

Journalism & Mass Communication Quarterly

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Journalism & Mass Communication Quarterly 1979 56: 868

DOI: 10.1177/107769907905600427

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scores for the various techniques were correlated across all eight commercials. The three cases of greatest interest were: 1) degree of correlation between the interest generated by the entire storyboard; 2) degree of correlation between interest generated by a "key visual" of a finished commercial and that generated by the entire finished commercial; and 3) perhaps more importantly, the degree of correlation between interest in the "key visual" of an artwork storyboard and that created by viewing the entire finished commercial.

Table 2 summarizes the results of Spearman rank-order and Pearson product-moment correlations. Pearson product-moment correlations were calculated because of the interval nature of the thermometer scale. Looking at the table, it can be seen that the product-moment correlations were very similar to the simple rank-order correlations. In either case, the correlations between any two of the techniques under comparison were significantly high. Particularly in the case of most interest, comparing "key visuals" of artwork storyboards with complete finished commercials, the analysis indicates that varying interest levels can be detected with similar effectiveness.

Discussion

The results of this study support the assumption that "key visuals" of rough artwork storyboards can be used to pretest the interest levels of viewers in whole television commercials. The major implication to be drawn from the study is that "key visuals" provide a potentially inexpensive and reliable method for smaller agencies and advertisers to use in the pretesting of television commercials. This means that such organizations can avoid the expense of producing and testing a finished spot, and at the same time, increase the communication effectiveness of creative output. Of course, saving time and money is also important to larger agencies and advertisers. The high correlations exhibited between interest scores would suggest that "key visuals" could be of value even where resources are available to test complete productions.

Several factors should be considered before generalizing the results to other settings. First of all, the use of students as subjects and the artificial experimental situation prompt demand characteristics not normally present under professional copytesting conditions. A look at the scores in Table 2, however, indicates that few of the commercials generated high interest in the aggregate as might be expected from a "professionally-oriented" sort of audience. Where there were fluctuations in interest level, they were incredibly uniform across the various testing techniques as evidenced by the high correlations.

The extremely high correlations themselves merit some discussion. One factor that possibly affected subject responses might have been familiarity with some of the commercials. Where this factor was present, a high degree of similarity would be expected between a "key visual" and a completed spot. However, it is suspected that not all of the commercials were familiar to the subjects (*i.e.*, most of the spots were five or more years old).

In this study, there appeared to be no effect generated by differing levels of visual complexity in the commercials. However, this possibility was not a formal part of the research design and should be analyzed in future applications of the "key visual" method.

To increase the practical value of the "key visual" method, cross-validation in an actual copy-test setting with samples from a target audience is recommended. Replication of the extremely high correlations reported here is encouraged. Although +.90 correlation levels will undoubtedly be difficult to replicate, even at somewhat lower levels of correlation this method holds considerable promise for future application.

Travel News and Ads In Mexican Newspapers

By Bruce Underwood, Blanca Rodriguez and Sandra Leal Uresti

► This study's purpose was to determine

the present status of news and information on tourism and recreational travel in selected mass media of Mexico. Since there were serious limitations of time and money for the study, we gave top priority to discovering the status of travel reporting and advertising in newspapers.

Examinations of current copies of a majority of Mexican newspapers indicated there was little travel news and advertising in newspapers of small circulation and in semi-weeklies and weeklies. We therefore focused on selected dailies. Our research question was "How do selected daily newspapers of Mexico report news and information which might have the effect of helping to popularize tourism and recreational travel both within and outside the republic?"

Interviews were arranged with the highest ranking executives available at each of three newspapers. Issues of those papers published between July 12, 1978, and July 25, 1978, were studied.

Information Obtained Through Interviews. *Excelsior.* Senor Alfredo La Mont Jr., public relations director, said that his newspaper *Excelsior* had no specific travel editor, nor did it publish a travel section regularly. The managing editor assigned travel articles as the need arose. These sources of travel stories were ascertained: Mexican Aviation Co., Mexican Hotel Association, Mexico City Convention Bureau, Mexico City Council of Conventions and Visitors, North American correspondents of *Excelsior*, Pan American World Airways, travel agencies in Mexico, visiting journalists of foreign nations. Advertising of these types of establishments appeared in *Excelsior* during the two weeks under study: Acapulco golf club, airlines of Mexico, airlines of other countries, bus lines of Mexico, hotels of Mexico, hotels of the United States of America, Mexican travel agencies, foreign travel agencies and resorts of Mexico. These firms all have offices or at least advertising representatives in Mexico City. Although tourist attractions are plentiful in Mexico, and many are available

¹ The Red Cross bought advertising and released publicity because it was the beneficiary receiving profits of the Miss Universe Contest.

throughout the year, *Excelsior* carried more travel information in the months of May through August than at other times of the year. For the period of the study, it carried 272 column inches of travel news and 1,272 inches of travel advertising. Both figures are substantially higher than those of the other papers studied.

