



**MEDIA EFFECTS ON *THE NEW YORK TIMES*' "THE
WOMEN'S MARCH IN WASHINGTON" VIDEO NEWS
COVERAGE ON FACEBOOK**

A THESIS

**In Partial Fulfillment of the Requirements for
the Sarjana Degree Majoring in American Studies of English Department
Faculty of Humanities Diponegoro University**

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PRONOUNCEMENT

The author honestly confirms that she compiled this thesis entitled “Media Effects on *The New York Times*’ “The Women’s March in Washington” Video News Coverage on Facebook by herself without taking any results from other researchers in S-1, S-2, S-3, and in diploma degree of any university. The writer ascertains that she did not quote any material from other publications or someone’s paper except from the references mentioned.

Semarang, May 2017

Almira Agrippina

MOTTO AND DEDICATION

An optimist may see a light where there is none, but why must the pessimist always run to blow it out?

René Descartes

The author sincerely dedicates this thesis to her Mindwalk dream and each person who has become the Polish cryptologist trio to the Englishman Alan Turing.

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I realize that this thesis is still far from being perfect. The author therefore will be glad to receive any constructive criticism and recommendation to make this thesis better.

Finally, the author expect that this thesis will be useful to the reader who wishes to learn something about research on media studies notably on American media effects studies on audience.

Semarang, May 2016

Almira Agrippina

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ABSTRACT

The reliance towards Facebook in regard to obtaining information becomes a news habit among the society. Considerable number of news coverage from media is accessible to Facebook which creates effects on the audience on account of the media exposure. The study is conducted for the purposes of analyzing news elements which are embedded in *The New York Times*' "The Women's March in Wahsington" video news coverage on Facebook and discovering the effects of the coverage towards media audience. This study is constructed as a library research which utilizes textual and user-response analysis research methodology. The theory utilizes to support the study is Pan & Kosicki's Framing Analysis, and McComb & Shaw's Agenda-Setting theory is also applied in this study to support the framing analysis. The results of the study indicate that three salient elements of the coverage set public agenda to which the salient elements become prominent issues of the Women's March on Washington.

Keywords: Media effects, Facebook, The New York Times, news coverage, framing analysis

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Mass media has become a major driver of the dissemination of countless information in order to educate, communicate, and interact global society. Mass media expands the process of surveillance in which media extend the sense to perceive information across the world (Hanson, 2014: 296) and influence people cognitively, affectively, and behaviorally. New media, one of mass media platforms, continues to cover a wide range of information within society, groups, and individuals. The World Press Trends database identifies an exponential growth of global internet users to which it shows there has been 3.419 billion internet users with 2.307 billion worldwide active social media users in 2016 exchanging various information including political issues. Social media allows media audience to access political news, evolve political values, and participate in political discussion. According to Ipsos MediaCT research (2014) revealed on WAN-IFRA's annual World Press Trends 2016 (Henriksson, 2016), 50% of the percentage of media trustworthiness relies on social networking and content including Facebook, Instagram, and LinkedIn.

Facebook, as one of the biggest social media platform (Rahmawati, 2014: 6) with 1.23 billion daily active users on average for December 2016, has wide range of impact on influencing media audience on political issues through its user-generated content (Williams and Gulati, 2007; Khan, 2011; Strandberg,

2013; Vonderschmitt, 2012). Facebook also continues to gain popularity compared to any other social media platform, such as Twitter and Instagram, in which over 1.84 billion monthly active users are registered in 2016 (Roettgers, J. (2017). The evolving Facebook features such as likes, comments, shares persist in contributing significant role in distribution of information among Facebook users. Not only does it provides a political commentary on a certain existing post, but it also provides user-driven political activities for a newly post, such as expressing political view with the status feature and providing political news with the share feature. Mitchel, Gottfried, & Matsa (2015) identify that Facebook becomes the most-visited social media platform that people seek for political news. A considerable number of researches on the impact of Facebook in political activities used by politician during the election season (Vonderschmitt, 2012; Hellweg, 2011) and parliamentary events (Larsson & Kalsness, 2014), political campaign (Hellweg, 2011) have been provided to which it shows that people have been actively affected by mass-mediated information.

Due to its increasing number of media audience that 'spend more time online than people do with media such as print, TV and radio' (Smith, 2013), it appears as no surprise that The New York Times (NYT), U.S daily newspaper, has utilized the peak of social media values by creating a new distribution outlet for worldwide audience through Facebook. As of 19 April 2017, NYT's Facebook page has reached 13.786.713 likes becoming the most popular Facebook fanpage of the U.S newspaper with the largest audience compared to four other popular U.S daily newspapers, namely USA Today, Wall Street Journal, New York Post,

and Los Angeles Times. NYT's Facebook page becomes the most popular compared to USA Today (9.524.834 likes), Wall Street Journal (5.623.901 likes), New York Post (3.997.210 likes), and Los Angeles Times (2.625.332 likes).

As shown on its page, NYT disseminates multiform newsworthy information from around the world related to politics, business, health, entertainment, history, and so on. In such instances, news about the Women's March that occurred a day after the U.S 45th presidential inauguration is inevitable to be discussed by the media. Women's March on Washington, a worldwide mass mobilization occurred on 21 January 2017, was organized to upraise number of social issues in the U.S which is assumed to be insulted, demonized, and threatened in the United States regarding to women's rights, LGBTQ (Lesbian, Gay, Bisexual, Transgender, and Queer) rights, religious freedom, racial equality, immigration reform, and so on. NYT covered the march through a video news coverage on its official Facebook page entitled "The Women's March in Washington" posted on a day after the actual event. As of 19 April 2017, it has gained 691.281 viewers, 26.989 likes, 3.067 shares, and more than 1.200 responses in commentary feature.

Given the fact that recent news habits are discovered by Bas Verplanken (2015) in which it identifies media audience behavior to access news daily about various kind of issues, with different varied purposes, and in any different circumstances (Greenslade, 2015) and also as many researchers believe that 'interactional relationship exists among politicians, the press, and the public in which each influences the others' (Hanson, 2014: 299), it intrigued the author to

scrutinize the news coverage on NYT's Facebook page about Women's March on Washington movement. Arguably never before in the U.S history, one-day protest received worldwide attention and participation. Thereby, NYT's *The Women's March in Washington* video news coverage on its Facebook fanpage may take investigation of media studies by utilizing media framing analysis in which it verifies that media audience 'locate, perceive, identify, and label' (Goffman, 1974:21) mass-mediated information. It investigates the assessment of news content structures that media construct to cover the news about certain events, such as Women's March on Washington, in which the media "influence the way news readers or viewers make sense of news events" (Baran & Davis, 2011: 336), inasmuch as it also investigates the effect of salience structures in the news coverage towards media audience.

1.2 Scope of the Study

This research focuses to gauge the impact of the process of mass communication activity toward U.S news coverage specifically NYT's news video coverage on Facebook. To gauge in a relatively specific small-scale area, the writer focuses the study of framing analysis to prevail four structures of news discourse and user-response to analyze the effects on media audience.

1.3 Aims of the Study

There are several purposes of this study, namely:

1. To analyze the content of NYT's *The Women's March in Washington* video news coverage on Facebook.
2. To discover the impact of NYT's *The Women's March in Washington* video news coverage towards media audience on Facebook.

1.4 Methods of the Study

To perform the study, it is important to determine method of the study which refers to the behavior and instruments used for constructing research technique to collect data and information (Kothari, 1990). Two methods of the study are applied, as follows:

1.4.1 Methods of Research

This study is conducted as a library research that uses textual and user-response analysis research methodology to construct a report by means of content analysis from collected written materials. Two kinds of data source are used to conduct the research. First, the primary data which are collected from NYT's news video coverage on Facebook and also from audience's response on the commentary feature which is taken 10% of total responses required to be the representative of the responses for a descriptive research (Hill, 1998: 6). Secondary data are taken from the books, journals, news articles, lecturer materials, and the internet. The secondary data enables the writer to get additional information to complete the result of the study. The data is constructed by using

descriptive method and processed to make a report of the study in order to show the social reality.

1.4.2 Methods of Approach

The assessment of this study utilizes Pan & Kosicki's framing analysis model which presents constructivism approach. This approach enables to test the essence of reality which is constructed by the media and interpreted through news coverage. To investigate the effects on audience, McComb & Shaw's Agenda-Setting theory is also applied in this study to support the framing analysis.

1.5 Organization of the Writing

CHAPTER I INTRODUCTION

This chapter contains the Background of the Study, the Scope of the Study, the Aims of the Study, the Methods of the Study, and the Organization of the Writing.

CHAPTER II OBJECTS OF THE STUDY

This chapter contains a review of the objects associated with the study.

CHAPTER III LITERATURE REVIEW

This chapter presents a review of literature and relevant research associated with the study. It contains the theories that are used to support the analysis of the study

CHAPTER IV ANALYSIS

This chapter discusses the analysis of the data and the findings of the study.

CHAPTER V CONCLUSION

This chapter concludes the findings of the study and recommendation for future research.

