

Running head: Prohibit, Tolerate, or Prefer

Prohibit, Tolerate, or Prefer:

A Content Analysis of Agenda-setting and the LGBT in MSNBC and Fox News

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To my beloved parents - John and Judy McDowell,

Thank you for always encouraging me in my pursuit for an education, to never stop learning, and to build upon my rock. This thesis dedication is a small token of my gratitude to the years, time, and love you both put towards raising me into the young lady I am today.

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Abstract

Social movements have one common theme. A common theme of change. The lesbian gay bisexual transgender [LGBT] movement is no different. With change happening all around us, the LGBT movement is slowing trying to gain a voice and make its objectives known to society and in turn demand society accept the movement's specific desire for change. The LGBT movement has an agenda; however, the media also portrays another agenda about information and issues presented on the LGBT movement. In this analysis, the LGBT movement research surrounding agenda-setting theory will be reviewed. The purpose of this study is to analyze numerous articles from Microsoft National Broadcasting Company [MSNBC] and Fox News on marriage equality, Coca-Cola 2014 Super Bowl ad, federal government interaction, Phil Robertson, and religious liberty to see how the articles shape the LGBT movement in the United States in order to see what agenda each media source is setting to the public.

Keywords: LGBT, Social Movements, Homosexuals, Gay, Lesbians, Agenda-setting, Magnuson, MSNBC, Fox News, Content Analysis, Change, Media

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Chapter 1

Introduction

What interests us? What catches our attention? These questions are just some that social movements ask in order to impress their desire for change among other individuals in their society. A powerful tool at the disposal of any movement is the media. Whether from a small town or a large city, media makes its impression throughout the United States as individuals ask media “to inform us.” While our attention can only be focused on a few issues at a time, competition for which issues gain our attention intensifies raising questions about what are important issues for the audience (McCombs, 2004; Borchers, 2013). Research has observed the effects of agenda-setting and have found that regardless of cultural settings, diversity or the lack there of, socioeconomic status, or other variables, the media affects numerous amounts of people groups (McCombs, 2004). While communication is vastly important in any scenario, it is important to see how communication from media affects and shapes our own opinions on current issues surrounding society. For Christians, it is noted in the Bible in 2 Corinthians 10:5, “We demolish arguments and every pretension that sets itself up against the knowledge of God, and we take captive every thought to make it obedient to Christ” (New International Version). Information is communicated to us daily. Christians process information; holding information captive to see what information portrays biblical truth and aligns to what Jesus Christ, their redeemer, said and believed. In general, Society and Western culture have changed drastically throughout the years. One constant, change, has allowed social movements to have increasingly louder voices in the media. The Lesbian Gay Bisexual Transgender movement [LGBT] for example is growing and attempting to set new premises of truth by using media as their primary tool to display a voice of change in the 21st century. By examining the LGBT social movement in

more detail, agenda-setting theory, and analyzing numerous articles' content from MSNBC and Fox News, this study will apply a better understanding to the field of communication on how these two news sources communicate information to individuals about the LGBT social movement.

Chapter 2

Literature Review

This study will apply agenda-setting theory to the LGBT social movement. Some past research may refer to the social movement as GLBT or Gay Rights movement. For the purposes of this study, the social movement will be referred and referenced as the LGBT movement as the news sources articles being analyzed reference gays and lesbians as the LGBT. To further understand the analysis within this study, it is prudent to define exactly what a social movement is before moving on to past research and history of a specific social movement as well as past research on the theory being applied. Social movements, sometimes referred to as persuasive movements, can be defined as “struggles on behalf of a cause by groups whose core organizations, modes of action, and/or guiding ideas are not fully legitimated by the larger society” (Simons, 1991 or as cited in Borchers, 2013). These movements want social action. Action that the majority of society may disagree with so the movement attempts to persuade ideas through numerous actions to display to the rest of society why the movement’s ideas and actions need to be accepted. In addition, movements tend to share a common theme or goal which is change. Each movement takes a specific action towards change and in return desires and advocates for specific results. As we will see for the case of the LGBT movement, this advocate for change is one to achieve total acceptance.

Social Movements in General

While the term ‘persuasive movements’ may be less commonly used, research on social movements notes that movements start with a persuasive foundation (Borchers, 2013). A social movement through the tactic of persuasion can ideally identify those that would be considered part of the in-group and others that may oppose the social movement; any that oppose identify as

part of the out-group. There needs to be given a general overview of social movements and what they are particularly.

There are three ways in identifying the purpose or true nature of a movement according to Blumer (1969). These three ways or types are: reform, revolutionary, and expressive. With a reform type of movement, the movement's main goal is considered to be that of changing current policy or a law of some sort. The reason for this change can depend on what more specific change they want but typically it is to gain legal protection. The feminist and Civil Rights movements are examples of reform type movements. If a movement falls under as a revolutionary type of movement then the movement's intentions are based off an idea to change an entire social platform or structure in society. A revolutionary type movement wants to not just change ways of thinking but to also overturn those ways of thinking with the desire to give new concepts on the way to live life. Those that struggle with finding meaning in their own individual lives may form an expressive type movement. An expressive type movement is one where members hold the mindset and goals of relieving individual tension and helping to create identities for members in society. Religious movements are a primary example of types of expressive movements.

Another type is labeled the countermovement (Borchers, 2013). If a movement is considered a countermovement then a movement is responding to another movement that falls under expressive, reform, or revolutionary. The main goal of a countermovement is to block the goal or primary mission of other movements that the countermovement does not agree. A prime example of a countermovement would be the white supremacy movement, which did not agree with the idea of freedom to all slaves nor agreed with the civil rights movement. Regardless of what type a movement falls under, social movements still represent a similar theme of change. It

is important to briefly discuss the feminist and Civil Rights movements in this study because further evidence is given from them to represent that similar theme from the LGBT movement that is the desire for change.

When looking at the feminist movement, it is seen over the years to have had several different stances; however, in general feminism can be defined as “a commitment to improving the lives of women and the societies in which they live” (*Encyclopedia of Social Movements*, 2004, p. 90). A priority of feminist thought is to make some sort of change to better benefit women. Throughout history, feminism has been seen as the enemy in media while being portrayed in a negative lighting or as targets (*Encyclopedia of Social Movements*, 2004). Because of this well-known negative connotation, many that consider themselves a part of the feminist movement are trying to change the name and connotations of the movement to get their point more across. Emma Watson was seen by media as the number one celebrity advocate for the feminist movement in 2014 (Filipovic, 2014). However, according to Watson who sees herself as a feminist also refers to the so-called feminist movement as a gender equality movement (United Nations, 2014). In the 21st century, the once labeled feminist movement has been known as the gender equality movement. To better promote this label, Watson has started a campaign movement called “HeforShe” (Robinson, 2014). The campaign’s site conveys a message that while the movement used to be an uphill battle led by only women for women now the movement is also being addressed by men helping women with equality issues (<http://www.heforshe.org/>).

Watson is also seen as the spokesperson for this new campaign. She believes it is right to be paid equally and to make her own decisions over her own body. She considers herself privileged and says no country has reached gender equality. She believes her rights as a woman

are basic human rights. Through a speech given in the UN, Watson on the behalf of the gender equality movement and all women provided a formal invitation to men (United Nations, 2014). The invitation verbally given to men was for them to join in the fight for gender equality. The feminist movement now focuses on reaching its target audience by being known as the gender equality movement. A movement with a theme for change and a goal to reform but it is not the only movement with that similar theme or goal. Another well-known movement is the Civil Rights Movement.

The major theme in the Civil Rights movement over the course of time has been one with a focus on political activism and the mindset of all black people working hard and proving themselves to whites (*Encyclopedia of Social Movements*, 2004). Despite the wins for the Civil Rights Movement over the many years, the founding of associations and organizations such as the NAACP, the movement's different stances to black power such as through more peaceful movements like Martin Luther King Jr. versus the need for violence in the way of self-defense like Malcolm X and the Black Panthers, the Civil Rights Movement is also shaping and developing through the 21st century. In an article by Gene Demby (2014), the Civil Rights movement was defined in the 21st century as the "New Civil Rights Movement." A reason that this was a new rendition of the older civil rights era is technology, specifically, the use of social media. Who needs a large hand held megaphone when you have twitter? (Demby, 2014, par. 2). The theme is still clear. The Civil Rights Movement whether new or old still has a desire and goal to reform and for a theme of change.

