THE MEDIA ANALYSIS OF THE CANADIAN NAVY CENTENNIAL
How Military Publications and Civilian Publications Portray News Differently

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Abstract

This paper reports on comparative study of the treatments of the Canadian Navy Centennial celebrations of 2010 in selected Canadian military and civilian press, with the intent of revealing similarities and differences between the two information sources. Employing a content analysis protocol I developed for this purpose, I analyzed a sample of 50 articles from selected civilian and military publications. My intention was to identify the elements that comprised the news discourse in both information sources. The quantitative data revealed significant differences in treatment, especially with respect to amounts of "hard" and "soft" news reported respectively by military and civilian news sources. The high frequency of politicians quoted as sources and news actors reveal that civilian publications have a stronger political standpoint as reflected in news when compared to military publications. The study also showed that the historical context of the navy was reported with a higher percentage within civilian publications. The similarities between military news publications and civilian publications brought forth to the discussion of how the Canadian Navy's Centennial navy was represented as a public relations campaign by the Canadian Armed Forces. The similar ways on how primary topics are presented within time frames, the equal amount of mentioning of military wars and operations, and the prominence of regional news being presented, were all examined within the research to observe the strategies involved in promoting this national commemorative ceremony. A range of topics surrounding journalism discourse were discussed which includes the following: nationalistic discourse, discourse of reporting future news, targeted representation, media framing, and hybrid promotional news discourse.

Keywords: The Canadian Navy Centennial, Canadian Military, Military News, Communication, Journalism, News Discourse, Media Analysis, Canadian Forces
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Section 1 – Introduction

The Canadian Navy Centennial

Throughout its 100 years of history, the Canadian Navy has gone through many stages of progress and changes. Major events were affected by political decisions. The media’s representation of the Canadian Navy played a crucial role in its establishment and has helped shaped the society’s perception of this element within the Canadian Armed Forces. 2010 marked the Centennial of the Canadian Navy and the campaign designed to celebrate this occasion is one of the largest national public relation campaigns to be ever conducted by the Canadian Forces.

For my honours thesis, I explored the question: How military publications and civilian publications portray news about the Navy Centennial differently. Quantitative research was conducted through the method of content analysis on news articles and the following topics and questions were examined.

Research Questions

1) Primary Topics and Time Frame: What were the primary topics reflected upon in news articles surrounding the Centennial? How did military publications and civilian publications differ in the primary topics they publish, and what did the frequency of topics represented through different time frames (date published) tell us about the Centennial?

2) Genres of News Items: What did the genres of news items published about the Centennial by military and civilian publications suggest about the news outlets? What did the ratio of hard news and soft news tell us about the publications?
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3) Historical Context of the Navy and Military Implications: Why was it important for the historical context of the navy to be presented within news articles about the Navy Centennial? What implications did it have for the news when there were references to specific wars or military operations?

4) Quoted Sources and News Actors: By reviewing the category of people quoted as sources within articles and looking at the occupation of news actors, what did it say about the news publications?

5) Politics and Political Agenda: In comparing military and civilian news publications, what differences did different type of publications have in terms of mentioning politics?

6) Event Promotion: What percentage of articles analyzed promoted military events? Other than promotion/public relation reasons, what else did future event listings shown within news publications tell us about journalism?

7) Geographical Focus: By reviewing the geographical focus of news articles and the mentioning of Canadian Force Naval bases, how did it reveal the role that each region of the country played in the national commemoration campaign?

8) Relevancy of Keywords within Article and Suggestions to the Centennial (Tone): When comparing between military and civilian news publications, how do the relevancy and the choice of keywords within the new articles help suggest/frame the Centennial event as positive or negative?
Section 2 – Literature Review

In order to conduct research on news articles surrounding the topic of the Navy Centennial, it is important to understand background information about the Canadian Navy. I have focused on reviewing the following topics prior to looking at news events surrounding the Navy Centennial: The Process of Commemoration, Historical Context of The Canadian Navy, and The Canadian Navy Centennial. Understanding the process of commemoration allowed me to see how news described the Centennial Commemoration. By researching the historical context of the Canadian Navy, I was then able to relate basic military terms, and major events that happened in the past century to be able to identify Naval historical events through my content analysis. Reviewing facts about the Navy Centennial allowed me to see what events had been planned throughout the year.

Out of the list of books I have read on the process of commemoration, literature by Pierre Nora and Paul Connerton are used as main references for the topic of commemoration. *Rethinking France: Les Lieux de Memoire, Volume 1: The State.* is one of the most profound historical documents on the history and culture of the French nation. Written during a period where French national identity was undergoing a pivotal change and the nation was struggling to define itself, this book is a site of memory used to order, concentrate, and secure notions of France’s past. The book answers the question on why people commemorate:

"The spontaneous anticipation of the future disappeared along with the natural perception of the past. By the same token, our present is being enslaved to memory, that is to the fetishism of signs, an obsession with history, an accumulation of the material remains of the national past, and to the infinite ways of expressing the national life— not only its history but also its landscapes, its traditions, its way of eating, and its long gone methods of production. Everything is historical, everything is worth remembering, and everything belongs to our memory" (Pierre Nora, p.XVIII)

In *How Societies Remember*, Paul Connerton argues that images and recollections of the
past are conveyed and sustained by ritual performances, and that performative memory is bodily. Connerton discusses what is being remembered in commemorative ceremonies: "A community is reminded of its identity as represented by and told in a master narrative. An image of the past, even in the form of a master narrative, is conveyed and sustained by ritual performances." (Connerton, p.70). Furthermore, the book discusses what makes a commemorative ceremony successful: "For if the ceremonies are to work for their participants, if they are to be persuasive to them, then those participants must be not simply cognitively competent to execute the performances, they must be habituated to those performances." (Connerton, p.71)

Through a large historical archive of military history, two published books, one by Marc Milner, Canada’s Navy The First Century and one by Richard Gimblett, The Naval Service of Canada 1910-2010 The Centennial Story both contain comprehensive information of naval history, which was analyzed in order to understand further what the Navy Centennial celebration about. The first is a documentation of the rise and fall in the fortunes of the Canadian navy and maps the complex relationship between the navy and the nation. The author details modern elements into the story, including the Cold War and Canada’s intensifying role in NATO. The second book is an elaborately illustrated commemorative volume that chronicles the full century-1910-2010- of the Canadian Navy as a proud national institution.