REFERENCES

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CHAPTER 2

OBJECTS OF THE STUDY

2.1 Facebook

Facebook, which was firstly called as Facemash in 2003, is the U.S social media that networks global public to interact, share, and discover within social processes of everyday life. It was initially launched on 4 February 2004 by Mark Zuckerberg for the student of Harvard University which later expanded an extensive audience allowing global public to register since 2006. In April 2008, Facebook became the fourth most popular website (Riley, 2011:5). Whereupon in 2006, Facebook has reached 1.86 billion monthly active users with average 1.23 billion daily active users. Data from Pew Research in 2016 shows that Facebook has been utilized in the U.S to quest news in which the number of user increased to 79% percentage compared to research in 2015. In addition, women dominates the number, 83%, than men obtain 73% of U.S Internet users to use Facebook and also 62% of adults ages 65 and older, 72% of adults ages 50-64, 84% of adults ages 30-49, and 88% of young adults ages 18-29 have been classified into U.S Facebook users in 2016 (Greenwood, Perrin & Duggan, 2016).

Through its user-generated content, Facebook which enables “coveted audience contact” (Larsson & Kalsness, 2014: 654) provides numerous features for every user to maximize technological innovation which includes Profile, Photos, Video, Events, Search, Pages, Group, Messenger, News Feed. Since 2014, Facebook has allowed the users to identify their gender and also provides a

selection for pronoun of him, her, and their to be preferably chosen by the user (Goldman, 2014). Facebook likewise adds enhancement on Likes button which is known as Reaction feature in which it provides Likes, Love, Wow, Haha, Angry and Sad buttons. A recent study finds a notable number of growing media audience interest in video news which is mostly consumed through Facebook. Media audience relies on video news using it as “the first port of call for big breaking news” (Kalogeropoulos, Cherubini & Newman, 2016). The emergence of Facebook’s News Feed feature initiates the recent news habit of media audience leading to 75% of increased video consumption percentage over the last few years.

2.2 The New York Times

The New York Times (NYT) is U.S daily newspaper which was first published in 1851. It was established by Henry Jarvis Raymond and George Jones published its first publication of *The New York Daily Times*, later renamed as *The New York Times*, on 18 September 1857 at 113 Nassau Street (Lucey, 2006). The newspaper, which is sold to The New York Times Publishing Company in 1893, is assumed to be the most prominent newspaper in the United States for its reputation to provide impartial news which sets the agenda in determining reportedly major news (Mnookin, 2004). The popularity of NYT is beyond reasonable doubt due to its high number of circulation and its accolades receiving 119 Pulitzer Prizes. In addition, NYT has consistently been providing information

and knowledge to large audience from one generation to another for over ten decades.

On 22 January 1996, NYT has expanded its content through digital outlet by launching its official website which is nytimes.com. Thenceforth, the newspaper company has continued to expand its circulation in digital outlets in which the mobile application for numerous devices and many other technological improvements has been launched to the audience. It has also affiliated with many social media platform including Facebook. As shown on its official Facebook page, NYT's page is created for the audience to "exchange intelligent and informed commentary that enhances the quality of our news and information" (2017).

2.3 Women's March on Washington

Women's March on Washington (WMW) is a women-led collective action occurred on 21 January 2017 to which a massive mass descended on Washington, DC to advocate notable issues in the United States. A Facebook post from a Hawaiian woman named Teresa Shook originally initiated WMW movement which occurred a day after Donald Trump's presidential inauguration. Shook expressed her outrage toward the presidential election result through Facebook group called Pansuit Nation in which Shook propounded the need of marching for U.S citizens who share the same perspective. Given the fact of the substantial responses received, Shook created a private Facebook event page to initiate a movement to which 'the support grew quickly' (Kearney, 2016)

afterwards. The march, which was initially named as Million Women March, has united both women and men from diverse backgrounds with indistinguishable purposes to assert their resistance and self-determination. The critical movement addressed Trump's presidential campaign controversy and his proposal that emerged number of preceding protests (Fieldstadt & Roecker, 2015; Collins, 2015; Rappoport, 2016). Although the non-violence and nonpartisan march was initiated a day after Trump elected as the 45th U.S President, it is addressed not only to vocalize the resistance on Trump's presidency and proposal but also to enhance human rights, dignity, and numerous rights on race, ethnicity, religion, immigrant status, sexual identity, gender expression, economic status, and disability.

Considerable number of people with diverse backgrounds organized the march independently in which four national co-chairs, who are Tamika Mallory, Carmen Perez, Linda Sarsour, and Bob Bland, and also a number of national committees have contributed vigorous efforts as means of achieving attainment. Speakers and performances were also involved at the rally declaiming their voices which includes Angela Davis, Gloria Steinem, Linda Sarsour, Janet Mock, Alicia Keys, Scarlett Johansson, Sophie Cruz, Ai-jen Poo, Michael Moore, Van Jones, Madonna, etc. As stated on its official website (womensmarch.com/principles), the WCW determined thirteen unity principles which includes ending violence, reproductive rights, LGBTQIA rights, worker's rights, civil rights, disability rights, immigrant rights, environmental rights.

The march generated global exclamation of solidarity across U.S states and considerable number of places around the world, which is called as Sister March. The Sister March that unfolded in numerous countries around the world, such as Germany, United Kingdom, Australia, India, Nigeria, Czech Republic, Mexico, Canada, Italy, addressed not only to the Trump presidency and proposal which commonly referred to as anti-Trump but also to any other related issues in each of the countries. The estimated amount of protesters in Washington had reached 500.000 of people. The perpetual coverage of Women's March before the actual event occurred were enormous wherein over thousand of news articles are cited on the WCW official website excluding media coverage reported after the event.

2.4 *The New York Times* Video News Coverage of “The Women’s March in Washington” on Facebook

The video news coverage about Women's March on Washington on NYT's Facebook page has received considerable number of viewers and responses. The video was posted on 22 January 2017 entitled *The Women's March in Washington* wherein a quote from Gloria Steinem during her speech at the rally in Washington was enclosed in the coverage, written as follows: “‘This is an outpouring of energy and true democracy like I have never seen in my very long life,’ said Gloria Steinem at the Women's March in Washington.” (2017) Clip of massive crowd congregated outside the Washington Monument was shown at the beginning of the video followed by several crowd clips displaying

protesters with various of different placards or protest signs and mostly in pink outfits. NYT coverage displays a number of video clips from another demonstration area such as Utah, New York, Chicago, London, Prague, Paris, and Antarctica which are dominated with bird-eye and high camera angles showing the amount of boisterous masses.

The two minutes seventeen seconds length video covers declamation from some of U.S figures who participated in the rally such as Gloria Steinem, Linda Sarsour, Janet Mock, Alicia Keys, and Angela Davis representing the crowds by which it is elaborated as detailed below:

1. Gloria Steinem, is a writer, activist, and feminist who has participated in social movement and women's issues (Marcello, 2004). During the march in Washington, she declaimed, "This is the upside of the downside. This is an outpouring of energy and true democracy like I have never seen in my very long life" (2017).

2. Linda Sarsour, who is Palestinian-American social justice, activist and executive director of the Arab American Association of New York, has contributed to the advocacy for Muslim community in the United States. She delivered a five-minute speech on the stage in Washington about her resistance on dehumanization towards numerous communities, notably towards the affliction of Muslim community in the U.S and advoced the masses to continue to fight for justice. In the video clip, it is shown Sarsour's piece of speech in which she declared,

"I want to remind you that the reason why you are here today is because mothers and yoga teachers and organizers, and bakers came out to

organize. Ordinary people made this happen. No money from corporations. This is your dollars. This is your work. This is you made this happen.” (2017)

3. Janet Mock, who describes herself as trans woman, writer, activist, revolutionary of color, wrote NYT bestseller book, *Redefining Realness*, sharing her experience as a transgender women. It can be seen in 14 seconds of over four minutes Mock’s speech clip, she stated, “By being here, it is my commitment to getting us free that keeps me marching. Our approach to freedom need not be identical, but it must be intersectional and inclusive” (2017).

4. Alicia Keys is musician, actress, writers, and social activist. The video displays four second length speech clip showing Keys on the stage followed by ten seconds length speech voice over while clips of crowds in Paris, Antarctica, and New York are playing. She declared, “We will continue to rise until our voices are heard, until our plane’s safety is not deferred, until our bomb stop dropping in other land, until our dollar is the same dollar as a man’s” (2017).

5. Angela Davis is an African-American academic scholar, author of several books, and also an inveterate political activist. She has been prominent to fight for all kind of oppression in the U.S which she also declaimed during the march in Washington, as follows:

“The next 1.459 days of the Trump administration will be 1.459 days of resistance. Resistance on the ground. Resistance in the classroom. Resistance on the job. Resistance in our art and our music. This is just the beginning. And words of the inimitable Ella Baker: ‘We who believe in freedom cannot rest until it comes’.” (2017)

In delivering the coverage about Woman’s March on Washington, visual text also applied on the screen. The texts are used to support the audio from the speeches

during the march, to outline the speaker's information and location of the march, to give information about the event. The public protest signs are varied that shows a quest for women and racial rights, call for unity and bravery to fight, preference for pro choice, and objection towards Donald Trump's presidency due to the rhetoric of his presidential campaign.