From the review of these two past social movements, it seems easy to identify numerous aspects but one in particular. As technology has changed and the access to it has increased, social movements have adapted to using technology from the 21st century, such as twitter, to their

benefits. Because of this commonality to use technology and to voice goals of each movement in the media, it seems important to also briefly discuss a few theories that discuss media and the projection of an agenda. The common attribute of the 21st century is that of growing, adapting, and the reliance on technology. With this reliance and need on vastly adapted technology comes the question: How does the audience react to this technology and the media behind the use of it? Does media have power over the audience? A brief overview now needs to be given on a few common theories used in relation to how media portrays their own agenda.

Media Theories Portraying Agenda

First of the media theories reviewed is the hypodermic needle theory which will be brief. The hypodermic need theory was established in the early 1900s by theorists who saw that media had a direct impact on the audience and their behavior (Lamb, 2013). Between the 1920s and 1930s the hypodermic needle theory was popular among theorists looking for answers in how the media impacts individuals. The hypodermic needle theory claims that the media are capable of influencing audience minds directly (Lamb, 2013). Theorists compared the theory's claim to that of an actual hypodermic needle and its effects on the body. The hypodermic needle itself is a medical hollow needle that injects and extracts without causing damage to the body (Gravlee, 1901). The needle has a direct effect to the body without so-called causing visible damage. Not much research is found on the hypodermic needle theory however because the theory has been dismantled. Most media theorist nowadays do not find the theory to provide any valid explanation (Lamb, 2013).

The cultivation theory is the second theory that will be briefly reviewed. While the cultivation theory presents focus on the media, cultivation theory specifically focuses on the medium of television. The cultivation theory became a part of media theorists' explanation for

the power of media and its agenda in the 1970s to the 1980s. The cultivation theory was developed primarily by George Gerbner and the theory claims that television influences how audiences perceive their social reality (Lamb, 2013). In an overview of cultivation research, individuals are seen as living in a world commandeered by the own stories that are told (Gerbner, 1998). Nowadays or since the invention of television, most of those stories are being told through the media. Both of these theories build information and background to further understanding the main theory used and discussed by this study, agenda-setting theory.

Agenda-setting Theory

Numerous scholars have examined and observed the effects media has on society. With tactics of persuasion, numerous amounts of information being passed throughout the world, and individuals' attention spans only wanting to focus on a few important issues, media in turn does set an agenda. When discussing agenda-setting theory, it seems beneficial to acknowledge another scholars work that led to the founding of agenda-setting such as Walter Lippmann (Littlejohn & Foss, 2011). Lippman (1921) argued in his book *Public Opinion* that the public could not respond to all the information from events for "the real environment is altogether too big, too complex, and too fleeting for direct acquaintance" (p. 13). His view was that the public needed a modest model of information thus media sets an agenda for the public.

Agenda-setting theory came about with Maxwell McCombs, Donald Shaw, and colleagues after asserting that media seems to influence, organize, and tell the public how they should think about the news (Littlejohn & Foss, 2011; Borchers, 2013; McCombs, 2004). There are three components that make up the process of agenda setting: media agenda-setting, public agenda-setting, and policy agenda-setting (Rogers & Dearing, 1988). However for the purposes

of this study, review of past research will be specifically focused on one component: media agenda-setting.

When it comes to the influence of media agenda, there is a keyword, control. What controls or influences the media to select information or issues that they have selected? Some research suggests that this control of media agenda displays the perspectives of a ruling class (Rogers & Dearing, 1988). The 'ruling class' so to speak is part of society that media displays dependence upon. Contrary to popular belief, media's functions seem to be one that supports a system that is for conformity while maintaining assurance and protection for all members of a society from overly disrupting information (Qualter, 1985). Furthermore, background factors of media professionals such as values and traditions can have impact in shaping the news/media agenda towards the public. However, researchers have also found that media credibility plays a vital role as well in how influential the media will be towards the public agenda (Littlejohn & Foss, 2011).

Further explanation of agenda-setting process shows that there are two levels to agenda-setting: transmission of object salience and transmission of attribute salience (Reese, Grandy, & Grant, 2003). Salience, otherwise known as importance, can vary significantly throughout these two levels. With transmission of object salience, researchers examine what are the objects that media uses to set the agenda. These objects may not just be public issues but may be people, institutions or movements, or the selling of an idea, good, or brand (Reese, Grandy, & Grant, 2003). It is not just the transmission of object salience that media shapes the agenda with but also the attributes of those objects. McCombs and Shaw both explain the vitality of both objects and their attributes by stating objects are selected for attention while attributes are selected and focused on for thinking towards these attributes objects (Reese, Grandy, & Grant, 2003).

Another common term used when discussing agenda-setting theory is newsworthy (McCombs & Shaw, 1993). Things such as issues, personalities, and events can be considered newsworthiness from media's perspective. Other research confirms that media acts as a catalyst to what is newsworthy (Nelson, 1984). In her study "The Agenda-setting Function of the Media: Child Abuse," Barbara Nelson (1984) developed a case study to further analyze three research questions: how media decides what should be news; media's pursuit and framing of a topic to arouse public to take action; the process of media recycling news after only a brief period of attention and awareness to audience.

McCombs and Shaw (1972) founded agenda-setting theory and argued that mass media set the stage for how issues and information are relayed thus setting an agenda. In addition, McCombs and Shaw were not sure what or how much influence mass media had on perceptions or attitudes of information but hypothesized that "mass media set the agenda for each political campaign, influencing the salience of attitudes toward the political issues" (McCombs & Shaw, 1972, p. 177). In their method, McCombs and Shaw (1972) examined agenda-setting and mass media's level of influence in the 1968 presidential campaign in the United States. Matches of what voters said were key issues to the actual issues the mass media used. Voters were selected at random from specific communities researchers had narrowed down based on socioeconomic status and race. From the study, McCombs and Shaw found that the "existence of an agenda-setting function of the mass media is not proved by correlations here, of course, but the evidence is in line with the conditions that must exist if agenda-setting by the mass media does occur" (McCombs & Shaw, 1972, p. 177).

When it comes to agenda-setting, there is a rapid change in the nature of communication. With this increase and change in communication, research on agenda-setting is growing as well.

In addition to this growth, there are three reasons why agenda-setting is helpful in better understanding communication. First, integration. Second, growth of literature on agenda-setting. Lastly, agenda-setting applies in new research and communication settings (McCombs & Shaw, 1993).

Graber (2000) defines agenda-setting as “the ability of media to focus public attention on a set of issues rather than the ability of the media to generate specific opinions” (p. 66). If we compare and contrast issues seen as newsworthy or not and issues that are featured by media and those that stay under the radar then Graber (2000) seems to identify that it is clear that the public tends to find issues covered by the media more important than those issues that are not. In addition, the argument of agenda-setting is that there is a heavy reliance on media by the public for information and the media is well aware (Graber, 2000, p. 67; Rogers & Dearing, 1988). Concluding the information discussed over agenda-setting theory, it would seem that if the LGBT movement used media to the movement’s advantage (Magnuson, 1990) then the public would heavily rely on the information provided by the media (Graber, 2000) and media’s own relevant factors and characteristics that shape the LGBT agenda (Littlejohn & Foss, 2011). Seeing how the movement wants to use media as a tool, this study takes a further look at the history of the LGBT movement.

History of LGBT

To discuss the history of the LGBT movement, a brief timeline from the late 1800’s to 1990’s needs to be given in order to better understand the movement’s purpose, individuals who make up the movement, and the development of the movement and desire for change. Acts of homosexuality or other precursors deemed by a society as a type of ‘sexual deviance’ have been publicized throughout history (Eaklor, 2008). Numerous examples of LGBT’s beginnings can be

found just within the last 124 years in western civilization starting with Oscar Wilde, a well-known writer and poet. Wilde told the world of his own homosexual tendencies and was tried and sentenced to two years imprisonment in England for “gross indecency” in the year, 1895 (Eaklor, 2008). In 1926, the first play on Broadway with same-sex content was showed to audiences. By the time the 1950’s approached, the American Psychological Association (APA) added the idea of homosexuality to its first ever Diagnostic Statistical Manual of Mental Disorders [DSM]. It would not be until 1973 that APA removed homosexuality altogether from the DSM.

