gardens, or pushing a floor buffer. Where it was possible to determine, 49 were considered neat compared with 13 considered untidy. Virtually all were dressed informally.

Ninety percent of the facilities shown were institutional in appearance. Walls, floors, and windows usually lacked any type of decoration. Two pictures showed dirty wards with litter on the floors and chips of paint off the walls. Two showed beds extremely close together indicating overcrowding.

Twelve pictures showed such restrictive equipment as heavy screening on the windows. Slightly more than half indicated lighting was poor.

Ninety percent of the staff shown were white. Half of the psychiatric aides shown were female and all but one of the nurses shown were female. Two psychiatrists and one psychologist pictured were females. Other professions were predominately male.

Average age of such professionals as nurses and psychiatric aides was estimated to be 30 years. Average age of psychologists shown was estimated to be 40 years. Psychiatrists shown were generally 50 to 60 years of age.

Pictures of staff identified either by captions or judged by uniform to be staff appeared with this frequency: psychiatrists, 8; psychiatric aides, 7; psychologists, 4; resident physicians, 4; nurses, 3; two each of teachers, technicians, dance therapists; one each of pathologists, neuropsychiatrists, occupational therapists, barbers, psychoanalysts, psychiatric social workers, child psychiatrists, chaplains and surgeons.

Content Analysis of Captions Accompanying Pictures

Content of captions accompanying pictures in Look magazine pertained for the most part to behavior of the mentally ill and to the nature of mental illness. Little information was presented regarding widespread use of drugs or the various therapies being used in hospitals.

A list of concepts appearing in captions regarding the nature and behavior of the mentally ill follows, in frequency of appearance.

1. The mentally ill often withdraw from reality and live in a fantasy world created in their minds. They often do not speak.

2. Today the mentally ill have a good chance to recover.

3. Some who suffer from mental illness never recover.

4. The mentally ill are unpredictably violent at times. They sometimes commit murder.

5. In the past the mentally ill were treated very poorly owing to the lack of qualified staff and money.

6. The mentally ill are often confused, fearful and suspicious.

7. Patients are rarely violent.

8. All ages are equally vulnerable to mental illness.

9. No one is immune to mental illness.

10. The mentally ill may remain frozen in thought and position for hours.

11. Mental illness destroys the patient's personality.

12. Some mental disease damage the brain.

13. Returning to society is difficult for the mentally ill.

14. Some mentally ill spend a lifetime in hospitals.

15. Thousands of mentally ill are receiving little care or treatment.

These ideas were conveyed through captions regarding treatment techniques used on the mentally ill.

1. Hydrotherapy is used to calm patients.
2. Psychodrama exposes hidden hostilities.
3. Paintings done by the mentally ill reveal clues to their inner problems and progress.
4. Religion is used to comfort the mentally ill.
5. Electroshock is still used.
6. Work is highly therapeutic to the mentally ill.
7. Lobotomy is still performed on some.
8. The Rorschach test reveals inner torments of the mentally ill.
9. Brain-wave tests are painless and indicate what portion of the brain is damaged.
10. Psychological tests reveal flaws in personality structure.

Several concepts regarding the treatment and nature of emotionally disturbed children were conveyed through captions.

1. Emotionally disturbed children create fantasy worlds to escape that part of reality they fear.
2. Emotionally disturbed children often experience uncontrollable feelings of rage and fight with other children.
3. Environment plays a major role in causing disorders in children.
4. Emotionally disturbed children have short attention spans.

5. Play therapy is used on emotionally disturbed children to reveal emotional problems.

Little information was offered in captions regarding use of drugs. Only one caption offered any specific information. It said use of LSD simulates actual conditions in the mind of a schizophrenic.

Schizophrenia was the only disorder mentioned to any extent in captions and it was characterized by the sufferer's fear. Restraints used on the mentally ill were mentioned in two captions; one stated that they were no longer used; the other, that they were seldom used.