CHAPTER 3

LITERATURE REVIEW

3.1 Mass Media

Mass media is defined as “technological tools used to transmit the messages of mass communication” (Hanson, 2014: 122). Mass media holds key features of its processes, which are:

“their capacity to reach the entire population rapidly and with much the same information, opinions and entertainment; the universal fascination they hold; their stimulation of hopes and fears in equal measure; the presumed relation to sources of power in society; the assumption of great impact and influence” (McQuail, 2010: 27).

Stanley J. Baran and Dennis K. Davis assert in their book, “When an organization employs a technology as a medium to communicate with a large audience, mass communication is said to have occurred.” (Baran & Davis, 2012: 5). In other word, mass media set as the medium wherein mass communication transpires in the process. Mass communication requires a response to five questions within the process, which are Who, Says What, In Which Channel, To Whom, With What Effect. Each of five questions identifies the element of mass communication including the communicator, message, media, audience, and effects, which is illustrated as follows:

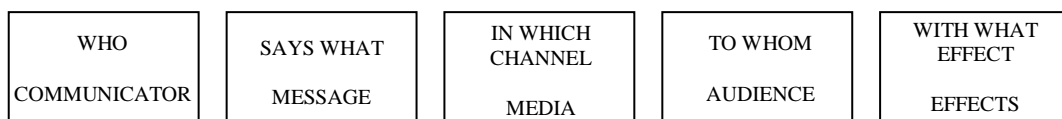


Figure 3.1. Harold Lasswell’s Communication Model

The fundamental elements of mass communication have taken many practices to investigate control, content, media, audience, and effect analysis of mass media researches. The assessment of mass media focuses not only on its creator and medium used to distribute wide range of information but also on the content, audience, and effects created in the process of mass communication, which are elaborated below:

3.1.1 Media Content

Media content is defined as the constructed information which delivers message which contains “quantitative and qualitative range of verbal and visual information” (Shoemaker & Reese, 1996: 4). The quantitative range includes the attributes of media content which are the physical messages ranging from text, sound, and pictorial images whereas the qualitative range includes the meaning that is contained within message to be interpreted by media audience. Media content portrays certain purposes and values which are intentionally presented in the given information and received by media audience. Bernard Berelson (1952) proposed that media content analysis takes investigation in describing substance and form characteristic of the message, making inference to producer and audience, and predicting the effect on audience (Macnamara, 2005: 3).

The assessment of media content requires a practice to gauge media structure, media objectivity, and media representation of social and cultural beliefs. The assessment of media representation of social and cultural beliefs reveals media content as evidence of existing beliefs within society in particular

time and place. Media objectivity sets as notion of a media report that relies on social reality in which it provides 5W, which are What, Who, When, Why, Where aspects. The value of news coverage appears to be accurate when a number of facts which are produced into the content matches social reality. Media structure associates with language used to construct media content in which it is not only focused on the verbal language, but also on any sign system consisting of text, sound, pictorial images which appear in the content of mass-mediated information which initiates media audience to respond actively or passively.

3.1.2 Media Audience

The notion of ‘audience’ in media audience term originated from the idea of a physical public assembly of a performance in which public are gathered with the shared interest for certain events. Regardless, the notion of audience has developed into breakout used to an extensive realm in which media audience becomes more heterogeneous notably in new media field. Within direct effect level, media audience appears to be a less or more active in regard to the participation towards mass-mediated information. Frank A. Biocca (1988), as stated in *McQuail's Mass Communication Theory* book, defines active media audience as consumer that “engages in active cognitive processing of incoming information and experience” (McQuail, 2010: 1294). Media audience is classified into four categories of demographic, geographic, behavioral, and psychographics variables. Demographic variables relate to characteristic of media audience that can be assessed by age, gender, race, ethnicity, education. Geographic variables

relate to residency of media audience defined by country, province, or residential area. Behavioral variables relate to frequency of media exposure that media audience receives. Psychographics variables relate to psychological characteristic in which it relies on loyalty and engagement of media audience to media outlets.

3.1.3 Media Effect

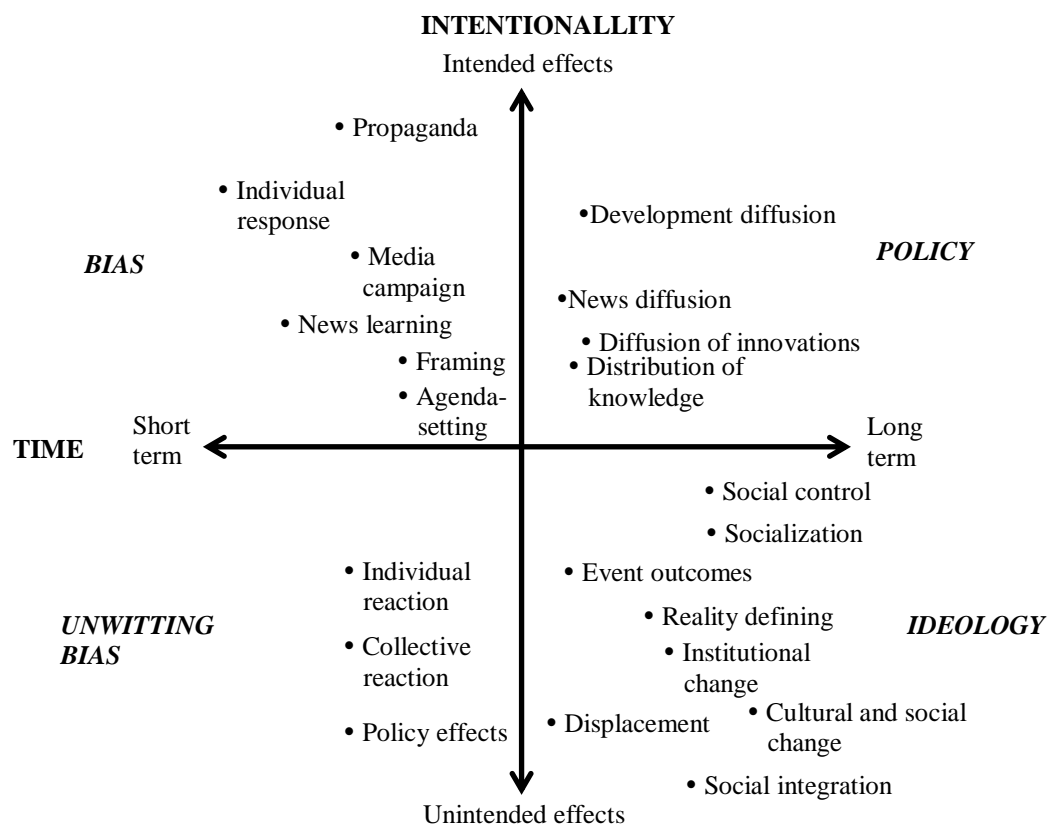


Figure 3.2. Adapted from Peter Golding's Process of Media Effect as cited on McQuail (2010: 1448)

Peter Golding's (1981) differentiates the process of media effect into classification of intended and unintended effects along with short-term and long-term effects in which the media effect process is estimated by intentionality and time (see Figure 3.1). The intended short-term process generates effect considered

as bias whereas unintended short-term process considered as unwitting bias. Meanwhile, the intended long-term process generates effect considered as policy and unintended long-term process considered as ideology. Sandra Ball-Rokeach and Melvin DeFleur (1976) categorize mass media effects toward audience into three different components, namely:

- Cognitive Effect

The effect includes knowledge or information which elaborates the contribution of media to assist the audience to perceive, acquire, and develop knowledge and information on account of media exposure (Ball-Rokeach & DeFleur (1976: 9). Cognitive effect includes discussion about mass media's role in: the creation and resolution of ambiguity which revolve ambiguity in audience; attitude formation in which it forms new way of thinking about mass-mediated event; agenda-setting in which it creates considerable similarity in agenda of concern relating certain issue and topic; expansion of people's system of believes in which it enlarges media audience's belief categories and system; values in which it generates conditions for value clarification within audience members and between social groups.

- Affective Effect

The effect includes feelings of the audience which takes into account of the alteration of audience's feeling towards mass-mediated information (Ball-Rokeach & DeFleur (1976: 14). Affective Effect includes discussion about two types of alteration in audience effect that generates fear, anxiety, and trigger-happiness, which holds connection with cognitive effect of attitude formation, and

it also generates morale and alienation which occurs as notable change of quality or quantity of mass-mediated information are established.

- Behavioral Effect

The effect includes actions that elaborates on emergence of behavior on account of media exposure in which media audience decides to implement a performance in the form of behavior, action, and activities (Ball-Rokeach & DeFleur (1976: 16). Behavioral Effect includes discussion about two kinds of overt action which are activation and deactivation.