The beginning of the 20th century consisted of years that would plague the LGBT movement rather encouraging the movement to press harder for change. In 1974, the Equality Act was introduced to Congress (Eaklor, 2008). The Equality Act was the first attempt at a national gay rights law throughout the United States. Following this act, in 1977, the White House opened its doors for the first time ever to a meeting with gay and lesbian leaders (Eaklor, 2008). However, the White House was not the only one implementing new objectives with gay and lesbian activists. Just a year later, Disneyland would hold and introduce to the world its first Gay Day. Shortly after in 1984, scientists discovered the virus which causes AIDS (Eaklor, 2008). The virus would be later named HIV. Throughout the timeline, different terms have been said back and forth to figure out what to call individuals with homosexual desires.

In 1987, the *New York Times* began publishing articles using the word ‘gay’ in replacement of the word ‘homosexual’ (Eaklor, 2008). A few years later the term would not matter as much anymore as individuals became more open about their sexuality when they considered themselves a homosexual. In 1993, the Don’t Ask, Don’t Tell [DADT] policy was passed by the Clinton Administration showing that America might still want to remain hushed

about homosexuality and sexual deviance (Eaklor, 2008); however, President Clinton declared the month of June as gay/lesbian PRIDE month in 1999 (Eaklor, 2008). After discussing a brief timeline of the 20th century in the United States, it's important now to give a more in depth overview of the history of the LGBT movement, the movement's perspective of their objectives, and the perspectives from others.

In the book *Queer America: A GLBT History of the 20th Century*, Eaklor (2008) argues that GLBT history can be examined and compared throughout U.S. history. Comments of race or sexual identity have been made throughout U.S. history especially when it comes to working and how employers view their employees' abilities. Eaklor (2008) argues that GLBT movement began looking at their sexuality and depicted themselves as a type of minority by following suite to the United States own history where individuals were declared minorities based on race and sexuality. Furthermore, others have further explained the LGBT or Gay Rights movement's agenda.

LGBT Agenda

Magnuson (1990) discusses gay rights movement and the demands that the movement has addressed to the rest of society in his book *Are Gay Rights Right?* The main objective that Magnuson identifies of the gay rights movement is an objective that demands tolerance as well as total acceptance from society (Magnuson, 1990). Through achieving total acceptance by society, the Gay Rights movement stands to change their actions that are defined as "sexual deviance" to ones that are acceptable and thus considered part of "sexual normalcy" (p. 10). The question that Magnuson attempts to address is whether or not the object of the movement is truly possible. Magnuson (1990) further breaks down the Gay Rights movement's objective by

looking at the conduct of sexuality on a spectrum with two opposites: sexual deviance and sexual normalcy.

He argues that culture, morals, etc. of society shape what we define as normal and thus society lists individuals behavior outside of that normalcy as deviant (Magnuson, 1990). If the Gay Rights movement's agenda is one of total acceptance from society and wanting their sexually behavior that is defined as sexually deviant to become a sexual norm then the reality would be that there would be no spectrum for sexual behavior and the morality of sexual behavior would become relative. Magnuson seems to argue this same stance in his book. As he continues to address the Gay Rights movement objective for sexual normalcy and homosexual ideologies, Magnuson states, "Coming into view is the homosexual vision of a world where all sexual activity is placed beyond the rule of moral norms. The final destination for this ideology is a city of polymorphous and perverse sexuality where anything goes" (Magnuson, 1990, p. 13). In addition to identifying the gay rights movement's main objective and addressing homosexual ideology, Magnuson also presents a brief argument for three areas that homosexuals must be successful with in order to achieve their objective.

The three areas are: (a) repeal or unconstitutionally any laws prohibiting homosexuality, (b) seek and permitted same rights as heterosexuals, and (c) homosexuals seek to pass laws that actually create special privileges for homosexual behavior that are not available for people with more normal behavior (Magnuson, 1990). The three objectives suggests three ways society will respond whether society will prohibit, tolerate, and/or prefer (Magnuson, 1990). Out of the three responses, the homosexual community want to achieve a 'prefer' response with contemporary society. Since the homosexual community has the objective of total acceptance, they also want society to respond as preferring the homosexual movement and ideology. One way the Gay

Rights movement can help try to achieve this response to meet their objective is through the use of media.

Magnuson (1990) discusses that through media propaganda, the Gay Rights movement can have issues that are portrayed in favor to the homosexual ideology. He calls these interactions the iron triangle (Magnuson, 1990). The iron triangle is a three-way cycle or system made up of a special interest group, in this case the homosexual community, the media, and compliant legislators (Magnuson, 1990). The media presents propaganda to the public that may be biased or misleading. Applying the information from past literature of the LGBT movement and agenda-setting theory, this study through a content analysis will analyze MSNBC and Fox News articles agendas toward the LGBT movement and whether the agendas align with the LGBT agenda.

Chapter 3

Methodology

As discussed in the literature review, the objective of this study is to analyze the LGBT movement's agenda and popular news sources agenda in the 21st century to see what agenda is being set through the media. The methodology chapter for this study is designed to give an overview and detailed description of the study's research questions, research design, a brief overview of data sources, the method of collecting data, as well as the research procedure. The researcher used the following research questions as a guide for the analysis portion of this study:

(RQ1) How do the MSNBC articles appear to frame the LGBT movement in 2014?

(RQ2) How do the Fox News articles appear to frame the LGBT movement in 2014?

(RQ3) Do the overall agendas of each news source represent the agenda of the LGBT movement according to Magnuson's three objectives?

Research Design

Through the use of a content analysis, the researcher examines articles from both MSNBC and Fox News related to the LGBT movement while focusing also on generating responses for the research questions listed above. A content analysis is used in this study to further depict the communication within the content of each article. The researcher chose to conduct a content analysis because of the data at hand. The data to be analyzed comes from written web articles by MSNBC and Fox News. Because this study discusses agenda-setting and is looking at the agenda of not only the LGBT movement but also from the agendas of each news source, it seems additionally important to analyze the data using a content analysis.

Data Sources

The purpose of this study is to analyze the content of MSNBC and Fox News articles to determine if the agenda portrayed through a summary of articles by two well-known United States news sources is the same as the agenda of the LGBT movement. From the literature review, social movements' strategies and development in the 21st century were discussed. Since research has stated that movements are changing in the face of newer technology and the more individuals depend on this technology (Demby, 2014), it is important to look at media's influence on the audience, including discussion about social movements such as the LGBT. The two media sources that are examined in this study's content analysis are MSNBC and Fox News. Fox News is a United States news source often associated as having conservative political viewpoints. MSNBC is also a news source well-known in the United States but is considered more politically liberal. The benefit of analyzing two opposite news sources is that the agenda of each in the specific articles as well as overall more clearly depicts the news source agenda towards the movement and information relayed to the public.

Data Collection

Research was conducted to find articles from both MSNBC and Fox News that relay information about a common event that either aligns with the LGBT movement's agenda according to Magnuson (1990) or presents a different agenda to the audience. A total of 10 articles were selected to analyze in this study; five articles from each news source. All 10 articles are from 2014 and were selected based on topic, similar time frame, and if both news sources had articles written on the same topic.

Websites

To begin, the researcher used the MSNBC website (<http://www.msnbc.com>). This website was chosen because it is the primary website of MSNBC as well as a key website browser to look for articles discussing topics related to the LGBT movement. The MSNBC website is free and provides easy access to articles prior 2010 with no subscription fees necessary.

Research was also obtained through the information and articles provided by Fox News main website (<http://www.foxnews.com>). Again, this website was chosen because it is the main website of one of the news sources being analyzed, Fox News, and offers an internal website search engine to look for articles discussing events related to the LGBT movement. The Fox News website is also free and provides easy access to articles with no subscription fees necessary. The Google search engine was also used to ease the search of articles written by MSNBC and Fox News.

Articles

As recently mentioned, a total of 10 articles published in the year 2014 were analyzed by this study; five articles from each MSNBC and Fox News. The researcher chose the articles by selecting a different range of topics all relating back to the LGBT movement. The five topics included were: (a) religious liberty, (b) marriage equality, (c) popular super bowl ad, (d) *Duck Dynasty's* Phil Robertson, and (e) federal government interaction. This study based the topic selection of articles on the researcher viewing similar themes throughout 2014 so as several articles were published throughout the year by MSNBC that discussed one of the above five topics. Articles were not selected to analyze if articles with similar topics had already been chosen. In addition, if topics were only found on one of the two news sources websites then that

topic was not selected because both MSNBC and Fox News needed to produce their own articles on similar topics in order to meet the needs of the analysis portion of this study.