Next, I reviewed a series of journal articles surrounding the topic of media analysis as a reference to designing my content analysis protocol, as well as articles about journalism discourses to draw existing communication issues and relate them to my findings. In the article “Media oracles: The cultural significance and political import of news referring to future events”, Motti Neiger discusses ‘the discourse of the future,’ and how it carries cultural significance and political importance. Understanding about this discourse allows one to
understand public relation strategies utilized by the military in promoting the Navy Centennial. From the study, Neiger was able to conclude that this way of reporting future events has become so widespread that this journalistic phenomenon should redefine the term ‘news’ as Neiger states: “the discourse of the future generate events rather than reporting them – especially in the higher levels of speculation.” (Neiger, p.319)

In the American-oriented article “War and media”, the authors examine and identify the factors surrounding media and reporting war, which includes the following: technology, ideology, and government media management strategies that were used to constrain reporting on the conflict in the war of Iraq. While this article focuses on the reporting of conflicts within military, drawing concepts about the power balance between the media and the state can be related to the commemoration to the Navy Centennial. As the author argues: “The precise role and function of media during wartime will probably always invite controversy as well as contradictory claims regarding the balance of power between media and the state.”(Robinson et al. p.958)

In the article “Framing of the 2003 U.S.-Iraq War Demonstrations: An Analysis of News and Partisan Texts” by Catherine A. Luther and M. Mark Miller, the authors examine press coverage or pro-war and anti-war demonstrations surrounding the U.S.-led Iraq War. The connection of this article with my media analysis of the Navy Centennial is the framing protocol method in classifying the frame words from the two types of organizations. The method on how the research identifies keywords within articles is referenced for my research protocol in analyzing positivity and negativity reflected in the content analysis protocol.

Karmen Erjavec’s article “Hybrid Public Relations News Discourse” identifies ‘public relations news report’ and uncovers the elements of public relations practice used in journalism.
As the Navy Centennial is a commemoration campaign, the military utilizes public relations strategies through news reporting to promote the event. Erjavec’s article is a great reference as her article discusses how through textual devices such as topics, perspective, and choice of sources, discursive elements generated in public relations are incorporated into the news report discourse.

In the article “Multiperspective news revisited: Journalism and representative democracy,” Herbert J Gans argues that news should be more multiperspective and news should be reported from various sources instead of “top down news”, where only officials and governments are used as sources when reporting news. Since my research is about comparing military publications and civilian ones, the articles provide insight into how these sources play a role when representing news. Furthermore, he argues that there is indeed a “targeted representation” within news, which in my study is related to the targeted audiences of members of the military.

In the article “Hard news, soft news, 'general' news” by Sam Wilzig and Michal Seletzky, the authors discuss the categories of news and argue that there should be more than two categories. While the main focus of the topic is not used in reference to my research, I have used their research on the definitions of soft and hard news as a way to help frame my content analysis protocol. I drew upon references of soft news and hard news portrayed by military and civilian news publications in reporting the Navy Centennial.

In Section 17 of Mediating Canadian Politics, the article “Covering Canada’s Role in the War on Terror” discusses how war stories allow countries to project an image of themselves. As discussed by the authors: “The media’s role in constructing and projecting a national self cannot be underestimated” (Trimble & Sampert, p.294) References to how news reports gathered from a
sample of *The Globe and Mail* articles and suggestions to how they rendered news to promote nationalism are used as a basis to the discussion of my research. Drawing references to the theories proposed by the authors on nationalistic discourse, the reporting of the Navy Centennial not only promotes the commemoration event itself, but also promotes Canada as a country; my research also explores how military and civilian publications differed in promoting nationalism.

**Section 3 - Methodology**

**Data Collection**

For my research, I collected news articles surrounding the topic of the Navy Centennial. A total sample of 50 media items was collected, including 25 media items from military news sources and 25 media items from civilian publications. Out of the 25 media items from Canadian Forces news outlets, I selected 15 articles from *The Maple Leaf*, 5 articles from *Trident* and 5 articles from *Lookout*. *The Maple Leaf* is a Department of National Defence/Canadian Forces weekly publication that is published online and on print newspapers, which is distributed across all military bases across Canada. *Trident* is a newspaper that covers strictly matters relating to the Naval Forces surrounding Canadian Force Base Halifax within the Canadian Forces: “The nationally acclaimed, *Trident* Military Newspaper has been bringing the latest in Navy news to military personnel in the Halifax area since 1966. Its pages are filled with not only current news items as they relate to the Canadian Forces' domestic and deployed operations, but also sports, recreation, and health related columns.” (*Trident News, 2010*) *Lookout* Newspaper is also a military newspaper, which is published under the authority of the base commander each Monday, and distributed locally to Canadian Forces Base Esquimalt. The reason that *Trident* and *Lookout* were selected was to allow my research to see the degree of which how national military
publications such as *The Maple Leaf*, differ in presenting news when compared to news targeted to regional Canadian Naval Forces bases.

Out of the 25 media items I selected for the sample of civilian publications, I selected a sample of the largest national newspapers: *The Globe and Mail* and *National Post*. Furthermore, I took 5 news articles about the Centennial from *Times Colonist* from Victoria, and 5 articles from Metro Halifax news, in order to be able also understand how regional news publications differ from national publications.

Overall, the sample collected not only reflects a fair representation between military and civilian publications but I have also taken into account the geographical focus of each of the publications as my research questions include how news targeted to different demographics differ from each other.

While browsing through the news archives of the Navy Centennial, I focused on the months of April and May, which contained a series of commemoration events for The Navy Centennial. A high concentration of news archives also surrounded The Navy Centennial Day, which was held on May 4th, 2010. Some of the major events that I will be finding news to conduct content analysis include the following: The Centennial Ball on May 4th, 2010. The International Fleet Review Pacific on June 9-14, 2010. The International Fleet Review Atlantic on June 29, 2010. Canadian Naval Centennial Tattoo on September 4, 2010.

