

ABSTRACT

THE ROLE OF THREE U.S. NEWS NETWORKS – ABC, CBS, AND NBC – IN THE TSUNAMI RELIEF WORKS

The purpose of this study is to examine how the media covered the Indian Ocean tsunami and how their coverage helped to generate public awareness and donations for the victims. This study further examined how sources send out their propagandized messages through the media. Results showed that ABC, CBS, and NBC news networks covered the tsunami using more than 615 stories or 305,690 words. The media interviewed political leaders more than any other sources. ABC, CBS, and NBC news networks used 66,579 words, their longest coverage, to interview politicians. In addition, results revealed that propaganda was present in the news coverage. The use of emotional stories reveals a type of “white propaganda” messages and further shows the media’s agenda setting role in disaster situations.

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