Little information was presented about professions. One caption indicated that more psychiatrists were needed, while another speculated that a computer may one day replace psychiatrists.

There was little variation in terminology used over the years. "Mentally ill" was used to refer to those suffering from mental illness. In addition "patient" or "mental patient" also was used frequently. Only two captions used "lunatics" or "insane." Mentally ill children were referred to as troubled children, confused children, or emotionally disturbed children, the latter most frequently.

CHAPTER VI

RESULTS AND CONCLUSIONS

Little research has been done on the effect of pictures on viewers yet the picture has become a very important means of communication because of the ease with which it is understood.

This study described the nature of only one subject area, mental illness, through pictures in only one medium, the mass magazine. It records what was presented through pictures to a segment of the mass magazine audience.

During the time period studied the three magazines moved toward more and more coverage of such societal problems as civil rights, the plight of the poor, and the growing pollution problem. This undoubtedly paralleled an awareness and concern by the American public for these problems. Fiction and articles on the entertainment world gave way to articles on the population explosion, abortion and the use of drugs.

The frequency and quantity of coverage of the mentally ill in the three magazines of the study compares as follows: Life magazine, 11 articles; Saturday Evening Post, 33 articles; and Look magazine, 18 articles. Picture coverage is compared in Table 4.

A review of the frequency of articles appearing in the three magazines (Table 5 - next page) indicates no specific pattern. The SEP presented several articles during the middle of the 1950's. Then coverage in SEP tapered off until none appeared the last five years. Coverage in Life and Look was scattered.

TABLE 4
COMPARISON OF PICTORIAL COVERAGE

| Magazine | Total pictures | Average pictures per article | Total relevant pictures | Average relevant pictures per article |
|-------------|----------------|------------------------------|-------------------------|---------------------------------------|
| <u>Life</u> | 150..... | 14..... | 114..... | 10 |
| <u>SEP</u> | 138..... | 4..... | 119..... | 3.5 |
| <u>Look</u> | 157..... | 9..... | 134..... | 7 |

TABLE 5
COMPARISON OF FREQUENCY OF ARTICLES ON MENTAL ILLNESS
APPEARING IN LIFE, LOOK, AND SEP FROM 1950-1967

| Magazine | 1950-1951 | 1952 | 1953 | 1954 | 1955 | 1956 | 1957 | 1958 | 1959 |
|-------------|------------|------------|------------|------------|------------|------------|------|------|------|
| <u>Life</u> | 1....0.... | 1....0.... | 2....0.... | 3....2.... | 0....0.... | | | | |
| <u>SEP</u> | 0....1.... | 1....3.... | 2....6.... | 8....1.... | 1....1.... | 0....0.... | | | |
| <u>Look</u> | 1....1.... | 1....0.... | 1....3.... | 0....1.... | 2....0.... | | | | |

| Magazine | 1960-1961 | 1962 | 1963 | 1964 | 1965 | 1966 | 1967 |
|-------------|------------|------------|------------|------------|------------|------|------|
| <u>Life</u> | 1....0.... | 0....0.... | 0....0.... | 1....0.... | 0....0.... | | |
| <u>SEP</u> | 1....2.... | 7....0.... | 0....0.... | 0....0.... | 0....0.... | | |
| <u>Look</u> | 6....0.... | 0....1.... | 0....0.... | 1....0.... | | | |

TABLE 6
TOTAL ARTICLES ON MENTAL ILLNESS
APPEARING IN LIFE, SEP, AND LOOK FROM 1950-1967

| | | | | | | | | | | |
|-------|---|---|---|---|---|---|----|---|---|---|
| Year | 1950-1951-1952-1953-1954-1955-1956-1957-1958-1959 | | | | | | | | | |
| Total | 2 | 2 | 3 | 3 | 5 | 9 | 11 | 4 | 3 | 0 |
| Year | 1960-1961-1962-1963-1964-1965-1966-1967 | | | | | | | | | |
| Total | 8 | 2 | 7 | 1 | 0 | 1 | 1 | 0 | | |

Table 6 shows considerable attention focused on mental illness during the middle 1950's and the early 1960's.