Targeted keywords and search queries that brought me the news from the above news outlets on the object of study includes the following: The Canadian Navy, The Navy Centennial, Canadian Forces, Canadian Military News, Vice-Admiral Dean McFadden (Chief of Maritime Staff and Commander of the Navy), and International Fleet Review.
Content Analysis Framework

A content analysis coding protocol was designed for my quantitative research for my thesis. Specifically, each news article was coded in relation to the following areas: primary topics, time frame of report, event promotion, historical context, genres of news items, quoted sources and news actors, and geographical focus.

Primary Topics: This measures the primary theme or topic of the news article. The list of primary topics designed on the survey allowed me to record which topic was the most prominent to the news article. While all the news articles were connected to the Navy Centennial, often times, the topic focused within the news article could represent other themes such as: military event, military missions, military budget, military member, political party/agenda, internal military policy changes, accidents/deaths, and civilian/cooperate involvement. A story could have multiple topics, coded within my survey as primary topic, secondary topic, and tertiary topic. Due to the fact that sometimes there is only one topic within an article, secondary topics and tertiary topics were only applicable to news that had more than one theme.

Time Frame of Report: This measures when the news articles were reported. I decided to record the dates of the news articles under a list of time frames, which included: Before April 2010, Within the Month of April 2010, Within the Month of May 2010, and After May 2010. The reason I selected time frames was so that I would be able to view the frequency of which time frames contained the most news, and how the military prepared in the month of April, and May in announcing the year of events to come for the occasion of the Centennial.

Geographical Focus: This measures the primary location or focus of the story. It is seen as the first word of the article, eg: (Halifax --). If no geography region of news is specified, it is
measured by the mentioning count of the location name with the articles. Another question within my survey asks the specific mentioning of Canadian Force Naval base, which allows me to measure the frequency of the appearances of Canadian Force Base Esquimalt and Halifax mentioned through my content analysis research. The naval bases matter in my research because it helps measure how news published in provinces with a Naval base differ from provinces without a Navy base.

Quoted Sources and News Actors: This measures the quoted sources and actors, which are represented within the news articles. This can determine who different news publications quote as their sources, and what types of news actors are represented throughout the portrayal of the news. I also included a section which assesses the military class of military members mentioned to see which military class is presented the most. The list of military class of news actors include: Reservists, NCMS (Non-commissioned Members), Officers, Veterans, and Unable to Determine when their military class is not stated.

Genre of News Items: This measures the category of news presented across news publications about the Centennial. The list of categories includes the following: Hard News, Soft News, Analysis/Feature, Editorial, Letter to the Editor, Column.

Event Promotion: This measures whether or not the article mentions or promotes an upcoming military event. If the article states the context of an upcoming event such as the location and time, it will be coded as an article that promotes an event. From this, we can infer an assessment of the promotional discourse seen upon public relation news culture used by the military to promote the Navy Centennial.
Historical Context of the Navy: This measures whether or not the historical context of the navy was mentioned within the article. It is measured by the appearance of phrases or descriptions about the history of Canadian’s navy since its birth 100 years ago.

Mentioning of War and Operations: This measures whether or not military operations or specific wars were mentioned within the article. It is measured by the appearance of phrase of description of specific war events or military operations.

Relevancy of Keywords within Article and Suggestions for the Centennial: In reviewing past studies of framing under pro-war and anti-war groups (Luther & Miller), I modified the framework to focus specifically in the relevancy of keywords within article and suggestions to the Centennial event. The results of reviewing keywords can lead up to three results, suggesting the Centennial event as a positive occasion, suggesting the Centennial event as a negative occasion, and lastly unable to be determined hence the event being a neutral occasion due to the lack of indicating keywords or a balance of both group of keywords (positive and negative).

Section 4 - Main Findings / Results

Primary Topics and Time Frame

In order to answer the question on how the Canadian Navy executed their Centennial, I looked upon the primary topics that were presented from news sources published by both by military and civilian publications.
As shown in Figure 1, within the month of May 2010, the Navy Centennial being covered as the primary topic (47%) can be related to the announcement of Centennial events to be happening throughout the year. The other significant finding is the increase of the news coverage of events as the primary topic (62%) after May, 2010. To explain the reason behind seeing the increase of events as the primary topic covered, I reviewed a list of major events organized to celebrate the Centennial. Even though the Governor General proclaimed May 4th, 2010 as the official 'Canadian Navy Centennial Day', reasons that suggests that May wasn’t a busy month for events listing as primary topics of news articles is because many other major events do not take till later in the year. International Fleet Reviews are rare commemoration events in which
Canadian ships and visiting ships from other countries visit our docks (Pacific held at Esquimalt dockyard in Victoria BC, and Atlantic held at Halifax Harbour in Halifax, Nova Scotia.) and invites military leaders for inspections. International Fleet Review Pacific was conducted from June 9 to 14, and the International Fleet Review Atlantic happened from June 28, to July 2\textsuperscript{nd}

Furthermore, civilian publications had a strong focus of news articles about Her Majesty Queen Elizabeth II's arrival for the International Fleet Review Atlantic, hence events being the primary topic of news reported are observed.

In the article *Hybrid Promotional News Discourse*, Karmen Erjave argues: "Topics or themes are an important aspect of news reports and, as the analysis shows, crucial in an analysis of interdiscursivity. In news discourse, topics represent what news producers construe to be the most important items of information" (Erjavec, p.167) As seen through my research, the theme of 'the Centennial' being the primary topic for the month of May makes sense due to the concentration and announcements of Centennial events in the upcoming year and descriptive articles about the Centennial itself. The increase of “events” being the primary topic for the month after May 2010 can be related to the value and importance of event listings, as news articles about a commemorative event informs the reader about events and draws the public to support the occasion.

In comparison between news published by military and civilian publications, the ratio of news item genres presented between hard news to soft news by civilian publications was 84% hard news and 16% soft news. On the other hand, military publications' news genre ratio was 60% hard news, 36% soft news, and 4% letter to the editor/opinion (See Figure 2). It is evident that civilian publications have published more hard news about the Navy Centennial over soft news, and the relevancy of the soft news category is seen across military publications are higher.
In discussion of why this might be the case, I will first draw upon the definition of the terms of hard news versus soft news.