Occidental. Armando Morquecho Preciado, public relations director of *Occidental*, revealed that the Guadalajara daily did not have a travel editor nor a regular travel section. As was true of *Excelsior*, the managing editor of *Occidental* assigned travel articles to meet the need of the newspaper. Sources of travel stories published during the period under observation were Miss Universe Contest; the state-subsidized Jalisco Tourism Commission; Travel Weekly, which, contrary to its title, is a semiweekly magazine published in New York City; and the Mexican Red Cross.¹ Advertising of these firms appeared in *Occidental* during the period studied: Airlines of Mexico, airlines of the United States of America, hotels of Mexico, Mexican Red Cross. Morquecho Preciado indicated that all the travel news articles were written by reporters of *Occidental*, and that all the advertisements were prepared by advertising representatives retained by companies doing the advertising or by agencies. The paper had 156 column inches of travel news and 550 column inches of travel advertising during the period studied.

El Norte. The editor in chief of *El Norte*, Ricardo Omana, stated that his newspaper does not shy away from reporting adverse news about federal or state government organizations or about business leaders or groups. He seemed to feel that this might decrease the amount of advertising sold by the paper from time to time, but that it also raises confidence of readers and broadens the influence of the paper. *El Norte* had no regular travel section; consequently it had no continuing travel editor. Sources of travel stories in *El Norte* during the two

► Bruce Underwood is associate professor of communications at Pan American University where Blanca Rodriguez and Sandra Leal Uresti are communication students.

weeks period were Airlines of Mexico, Convention Promotion Committee of Monterrey, Mexican National Chamber of Commerce and Miss Universe Contest. Sources of advertising during the two weeks period were Airlines of Mexico airlines of other countries, amusement parks of the United States of America, foreign travel agencies, hotels of Mexico, Mexican travel agencies, residential parks of Mexico, sports club of Mexico, United States of America city. Unlike the others in this study, the newspaper itself supplied photographs for travel articles and advertisements except those materials prepared by the advertising representatives of some individual firms. It had only 80 column inches of travel news and 928 inches of travel advertising.

We were surprised to find that the federal government and the state governments of Mexico do extremely little advertising, even of facilities which they help support. This was brought out in the study of all three newspapers and confirmed by executives of all three.

Conclusions

This investigation uncovered little support for the hypothesis stated by the researchers. Hence it is concluded that travel information is not gathered, processed and disseminated systematically by selected daily newspapers of Mexico. Because the smaller newspapers and those published less frequently than daily pay scant attention to travel news and information, it may be said that this lack of system applies to a large number of newspapers of Mexico. It also follows that the prevailing pattern among newspapers throughout Mexico does not include a travel section with a travel editor. Instead of digging out travel news, information and advertising, the selected newspapers apparently accept what comes from outside sources. From the standpoint of advertising and news ethics it would appear that the selected daily newspapers gave away little advertising or "business office musts" to travel advertisers.

Is It ETAION RSHLDCU Or ETAOIN SRHLDCU?

By Lynn H. Pulford

► In trying to determine the correct frequency ranking of letters in typesetting, Fang¹ found the order was ETAONI RSHLDCU, rather than the traditional ETAOIN SHRDLU. This study found still different orders in two combined groups of local and UPI stories, ETAION RSHLDCU and ETAOIN SRHLDCU.

The characters counted in Fang's and the present work have made up part of the journalist's oral tradition since the acceptance of the linotype. The linotype keyboard, now a vanishing species, has six rows of five keys each for the lower case letters. The keys from top to bottom in the column on the left are ETAOIN, and the second column has SHRDLU. At the top of the third column is the 13th letter, C, which computer counts place ahead of U.

This arrangement of the linotype keyboard with the frequently used keys together presents a sharp contrast to the typewriter keyboard, which is also the VDT and tape punch keyboard, where the keys are scattered. Instead of making up one column, on a VDT ETAOIN requires typing with six different fingers in six different columns in three rows. Of the 13 most frequently used characters, four are typed with the third or fourth fingers. The keys belonging to the index finger are used less often, 7 are not even in the top 13. Perhaps this arrangement contributes to editorial quality by slowing our typing down to allow time for thought.

At the *Daily Texan*, student newspaper at The University of Texas at Austin, all locally written and UPI stories are stored in computer memory before being typeset. The computer system's editing programs were used to combine stories into strings of text which were analyzed with a character counting program written by the author and a word counting program in the computer system library. Two groups of

¹ Fang, Irving E. "It Isn't ETAOIN SHRDLU; It's ETAONI RSHLDCU." JOURNALISM QUARTERLY, 43:761-62 (Winter, 1966).