Hospital conditions and programs were given the most coverage. Emotionally disturbed children received significant coverage, as did discharged patients, research and treatment techniques. The Menninger Clinic of Topeka, Kansas, received more coverage than any other facility for the mentally ill.

No magazine covers were devoted to mental illness, and no pictures appeared in color.

TABLE 7

COMBINED TABLES OF ACTIVITIES OF MENTALLY ILL
APPEARING IN LIFE, SEP, AND LOOK, 1950-1967

| Activity | No. of mentally ill |
|---|---------------------|
| Inactive (state of withdrawal, etc.)..... | 87 |
| Conversing with staff and other patients..... | 74 |
| Recreational therapy..... | 61 |
| Occupational therapy..... | 23 |
| Group therapy..... | 20 |
| Working..... | 15 |
| Psychological tests..... | 14 |
| Restrained..... | 14 |
| Behavior modification-reward system..... | 13 |
| Eating..... | 12 |
| Studying..... | 8 |
| Hydrotherapy..... | 8 |
| Psychodrama..... | 5 |
| Chemotherapy..... | 4 |
| Electroshock..... | 4 |
| Play therapy..... | 3 |
| Lobotomy operation..... | 2 |
| Fighting (children)..... | 2 |
| Psychoanalysis..... | 1 |
| Brain wave tests..... | 1 |
| Attending class..... | 1 |
| Psychotherapy..... | 1 |

The magazines showed more males (M) than females (F) with one exception as indicated by the following:

mentally ill, Life 39M-59F, Look 35M-17F, SEP 33M-26F; emotionally disturbed, Life 17M-14F, Look 39M-9F, SEP 21M-19F. The estimated average age overall for mentally ill males was 44 years as compared to 49 years for the females. For the emotionally disturbed males the estimated average age overall was 10 years as compared to 11 for the females. Thirty-four of all shown appeared to be non-whites.

Most facilities for the mentally ill appeared to be institutional according to criteria used in this study. Facilities, for the most part, were neat and clean. Only a few pictures showed litter on floors and paint chipped from walls.

Restrictive measures like bars and heavy screening on windows were seldom shown. Little other restrictive equipment appeared in pictures studied. About half of the pictures of facilities indicated inadequate lighting.

The clothing of most mentally ill shown was informal. Few were shown in a state of undress or in sleeping apparel. The majority of the mentally ill appeared clean and relatively well groomed.

Staffs, according to the pictures, included few nonwhites. The few usually were psychiatric aides or nurses. As might be imagined, staff positions like psychiatrist and psychologist were shown filled by older people.

It is notable that few social workers appeared in pictures or received mention in captions. The profession of nursing and related staff positions were filled predominately by females.

The total number of staff according to profession appearing in pictures of this study was as follows: doctors (no specialty), 28; nurses, 28; psychiatrists, 22; psychologists, 14; psychiatric aides, 14; social workers, 6; volunteers, 6; teachers, 6; resident physicians, 4; researchers, 3; chaplains, 3; surgeons, 2; technicians, 2; one each of the following, dance therapists, recreation therapists, volunteer supervisors, art therapists, therapists (no specialty), reading consultants, case workers, student nurses, pathologists, neuropsychiatrists, and child psychiatrists.

The nature of mental illness and chances of recovery received the most coverage in captions. Specific concepts that appeared frequently follow.

1. The mentally ill often are withdrawn and oblivious to their surroundings.

2. The mentally ill are unpredictable. They exhibit erratic behavior.

3. The mentally ill are sometimes violent and commit crimes.

4. Today the mentally ill have a good chance to recover.

5. The mentally ill often do not speak and sometimes remain motionless for hours.

Drugs were characterized through captions as not a cure but rather a calming agent for the mentally ill, and instrumental in reducing mental hospital populations.

Captions on pictures of emotionally disturbed children offered these concepts frequently.

