

ABSTRACT

A CONTENT ANALYSIS OF U.S. NEWSPAPER COVERAGE OF OUTSOURCING OF HIGH-TECH JOBS TO INDIA IN THE EARLY 21ST CENTURY

The current study is a content analysis of how regional and national newspapers frame outsourcing stories to India. A total of 351 stories were selected from 4 national newspapers and 11 regional newspapers from 2000-2005. Results revealed that outsourcing stories appear more in regional newspapers than in national newspapers and the primary sources of these stories are from corporations. National and regional newspapers focus on both economic and political topics about outsourcing but regional newspapers are more likely to focus on economical themes of job outsourced as a result of the outsourcing. National newspapers focus on political themes of laws regarding outsourcing more so than do regional newspapers and these stories primarily appear on the front or inside pages of business section. Finally, results revealed that both national and regional newspapers equally use corporate sources to supply outsourcing stories.

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