Analytical Procedure

After articles were collected, the researcher took the following detailed steps to analyze the data/content of each article. The articles were printed and placed in order of topic. There would be one article from each news source for each topic. The researcher of this study then read each article individually in entirety before beginning analysis. After an article was read, the researcher began the analysis of that article at hand.

The first step in the analysis was to look at the salience or the importance in the article's content. This study used Tankard's 11 framing mechanisms as a basis of structure when analyzing articles (Reese, Grandy, & Grant, 2003). The framing mechanisms allowed for a more organized list when analyzing and coding the articles from MSNBC and Fox News. Articles analyzed by this study came from online format and not print such as those discussed in Tankard's study. Individual readings of articles went in the following order:

1. The researcher read the article several times to grasp a basic understanding of the article's content.
2. The researcher then analyzed the article based on the order provided from observing Tankard's framing mechanisms as this allowed structure when conducting the analysis for this study; this included starting with analyzing the headline/title, the article's selection of quotes, any information in the form of statistics or charts, and lastly the article's internal paragraphs and conclusion were analyzed.
3. The researcher made notice of any main characters in the article and how the article portrayed a main character or what the article said referring to a main character.

4. This study examined the language in each article. Not only did this allow some of the study's research questions to be answered but looking at the language of an article when analyzing articles also allowed the researcher to further clarify the agenda set in the articles from MSNBC and Fox News. When reanalyzing the articles, the researcher used knowledge about framing to perceive how the news source interpreted the story which led to the researcher's perceptions of how the media framed the event or topic. Language was evaluated to find any perceived negative or positive language. The language each article was also analyzed to see if the article left an overall perception to show favor or no favor towards the LGBT movement.

Next in the procedure, the two levels of agenda-setting were then analyzed by the researcher. As mentioned in the literature review, there are two levels to setting an agenda: transmission of object salience and transmission of attribute salience (as cited in Reese, Grandy, & Grant, 2003). The object is what the article wants the audience to think about and was identified by the researcher. In most cases, the object would be the topic of an article. Next, the attributes of the object were identified by the researcher by observing the article's emphasis of the characteristics on the object. Attributes in an article tell the audience how to think about the object. The researcher's identification of objects and attributes in articles set a clear stage for what may be the agenda in each individual article from MSNBC and Fox News.

Lastly, in the actual analysis of each individual article was to look and see if the agenda set in an article seemed to be the agenda set by the LGBT movement. To come to this conclusion or to see that in fact the agenda the media was setting in the article was not the same as the agenda set by the LGBT movement, the researcher looked for the three objectives in an article. These three objectives as previously mentioned in the literature review and according to

Magnuson set the LGBT movement's agenda (Magnuson, 1990). These three objectives in their simplest form are: public legitimacy, credibility, and community endorsement.

In addition, these three steps discussed and used in analyzing the articles helped set the framework for this study.

After analyzing each article individually with these three steps, the data collected was then assessed and further analyzed to see what agenda was being set for each article. Whether it was an agenda similar to the LGBT movement or another agenda being set by the media. If the agenda in fact did not match the LGBT movement's agenda according to Magnuson's stated objectives (1990) then the researcher deciphered what the seemingly agenda might be by the media source with the data that was collected. After each article had an identified agenda, all articles from each news source were looked at collectively to see what the overall agenda was of each news source. The results section further clarifies the data collected from the articles using the three analysis steps: agenda-setting levels, narrative interpretation, and Magnuson's three objectives.

Chapter 4

Results

In the results of the analysis section, three steps were conducted when analyzing the data of each article: agenda-setting levels, narrative interpretation, and Magnuson's three objectives.

In addition, the following research questions helped lead this analysis of data:

(RQ1) How do the MSNBC articles appear to frame the LGBT movement in 2014?

(RQ2) How do the Fox News articles appear to frame the LGBT movement in 2014?

(RQ3) Do the overall agendas of each news source represent the agenda of the LGBT movement according to Magnuson's three objectives?

In reading through the results section of this study, the organization is by topic and the topics are organized in chronological order from when they were published in 2014. Each topic has two articles. One from MSNBC and the other from Fox News. From each news source, a brief description of the article is given as well as a more detailed results from each analysis set is also clarified.

Marriage Equality

msnbc.

The first article by MSNBC relates to the topic of marriage equality in the United States. The article headline "Supreme Court Halts Utah Gay Marriage" was written by Emma Margolin and published on MSNBC's website on January 6, 2014 (Margolin, 2014). The main point in this article is that after granting same-sex couples to be able to marry in the state of Utah, now the Supreme Court has put a hold temporarily on these nuptials by same-sex couples. The purpose of this study is to look at the media's agenda from articles and to see whether MSNBC or Fox News have an agenda that aligns with the agenda by the LGBT movement. In order to better

understand this, the researcher discusses the framing mechanisms of each article discussing the topic of marriage equality.

Again, the headline for the article by MSNBC discussing marriage equality is “Supreme Court halts Utah gay marriage.” The MSNBC article on marriage equality had a total of three quotes by others selected and incorporated in the content of the article. One quote was a reference to the Russian President, Vladimir Putin about his term “propaganda” that was used when Putin discussed the LGBT activists during the 2014 Winter Olympics in Sochi, Russia (Margolin, 2014d, par. 12). The other two quotes that the MSNBC article, “Supreme Court halts Utah gay marriage” used were both stated by James Magleby whom challenged the Utah ban on same-sex nuptials. Magleby’s quotes were as followed:

This stay is obviously disappointing for the families in Utah who need the protection of marriage and now have to wait to get married until the appeal is over. Every day that goes by, same-sex couples and their children are being harmed by not being able to marry and be treated equally (Margolin, 2014d, par. 3).

Next, the article was examined to see if there were any statistical information provided or any charts and graphs used. For this MSNBC article there were no statistics, charts, or graphs. The article did provide vague information about polls and how these polls have revealed a vast change in the publics’ opinion concerning support for marriage equality (Margolin, 2014d). The supposed information relays that across the nation vast numbers of Americans are showing support for marriage equality. However, the MSNBC article does not give any sources for this information nor cites the names of these polls.

As briefly mentioned on in the summary on the article, this articles topic is on marriage equality with specific attention to the ban from the Supreme Court to Utah same-sex couples

becoming married. The inner paragraphs of this article shifts focus from Utah's ban to California's same-sex marriage similarities and moves to the discussion of information on the general topic of marriage equality in the conclusion of the article. In addition, President Obama is mentioned as well as Putin. This brings us to the results of the main characters found in the article from MSNBC by the researcher of this study.

characters.

The main characters throughout this article were: the marriage equality advocates or gay community, the U. S. Supreme Court or any reference to the government and judicial system, the state government such as Utah, California, or state attorneys, the public who are also referred to as Americans, and President Obama as well as President Putin. Two characters that stood out with how the article seemed to portray them were President Obama of the United States and President Putin of Russia. The article from MSNBC seemed to show Obama's support for the LGBT community as they wrote, "President Obama has proven to be a fierce advocate for gay rights...his strong support for the gay community" (Margolin, 2014d, par. 11-12). On the other hand, President Putin's restrictions against LGBT expression that he signed into law for the Winter Olympics in Russia were described as "most contentious" and paired Obama in "opposition to state-sanctioned homophobia" (Margolin, 2014d, par. 12). Along with characters that were presented in the article, the researcher looked at the language of the article and any negative or positive connotations of the language.

The negative and positive language that will be shown in the results was taken from all text aspects of the article. This means the inclusion of the article's title and writings from the article's journalist, Emma Margolin herself, and any quotes chosen by the article. In addition, the negative and positive language results were analyzed and selected regardless of the point of

views in the article. Some language that was found and analyzed by the researcher to be negative examples were: halt, dealt a heavy blow, stint, disappointing, harmed, jarring, prevented, striking down, violated, demise, contentious, opposition, and homophobia (Margolin, 2014d). The total number of negative language examples identified by the researcher were 13. When looking at positive language examples, the researcher analyzed the article and the following were found: approved, allowing, equality, grant/granted, recognizing, protection, guarantees, giving advocates reason to hope, fierce advocate, support for marriage quality, and strong support (Margolin, 2014d). The total number of negative language examples identified by the researcher were 11. The MSNBC article, “Supreme Court halts Utah gay marriage” seems to have an almost evenly mixed language examples of both negative and positive.