1. Emotionally disturbed children often create a fantasy world in their minds to escape reality.
2. Emotionally disturbed children may be mute and perform certain mechanical actions for hours.
3. Emotionally disturbed children are unpredictable and subject to tantrums for the slightest reasons.

Of the various classifications of mental illness only one, schizophrenia received appreciable coverage. The schizophrenic was pictured as one who was fearful and difficult to reach through treatment.

Electroshock was the treatment method mentioned most frequently in captions. It was described as painful to the patient. Captions also indicated that its use was controversial and that patients must be restrained for the treatment.

A variety of terminology was used in the articles to refer to the mentally ill. There was no obvious pattern. "Patient" or "mental patient" was used most frequently in referring to one who was mentally ill. Mentally ill children were identified as emotionally disturbed. The terms crazy, lunatic, asylum, and insane were scattered throughout all three magazines studied.

General Conclusions

Analyzing the data studied permits some general conclusions regarding coverage of the mentally ill. For the

most part it has been optimistic in regard to chances of recovery. Facilities were pictured as institutional. Lighting in about half was inadequate. Many mentally ill were shown lacking anything to do. Active ones usually were involved in relatively simple activities that require little intelligence. A significant amount of information presented indicated that even though the mentally ill person can recover, he is to be regarded as unpredictable and possibly dangerous.

Future Studies

This study indicates a great need for similar studies of other media and subject matter. By ignoring past efforts to communicate, journalists cannot hope to communicate efficiently. There is also a great need for studies on the effect of pictures. Little such information is available. Also needed are studies regarding attitudes about mental health. Existing studies are either out of date, based on a small sample, or do not allow for comparisons with existing research into past efforts aimed at communicating concepts about mental illness.

APPENDIX I

PICTORIAL CONTENT ANALYSIS FORM

PICTORIAL CONTENT ANALYSIS FORM

Magazine: Li Lo Sa Date _____ Vol. _____ No. _____

Article Title: _____

Co B&W

General Subject Matter:

- | | |
|---------------------|---------------------|
| I. Mentally Ill () | III. Facilities () |
| II. Staff () | IV. Treatment () |
| | V. Research () |

I. Mentally Ill

A. Male _____ Female _____

B. Estimated Age _____ of group _____ range of _____

C. White _____ Nonwhite _____

D. Body Position

Standing () Sitting () Reclining ()

Other () _____

E. Activity

Organized recreation () Occupational therapy ()

Conversing with others () Working ()

Inactive (Apparent lack of activity) ()

Treatment () _____

Other () _____

F. Appearance

Neat () Untidy ()

G. Dress

Sleeping apparel () Stage of undress ()
 Informal dress () Formal dress ()
 In style () Institutional ()

II. Staff

Nurse _____ Doctor _____ Psychiatrist _____ Psychologist _____
 Psychiatric Aide _____ Other _____

III. Facilities

Modern () Institutional () Tidy () Untidy ()
 Bars and/or other restrictive equipment ()
 Lack of restrictive equipment ()
 Well lighted () Poorly lighted ()

IV. Treatment

Drug Therapy () Group Therapy () Individual Therapy ()
 Recreational/occupational Therapy () Electroshock ()
 Other _____