Mass media along with its three different platforms, which are print media, electronic media, new media, has developed rapidly over the time. New media fulfills limitation of traditional media in distributing information by which it utilizes digital mediums, computerized system, and data network. The emerge of social media also contributes in expanding media content with its basic features which consist of user-generated content, comments, tagging, social networking, user interface, etc. (Chethan & Ramanathan, 2011:238) allowing media audience to easily access Internet-based information through considerable number of devices ranging from personal computers, tablets, and mobile phones.

3.2 Framing & Pan and Kosicki's Framing Analysis Model

The concept of framing is originated from a notion in which social construction forms expectation through direct personal contact and mass-mediated information which is consumed and associated with cognitive and affective skills. Erving Goffman developed framing concept to 'provide a systematic account' of

the way expectation interprets object, action, and event by means of any given social cues to which Goffman argues that media has hyperritualized representation to become widely accepted rules among society (Baran & Davis, 2012). The hyperritualized representation is a capability to elaborate and reinforce a notion to be embedded in media content by conveying merely information regarded as significant action. It infers that framing is a process to which media forms social reality with certain meaning in order to reach audience perception on certain issues through the constructed content. The content itself provides certain parts of reality and any sign systems such as word structures, visual images, and sound which are selectively produced into a news coverage to which it emerges certain salient elements.

The assessment on mass media content in order to frame reality has encouraged to merit further information undertaken by considerable number of theorists. Zhongdang Pan and Gerald M. Kosicki contribute an assertion on framing analysis as an approach to news discourse. In the *Framing Analysis: An Approach to News Discourse*, Pan & Kosicki suggested three ways in analyzing news coverage which are applied to measure location and length of the coverage, indicate index of salience elements, and indicate media bias by measuring facts in the coverage. Pan and Kosicki assert that framing analysis

“views news text as consisting of organized symbolic devices that will attract individual agents’ memory for meaning construction; accepts both assumption of the rule-governed nature of text that will allow for cognitive shortcut in both news production and consumption; retains the systematic producers of gathering data of news text in order to identify the signifying elements that might be used by audience members” (Pan & Kosicki, 1993: 58)

The organized symbolic devices in news coverage, Pan & Kosicki assigned as structural dimensions of news discourse, are classified into syntactical structures, script structures, thematic structures, and rhetorical structures. Each category can be elaborated as detailed below:

- Syntactical structure sets as the organization of news story as in general news structure as a whole. It elaborates sequential organization of news structures such as headline, story background, lead, episode, and closure, which becomes cues to operate particular semantic ideas on media audience perceptions and also to provide a news angle. Syntactical structure also elaborates the objectivity of news coverage used to claim news validity from expert and empirical data quotation, to connect authoritative perception from provided official source quotation, to alienate particular perspective (Pan & Kosicki, 1993: 59).
- Script structure sets as the narration of reality into news coverage in which storyline of the coverage presents news story that encourages media audience towards drama, action, characters, and human emotions. It elaborates 5W + 1H formula of news elements which are What, Who, When, Why, Where, and How (Pan & Kosicki, 1993: 60).
- Thematic structure sets as the representation of media perspective into paragraph, propositions, phrases, and sentence comprehension. News story provides cues in order to “reveal deductive and inductive reasoning, appeal human interest, increase psychological proximity to audiences” (Pan & Kosicki, 1993: 61).

- Rhetorical structure sets as the stylistic choice created by media in order to emphasize certain meaning on the news coverage. It consists of five devices of metaphors, exemplars, catchphrases, depictions, and visual images which is utilized to adduce images, increase salient element of the news coverage and vividness of news coverage (Pan & Kosicki, 1993: 61).

3.3 McCombs & Shaw's Agenda-Setting Theory

The assessment of framing is undeniable attached to agenda-setting theory in which framing is assigned as second-level of agenda-setting (Baran & Davis, 2012: 297). Agenda-setting theory was first proposed in the Water Lippmann's *Public Opinion* in 1922, which later refined by Bernard Cohen in 1963 into theory of agenda-setting in mass media studies. Cohen's work argues that media effectively plays role in influencing media audience to appraise what to think about. Agenda-setting relies on the interaction between "media exposure, audience motivation to seek orientation, and audience perception of public issues" (Baran & Davis, 2012: 297). Maxwell E. McCombs and Donald Shaw (1972) proposed assertion of agenda-setting which merits to be internationally recognizable in which they assert that news creators contribute significant role to select and display news coverage in constructing political reality wherein media audience "learn not only about given issue, but also how much importance to attach to that issue from the amount of information in a news story and its position... The mass media may well determine the important issues" (McCombs & Shaw, 1972). McCombs and Shaw argue that media set agenda in order to

influence media audience to perceive certain issues embedded in news element. The prominent elements depicted in the news content become prominent issues among society. The prominent issues become objects of media and audience attention that has attributes described within. It concludes that media appraise an issue addressed to media audience in conjunction with certain specified aspects within the issue.

CHAPTER 4

**MEDIA EFFECTS ON *THE NEW YORK TIMES*' "WOMEN'S
MARCH ON WASHINGTON" VIDEO NEWS COVERAGE ON
FACEBOOK**

4.1 Pan & Kosicki's Framing Analysis Model Applied on NYT's *The Women's March in Washington* Video News Coverage

STRUCTURES	DEVICES	ELEMENTS BEING OBSERVED
Syntactical	News scheme	<p>Headline: Women's March in Washington.</p> <p>Lead: Clip revealing "Hundreds of thousands of people gathered for the Women's March on Washington".</p> <p>Episodes: Clips of crowds from several places of the march, speakers, protesters, protest signs.</p> <p>Closure: Clip of Angela Davis declaiming speech about resistance on Trump administration.</p>
Script	News integrity	What: Women's March on

		<p>Washington Movement</p> <p>Who: U.S Citizens and group of people from certain area outside U.S</p> <p>When: 2017</p> <p>Why: The boisterous masses are seen to march on account of protesting Trump administration, seeking freedom, raising women issues, world peace and solidarity.</p> <p>Where: Washington, Utah, New York, Chicago, London, Prague, Paris, and Antarctica</p> <p>How: The Women's March Movement is performed through marching, chanting and taking orators in street and also setting a stage to deliver their messages.</p>
Thematic	News details, quotations.	<p>Details about demonstration area, speakers names and position.</p> <p>Quotations from speakers.</p>

Rhetorical	Catchphrases, depictions, and visual images	Catchphrases: Clips of Angela Davis quoting Ella Baker. Depiction and visual images shown through video cover and clips of crowds and protest signs
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Figure 4.1. Pan & Kosicki's Frame Analysis Model used on NYT's coverage.

4.1.1 Syntactical Structure

Syntactical structure elaborates news scheme element to which facts are compiled into news coverage by the media (Pan & Kosicki, 1993: 59). NYT's video news coverage sets a news headline with "The Women's March in Washington" to which it specifies the use of preposition *in* to emphasize that the coverage centralizes on the movement that occurred in Washington. In addition, a quote from Gloria Steinem's speech during the march, "This is an outpouring of energy and true democracy like I have never seen in my very long life" is produced to support the headline of the news. In the beginning of the coverage, a clip of boisterous masses outside the Washington Monument sets as the lead of coverage layered by a visual text of "Hundreds of thousands of people gathered for the Women's March on Washington" (see Picture 1).



Picture 1. Lead of the news coverage (00:00 – 00:04)



Picture 2. Gloria Steinem declaiming speech (00:14 – 00:20)



Picture 3. A close-up clip of protest signs (00:10 – 00:14)

The coverage provides a number of clips which includes massive crowds in Washington, Utah, New York, Chicago, London, Prague, Paris, and Antarctica in order to give further detail on the movement scenes. It also includes clips of orators (see Picture 2) such as Gloria Steinem, Linda Sarsour, Janet Mock, Alicia Keys, and Angela Davis undertook declamation representing the protesters' voices, clips of protest signs being elevated (see Picture 3), clip of boisterous masses marching and chanting during the march (see Picture 4) in order to report actual occurrence of the movement and to demonstrate the atmosphere of the movement. Thereafter, the coverage concludes with a clip of marchers which includes voice over of Angela Davis declaiming a condemnation towards Trump's administration (see Picture 5) which generates vigorous persuasive message on the advocacy of individual liberty in order to participate in the resistance and fight to seek freedom.



Picture 4. Protesters marching and chanting "build bridges, not walls" (01:27 – 01:32)



Picture 5. Clip of marchers with voice over of Angela Davis (02:07 – 02:10)

The NYT's video news coverage produces sequential organization of news structure in the implementation of news validity by providing authoritative perceptions from numerous orators such as Gloria Steinem, Linda Sarsour, Janet Mock, Alicia Keys, and Angela Davis whose credibility considered to be prominent U.S women figures. A number of demonstration scene clips are likewise produced through the coverage even though 300 solidarity marches as it is mentioned in the lead of coverage are eliminated to produce.