The results from the language of the article by MSNBC as well as the characters and how they are portrayed is further discussed in this study’s discussion and application of research questions section. The importance of using the Tankard’s framing mechanisms is not just for organization of data from the article that was analyzed and collected but also to further clarify the results in the discussion of the media’s, MSNBC, agenda in this article and how the topic of marriage equality was framed by MSNBC to the audience.

fox news.

The first article by Fox News also relates to the topic of marriage equality in the United States. The article was titled “Supreme Court puts gay marriage on hold in Utah” and is similar in its headline as MSNBC’s. However, Fox News article does not specify whom it was written by but the article was published January 5, 2014 on Fox News website (“Supreme Court & Utah,” 2014). Similar to MSNBC’s article on marriage equality, Fox News discusses the ban on Utah same-sex nuptials.

quotes.

There are no quotes selected by the article only two descriptions that are being emphasized. The first description is “unlawful injunction” which is in reference to U. S. District Judge Robert Shelby’s ruling against the ban on same-sex nuptials in Utah (“Supreme Court & Utah,” 2014). The state of Utah use this description in argument against Shelby’s ruling and that it “interferes with the state’s enforcement of its own laws” (“Supreme Court & Utah,” 2014, par. 6). The second description is “traditional marriage” which is in reference to the church’s stance on marriage. The article’s depiction of the church describes this reference as the church’s “belief that marriage is between a man and woman” (par. 11). There are no statistics, charts, or graphs presented in the article.

inner paragraphs and conclusion.

The article by Fox News titled “Supreme Court puts gay marriage on hold in Utah” has a primary topic of Utah, same-sex marriage, and the ban against Utah same-sex nuptials. Throughout the inner paragraphs of the article, the focus is still on Utah and the action by federal and state government to either remove or enforce a more long term form of this ban on Utah same-sex couples that wish to get married. In the conclusion of the article, the focus changes from Utah’s ban and shifts towards the church in Utah. The end of the article gives attention to the church’s view of marriage and characterizes the church as having “softened its stance toward gays and lesbians” but expresses its so far unchanging view of homosexuality as a sin “and stands by its support for ‘traditional marriage’” (“Supreme Court & Utah,” 2014, par. 11). In addition to the church being a main character in the article by Fox News, the researcher found other main characters as well.

characters.

The researcher analyzed the article and found the following main characters: Supreme court, Utah, U. S. District Judge Robert Shelby, and the church. The Supreme Court is not portrayed in the article as anything but as the court that “put gay marriage on hold” and in the process blocked “any new same-sex unions in the state” (“Supreme Court & Utah,” 2014, par. 1-2). With the state of Utah and any mention of state government, the article portrays the character as “one of the country’s most conservative states” (par. 5). The state of Utah was also portrayed as a state that argued, pleads, and prohibits when addressing the topic of same-sex marriage in the state. When analyzing the character, U. S. District Judge Robert Shelby, in the article, the portrayal is that he “interferes with the state’s enforcement of its own laws” (par. 6). The church is a main character that is portrayed by the article as one of the “leading forces” when it comes to ban on same-sex nuptials. Other key characteristics of the church in the article seem to portray a particular viewpoint – one that the church has

softened its stance toward gays and lesbians in recent years...still teaches that homosexual activity is a sin and stands by its support for ‘traditional marriage.’...they hope a higher court validates its belief that marriage is between a man and woman (par. 11).

Gay and lesbian couples in the article are mostly listed as characters without specific portrayal of them. The article gives information about how many same-sex couples have married in Utah before the ban but overall gay and lesbian couples do not play a main part in the article. Instead, same-sex couples seem to play as a secondary character as there is no portrayal of their characteristics and they are only brought up to support main character portrayals from the article.

Along with characters that were presented in the article, the researcher looked at the language of the article and any negative or positive connotations of the language.

language.

The negative and positive language that will be shown in the results was taken from all text aspects of the article. The negative and positive language results were analyzed and selected regardless of the point of views in the article. Some language that was found and analyzed by the researcher to be negative examples were: put, hold, against, blocking, flurry of court filings, violates, argued, interferes, unlawful injunction, turned the matter over, arguments, challenged, twice rebuffed, stop, prohibit, and sin (“Supreme Court & Utah,” 2004). The total number of negative examples of language identified and collected from the article by the researcher were 16. When analyzing the article for positive examples of language, the following examples were: giving the state time to appeal, issued, will remain, request, the action now shifts, will consider, support, softened, stands by its support, hope, and belief (“Supreme Court & Utah,” 2014). The total number of positive language examples identified and collected from the Fox News article by the researcher were 11.

Coca-Cola Super Bowl Ad

msnbc.

The first article by MSNBC is titled “‘America the Beautiful’ ad features gay parents.” The article was written by Emma Margolin and published February 3, 2014 on MSNBC’s website (Margolin, 2014b). While the topic of the article is the Coca-Cola Super Bowl ad, the main point seems to more so focus on a specific set of characters in the ad – gay parents. The purpose of this study is to look at the media’s agenda from articles and to see whether MSNBC or Fox News have an agenda that aligns with the agenda by the LGBT movement. In order to

better understand this, the researcher discusses the framing mechanisms of each article discussing the topic of Coke's Super Bowl ad.

quotes.

The MSNBC article had three quotes featured in it. Two of the three quotes came from one of the fathers portrayed as gay parents in the actual Coke ad. The first quote by the father gave an overview of what life is like for his family. He was quoted saying, "It's be very hard for my family when it comes to the gay issue...It's been what's caused us so much pain over all these years" (Margolin, 2014b, par. 2). The second quote chosen and included in the article is a continuation of the father's response. He said, "Today, I see people asking us to hold hands...Embracing us as a family, and respecting us" (par. 3). The third quote used in the MSNBC article came from Sarah Ellis, the president and CEO of Gay and Lesbian Alliance Against Defamation [GLAAD] which is an LGBT organization. Ellis statement about the Super Bowl ad, "Including a gay family in this ad is not only a step forward for the advertising industry, but a reflection of the growing majority of Americans from all walks of life who proudly support their LGBT friends, family, and neighbors as integral parts of 'America the Beautiful'" (par. 7). There are no statistics, charts, or graphs included in MSNBC's article.

inner paragraphs and conclusion.

The article titled "'America the Beautiful' ad features gay parents" displays the primary topic of Coca-Cola's Super Bowl ad. As the article continues, the focus shifts to article more specifically discussing the two dads in the commercial and how that aspect of the Coke ad was the first Super Bowl ad to have a gay family. The conclusion of the article is summarized by a quote from Sarah Ellis, as previously mentioned above, about the advertising industry, American support, and the LGBT community.

characters.

Through analyzing the article, the researcher found the following main characters: Coca-Cola, gay parents or gay family, LGBT, and advertisers or sponsors. In the article from MSNBC, Coca-Cola is focused on by the ad that they created for the 2014 Super Bowl. The article describes Coca-Cola's ad as one that "celebrated diversity" and was "a powerful commercial that featured a variety of faces young and old, of every skin color, with roots all over the world..." (Margolin, 2014b, par. 1). Coca-Cola was also described by the article as having an ad that was "the first Super Bowl ad with a gay family" (par. 6). Another character that the article focuses on with this topic, are actually two characters. The article referred to them as the gay parents or a gay family. The article described the scene of the commercial that the gay family was in as two dads who "are seen laughing and roller-skating with their daughter" (par. 6).

Next, the character of the LGBT is discussed in the article. The LGBT are depicted in throughout MSNBC's article as LGBT rights advocates, spokespeople, LGBT rights group – GLAAD, and LGBT friends, family, or neighbors. The article described this character as "prominent" and used a quote by Sarah Ellis that described the LGBT friends, family, and neighbors as "integral parts" to the Coca-Cola ad for the 2014 Super Bowl (Margolin, 2014b, par. 6-7). The last characters that the researcher found in the MSNBC article were advertisers or sponsors. The article described sponsors by referring to a statement from LGBT advocates that sponsors were not "speaking out enough" when leading up to the Winter Olympics (par. 5). A secondary character that is identified in the article by are Americans. Americans were not addressed throughout the article other than when describing who were in the Coca-Cola ad and in the quote by Sarah Ellis that described the secondary character as "Americans from all walks of life who proudly support their LGBT friends, family, and neighbors..." (par. 7).

language.