V. Research

VI. Caption

VII. Remarks

APPENDIX II

VOLUME AND ISSUE INFORMATION OF RELEVANT ARTICLES

LIFE MAGAZINE

- "Chemistry of Insanity," March 13, 1950, Vol. 28, No. 11,
pp. 154-6, 158, 161.
- "Incentives Help Insane," October 20, 1952, Vol. 33, No. 16,
pp. 75-6, 79, 80.
- "Helping Bad Boys," March 15, 1954, Vol. 36, No. 11,
pp. 98-105.
- "A Nurse in Psychiatrics," June 21, 1954, Vol. 36, No. 25,
pp. 115-121.
- "Return to Sanity in 12 Weeks," October 15, 1956, Vol. 41,
No. 16, pp. 148-56, 159.
- "New Avenues into Sick Minds," October 22, 1956, Vol. 41,
No. 17, pp. 119-24, 126.
- "The Search Has Only Started," October 22, 1956, Vol. 41,
No. 17, pp. 131, 133-4, 139-40, 142.
- "The Age of Psychology in the U.S.," January 7, 1957, Vol. 42,
No. 1, pp. 68-70, 72, 74, 77-80, 82.
- "Where Does Psychology Go from Here?" February 4, 1957,
Vol. 42, No. 5, pp. 68-70, 72, 77-8, 80, 85-6, 88.
- "A Student Sojourn among the Insane," March 28, 1960, Vol. 48,
No. 12, pp. 47-50.
- "Screams, Slaps and Love," May 7, 1965, Vol. 58, No. 18,
pp. 90A-D, 91-6, 101.

THE SATURDAY EVENING POST

- "The Operation of Last Resort," October 20, 1951, Vol. 224, No. 16, pp. 24-5, 80, 83-4, 89, 90, 92, 94, 95.
- "How to Protect Our Children from Mental Illness," November 22, 1952, Vol. 225, No. 21, pp. 32-3, 133-4.
- "No Wonder Epileptics Are Bitter," March 28, 1953, Vol. 225, No. 39, pp. 26-7, 153-4, 156, 160.
- "Turned Loose to Kill," May 23, 1953, Vol. 225, No. 47, pp. 24-5, 101-2, 104, 106.
- "They Called Him A Psycho'," July 4, 1953, Vol. 226, No. 1, pp. 13-5, 63-6.
- "The Drug That Fooled the Doctors," June 5, 1954, Vol. 226, No. 49, pp. 26-7, 111-112.
- "The Mental Patient's Best Friend," June 19, 1954, Vol. 226, No. 51, pp. 26-7, 112.
- "They Called Me Crazy - And I Was!" (Part I) January 29, 1955, Vol. 227, No. 31, pp. 17-9, 42, 46-7.
- "They Called Me Crazy - And I Was!" (Part II) February 5, 1955, Vol. 227, No. 32, pp. 27, 70-2.
- "Last Chance for Problem Children," February 19, 1955, Vol. 227, No. 34, pp. 38-9, 66, 70-2, 74-6.
- "Patients on Parole," March 26, 1955, Vol. 227, No. 39, pp. 19-21, 122-4, 126, 127.
- "The Medicine That Melts Anxiety," April 9, 1955, Vol. 227, No. 41, pp. 26-7, 128-30.
- "Help for the Living Dead," October 22, 1955, Vol. 228, No. 17, pp. 42-3, 64, 66, 71.
- "My Child Lives Again," January 14, 1956, Vol. 228, No. 29, pp. 17-9, 56, 58.
- "Behind Double-Locked Doors," May 5, 1956, Vol. 228, No. 45, pp. 44-5, 79, 82, 84.
- "Inside the Asylum," (Part I) October 6, 1956, Vol. 229, No. 14, pp. 23-5, 64, 66, 70.