4.1.2 Script Structure

Script structure indicates the narration of facts in news coverage to which it requires elaboration on the 5W + 1H devices to gauge news integrity. Within NYT's video news coverage, the structural devices of *What*, *Where*, *Who*, *When*, and *Why* are produced into the coverage in which it utilizes the *What* device of the coverage to narrate Women's March on Washington movement. The headline of the coverage indicates the *Where* device of the coverage to the Women's March, which occurred in Washington not to be confused with other 300 solidarity march occurred over the U.S nation and the world. In addition, seven others demonstration scenes of Utah, New York, Chicago, London, Prague, Paris and Antarctica initiated by the original march occurred in Washington are produced in the coverage. However, NYT reports that the designed march unfolded across the nation which was organized by number of U.S citizens who derived group of people from certain countries to organize similar march in which these elements indicated the *Who* device of the coverage.



Picture 6. News credits (02:15)



Picture 7. Protest signs related to Trump (02:04 – 02:07)



Picture 8. Janet Mock is delivering speech (00:53 – 01:00)

The *Who* of the news is likewise produced through the lead of the news mentioned as “hundreds of thousand of people gathered” (*The Women’s March in Washington*, 00:01 – 00:04). It refers to U.S citizens who participated in Women’s March as it is subsequently presented in the entire coverage. The structural devices of *When* and *Why* are unintelligibly produced in the coverage to which it deprives the precise date of occurrence which is on 21 January 2017. However, the information about date of occurrence can be slightly indicated by the means of news credit at the end of the coverage (see Picture 6) in which it only can be indicated from copyright symbol of the video written as ©2017 informing the year of first publication of the video news coverage.



Picture 9. A protest sign appears with voiceover. (02:23 – 02:27)



Picture 10. Alicia Keys is giving speech. (01:11 – 01:26)

The structural device of *Why* in the news is implicitly presented in the coverage through speeches from orators, protest signs, oration from the marchers which recapitulate the rationale behind groups of people in the U.S with common purposes congregated organizing a collective action to which the designed march

unfolded to protest Donald Trump presidency and resist his administration due to the controversy during the election (see Picture 7), seek freedom (see Picture 8), raise women issues (see Picture 9), derive world peace and solidarity (see Picture 10). The structural device of *How* is produced a considerable numbers of clip which depicts protesters chanting while marching and elevating protest signs with diverse message, and also number of clips which depicts orators descending on the street and a stage to declaim their messages during the Women's March movement.

4.1.3 Thematic Structure

Thematic structure indicates the representation of facts about the Women's March on Washington which are produced with inflected details in the coverage. The NYT coverage provides detail of news in the form of annotation appearing on number of clip in order to explicate about particular ongoing clips. It appears as undeniable cues that visual text on the upper left side of some clips which are written in detail to indicate the location of the march (see Picture 11), visual texts to indicate name and position of the orators on the bottom left side and also the subtitle on the bottom side of the video (see Picture 12) are produced to explicate facts regarding to the issue. The additional cues of information generate inclination towards audience reasoning about the issue.



Picture 11. A cue of text on the upper left side of video (00:47)



Picture 12. Text of information about orator with the subtitles (00:38)

The subtitle produced in the video provides reasonable account for feasibility of the auto playing feature on Facebook's News Feed which allows the users to access automatically playing video without sound and also for possibility of audience who appears as non-English speakers by which it poses tendency to attract audience interest to the coverage. The quotation from orators' speeches is selectively produced into the coverage from the original speeches. The selected speeches emphasize on the women-led effort to derive common objectives with cooperative affiliation as a form of reportedly true democracy which organized to represent their resistance and self-determination under Donald Trump administration. A piece of Gloria Steinem's speech which is mentioned as "This is the upside of the downside. This is an outpouring of energy and true democracy like I have never seen in my very long life." (*The Women's March in Washington*, 00:05 – 00:19) is selectively produced in the coverage to demonstrate that the spirit of expressing voices by marching is a form of true democracy, which is implied in "outpouring of energy and true democracy". The march is reportedly appeared as a definition of precise form of democracy under particular circumstances arising in the U.S at the moment, which is implied in "the upside of the downside". The speech from Linda Sarsour of "This is your dollars. This is

your work. This is you made this happen” (*The Women’s March in Washington*, 00:40 – 00:45) indicates that the march required cooperative affiliation of the protesters who has contributed to actualized the movement. By means of Janet Mock’s speech of “by being here, it is my commitment to getting us free that keeps me marching. Our approach to freedom need not be identical, but it must be intersectional and inclusive” (*The Women’s March in Washington*, 00:46 – 01:00), NYT represents the idea of marching obtain freedom from the word “free” by yielding and engaging diverse purposes into common goals from the words “intersectional and inclusive”. Through Alicia Keys speech which is “until our dollar is the same dollar as a man’s” (*The Women’s March in Washington*, 01:22 – 01:26), it indicates that women equality also becomes one of main issues to be vocalized during the march. In addition, Angela Davis’s speech which is “The next 1.459 days of the Trump administration will be 1.459 days of resistance. Resistance on the ground. Resistance in the classroom. Resistance on the job. Resistance in our art and our music.” (*The Women’s March in Washington*, 01:33 – 01:57), is selectively produced to assert a persuasive message to resist Trump administration.

4.1.4 Rhetorical Structure

Rhetorical structure indicates the accentuation of facts in news coverage through devices such as metaphors, exemplars, catchphrases, depictions, and visual images. Within NYT’s *Women’s March in Washington* video news coverage, three devices of rhetorical structure are produced which consists of

catchphrase, depiction and visual images. The catchphrase in the coverage is presented through a clip of protesters marching with medium shot in which it contains a voiceover from previous clip of Angela Davis declaiming her speech by quoting Ella Baker (see Picture 13). Davis quoted a catchphrase from inimitable Ella Baker which is “We who believe in freedom cannot rest until it comes” to which it is produced to emphasize the message of the coverage given to media audience which advocate to never cease deriving the attainment of liberty.



Picture 13. People marching with speech voiceover (01:58 – 02:04).



Picture 14. A video cover of the coverage.



Picture 15. Women organize pink hats (00:21 – 00:23)

The video news coverage is covered by an image whereas it displays boisterous masses in the march elevating protest signs (see Picture 14). The cover of the coverage provide number of protest signs with different messages which includes the words “Fight”, “Inaugurate the Resistance”, “Love Trumps Hate”, “Future Female”, “Justice”, “Keep your Tiny Hands off My Rights”, “Change Maker”. Several protest signs with venus symbol, known as female gender symbol and female genital drawn as the message are also produced in the coverage. The crowd, protest signs, orators which are depicted in the coverage identifies suppression on particular elements in which women in the march obtain additional amount of attention in the coverage compared to men who also participated to the march, protest signs are relatively appeared with strongly worded anti-Trump and

women-theme message, all of the orators depicted in the coverage are merely women.



Picture 16. A woman looks emotional (00:31 – 00:33)



Picture 17. Close up clip of a girl and woman (01:07 – 00:10)



Picture 18. Clip of crowds showing “I’m with Her” protest sign (0:14)

The coverage presents considerable number of crowd clips with different camera angles. However, women acquired more close-up angle in the coverage. In such instance, a close-up clip of woman who appears to organize pink hats, known as pussy hats, in the second of 00:21 – 00:23 (see Picture 15) and in the second of 00:31 – 00:34, a woman who seems to look emotional appears in close-up angle (see Picture 16) and a little girl and a woman in the Czech Republic clip (see Picture 17) are produced to devote credits to women in the coverage. Women-theme and Trump-theme protest signs such as “I’m with her” (see Picture 18), “Hell Halt No Fury Like 157 Million Women Scorned” (see Picture 19), “We Don’t Owe Bigotry an Open Mind”, and “I Support Planned Parenthood” (see Picture 20) acquire major credit in along with the female gender symbols.



Picture 19. Clip of “Hell Halt No Fury Like 157 Million Women Scorned” protest sign. (00:50 – 00:52)



Picture 20. Clip of “We Don’t Owe Bigotry an Open Mind”, and “I Support Planned Parenthood” protest signs. (02:10)

As previously stated, both men and women participated during the march vocalizing their voices nevertheless the coverage is selectively produced merely women who appears as the orators. In fact, male figures such as Van Jones and Michael Moore were also participated to declaim on the stage during the march. In addition, the coverage does not only present U.S female figures but also two other women depicted in the clip of the march in Prague (see Picture 21) and the clip of woman standing up besides Donald Trump action figure who delivers messages at the rally while elevating a protest sign with female gender sign on it (see Picture 22). The elements of women orators clips, women-theme and Trump-theme protest signs which are selectively produced to be in the coverage indicates indented accentuation on the NYT's video news coverage.