The negative and positive language the MSNBC article about the Coca-Cola ad were taken from all text aspects of the article. The negative and positive language results were analyzed and selected regardless of the point of views in the article. The following were examples of negative language from the MSNBC's article "'America the Beautiful' ad features gay parents": it's been very hard, so much pain, come under fire, criticized, and not speaking out enough (Margolin, 2014b). There were five negative examples total in the article. When analyzing the article for positive examples of language, the following were found: celebrated diversity, powerful commercial that featured a variety of faces, embracing, respecting, seen laughing, prominent, a step forward, a reflection of the growing majority, proudly support, and integral parts (Margolin, 2014b). The total number of positive examples for the language in the article were 10.

fox news.

The article found by the researcher from Fox News that discusses the Coca-Cola Super Bowl ad in 2014 was found on Fox News website in their Latino section ("Coca-Cola Ad," 2014). The article was titled, "Coca-Cola Faces Social Media Backlash Over Super Bowl 'America The Beautiful' Ad" and was published on February 4, 2014. There was not an identifiable writer for the article from Fox News. The topic of this article, like MSNBC, is the Coca-Cola 2014 Super Bowl ad. However, the Fox News article focuses more on how viewers of the ad reacted to Coca-Cola through the social media site, Twitter.

quotes.

Several quotes were selected to be used in the article but in the form of tweets. There were eight tweets total. Out of the eight tweets, four were identified by the researcher based on if

a user that tweeted had an active and public account as well as could be identified by their name and not just panhandle. The first two tweets were used in the article as examples for calling out Coke and their ‘America the Beautiful’ ad. The first tweet said, “Dear Coke, Your commercial is a slap to the faces of my Italian and Finnish ancestors who came here & learned English. #AmericaIsBeautiful” (Rich, 2014). Another twitter user tweeted “America being overridden by multiple cultures and languages will divide and weaken us, not make us stronger. #SpeakEnglish #SpeakAmerican” (Brewster, 2014). When observing the article, it showed three tweets and claimed that they defended the Coke ad and two were identified by the researcher. The first tweet said, “If you’re complaining about the biracial Cheerios couple & the multilingual Coke commercial, you can buy a one-way ticket back to the 60’s” (Wright, 2014). A second tweet stated, “Coca Cola has done a beautiful job with this #superbowl commercial mind blowing and heart warming all in one” (Create The Line 360, 2014). There are no statistics, charts, or graphs presented in this article.

inner paragraphs and conclusion.

The conclusion of the article from Fox News titled “Coca-Cola Faces Social Media Backlash Over Super Bowl ‘America The Beautiful’ Ad” was one that showed the trending debate and the use of the hashtag on Twitter for the Coca-Cola ad. The hashtag, #SpeakAmerican, was used and the article gave a total of eight tweets to further display the debate between Twitter users. The article concluded by sharing the video of the ad “that caused the controversy” (“Coca-Cola Ad,” 2014, par. 17).

characters.

The following main characters were identified by the researcher during the analysis of the Fox News article: Coca-Cola, viewers, and people in the ad. Coca-Cola is described by the

article as having a commercial with “a refreshing sight” (“Coca-Cola Ad,” 2014, par. 1). The article also discussed the effects of Coke’s commercial as one that “left a bitter taste in the mouth and tweets of many” (par. 1). The article also described that Coke had meant for the ad to “be a tribute to the United States’ multicultural and multiracial makeup” (par. 4) but instead began trending on twitter “as people waded in on both sides of the debate” (par. 7). The way the article described Coke and their ad, brings way to the next character found by the researcher; the viewers.

The viewers in the article are described as “angry” (“Coca-Cola Ad,” 2014, par. 5). With the character of the viewer, the article focuses more on the individuals that did not like the ad as the viewer but did acknowledge as well that others played defense for Coca-Cola “saying the ad honors the United States’ diversity and immigrant heritage” (par. 13). The people in the ad were described by the article as “people of different ethnicities, religions and sexual orientations – including the first same-sex couple in a Super Bowl commercial” (par. 3). The article also identified that many “attacked the portrayal of Muslim Americans, calling them ‘terrorists’ and other racial epithets” (par. 6) in regards to the Muslim Americans in the Coke ad.

language.

The negative and positive language that will be shown in the results were taken from all text aspects of the article. The negative and positive language results were analyzed and selected regardless of the point of views in the article. The negative language examples identified were: social media backlash, left a bitter taste, the blowout game, onslaught, attacked the portrayal, terrorists, you can leave America, slap to the faces, idiots, learn to #SpeakAmerican already, overridden, complaining, divide and weaken, and controversy (Create The Line 360, 2014). There were 14 negative language examples in the Fox News article “Coca-Cola Faces Social

Media Backlash Over the Super Bowl ‘America The Beautiful’ Ad.” The positive language examples in the article and identified by the researcher were: a refreshing sight, a tribute, a nod, the patriotic song, honors, thanks, reminding us that we are beautiful, Coca-Cola has done a beautiful job, and heart warming (Create The Line 360, 2014). There were nine examples of positive language identified.

Federal Government Interaction

msnbc.

The article from MSNBC titled “Obama signs historic order on LGBT equality” was written by Emma Margolin and published July 21, 2014 on MSNBC’s website (Margolin, 2014c). The article’s topic is based off of the United States President, Barack Obama, signing an executive order that limits any LGBT discrimination in the workplace when under federal contract.

quotes.

There are seven quotes selected and included by the article from MSNBC. Most are from statements that President Obama made himself during the signing ceremony. Quotes that exhibited negative and positive language in them were selected by the researcher to be further stated here. The first quote came from President Obama where he said, “Congress has spent 40 years – four decades – considering legislation that would help solve the problem. That’s a long time...But I want to do what I can with the authority I have to act. The rest of you of course need to keep putting pressure on Congress to pass federal legislation that would resolve this problem once and for all” (Margolin, 2014c, par. 6). The second quote is by Reverend Dr. Welton Gaddy, the president of Interfaith Alliance. He said, “[Obama’s] decision not to include a new religious exemption is a testament to his understanding of religious freedom...We cannot secure the

separation of church and state if religious organizations are allowed to use federal money to pursue a sectarian agenda. This executive order is an important step toward ensuring that public money does not fund religiously motivated discrimination” (par. 9). The last quote in the article and presented in this study’s results from the article was said by Anthony D. Romero whom was acknowledged by the article as the ACLU Executive Director. Romero said, “While there remains much work still to do to achieve the goal of full civil rights protections for LGBT people, we must take time to celebrate the landmarks along the way...This is a huge win” (par. 10).

inner paragraphs and conclusion.

The conclusion to the article “Obama signs historic order on LGBT equality” focuses on the wins for the LGBT community and for equality. These wins that are discussed are primarily focused on federal government interaction such as President Obama and the U. S. Senate. The paragraphs that lead towards the conclusion talk not only about the executive order signing ceremony but also other acts that have failed to be passed. The article’s conclusion shifts from these failures and towards the quote by Romero about the reminder “to celebrate the landmarks along the way” (Margolin, 2014c, par. 10).

characters.

The article from MSNBC that relates to federal government interaction was analyzed by the researcher. The following main characters were identified: President Barack Obama and the LGBT. President Obama comes up in the article numerous times which seems appropriate as the topic and title of the article had to do with Obama signing an executive order in 2014. When looking the LGBT in the article, the LGBT is discussed as having another “huge win” towards equality especially in the work force.

language.

The researcher analyzed the language throughout the article and identified any negative or positive examples of language that may lead audience to interpretation of an object. The following were examples of negative language within the article: barring, discrimination, won't protect all LGBT employees, comply, firing, refusing to hire, discriminating, problem, pressure, failed, controversial, walked away, prohibited, and cannot secure (Margolin, 2014c). Another longer negative example from the article "some might argue that it was a delay of six years and 30 minutes" (par. 2) was written by Margolin (2014c), the journalist of the article. She placed the statement in between parentheses in reference to Obama's quoted statement, "I know I'm a little late" (par. 2). There are two other longer negative language examples that appear in the article. One in reference to the Employment Non-Discrimination Act that if passed would prevent "discriminating on the basis of sexual orientation or gender identity" (par. 5). The last negative language example is a statement that references what the executive order does not do and was in a statement by Rev. Dr. Welton Gaddy. The example is that the order "does not fund religiously motivated discrimination" (par. 8).

fox news.