- "Inside the Asylum," (Part II) October 13, 1956, Vol. 229, No. 15, pp. 42-3, 81, 85-8.
- "Inside the Asylum," (Part III) "We'll Never Make Her Well," October 20, 1956, Vol. 229, No. 16, pp. 42-3, 85-6, 91.
- "Inside the Asylum," (Part IV) "Psychiatrist at Work," October 27, 1956, Vol. 229, No. 17, pp. 44-5, 81, 83, 84, 86, 89, 90.
- "Inside the Asylum," (Part V) "Why Am I Here, Doctor?," November 3, 1956, Vol. 229, No. 18, pp. 36, 143-4, 146.
- "Inside the Asylum," (Part VI) "The Struggle to Heal," November 10, 1956, Vol. 229, No. 19, pp. 36, 127-9, 130.
- "They Befriend the Mentally Ill," October 5, 1957, Vol. 230, No. 14, pp. 19-21, 90-2.
- "Asylum Without Bars," October 25, 1958, Vol. 231, No. 17, pp. 28-9, 110, 112-4.
- "The 'Attic Children' Go to School," October 1, 1960, Vol. 233, No. 14, pp. 38-9, 52, 55-6, 58.
- "Glamour Treatment for the Mentally Ill," August 26, 1961, Vol. 234, No. 34, pp. 22-3, 79-80.
- "What Mental Patients Teach Me," September 30, 1961, Vol. 234, No. 39, pp. 44, 46, 50-1.
- "Why Do They Call My Husband Crazy?" March 31, 1962, Vol. 235, No. 13, pp. 52-3, 54.
- "The Menningers of Kansas," April 7, 1962, Vol. 235, No. 14, pp. 17-25.
- "The Menningers of Kansas," (Part II) "The Hopeless Patient Is A Myth," April 15, 1962, pp. 34-6, 38.
- "The Menningers of Kansas," (Part III) "From Darkness into Daylight," April 21, 1962, Vol. 235, No. 16, pp. 52-5, 56-7.
- "The Menningers of Kansas," (Part IV) "The Bridge of Hope," April 28, 1962, pp. 48, 52-5.
- "Psychiatry Inside the Family Circle," July 28, 1962, Vol. 235, No. 28, pp. 46, 48, 50-1.
- "The Theater That Heals Men's Minds," October 27, 1962, Vol. 235, No. 38, pp. 70-1, 73.

LOOK MAGAZINE

- "How the Menningers Fight Mental Disease," August 15, 1950,
Vol. 14, No. 17, pp. 46, 48, 49, 50, 51.
- "We Can Stop Sadism in Our Mental Hospitals," April 24, 1951,
Vol. 15, No. 9, pp. 114, 116, 118-9, 120-3.
- "Lunatics at Large," December 16, 1952, Vol. 16, No. 26,
pp. 33-5.
- "Step into the World of the Insane," September 21, 1954,
Vol. 18, No. 19, pp. 30-5.
- "Psychiatrist on the Spot," May 31, 1955, Vol. 19, No. 11,
pp. 43-6.
- "The Mentally Ill Tell Their Own Story," September 20, 1955,
Vol. 19, No. 19, pp. 32-7.
- "The Mentally Ill Tell Their Own Story," (Part II) October 4,
1955, Vol. 19, No. 20, pp. 88-94.
- "Children in Search of Sanity," May 28, 1957, Vol. 21, No. 11,
pp. 108-112, 115-9.
- "A Young M.D. Becomes A Pscyhiatrist," April 15, 1958, Vol. 22,
No. 8, pp. 84-6, 88, 90.
- "The Menningers and Mental Health," September 30, 1958,
Vol. 22, No. 20, pp. 84, 86.
- "Psychiatry...the Troubled Science," February 2, 1960, Vol. 24,
No. 3, pp. 33-4.
- "Rx for Sanity," February 2, 1960, Vol. 24, No. 3, pp. 35-9.
- "Tennagers in Trouble," February 2, 1960, Vol. 24, No. 3,
pp. 40-2.
- "The Couch vs. the Pill," February 2, 1960, Vol. 24, No. 3,
pp. 45-6, 49.
- "When the Patient Recovers," February 2, 1960, Vol. 24, No. 3,
pp. 58-60.
- "They're Giving Their Emotions to Science," April 26, 1960,
Vol. 24, No. 9, pp. 115-8.
- "Unlocking Our Mental Hospitals," February 26, 1963, Vol. 27,
No. 4, pp. 34-6, 39-40, 43, 45.

"Breakthrough in Psychiatry...Revolutionary Treatment of the
Mentally Ill," April 5, 1966, Vol. 30, No. 7, pp. 30-4,
36, 39.