Picture 21. Clip of woman orator in Prague (01:04 – 01:06)



Picture 22. Clip of woman orator holding protest sign (00:35 – 00:37)

In Pan & Kosicki's framing analysis, the assessment on the content of news coverage proceeds from examination using the four structural dimensions to measurement of salient elements of the news and bias in the coverage. By using framing analysis, it proves that the coverage is constructed to reach media audience perception toward Women's March on Washington movement in which it entices individual cognitive skills by emphasizing on several elements of facts embedded in the coverage. Through the gauge of the four news structure towards NYT's *Women's March in Washington* video news coverage, it generates three

elements in the news coverage which becomes the most significant element of the news, as follows:

a. Women

The selected elements of the coverage generates meaning which apprise audience that women posses power to fight and actualize a massive global movement and contribute great influence to the society. The selection of sources which includes the authoritative perception, protest signs, and speech from the orators, and perpetual close-up visual image of women protesters in the coverage neglects the news validity to which the orators involved in the march were both women and men and the thirteen unity principles which is mentioned on WCW official website does not includes merely about women issues.

b. Objection towards Trump

The selected elements provide a condemnation towards Donald Trump in regard to the controversial remarks and proposed policies during the U.S 2016 presidential election. It is presented by means of selected speeches from the protesters and protest signs in the coverage which neglects the fundamental beliefs of establishment, thirteen unity principles, for the march taken as a whole.

c. Aspiration for decisive action

The coverage advices persuasive message to media audience to unite and remain constant in striving for liberty, equality and self-determination which is embedded through the selected elements of the coverage as clips of crowds, protest signs, and speeches during the march are selectively produced in the coverage.

The indented salient elements direct media audience reasoning on the issue and disassociate other views on the issue. Figure 3.2 shows the position of media framing measured by intentionality and length of time period whereas framing analysis has intended short-term process that generates effect considered as bias. Bias in the NYT's *The Women March in Washington* video news coverage can be found in omission and selection of sources and facts as identified by using framing analysis. Several elements of facts about Women's March on Washington that are eliminated generates bias message to the audience.

4.2 Effects Analysis on NYT's *The Women's March in Washington* Video News Coverage toward Media Audience

Media audience in the assessment of NYT's *The Women's March in Washington* video news coverage includes the Facebook users who were actively engaged in regard to their participation to mass-mediated information. As previously stated, the NYT's video news coverage, as of 19 April 2017, has gained 691.281 viewers, 26.989 likes, 3.067 shares, and more than 1.200 responses in commentary feature. Top comments are examined in order to exclude any spam and comments in other language. The filtered comments provided on the NYT's coverage page ([facebook.com/nytimes/videos/1809684762582371/](https://www.facebook.com/nytimes/videos/1809684762582371/)) identify 894 comments in total with 564 comments and 330 replies to be recognized in the comment section. The comments from the Facebook users which taken ten percentage of total responses equals to 90 comments are utilized to identify the effects on media audience towards the coverage. In addition, data

from Facebook's reaction feature are utilized in support to identify the effect of media audience toward the coverage. From the data, it generates three kinds of media audience effects which are cognitive, affective, and behavioral effects found in the comment section of the coverage.

4.2.1 Cognitive Effects of Media Audience toward The Coverage

Based on ten percentage of data sample collected to identify the effects, the result indicates number of cognitive effects among the audience to which the coverage provides information which assists media audience, to perceive, acquire, and develop knowledge about the Women's March. The findings of cognitive effects are classified into five categories in which the coverage generate condition for value clarification, form new attitudes towards the Women's March issue, expands the audience's system of beliefs, generates ambiguity towards the audience, generates similarity in agenda of concern relating to the issue.

a. Value clarification

Data identify that the coverage increases audience's awareness of any values embedded in the coverage. The coverage affects the audience to which it gives contribution in perceiving information, acquiring knowledge of the Women's March, and also developing knowledge about the issues. Data indicates 22 of 90 audience responses equal to 24% identified the value clarification in which one of audience on January 22 at 10:51 p.m stated:

“This is unprecedented. Never in history have people all over the planet marched in protest of one man. Trump is truly the most reviled man on the planet. I hope his downfall is swift, and he takes the entire right wing down with him.” (Primary Data, 2017)

It verifies that the audience has affected by the coverage to which he acquired information about the Women's March which assists to comprehend the march appears as a massive global movement. The response has gained 649 likes and 102 other responses reacting to it. The coverage also generates audience's cognition to develop information which one of such response can be found in response posted on January 22 at 11:18 p.m. He explained,

“That looks a lot bigger than the inauguration crowd, and to think it was multiplied around the world. I wonder how long before Donnie directs our tax dollars to use his press secretary to refute reality and claim his inauguration was the biggest most best ever and these rallies were all disorderly?” (Primary Data, 2017)

It appears as the evidence of media contribution towards audience's cognition in picturing the size of the movement crowds which is later contributed to develop his previous information about the size of Trump's inauguration crowds.

b. New attitudes toward the issue

From the data, 32 responses which equals to 35% indicating the emergence of new perspective about the Women's March reported by NYT on Facebook. One of the audiences composed a response on January 23 at 5:54 a.m.,

“This was a great thing. First, it was good for the local economies, travel, restaurants and lodging. Second, gave people a purpose/something to do. and third, kept them busy / out of Trumps hair while he takes care of the of the country. A win-win all the way around. Hope this continues for a long time.” (Primary Data, 2017)

From the response above, it verifies the coverage affects the audience in perceiving information about Women March and generates new perception towards the event in which he argued that it could be fairly rewarding to many aspects. In addition, another new perception assumed that Women's March was

organized on account of Trump's controversial remarks hence Trump ought to publicly apologize for the outrages allegation which is found through a response posted on January 24 at 8:25 a.m in which it states, "Trump should come out and apologize for all the disgusting things he said about women and people of other races and religions. That's what these people want, an apology" (Primary Data, 2017).

c. Expansion of audience's beliefs

The powerful persuasive message on the advocacy of the attainment of liberty and democracy has reached the audiences' cognition as 20% of the responses are discovered that indicates the effects toward audience's system of belief. One of audience responded,

"So many people came out on 1/21, across the world. We made a big noise, and now this administration will do everything in its power to splinter and divide us. We need to spread the word to stay unified in our determination to stand together. We cannot allow them to divide and conquer! We must grow in numbers as a unified force for justice for all." (Primary Data, 2017)

It verifies that the coverage affects to enlarge the audience's system of belief in which he has credence in unified strength. Such response can be found on another response posted on January 24 at 1:38 a.m in which she stated,

"I marched in Denver, in awe of our turnout. Then I saw the images from DC, the rest of the country, and many cities around the world. So proud of the women and men who showed up. This is what democracy looks like." (Primary Data, 2017).

d. Ambiguity

The coverage that is constructed by selected facts about Women's March emerges ambiguity among the audiences. A response written on January 22 at

11:32 p.m becomes one of the 11% of the responses which indicates appearance of the revolving ambiguity which later she connected the issue with Trump. It is stated in response to another audience's comment saying,

“That’s funny because people marched the world over, including in Antarctica yesterday. No one was arrested for doing so. The only place they didn't March is Trump's favorite country, Russia. And that is because their dictator / Trump puppet master doesn't allow for it. True Patriots don't support Putin owned punks like Trump. But thanks for reminding us that Trump's job is to do whatever Putin tells him to do.”
(Primary Data, 2016)

In the statement above, it appears as the evidence of ambiguity in which she assumed that Russia becomes the only place that did not participate in the solidarity march. Another instance of ambiguity among the audience raises a contention which assumes the march to be an anti-Trump movement instead of a women-led movement that has thirteen unity principles in considerable of concerns. A response indicating ambiguity which posses irony and satire message within by which it is posted on January 23 at 12:58 a.m states, ““Join us, we are nice and open-minded as long as you hate the pig and hate everyone that thinks differently and hate everything and everyone who isn't a feminist! Look at our open-mindedness!”” (Primary Data, 2017). The ambiguity that evoked among the audiences originates from the selection of facts given in the coverage which emphasizes on some certain elements provided in the content of the coverage.

e. Similarity agenda of concern

The coverage emerges number of similar concerns in which 53% of the responses discussing about U.S presidential election in 2016 and Donald Trump in regard to his past presidential controversy, 42% conversing about any related

women issues, and 45% debating about democracy and expressing the need of continuous strive for freedom of restraint and constriction. The conversation about U.S latest election along with Trump phenomena during the election takes major percentage of the audiences' responses. An audience wrote two responses which she firstly stated, "Trump is old, outdated and ignorant! Time for the US to have a modern, young woman to run the country!" (Primary Data, 2017) as posted on January 22 at 11:06 p.m. and later she added, "How could any sane modern woman vote for this outdated, ignorant, old, very stupid man!" as posted on January 22 at 11:06 p.m. (Primary Data, 2017) in which it generates a debate among the audience. A response argues, "Because there was no other choice except Hillary Clinton. And that would have been an outdated, ignorant old woman. DNC is all to blame for the lack of a viable candidate" (Primary Data, 2017). Another instance of similar agenda of concern posted on January 22 at 10:49 p.m expressing the audience's reaction on the people who participated in the march saying, "Great. But where were all these people a year ago when it mattered and could have changed something?" (Primary Data, 2017) in which it stirred 30 others responses relating to Trump and the 2016 U.S presidential election, any one of which is from a response written on January 23 at 1:18am saying, "I think everyone believed he'd lose. People didn't think their liberties and freedoms could be threatened in this country. We now realize these freedoms are ours to protect" (Primary Data, 2017). It does not only indicate a discussion relating to Trump but it also expressing audiences' beliefs to continue to act jointly for the attainment of liberty. An instance which sets as the evidence on the

emergence of conversation about women can also be found in a response posted on January 22 at 10:45 p.m which is appeared contradictory to the message embedded in the coverage states, “These liberal women need exercise like this "march" on a weekly basis. This would also give a breather to their men, who would love enjoying their weekends with their buddies” (Primary Data, 2017) indicating a degrading contention towards women who participated in the march. It initiated some debates relatively related to women issues in which 17 replies responding to her response can be found in the comment section. In addition, it also creates a discussion in regard to women action as the form of feminism is evolved in the response which is provided in a response posted on 22 January 2017 at 11:33 p.m saying, “Amazing! Women power. This is what feminism and democracy looks like.”