![Bar Chart](Figure 2) News item genre represented in type of news publication.

In the article "Hard news, soft news, 'general' news: The necessity and utility of an intermediate classification", the authors conducted research on the definition of the two terms from a list of scholars: "'Hard' news is characterized by Tuchman and others as having a high level of Journalisticnewsworthiness, i.e. news value (usually regarding politics, economics and social matters)demanding immediate publication. On the other hand, 'soft' news does not
necessitatetimely publication and has a low level of substantive informational value (if at all), i.e. gossip, human interest stories, offbeat events.” (Wilzig & Seletzky, p.38)

The higher amount of hard news being published by civilian publications helps identify the connection between the readers and the news outlets. For military news to be published in the *National Post, The Globe and Mail, Metro Halifax*, or *The Times Colonist*, the news being published must be able to draw interests of the readership audience, thus having a higher level of journalism newsworthiness. As outlined by Wilzig & Seletzky, this is crucial for civilian members to be interested in the Centennial. In relation to the content analysis research on the 25 civilian publications, the news topics that show up focused upon military events such as the arrival of the Queen or public parades, which is more pressing for readers who are concerned about politics, economics and, social matters.

By reviewing the definition of soft news, we can also see a correlation of why soft news appears in military publications more. Military publications are published for people within the Canadian Forces. While this research only focuses on news articles about the Centennial event, human interest stories allow readers within the Canadian Forces to be engaged within the naval community. Furthermore, ‘soft news’ which has a low level of substantive information value could be published within military news publications as a way to fill up enough content for a full issue. Military publications such as *Maple Leaf* and *Lookout* publish weekly, and *Trident* publishes bi-weekly.

While civilian publications have the access to publish other types of soft news, the statistics suggest that they will leave out military soft news, which may due to the fact that they have other soft news outside the scope of military news to report which will most likely be more entertaining to civilian readers, and also, civilian news publications may want to focus on only
military news holding high news value that demands immediate publication to ensure their publications’ reputation on reporting reputable economic and political news.

**Historical Context of the Navy and Military Implications**

![Bar Chart]

*Figure 3. Mentioning of historical context of the Navy across media sources.*

As shown in Figure 3, it is interesting to note that while comparing the national newspapers of Canada, between *National Post, The Globe and Mail* which are both civilian publications and *Maple Leaf* which is a military publication, there is a higher percentage of historical context about the Navy shown across civilian publications (60% of News Sources from *National Post,* and 60% *Globe and Mail,* in comparisons to 46% of News Sources from *Maple Leaf*). As Connerton argues, history within news help describe the social memory of
organizations such as the military: “Despite this independence from social memory, the practice of historical reconstruction can in important ways receive a guiding impetus from, and can in turn give significant shape to, the memory of social groups.” (Connerton, p.14)

When comparing military publications to civilian publications and viewing the mentioning counts of military wars or operations within news articles, military publications (54.5%) mentions a higher count than civilian publications (45.5%). While civilian publications do show a lower frequency, the difference is not significant, which may be due to the fact that the Centennial event is in itself a historical commemoration, of relating events that have happened in the past century for the Canadian navy. Presenting historical information while reporting about the Centennial allows readers to be engaged with the military culture: “In constructing a canon of historical research, they are at the same time participating in the formation of a political identity and giving shape to the memory of a particular culture.” (Connerton, p.16)

The reasons for the similarity of frequency shown across both military and civilian publications in presenting wars or operations is a journalistic approach of promoting nationalism and because the Centennial is a Canadian military celebration event, news articles emphasized the importance of our military by stating past wars and current/recent operations: “War stories allow a nation to project an image of itself vis-à-vis an “other”. In such stories, the national self is inevitably valorized as heroic, worthy, and noble whereas the “other” is demonized, negated, or devalued.” (Sampert & Trimble, p. 294)

Quoted Sources and News Actors

Since the news articles I gathered for my research are all related to the Centennial event, it is logical to observe the fact that from both military and civilian publications, the frequency of
military members quoted as sources (54%) and presented as news actors (74%) are relatively higher in frequency compared to government officials, politicians, civilians, professionals, and the general public (See Figure 4).

![Bar Chart](image)

Figure 4. Quoted sources in type of news publication

One of the reasons why military members should be quoted as sources and news actors is because it helps the public confirm the legitimacy of the news:

"News values dictate that the public must be informed regarding the policies/activities of individuals and institutions, which, in theory, draw their legitimacy from the support of the public. They also dictate that institutional representatives command an authority and respect that perse justifies their source status." (Erjavec, p. 161)

By generating cross-tabulations from my content analysis results in comparing the type of publication and the presentation of quoted sources, the significant finding between quoted
sources presented between the different types of publications is the appearance of politicians being quoted as a source. As shown in Figure 4, the appearance of politicians presented on military publications (8%) is much lower than civilian publication (28%).

In correlation to the findings from above, politician’s appearance as news actors within articles are relatively higher within civilian publications as well. Through the generated cross-tabs, politicians presented within civilian publication (28%) are higher than military publications (12%).

By looking at the categories of quoted sources news actors, it is interesting to see the high resurgence of politicians within civilian publications in comparison. While some may argue that military issues themselves could be political, reviewing statistics allows us to see how it is more so reflected by civilian publications than military publications. In order to further explain the reason why politics is more relevant in civilian publications, the next section will focus on the discussion of politics and political agenda reflected in the news articles.

**Politics and Political Agenda**

As shown in Figure 5, in comparing military publication (8%) to civilian publications (48%), another significant finding discovered is the low percentage of news mentioning in political agendas and issues. Reasons why civilian publication report a higher level of political agendas and issues is that the target audience of average news readers might be more attracted to military reports surrounding the topics of politics, as their military knowledge is relatively low, news reporters from civilian publication could use this as a way to attract more people to read their news: “News selection and framing are in many respects product of the power relationships governing the political economy of news production.” (Sampert & Trimble,
Furthermore, running a navy requires a huge budget from the government, and thus it is important for public to understand the navy's relationship to the country: "Governments and taxpayers need to be convinced that the heavy, long term investments fulfills some practical need." (Milner, p.x).