The article by Fox News on the topic of federal government interaction is titled, "Obama's LGBT Executive Order endangers religious liberty." The article was written by Todd Starnes and was published July 21, 2014. Like the article from MSNBC, the Fox News article focuses on the signing ceremony of President Obama when he signs an executive order to stop "federal contractors from discriminating on the basis of sexual orientation and gender identity" (Starnes, 2014b, par. 1).

quotes.

There are 10 quotes selected and incorporated throughout the article. The first quote identified in the article is from President Obama. Obama states, “Thanks to your passion and advocacy and the irrefutable rightness of your cause, our government – the government of the people, by the people and for the people – will become just a little bit fairer” (Starnes, 2014b, par. 2). The second quote that is identified in the article is a pull quote. The pull quote says, “The administration believes gay rights trump everyone else’s rights – including religious rights” (par. 4). Other quotes are in the article from Peter Sprigg whom the article identifies as the Senior fellow for Policy Studies at the Family Research Council. Sprigg’s quotes are in reference to the executive order saying that

this level of coercion is nothing less than viewpoint of blackmail that bullies into silence every contractor and subcontractor who has moral objections to homosexual behavior...The mask is coming off of the homosexual movement’s agenda. They really do not believe in the religious liberty. They want forced affirmation of homosexual and transgender conduct to trump every other consideration in the workplace – including religious liberty (par. 6-7).

The Fox News article by Starnes also included quotes displaying another viewpoint. A quote by Barry Lynn for example states, “Religious groups have no right to accept taxpayer money and engage in rank forms of discrimination...Faith-based groups that tap the public purse should play by the same rules as everyone else and not expect special treatment” (Starnes, 2014b, par. 11). Other quotes that were more brief were from Joe Biden who discussed his belief that no matter your culture “prejudice is prejudice” and also statements quoted from National

Security Advisor Susan Rice who declared that change was coming and will continue to come (par. 15).

inner paragraphs.

The focus of the Fox News article continues to be that of the title, “Obama’s LGBT Executive Order endangers religious liberty.” Unlike MSNBC, the article focuses more on the religious liberty side of the executive order being signed. The conclusion focuses more on the change that is coming and Segway’s into that sub topic of change after the article shares the quote from Rice.

characters.

There are plenty of names and characters shown throughout this article. Some of the main articles portrayed in the article and identified by the researcher were: President Obama and Christians or religious organizations. President Obama was described in the article as “ignoring the pleas of Christians and other faith leaders” (Starnes, 2014b, par. 1) when he signed the executive order and also “warmly welcomed by left-wing organizations...” (par. 10). In addition, Obama and his administration were described as “cronies” that want to control Christians and their business. The other main character identified in the article were Christians. Religious leaders were expressed as “prominent” (par. 8).

language.

The researcher analyzed the Fox News article for any negative and positive language examples. The article as a whole was analyzed including quotes. The following terms were identified by the researcher to be negative language examples: barring, discriminating, ignoring the pleas, prevent, cannot require, unable to operate, forces employers, coercion, blackmail, bullies, do not believe, forced affirmation, trump, will lose, limited, suffers, not surprising, no

right, tap the public purse, prejudice, guilty, refusing, shut down, subjected, cronies, not worthy, refuses to comply, consequences, marginalize, problem, disagrees, and resistance is futile (Starnes, 2014b). The total negative language examples were 32. In addition to the 32 negative language examples identified by the researcher, there were also longer statements: (a) I don't care what your culture is. (b) hell-bent on forcing Christians to assimilate (Starnes, 2014b par. 15 & 32). The following were identified by the researcher to be positive language examples: passion, rightness for your cause, fairer, faith, prominent, serve others, warmly welcomed, supported, loves, change will come (Starnes, 2014b). The total number of positive language examples identified by the researcher were 10.

Phil Robertson

msnbc.

The article from MSNBC discusses the famous *Duck Dynasty* star Phil Robertson is titled “‘*Duck Dynasty*’ star blames AIDS, STDs on ‘liberal opinion’.” The article about the *Duck Dynasty* star was written by Joseph Neese (2014) and published on October 8, 2014 on MSNBC’s website. The specific MSNBC article’s focus was on Phil Robertson’s comments during a sermon he spoke in Louisiana about sexual health.

quotes.

There are six quotes included in the article on Phil Robertson. Most of the quotes belong to Robertson and the statements he made in the sermon concerning sexual health. The first quote in the article by Robertson is a rhetorical question to the audience asking them why there are numerous diseases effecting many Americans and even spread across world-wide (Neese, 2014). The answer Robertson gives his audience and that is quoted in the article is “because they say, ‘We’re going to follow orthodox liberal opinion...Just breed anything and anybody. Just have at

it. Go for it” (Neese, 2014, par. 2-3). The article shares quotes from Anthony Hayes whom is the managing director at GMHC and is portrayed in the article as disagreeing with Robertson when it comes to safety with sexual health. The article quotes Hayes saying, “Whether you decide to bring the Bible into your sex life or not, the fact is that condoms will protect you against the majority of sexually transmitted diseases, including HIV, and also prevent unwanted pregnancies” (par. 8). The last quote presented towards the conclusion of the article is by Robertson. The article discusses with emphasis that Robertson “feels that diseases like AIDS are God’s punishment” (par. 10) and quote Robertson saying, “Now to me either it’s the wildest coincidence ever that horrible diseases follow immoral conduct, or it’s God saying, ‘There’s a penalty for that kind of conduct’...I’m leaning toward there’s a penalty toward it” (par. 11). There were no charts and graphs provided in the article from MSNBC on Phil Robertson. However, there is one identified statistic that the research found in the article. Anthony Hayes is quoted talking about a new HIV preventive drug that is available. Hayes states, “If taken as prescribed, [post-exposure prophylaxis] is more than 90 percent effective in preventing HIV transmission, but should be used with condoms” (par. 9).

inner paragraphs and conclusion.

The paragraphs in this article further discuss Phil Robertson’s views on sexual health using quotes from his sermon and Louisiana. The article by MSNBC writer, Joseph Neese, also provides insight about sexual health from another viewpoint. The conclusion shifts the focus of the article on what Robertson says about sexual health to Robertson’s suspension from *Duck Dynasty* by the network A&E after his interview with *GQ Magazine*. The article ends with describing what Robertson said in the interview that “LGBT people, alongside drunks and terrorists, do not ‘inherit the kingdom of God’” (Neese, 2014, par. 12).

characters.

The researcher of this study analyzed the article from MSNBC on Phil Robertson for any main characters in the article. The researcher identified two: Phil Robertson and Anthony Hayes. The character Phil Robertson in the article is described as a reality TV star who is “peddling” an abstinent sexual health viewpoint. The other main character in the article was Anthony Hayes. Anthony Hayes is said by the article to be the “managing director of Public Affairs and Policy at GMHC, the nation’s first HIV/AIDS service organization” (Neese, 2014, par. 9).

language.

The language of the MSNBC article, “‘*Duck Dynasty*’ star blames AIDS, STDs on ‘liberal opinion’” was analyzed by the researcher to identify negative and positive language. The following were negative language examples: blames, horrible diseases, rampant promiscuity, peddling, suspended, and sinful (Neese, 2014). There were six examples identified by the researcher as well as two longer statements. The first is that “Robertson on the other hand, feels that diseases like AIDS are God’s punishment” and the second statement is “do not ‘inherit the kingdom of God’” (Neese, 2014, par. 10 & 12). When analyzing the article for positive language examples, the following were found: promoting, solution, new, and available (Neese, 2014). The total positive language examples were four.

fox news.

The next article analyzed by the researcher was by Fox News. The article found had to have to same topic whom was Phil Robertson. Because articles not directly written by Fox News did not count even if located on their website, the researcher chose to analyze a Fox News article that was a transcript from a set up interview. The headline of the article was “Phil Robertson: My

generation ‘really screwed this thing up’” and was published on Fox News website on September 15, 2014 (Gostin, 2014).

quotes.

The article as a whole was considered a quote source since the article was a transcript form of the interview Robertson had with Fox 411 on Fox News. However, Phil Robertson does quote his son, Jason Robertson, once in the article when discussing Phil Robertson’s family and rules. Phil quoted Jason saying, “I love the way you raised us. The only rule is there are no rules!” (Gostin, 2014, par. 9). There were no statistics, charts, or graphs in this article.

inner paragraphs & conclusion

Throughout the article, Robertson transitions from discussing his *GQ Magazine* interview in which he says “I just give them the biblical view. The last thing I am is a man who hates people” (Gostin, 2014, par. 4) to discussing politics and his view that people need to be more active about electing politicians. The conclusion of the Fox News article is focused on how Phil Robertson and his wife Kay Robertson raised their boys with barely any rules. Robertson ties the interviewer’s questions about this lifestyle choice back to the bible and scripture ending with “Christianity is not as ruled and regulated as people would have you believe” (par. 9).

characters.