4.2.2 Affective Effect of Media Audience toward The Coverage

The coverage has influenced media audience in which it triggers the feeling of proud, revulsion, contentment, and astonishment. 9% of the responses indicates an alteration in the audience’s feelings that are affected by the information provided through the coverage. In such instances, the responses can be elaborated in details as follows:

Data	Responses	Dates
A1	I'm so proud to have marched in Washington, and to stand in solidarity with my sisters and	January 22 at 10:55 p.m

	brothers across the country and around the world. We will win.	
A2	This movement gives me hope! Proud of my sisters and all who stand up for women and civil rights.	January 22 at 11:21 p.m
A3	Love all that you have done for women, Gloria Steinem.	January 23 at 12:06 a.m
A4	I am in awe of the fact that some men were there in support of the women.	January 23 at 1:43 p.m
A5	Makes me proud to be an American citizen	January 23 at 2:14 a.m
A6	This is just disgusting!	January 23 at 3:50 p.m

Figure 4.2. Data of affective effects toward the audience.

The affective effects toward the audience that indicates an alteration of audience's feeling into a feeling of proud can be found in data A1, A5. It verifies that the audiences experience a feeling of deep pleasure or satisfaction as a result of one's own achievements, qualities, or possessions on account of media exposure from the coverage. Data A2 and A3 verify a feeling of triggered happiness in which the audience shown in A2 experienced a feeling of expectation and desire, and data A3 verifies a feeling of deep affection. Data A4 provides the evidence on the alternation of astonishment feeling in which it verifies referential respect of admiration from the audience towards the coverage. A response in data A6 shows that it generates the feeling of revulsion towards the audience's feeling. In addition, Facebook's reaction feature of the coverage also identifies the

affective effects toward the audience. From data provided on the coverage page (facebook.com/nytimes/videos/1809684762582371/), 26.000 reactions to the coverage with over 22.000 likes, 4.200 loves, 207 wows, 39 Hahas, 26 Angrys, and 8 Sads have been discovered in the audience' responses. It identifies that the NYT coverage has generated agreement, affection, surprise, amusement, displeasure, and also sorrow due to the media exposure.

4.2.3 Behavioral Effects of Media Audiences toward The Coverage

The behavioral effects of the media audience towards NYT's coverage include activation of over action in which audience chooses to perform action as a consequence of receiving media messages. There has been 572 Facebook users have actively participated in response to the news coverage by giving comments and likes toward the coverage in which it also identifies the demographic variable of media audience categorization which can be shown in a diagram below.

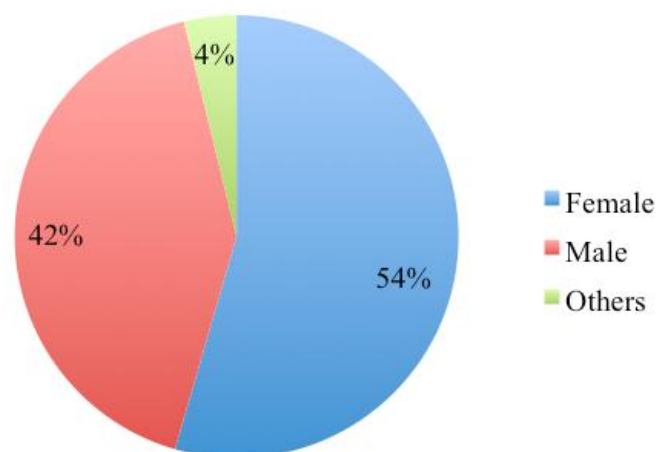


Figure 4.3. Demographic variable of media audience based on gender.

Figure 4.3 shows that women category takes larger percentage than men and other categories. The *others* category refers to every user that identifies

themselves as *them* whereas women and men categories identify users who preferably identify themselves as *her* and *him* on their Facebook profile page. In other words, women dominate the response toward the coverage compared to men as examined from the data in which female users tend to engage more in active processing of mass-mediated information on Facebook compared to male users. Given the fact that media audiences from any gender have reacted to the coverage, it verifies that the audiences are affected behaviorally by actively sharing their thoughts and perspectives on the commentary feature.

From the data, both audiences' responses and framing analysis data, it demonstrates that the NYT's *The Women's March in Washington* video news coverage has effectively contributed significant role in influencing the audience to apprise issues that are considered as prominent issue among the audience. The salient elements generate bias to which indicates that the coverage sets particular agenda to media audience. McCombs and Shaw's assertion of agenda setting is rationalistically applied in the studies in which the discussion about Women, Donald Trump and aspiration for decisive action in order to unite and remain constant in striving for liberty, equality and self-determination become prominent issues among the audiences. In addition, feminism becomes a prominent issue as well among the audience in this particular period of time. The coverage affects media audiences' cognition, affection, and behavior in which it verifies that mass media has contributed major role in influencing the audience in order to assign an issue that is considered as prominent, which is Women's March, and the

important elements of the issue itself which are Trump, women, and aspiration for decisive action in a particular period of time.

CHAPTER 5

CONCLUSION

Facebook has become a part of digital era in which global society utilize it as a prominent agency to call in regard to seek information. By the means of its continuous improvement, Facebook continues to provide a medium for the society to interact, communicate, and educate to which it has been furthermore able to provide major influence to the public's attitude toward certain issues. In such instance, considerable number of traditional mass media expands their news spread to obtain more audience, hence the media has engaged into Facebook. Within the credibility of the traditional media, such as *The New York Times*, combined with the substantial role of Facebook in influencing intellectual process, a news coverage on Facebook is capable of affecting media audience cognitively, affectively, and behaviorally.

The assessment of media content and media effect on audience towards *The Women's March in Washington* video news coverage on NYT's Facebook page reveals that the content are constructed into a coverage with intended salient elements that thereafter influence attitudes among the audience. The salient elements are classified into three categories in which the coverage stresses on the aspects of women, objection towards Donald Trump, and aspiration for decisive action. The media effects are presented through the responses of the audience that illustrates number of evidence that the audience has perceived, learned, and developed information on account of media exposure (cognitive effects), and has

revealed their feeling in response of the coverage (affective effects), actively responded in the commentary feature (behavioral effects). Within particular period of time, the coverage generates an agenda which highlights a discussion about Women's March on three prominent aspects of the issues, namely women, Donald Trump, and aspiration for decisive action in order to unite and remain constant in striving for liberty, equality and self-determination.

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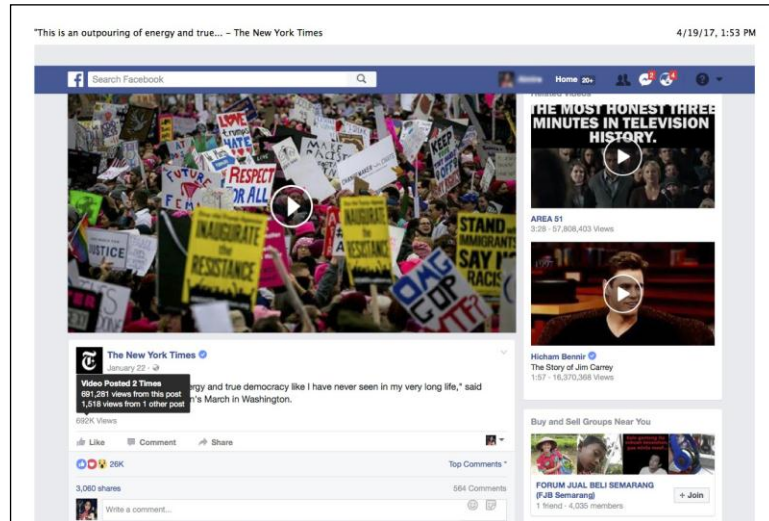
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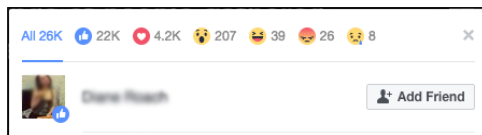
The study brought together existing data that are publicly available on the coverage website (<https://www.facebook.com/nytimes/videos/1809684762582371/>). Further documentation about data processing are available on <https://dropbox.com/sh/dk32zfecmmjmuu9/AACAhhV74aqEM7rApIhrI5psa?dl=0>

Data of *The New York Times*’ “The Women’s March in Washington” Video

News Coverage on Facebook & U.S Newspapers Facebook Page Likes



The New York Times’ “The Women’s March in Washington” coverage Facebook page



Data of Audience Reaction toward NYT’s *The Women’s March in Washington* coverage