**Figure 5.** Mentioning of political agendas/issues in types of news publication

Furthermore, the reason why military publications have relatively less of a report of political agendas is due to the nature of the organization. Even though military policy are decided by the federal government of Canada, members of the Canadian Forces should not play a role in affecting political decisions. As political decisions about the military are closed-matters discussed between the following appointments: Governor General David Lloyd Johnston
(Commander-in-Chief), Peter MacKay (Minister of National Defence), and General Walter Natynczyk (Chief of the Defence Staff). Thus throughout military publications, when political agendas are presented, only the above positions will be stated or used as references to account for their view on public issues. Whereas, within civilian publications, there will be direct mentioning of political leaders and political parties. Different news publications have different ways to filter information, and especially for military publications, they have to be very careful when bringing up political issues as they do not want to accidently stand or be over supportive to a particular political party or leader: “All news organizations have to filter the raw material of news because they simply cannot print or broadcast stories about every political event and issue.” (Sampert & Trimble, p.3)

**Event Promotion**

To further answer the question on how the Centennial event was executed, one of the significant findings was the amount of news articles that highlighted or promoted an event. Out of the 50 articles analyzed, 78% of them were news articles promoting an upcoming event. Report on the Navy Centennial seen across both military and civilian news publications were widely seen through my research as reported upcoming events for informing citizens on major public parades. In relating to a quote in the Navy Centennial celebration book *The Naval Service of Canada 1910-2010* by Her Excellency the Right Honourable Michaëlle Jean, Governor General and Commander-in-Chief of Canada: “Events and activities being held across the country will honour the past, recognize and promote current achievements, and acknowledge the navy’s commitment to the future of Canada.” (Gimblett, p.vii)
While the Centennial itself was only a commemoration event, in *Media oracles: The cultural significance and political import of news referring to future events*, Motti Neiger argues that this is a news discourse as many times, news is published as a type of propaganda:

> "Generating events provides fertile ground for media spin-doctors, releasing trial balloons, presenting an image of activity, covering up embarrassing mishaps (\'the incident will be investigated\'), presenting threats to the community (and some will say – magnifying them, if it sells), justifying acts of government (the action prevented terrorist suicide-bomber), and creating solidarity." (Neiger, p. 318)

Furthermore, many times, reporting the future can be used as a way for government organization to control the news and factors of the future:

> "In the highest levels of the discourse of the future, in which politicians and the military exploit the discourse of the future for their own purposes, it becomes evident how the \'democracy without citizens\' can emerge. Society becomes an environment in which rational, well-informed citizens vanish from the public sphere, and their place is taken by emotional media consumers." (Neiger, p. 318)

**Geographical Focus**

As seen in Figure 6, both military publications and civilian publications have a geographical focus concentrating on regional news (60% within military publications, and 56% within civilian publications), and national news comes in the order of second in appearance. (32% within military publications, and 40% within civilian publications.)

One of the reasons behind regional news being more prominent than the geographical focus of news stories could be due to the fact of the physical establishment of naval bases across Canada. The two navy bases, Canadian Force Base Halifax and Canadian Force Base Esquimalt represent the majority of the naval personnel in Canada. Reporting news surrounding the Centennial around the area would make much more sense because more people within the cities of Esquimalt and Halifax, either have family members connected to the military, or could be working in a public sector that is somewhat related with the military.
This is common for news publications to focus on a specific target audience when reporting news, as discussed by Herbert J Gans in his article *Journalism and representative democracy*, he states: "The news media serving such specific audiences would supply stories on generally newsworthy topics but adapted to the needs and perspectives of the targeted audience, as well as a great deal of distinctive news relevant primarily to each target audience." (Gans, p.7)

The target audience for *Trident* and *Lookout* would be the news source concerning events and Centennial announcements around their base, and similar to *Metro Halifax*, and *The Times Colonist*, the general public which is the news’ target audience would also only care and treat articles as newsworthy if stories have a connection to their city.
Due to the fact that news outlets have been mainly reporting the Centennial as a regional celebration, from the local events and celebration, it is hard for a Canadian to view this national commemoration as a national campaign. The fact that most news are published with a geographical focus of being regional could be argued as a failure in the promotion the Navy Centennial campaign to other regions within Canada. People from the provinces other than Nova Scotia and British Columbia would have less information about how the navy is carrying out in celebrating their 100th anniversary, as Gans argues: "As general representatives, the news media – and particularly those serving the non-elite audience – should make sure that over time all the major demographic, geographic and other sectors of the country appear in the news, especially those now not well represented" (Gans, p. 6) Especially for the targeted audience of civilian personnel, National Post and The Globe and Mail would bring the Centennial to a larger audience if their reports were reported with a geographical focus as a whole nation rather as reports surrounding a regional geographic focus.

On the other hand, Sampert and Trimble argue that even though the surface of such articles report regional events, it is still part of representing Canada as a nation, which does make sense because every time the news is presented about the navy to the average reader, it's under the subject of Canadian Military and thus promotes our nation as a whole: "Such a perspective is often regional, but is nonetheless subsumed within an overall framework of being a part of the nation-state." (Sampert & Trimble, p.295)

Relevancy of Keywords within Article and Suggestions to the Centennial Event

While comparing military and civilian news publications, I also looked upon the overall tone of the news articles and what they suggested about the Centennial event as whether or not the event
was regarded as a positive or negative occasion. Based on existing frameworks of a study of pro-war and anti-war shown across news, keywords were used as indicators for the basis of this section of my research: "Within the realm of mass communication research, the importance of words and their combinations in providing frames has often been emphasized" (Luther & Miller, p.82) While in many news articles there were not enough relevant keywords to determine or qualify an article to be coded as either be negative or positive, there was a significant difference found between military and civilian news publications.

![Bar Chart](image)

*Figure 7. Relevancy of keywords and suggestions to the Centennial in type of news publication*

As shown in Figure 7, in military publications, 48% of reported news suggests the Centennial as a positive event, whereas civilian publications only showed 36% of news
suggesting the Centennial being a positive occasion. Due to the Centennial being commemorative celebration, while there were articles with keywords that are framed negatively, the appearance of positive keyword indicators balanced out to make the overall article a neutral report, and as a result there were no news articles that suggested the Centennial as a negative occasion. Below is a specific example on how even articles with negative keywords found within the header of the news title, or the relevancy of keywords, suggested the Centennial as a neutral occasion.

