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Mass Communication*

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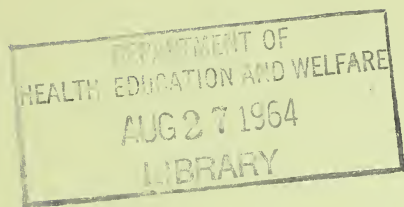
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Journalism Quarterly

Cumulative Index
Volumes 1-40,
1924-1963

*Special Supplement to
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Introduction

► This second Cumulative Index to JOURNALISM QUARTERLY incorporates references to Volumes 26-40 (1949-1963) with those found in the Index to Volumes 1-25 (1924-1948), published in December 1948. It thus presents an analytical guide to 40 years of published research in journalism and mass communication.

Since the first Index gave a brief history of the QUARTERLY and its predecessor, the *Journalism Bulletin* (as the magazine was known from 1924 through 1927), the history of those early years is not repeated here. Instead, attention is called to the changing trends in journalism research as reflected in an analysis of the magazine's contents for the entire 40 years. The table on the next page shows these trends by periods of time and under each of the four editors listed on Page 2.

When preparation of the present Index began, it soon became evident that the subject-matter classification used in the first Index was no longer adequate. During the early part of the 1924-1948 period, journalism was studied primarily in relation to newspaper editorial work, and this preoccupation was reflected in the topics that researchers chose and the methods that they used. While the methods of the social and behavioral sciences began to be applied by journalism scholars in the early 1930s, most of the research articles published through 1948 were still humanistic and non-quantitative. Even the first generally quoted article giving precise data on the relation of age, sex, education and economic status to newspaper reading did not appear until 1949.

The 1948 Index told how Frank Luther Mott (editor 1930-34) transformed the QUARTERLY into a scholarly journal, and how Ralph D. Casey (editor 1935-45) continued to give impetus to the development of journalism research as a "professional extension of the social sciences." The next big change came in the early 1950s, when the full impact of the postwar surge in journalism graduate training and communication research generally began to be felt. By the spring of 1957, Wilbur Schramm could observe in the *Public Opinion Quarterly* that the four principal trends in the research published by JOURNALISM QUARTERLY through 1956 had been "toward quantitative treatment, as opposed to non-quantitative; toward behavioral science method, as opposed to humanistic method; toward the study of process and structure, as opposed to the study of great men; and toward a world-wide concern with the press and press systems."

As the table on Page 6 makes clear, this increasing application of more systematic methods of research to the entire field of journalism and mass communication has been accomplished, in the QUARTERLY, without any sacrifice of those qualitative interests and methods which are still relevant. Indeed, while articles that were little more than essays based upon personal experiences and opinions have declined, the number of genuine research studies of a "non-quantitative" type has increased along with the quantitative. For example, articles under "History and Biography," which under the first editor (Lawrence W. Murphy) were second in number only to the discussions of journalism education itself, have continued to flourish and are now at an all-time peak, as are studies of international communications and the foreign press.

But that is not the whole story. If one examines the kinds of historical and biographical articles being published today, he finds that both institutions and individual communicators are being studied in a much more realistic and penetrating manner. One can see now that the introduction of methods from the behavioral

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TRENDS IN RESEARCH ARTICLES, 1924-1963

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*Four years only.

sciences has enabled historians to interpret the past in more meaningful terms. It also is apparent that many of the quantitative researchers—especially those with professional and inter-disciplinary training at the graduate level—are bringing to their tasks more historical knowledge and humanistic insight than was true in earlier years. What seems abundantly clear to this writer is that research in journalism has come from a long period of description (down to the 1930s), through an era of emphasis upon counting and correlating (the 1930s, 1940s and early 1950s), and into the early stages of theory-building. This could lead to the eventual emergence of journalism (or mass communication) as a professional discipline based upon both humanistic skills and solid behavioral research. Nowhere is this more evident than in the growing number of international and cross-cultural studies, many of which have a definite theoretical orientation.

Preparation of this Index has been made possible by a research grant to the editor from the Graduate School of the University of Minnesota. Most of the detailed work has been done by Mr. Akira Ichikawa, research assistant. Other members of the Editorial Staff and of the AEJ Council on Communications Research also have rendered valuable assistance and advice. To all of these, and to the many contributors who have made possible the continued growth of the QUARTERLY during the nearly 20 years of his editorship, the writer is most grateful.

RAYMOND B. NIXON

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