Wall Street Journal Facebook Page Likes



The New York Times Facebook Page Likes



Los Angeles Facebook Page Likes

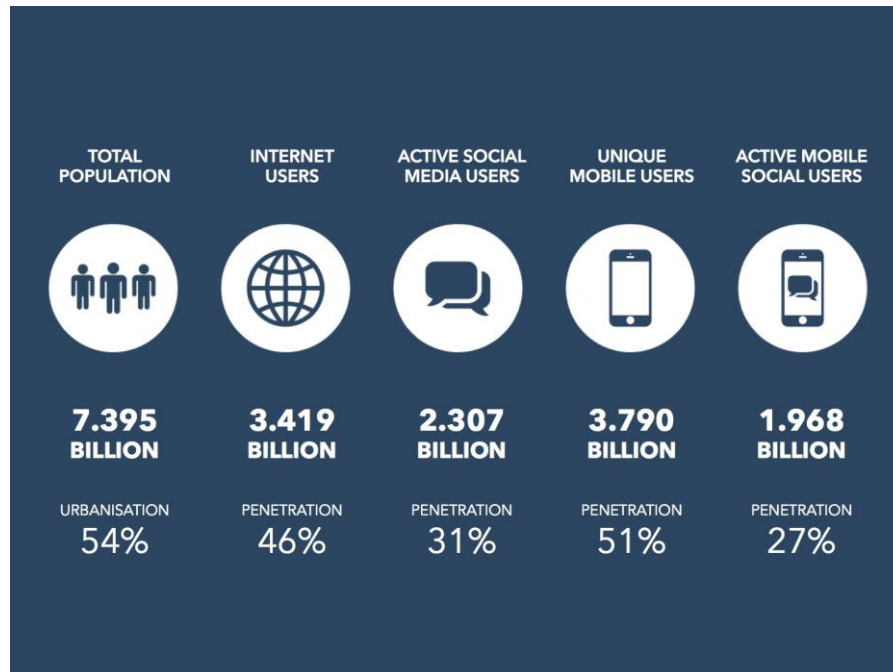


New York Post Facebook Page Likes

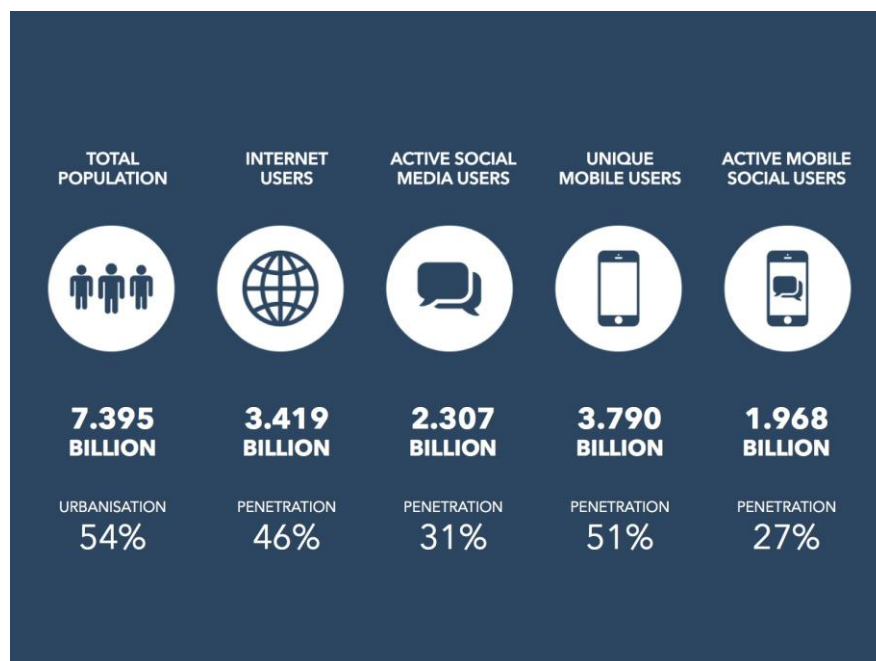


USA Today Facebook Page Likes

WAN-IFRA's Annual The World Press Trends 2016 Database






The World Press Trends 2016 database on growth of internet users.




Ipsos MediaCT research database



Samples of Audience Reaction



 **Scott Torgest** This is unprecedented. Never in history have people all over the planet marched in protest of one man. Trump is truly the most reviled man on the planet. I hope his downfall is swift, and he takes the entire right wing down with him.
Like · Reply ·  649 · January 22 at 10:51pm
[^ Hide 102 Replies](#)



 **Adelle Rice** That looks a lot bigger than the inauguration crowd, and to think it was multiplied around the world. I wonder how long before Donnie directs our tax dollars to use his press secretary to refute reality and claim his inauguration was the biggest most best ever And these rallies were all disorderly?
Like · Reply ·  5 · January 22 at 11:18pm


 **Steve Dillon** This was a great thing. First, it was good for the local economies, travel, restaurants and lodging. Second, gave people a purpose/something to do. and third, kept them busy/out of Trumps hair while he takes care of the of the country. A win-win all the way around. Hope this continues for a long time.
Like · Reply ·  1 · January 23 at 5:54am


 **Fatima Shigi** Trump should come out and apologize for all the disgusting things he said about women and people of other races and religions. Thats what these people want, an apology.
Like · Reply · January 24 at 8:25am


 **Catherine Hodgson** So many people came out on 1/21, across the world. We made a big noise, and now this administration will do everything in it's power to splinter and divide us. We need to spread the word to stay unified in our determination to stand together. We cannot allow them to divide and conquer! We must GROW in numbers as a unified force for justice for ALL.
Like · Reply ·  1 · January 23 at 4:40am

 **Angelique Weather** I marched in Denver, in awe of our turnout. Then I saw the images from DC, the rest of the country, and many cities around the world. So proud of the women and men who showed up. This is what democracy looks like.
Like · Reply ·  1 · January 24 at 1:38am

 **Bianca Carré Martinez** These liberal women need exercise like this "march" on a weekly basis. This would also give a breather to their men, who would love enjoying their weekends with their buddies.
Like · Reply ·  9 · January 22 at 10:45pm
[^ Hide 17 Replies](#)

 **Yvonne van Leeuwen** "Join us, we are nice and open-minded as long as you hate the pig and hate everyone that thinks differently and hate everything and everyone who isn't a feminist! Look at our openmindedness!"
Like · Reply · January 23 at 12:58am


 **Nina Husted** Trump is old, outdated and ignorant! Time for the US to have a modern, young woman to run the country!
Like · Reply · January 22 at 11:01pm


 **Kim Barker** **Napolitano** David Bruce that's funny because people marched the world over, including in Antarctica yesterday. No one was arrested for doing so.

The only place they didn't March is Trump's favorite country, Russia. And that is because their dictator/Trump puppetmaster doesn't allow for it.


True Patriots don't support PUTIN owned punks like Trump.


But thanks for reminding us that Trump's job is to do whatever PUTIN tells him to do.


Like · Reply ·  16 · January 22 at 11:32pm · Edited

 **Al Pineda** Stop! It's NOT a Women's March as much as it's an Anti-Trump March. Just call it what it is, but don't pretend it's a "Women's" March for women's rights. Not when you exclude and chase away (scare away) women who are Trump supporters or are Pro-Life. What, those women don't have rights too? Also, ask yourselves who's organizing these events? Who's funding these events? Two hints: Hamas. Soros.


Like · Reply ·  5 · January 23 at 12:29pm

 **Nina Rostad** How could any sane modern woman vote for this outdated, ignorant, old, very stupid man!


Like · Reply ·  2 · January 22 at 11:06pm · Edited


 **Kay Branham** Because there was no other choice except Hillary Clinton. And that would have been an outdated, ignorant old woman. DNC is all to blame for the lack of a viable candidate.



Like · Reply · January 23 at 5:09am

 **Bruce Lewis** I think everyone believed he'd lose. People didn't think their liberties and freedoms could be threatened in this country. We now realize these freedoms are ours to protect.


Like · Reply ·  7 · January 23 at 1:18am

 **Bernice Martinez** Amazing!! Women power. This is what feminism and democracy looks like.


Like · Reply ·  3 · January 22 at 11:33pm

 **Kierian Mojica-Collins**  I'm so proud to have marched in Washington, and to stand in solidarity with my sisters and brothers across the country and around the world. We will win.

Like · Reply ·  19 · January 22 at 10:55pm

 **Sarah Derrick Shumpert** This movement gives me hope! Proud of my sisters and all who stand up for women and civil rights,


Like · Reply ·  3 · January 22 at 11:21pm

 **Mary Eileen McEachern** Love all that you have done for women, Gloria Steinem.

Like · Reply · January 23 at 12:06am

 **Dennis Keene Smith** I am in awe of the fact that some men were there in support of the women

Like · Reply · January 23 at 1:43pm

 **Ruston Valdez** This is just disgusting!!!

Like · Reply · January 23 at 3:50pm

 **Zoe Kaplan** THIS is what makes me proud to be an American.

Like · Reply · January 22 at 11:06pm