While there were some references within civilian publications that hints negative keywords such as within the article “Pride, sadness as Canadian navy marks Centennial” posted by National Post on 4 May, 2010, the celebration day of the navy’s 100th birthday. Overall, the positive keywords such as: celebrate, wonderful, pride, and thus the overall news article has been coded as an overall neutral occasion.

Overall, the Centennial itself is a commemoration so there isn’t much room for any sort of news publications to denote negativity through text or the framing of the choice of keywords, but overall, the overall tone of military published articles are more positive, as that can be related to the role of the public relations division of the Canadian Forces in promoting positivity through their publications. Whereas, civilian publications could make the stories a bit more interesting by adding more emotions to its articles: “The party was clouded by sadness, however, as the navy mourned the death of one of its members, Petty Officer Criag Blake—who died in Afghanistan Monday.” (National Post, 4 May, 2010) The above is an example of how civilian publications use negative keywords to provoke emotion within the header of the news article.
Section 5 - Conclusion

In conclusion, primary topics and their relationship to time frames allowed us to view how the Canadian Forces utilized news print media within different time periods of the year to portray and prepare for the commemoration of the Navy Centennial. Within the month of May, 2010 news publication concentrated on primary topics of the “Centennial” (47%) and, after May 2010, there was an increase of primary topics of “events” (62%). The primary topic of events seen as an increase throughout the year was utilized as a way to keep people informed about the Centennial events, a clever public relation strategy to not only inform about the Centennial background, but to gather public support of the commemoration occasion.

When comparing between the genres of news items presented, civilian publication shows the ratio 84% hard news and 16% soft news, and military publications shows the ratio 60% hard news, 36% soft news, and 4% letter to the editor/opinion. The difference above shows how military publications tend to portray more soft news items perhaps to build a stronger level of interaction through entertainment news to military members, as opposed to an abundance of hard news. Hard news is more relevant to civilian publications, which could be due to the fact that they want to increase the newsworthiness of their articles.

Next, there was a higher percentage of historical context about the Navy shown across civilian publications (60% of News Sources from National Post, and The Globe and Mail, in comparisons to 46% of News Sources from Maple Leaf). This could suggest that civilian publications had to gather more historical context in order to make military news relevant to their readers, as members of the military would already have the basic knowledge of the Navy’s history. To further question military implications, my research found no significant differences
between the mentioning counts of military wars or operations within news articles; military publications (54.5%) only has a slightly higher ratio in the mentioning of military war or operations over civilian publications (45.5%). This can be seen as a fact because both publications understand that in order to publish news about the navy, it's important to address their past contribution to wars, and their current operations as a way to promote Canada's national identity.

When reviewing quoted sources and news actors seen across the types of publications, we see military members as the highest percentage of quoted sources due to the nature of the news. The significant finding about quoted sources is the appearance of politicians in military publications (8%) and civilian publication (28%), and for news actors, also the appearance of political members present within military publications (12%) and within civilian publication (28%). This can be due to the reason found in the political agenda of the news articles about the Centennial as politics is reflected within military publication only 8% of the time, while compared to civilian publications which is presented 48% of the time is relatively low. An explanation of why this might be the case is due to the sensitivity of the Canadian Forces representing their own opinion about politics, as these matters should only be dealt with leaders within the military and not be reflected publicly through public relation news articles. On the other hand, news from civilian publications can be framed in a way that promote politics, as a way to engage readers about how the military fits in the role of politics through a public perspective, perhaps creating more of a social interaction between voters across the nation.

While reviewing event promotion and the reporting upcoming events stated within news articles, it was apparent across both types of news publications that 78% of them provided news coverage about an event or an article promoting an upcoming event. This way of reporting future events is not only a strategy for the public relations sector of the military to spread news about
the Centennial, but it is also a type of news discourses used by organizations as a form of propaganda. While the Centennial event isn’t directly about war or military operations, it is interesting to note the high percentage of reports on future events as a means for promoting the Centennial.

While the whole Centennial event was a nation-wide public relations campaign, another significant finding from my research shows that both military publications and the civilian press showed regional news about the Centennial as more prominent (60% within military publications, and 56% within civilian publications), and national news comes in second of appearance. While this may be failure on the military’s side in promoting the Centennial as a national event, it is understandable, due to the fact of the situation of military bases within Canadian Force Base Halifax and Canadian Force Base Esquimalt which represents the majority of where navy personnel and their family live across Canada. Hence, the reason why even national news publications such as The Maple Leaf, The Globe and Mail and National Post will report the Centennial event from a regional perspective, is so they can target the readership audience from the specific cities, as well as gain a more personal approach the commemoration from a town or city’s event.

Lastly, my research explored the tone within news articles by reviewing the relevancy of keywords shown within the articles and the suggestions of whether or not it suggests the Centennial as a negative or positive occasion. There were no significant findings as there was not one single article that showed the Centennial as a negative occasion. The only observation made here was the fact of being able to easily identify the Centennial as a positive occasion through military publications, as through 48% of military publications suggested the Centennial as a
positive event, whereas only 36% of civilian publications suggested the Centennial as a positive occasion.

Reflection and Further Research

Through reviewing the similarities and differences between military publications and civilian publications on how they report the Navy Centennial allowed me to see a few notions of news discourse as discussed throughout my thesis. While the target audience of each of the publications is different, whether it is towards military members or civilians, or whether it is toward local or national readers, I believe that it is important that the differences in news framing and reporting is minimal, as if the notions of each news outlet and the outcome the representation of each news article had a major difference, then news articles would only be regarded as a form of propaganda.

In light of the few significant differences between the military publications and civilian publications observed through my research, through relating the Navy Centennial event to historical context of the navy, understanding the process of commemoration and articles on news reporting/framing and relating it to news discourse, I was able to conclude why the differences between the news publications have indeed occurred. Many of my deductions were logical, and presented with arguments from past scholars on their research.