BIBLIOGRAPHY

BIBLIOGRAPHY

A. BOOKS

- Hicks, Wilson. Words and Pictures. New York: Harper & Brothers Publishers, 1952.
- Taft, Robert. Photography and the American Scene. Magnolia, Massachusetts: Peter Smith, Inc., 1938.

B. PERIODICALS, PHAMPHLETS AND DISSERTATIONS

- Blakely, Nell Robertshaw. "Photographic Seeing." Unpublished M. A. thesis, East Texas State University, 1966.
- Edmon, Clifton C. "Photo-Propaganda: The History of Its Development." Journalism Quarterly, XXIV (1947), p. 226.
- Fosdick, James A. and Tannenbaum, Percy H. "The Encoder's Intent and Use of Stylistic Elements in Photographs." Journalism Quarterly, XLI (1964), pp. 175-82.
- Girvin, Robert E. "Photography as Social Documentation." Journalism Quarterly, XXIV (1947), 207-20.
- Kerrick, Jean S. "The Influence of Captions on Picture Interpretations." Journalism Quarterly, XXXII (1955), 177-82.
- MacLean, Malcolm S. and Kao, Anne Li-An. "Picture Selection: An Editorial Game." Journalism Quarterly, XL (1963), 230-2.
- Mehling, Reuben. "Attitude Changing Effect of News and Photo Combinations." Journalism Quarterly, XXXVI (1959), 189-98.
- Woodburn, Bert W. "Reader Interest in Newspaper Pictures." Journalism Quarterly, XXIV (1947), 197-201.

A CONTENT ANALYSIS OF THE PICTORIAL COVERAGE OF THE
MENTALLY ILL IN THREE NATIONAL MASS MAGAZINES, 1950-1967

by

LYNDELL DALE WALLIS

B. S. University of Illinois, 1964

AN ABSTRACT OF A MASTER'S THESIS

submitted in partial fulfillment of the

requirements for the degree

MASTER OF SCIENCE

Department of Technical Journalism

KANSAS STATE UNIVERSITY
Manhattan, Kansas

1970

The purpose of this study was to describe the quantity and nature of pictorial coverage of mental illness in three national mass magazines. Such a description would serve as a reference for journalists charged with the responsibility of communicating concepts about mental illness. Communication is dependent on the knowledge of many things. One of those is a knowledge of what has been presented in the past.

A pictorial content analysis form was developed and filled out on each picture appearing in the magazines selected during the time period of the study. The purpose of the form was to record frequency of coverage and the aspects of mental illness shown so that a description could be made of coverage. Pictures were selected as the focus of this study because they are readily understandable and require little effort on the part of the viewer. Content of captions accompanying these pictures was described also since the caption is almost always an integral part of a picture.

The study indicated that there was an emphasis on coverage of mental illness during the middle 1950's and again during the first two years of the 1960's. Otherwise there was only scattered coverage. More males were shown than females and few non-whites appeared. The mentally ill shown were generally neat in appearance and often lacking anything to do.

Of the facilities appearing most were institutional according to the criteria of this study. They showed little evidence of restrictive equipment such as bars on the windows. About half the pictures indicated that lighting was inadequate.

Of the staff appearing, doctors, nurses and psychiatrists appeared most often. The professions of nursing and psychiatric aide were predominately female while the remainder were predominately male. Few non-whites appeared as staff. When they did appear they were usually nurses or psychiatric aides. The professions of psychologist and psychiatrist were filled generally by older men.

Captions provided a variety of information about mental illness. This information was sometimes contradictory. The nature of mental illness was the subject most frequently covered. Captions indicated that the mentally ill are often withdrawn and unpredictable. A significant number of captions indicated that the mentally ill are dangerous. Captions generally indicated that chances of recovery are good.

Emotionally disturbed children were separated by terminology from the mentally ill and characterized in captions as often withdrawn and subject to sudden tantrums. Schizophrenia was the only classification of mental illness which received frequent coverage. Electroshock and hydrotherapy received more coverage than other treatment techniques. Captions indicated that drugs did not cure but calmed the mentally ill.