If researchers and journalist could work together in providing more up-to-date statistics about the similarities and differences across news publications, rather than focusing on the apparent differences of target audience and style of the news publications, it would be very interesting to see the common problem of news being addressed: "Getting researchers and journalists to work together is a daunting task, especially given the many differences between the
two professions. However, both would gain from a properly designed division of labor; journalists would enable empirically inclined academics to be more topical, and thus more relevant to the general public, and researchers could help to sharpen the journalists' analytic skills and repertoires" (Gans, p.11).

While my thesis only outlines a very minor scope of problems within news discourse, seeing how the Navy Centennial is portrayed different by differently news publications allowed me to understand the extent on how the similar events could be reported differently by the use of framing strategies by journalists. I recommend further research upon this topic of framing/reporting military news, as there is a definite target audience within these types of news. From my research, it seems like this audience of different news outlets is quite divided, as noted in the significant differences discussed in my thesis between military publications and civilian publications.

Further understanding of the relationship between civilian publications and military publications and the degree of control between publications and the military public relations sector will allow one to further understand the power relations between media and the state. The importance of this issue does not only simply answer questions about the differences in news publications; it overarches on a broader question on how news propaganda is affecting society.
References


Trimble, L., & Sampert, S. (2009). Covering Canada’s Role in the “War on Terror” Mediating
News Articles from National Post (Civilian publication)


News Articles from Globe and Mail (Civilian publication)

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http://license.icopyright.net/user/viewFreeUse.act?fuid=MTIwMDI0MTM%3D


Globe and Mail: Political push afoot to rename the Canadian navy. (n.d.). Retrieved Jan 10, 2011, from


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http://license.icopyright.net/user/viewFreeUse.act?fuid=MTIwMDI0MTg%3D

News Articles from Times Colonist (Civilian publication)

http://www.timescolonist.com/sports/Esquimalt+based+ships+lose+Grey/3897722/story.html#ixzz1Bu19Ztk8

http://www.timescolonist.com/Fleet+Review+celebrations+bring+parade+fireworks+Governor+General/3142931/story.html#ixzz1EjzUs8oB

Ship leaving Victoria, following anniversary celebration, photos. (2010, June 14). Retrieved Jan 10, 2011, from

Thousands flock to watch international fleet review. (2010, June 13). Retrieved Jan 10, 2011, from

News Articles from Metro Halifax


News Articles from Lookout (Military publication)


**News Articles from Trident (Military publication)**


**News Articles from Maple Leaf (Military publication)**


Appendix A - Content Analysis Protocol

1. Unit of Data Collection:
   1. Print: One article in daily, weekly, bi-weekly, or monthly newspaper.
   2. Internet: Defined as a story from a specific Internet URL

2. Item ID: Combination of three numbers:
   First digit represents the publication.
   1. The Globe and Mail
   2. National Post
   3. The Maple Leaf
   4. Metro Halifax
   5. The Trident
   6. Lookout
   7. Times Colonist
   Second and third digit represents the article number: 512 = The Trident, article number 12

3. Coder ID: Indicate the individual who coded the item
   Coder ID: _______
   (Initials: AN = Alan Ng)

4. Is the news article published by the military?
   1. Yes
   2. No

5. Date of Publication (List of Time Frames):
   1. Before April 2010
   2. Within the Month of April 2010
   3. Within the Month of May 2010
   4. After May 2010

6. Media Source:
   1. The Globe and Mail
   2. National Post
   3. The Maple Leaf
   4. Metro Halifax
   5. The Trident
   6. Lookout
   7. Times Colonist

7. Size/Length: Indicate the size or length of the item in words.
   1. < 200
   2. 200-400
   3. 400-600
   4. 600-800
   5. 800-1000
   6. > 1000

8. News Item Genre:
   1. Hard News
   2. Soft New
   3. Analysis/Feature
   4. Editorial
   5. Letter to the Editor/Opinion
   6. Column
   7. Other: _______

9. Geographical Focus: The primary location or focus of the story. (As seen on the first word of the article, eg: HALIFAX --. If no geography region of news is specified, it is measured by the count of mentions within the article)
   1. Local (Regional)
   2. Provincial
   3. National
   4. International
   5. Other: _______

10. Specific mentioning of Canadian Force Naval base.
    1. No Canadian Force bases mentioned.
    2. Canadian Forces Base Esquimalt
    3. Canadian Forces Base Halifax

11. Sources:
    1. Military Personnel
    2. Government Official/Spokesperson
    3. Expert
    4. Academic
    5. Corporate
    6. General Public
    7. No Sources Mentioned
    8. Other: _______

News Actors: People mentioned in the news (e.g. participants in an event and/or victims)

12. Occupation of News Actors
    (Choose all that apply):
    1. Military Members
    2. Civilians that work for the Military
    3. Professional (banker, doctors, lawyers, CEO, etc.)
    4. "Blue-Collar" (construction workers, electricians, plumber, etc.)
    5. Academics
    6. Politicians
    7. Unemployed
    8. Unable to determine
    9. Other: _______
THE MEDIA ANALYSIS OF THE CANADIAN NAVY CENTENNIAL

13: Military Class of News Actors:
(Choose all that apply):
1. No Military Members Mentioned
2. Reservist
3. NCMs
4. Officers
5. Veteran
6. Unable to Determine

14. Primary Theme/Topic:
1. Centennial
2. Military Event
3. Military Missions
4. Military Budget
5. Military Member
6. Political Party/Agenda
7. Internal Military Policy Changes
8. Accidents/Death
9. Civilian / Cooperate Involvement
10. Other: __________

15. Secondary Theme/Topic (if applicable):
1. Centennial
2. Military Event
3. Military Missions
4. Military Budget
5. Military Member
6. Political Party/Agenda
7. Internal Military Policy Changes
8. Accidents/Death
9. Civilian / Cooperate Involvement
10. Other: __________
11. Non-applicable

16. Tertiary Theme/Topic (if applicable):
1. Centennial
2. Military Event
3. Military Missions
4. Military Budget
5. Military Member
6. Political Party Focus
7. Internal Military Policy Changes
8. Accidents/Death
9. Civilian / Cooperate Involvement
10. Other: __________
11. Non-applicable

17. Does the article identify information about the budget place into the Centennial?
1. Yes
2. No

18. Does the news promote/highlight an event?
1. Yes
2. No

19. Relevancy of Keywords Within Article and Suggestions To The Centennial Event
1. Suggests the Centennial event as a positive occasion
(Indicators of positivity: pride, celebrate, joy, heroism, strong, etc)
Keywords mentioned: ___________________

2. Suggests The Centennial event as a negative occasion
(Indicators of negativity: sadness, death, unfortunate, sorrow, etc)
Keywords mentioned: ___________________

3. The Centennial event as a neutral occasion

20. Does the article mention about the Historical context of the Navy?
1. Yes
2. No

If yes, what historical context of the Navy was mentioned? __________

21. Does the article mention about specific wars or military operations?
1. Yes
2. No

If yes, what war or operation was mentioned?
____________________

22. What other elements of the Canadian Forces was mentioned in the article?
1. Yes
2. No

If yes, what element(s) was mentioned?
____________________

23. Does the news contain a political stance?
(Mentioning of political issues, political leaders/parties, political agendas.)
1. Yes
2. No
The Media Analysis of The Canadian Navy Centennial
How Military Publications and Civilian Publications Portray News Differently

Honours Thesis by: Alan Ng
Supervisor: Roman Onufrijchuk
Secondary Supervisor: Gary McCarron

SIMON FRASER UNIVERSITY
CMNS Honours (Spring 2011)

Honours Thesis Process
Introduction: The Canadian Navy Centennial

Aim
The aim of the Canadian Naval Centennial is to build and strengthen in Canadians an appreciation for their navy and to promote the role of the navy within the Canadian Forces in a maritime nation like Canada.

Theme
"Bring the Navy to Canadians" is the theme and events will be focused to honour the past, to showcase the current navy, and to reinforce the requirement for the future navy.

Slogan
"Commemorate, Celebrate, Commit"™

Research Questions

Main Question
How do military publications and civilian publications portray news about the Navy Centennial differently?

Genres of News Items
Quoted Sources and News Actors
Primary Topics and Time Frame
Historical Context of the Navy and Military Implications

Events and Political Agenda
Event Promotion
Geographical Focus

Suggestions to the Centennial (Tone)
Keywords within Article and Suggestions to the Centennial (Tone)
Data Collection

<table>
<thead>
<tr>
<th>Name</th>
<th>Founded</th>
<th>Reach</th>
<th>Frequency</th>
<th>Coverage</th>
<th>Sample Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Globe and Mail</td>
<td>1844</td>
<td>320,000</td>
<td>Daily</td>
<td>National</td>
<td>10</td>
</tr>
<tr>
<td>National Post</td>
<td>1998</td>
<td>231,000</td>
<td>Daily</td>
<td>National</td>
<td>5</td>
</tr>
<tr>
<td>Maple Leaf</td>
<td>1944</td>
<td>85,100</td>
<td>Weekly</td>
<td>National</td>
<td>15</td>
</tr>
<tr>
<td>Metro Halifax</td>
<td>2008</td>
<td>56,700</td>
<td>Daily</td>
<td>Local (Halifax)</td>
<td>5</td>
</tr>
<tr>
<td>Trident (CFB Halifax)</td>
<td>1966</td>
<td>10,000</td>
<td>Bi-weekly</td>
<td>Local (Halifax)</td>
<td>5</td>
</tr>
<tr>
<td>The Times Colonist</td>
<td>1980</td>
<td>35,700</td>
<td>Daily</td>
<td>Local (Vancouver Island)</td>
<td>5</td>
</tr>
<tr>
<td>Lookout (CFB Esquimalt)</td>
<td>1972</td>
<td>4,500</td>
<td>Weekly</td>
<td>Local (Vancouver Island)</td>
<td>5</td>
</tr>
</tbody>
</table>

Primary Topics and Time Frame

"In news discourse, topics represent what news producers construe to be the most important items of information" (Erjavec, p.167)

Genre of News Items

"Hard' news is characterized by Tuchman and others as having a high level of journalistic newsworthiness, i.e. news value (usually regarding politics, economics and social matters) demanding immediate publication. On the other hand, 'soft' news does not necessitate timely publication and has a low level of substantive informational value (if at all), i.e. gossip, human interest stories, offbeat events." (Wilzig & Seletzky, p.38)


Historical Context of the Navy

"In constructing a canon of historical research, they are at the same time participating in the formation of a political identity and giving shape to the memory of a particular culture." (Connerton, p.16)

"News values dictate that the public must be informed regarding the policies/activities of individuals and institutions, which, in theory, draw their legitimacy from the support of the public. They also dictate that institutional representatives command an authority and respect that justifies their source status." (Erjavec, p. 161)


"News selection and framing are in many respects product of the power relationships governing the political economy of news production." (Sampert & Trimble, p.4)

Trimble, L., & Sampert, S. (2009). Covering Canada's Role in the "War on Terror"
Event Promotion

"In the highest levels of the discourse of the future, in which politicians and the military exploit the discourse of the future for their own purposes. Society becomes an environment in which rational, well-informed citizens vanish from the public sphere, and their place is taken by emotional media consumers." (Neiger, p. 318)


Geographical Focus

"The news media serving such specific audiences would supply stories on generally newsworthy topics but adapted to the needs and perspectives of the targeted audience, as well as a great deal of distinctive news relevant primarily to each target audience." (Gans, p.7)

Relevancy of Keywords within Article and Suggestions to the Navy Centennial Event

"Within the realm of mass communication research, the importance of words and their combinations in providing frames has often been emphasized" (Luther & Miller, p.82)


Conclusion
Reflection and Further Research

Honours Thesis
- Quantitative Research
- Data Collection
- Content Analysis
- Research Report

Further Research
- Possibility of Extended Research upon topic for my Masters Thesis
- Report to Public Affairs Division of the Canadian Armed Forces
- My career as a officer within the Canadian Forces

Journalism Discourse
- Nationalistic Discourse
- Discourse of Reporting Future News
- Targeted Representation
- Media framing
- Hybrid Promotional News Discourse

• Framing/Reporting Military News