The researcher analyzed the Fox News article on Phil Robertson’s interview with Fox 411 for any main characters that were portrayed throughout the transcript interview. The main character that was found in the article is Phil Robertson. Phil Robertson is described by the article as a “family patriarch” whom is “blunt, opinionated, and funny” (Gostin, 2014, par. 1).

language.

After any and all characters were identified in the article by Fox News, the researcher looked at the language presented in the article. The article was analyzed by the researcher to identify any negative or positive language examples. The following were negative language examples: screwed, race problems, sin, blame, whine, bellyache, backwards redneck, dumb, no divorces, scary, prudes, devil's firewater, and not real favorable (Gostin, 2014). The total number of negative language examples were 13. The following were positive language examples identified in the Fox News article: family patriarch, funny, love, try loving, amazing, revered, love our neighbor, and intact (Gostin, 2014). The total number of positive language examples found were 8 plus two longer positive statements such as "we all love one another and thank God for being alive..." and "Love is the greatest gift a human can have" (par. 7-8).

Religious Liberty***msnbc.***

The article selected by the researcher to be analyzed came from MSNBC and had the topic of religious liberty. The MSNBC article titled "5 ways the religious right is wrong again" was written by Emma Margolin (2014a) and published on July 30, 2014 on MSNBC's website. The article discussed five "assertions" made by "members of the religious right..." (Margolin, 2014a, par. 2).

quotes.

There are 18 quotes included throughout the article as well as two pull quotes. The first pull quote by Lee Badgett from the University of Massachusetts stated, "LGBT people experience treatment in the workplace that they might not even think of as discrimination" (Margolin, 2014a, par. 13). The second pull quote by Kara Loewentheil from Columbia Law

School stated, “As a legal matter and as a general matter, it is not part of free exercise of religious liberty to fire someone because they’re gay” (par. 10).

There are no charts or graphs in this article. However, there are the following statistics: 20% of LGBT adults reported experiencing unfair treatment from an employer according to the Pew Research Center (Margolin, 2014a, par. 22). 83% of LGBT respondents reported covering in the workplace, a higher percentatge than among any other group according to the Deloitte University Leadership Center for Inclusion (par. 24). 63% of small business owners said they supported ENDA according to a poll from the Center for American progress and with only 7% of the small business surveyed that said religious or moral beliefs were the reason for not having inclusive nondiscrimination policies (par. 41).

inner paragraphs & conclusion.

The conclusion of the article focuses on the general topic of the debate of religious liberty and the “national acceptance of gay and lesbian individuals” (Margolin, 2014a, sec. 5). This national acceptance is described in the MSNBC article as growing “rapidly” (sec. 5) and continues with discussing transgender individuals’ roles in that they are also obtaining more acceptance as well. When it comes to the inner paragraphs of the article, “5 ways the religious right is wrong again” MSNBC journalist Emma Margolin discusses in more detail five assertions by individuals for religious liberty.

characters.

The article was analyzed by the researcher of this study for any main characters. The main characters that were identified in the MSNBC article were: President Obama, the LGBT community, Federal contractors or business related characters, and members of the religious right or religious organizations. Obama is discussed throughout the article and five assertions

made by the “religious right” (Margolin, 2014a, par. 2). Margolin opened up the article discussing Obama having signed an executive order that limited discrimination from federal contractors toward someone based on sexual orientation and the article described that Obama “delivered a bit win for the LGBT community” (par. 1). The article also described Obama in light of the LGBT community that Obama had been “dragging his feet on workplace protections” (par. 29). Another main character that was exemplified throughout the article were the LGBT community. The article described the LGBT community as those turned away based “on the grounds that they could take simply take their business elsewhere” (par. 17) when individuals of the LGBT community have sought to hire “religious businesses” (par. 17). Federal business contractors were described by the article as “discriminating” (par. 1) as well as the religious right community.

language.

After looking over the article and analyzing the characters depicted in the article by MSNBC writer, Emma Margolin, the researcher analyzed the article for any negative or positive language examples. Negative language examples that were found by the researcher were:

wrong, refusing, prohibited, discriminating, against, trample, infringing, flawed, complaint, cannot, unable, inappropriate, heavy, troubles ahead, misplaced, object, cut ties, criticized, problem, zero chance, so-called religious freedom, turn away, punished, bad, poor, consequences, downplay, warn, fretting over future, dragging his feet, demise, doomsday scenarios, wild claims, continued marginalization, meddling, heavy hand of government, burden, order wrongfully equates, this action is wrong, anti-gay movement, unleashed a parade of horrors (Margolin, 2014a).

The total negative language examples found were 41. In addition to the shorter terms of negative language examples, the article also presented longer statements that the researcher of this current study analyzed and coded as negative. The negative statements were: “At this rate, it’s unlikely he’ll be signing any more LGBT-related executive orders” and “mounted a kind of libertarian attack against Obama’s order” (Margolin, 2014a, sec. 3). The positive language examples found by the researcher in the MSNBC article were: supporter, changing social attitudes, intimately familiar, protection, endorse, legitimate, effective, right to marry, and understanding (Margolin, 2014a). The total positive language terms found were nine. The following statements were analyzed and coded by the researcher as positive: “President Obama delivered a big win for the LGBT community,” “stated values of inclusion and equality,” “national acceptance of gay and lesbian individuals is growing at a rapid clip,” and “transgender individuals are gaining ground too.” (Margolin, 2014a, sec. 5).

fox news.

The article from Fox News on religious liberty was analyzed by the researcher of this study. The article’s title was “Are You Prepared for the War on Religious Liberty?” and was written by Todd Starnes (2014a) on September 4, 2014 and published on Fox News website. The article discussed the topic of religious liberty and Starnes also discussed his book *God Less America* and used several of his own quotes.

quotes.

There were 13 quotes presented throughout the article from Fox News. In addition, the majority of the quotes were by Todd Starnes, the writer of the same Fox News article. Quotes included in the article that were not by the article’s writer, Todd Starnes, came from Franklin and Billy Graham. The article quoted Franklin Graham in the opening paragraphs saying “I believe

that a time is fast approaching-I think it will be in my lifetime-when the preaching of the Gospel is referred to as hate speech” (Starnes, 2014a, par. 5). Billy Graham is included in the article and is quoted saying, “The farther we get from God, the more the world spirals out of control...Our society strives to avoid any possibility of offending anyone – except God” (par. 21). The rest of the 11 quotes included in the Fox News article were from Todd Starnes. Some of the quotes are in agreement with the quotes by Franklin and Billy Graham and others are referring to Todd Starnes book, *God Less America*. Starnes is quoted saying

If we don't fight, no one else will. It is no accident that freedom of religion is our first freedom. If that goes, I believe that other freedoms we enjoy are in jeopardy as well...We need to pray for our leaders—even those with whom we disagree—because we are biblically mandated to do so. And we need to pray for the family, an institution that is breaking down fast...And yes, we do need to become political active, We should vote, and we should be involved in political process (Starnes, 2014a, par. 25-28).

There were no statistics, charts, or graphs in the Fox News article by Todd Starnes.

inner paragraphs & conclusion.

The conclusion of this article focused on Todd Starnes input on how to defend religious liberty. Starnes was encouraged in the closing statements of the article by the United States younger generation and their growing advocacy towards religious freedom. Starnes also touched on the Gospel and Calvary which concluded his article. The inner paragraphs of the Fox News article focused on “the moral decline of our nation” (par. 20) and Starnes discussed “the correlation between religious liberty and the progression of the Gospel” (par. 29).

characters.

Overall, the researcher of this study analyzed and coded the article, “Are You Prepared for the War on Religious Liberty” and found seven characters. The seven characters were: Todd Starnes, the teenage generation, America, Franklin and Billy Graham, Christians, and the United States federal government. The main characters in the article were Christians as Todd Starnes referred to them as having “a responsibility to religious liberty” (Starnes, 2014a, par. 25).

language.

The Fox News article by Todd Starnes was analyzed and coded by the researcher for any negative language examples. The entirety of the article’s text, including any outside quotes, were analyzed. The negative language examples found were: under assault, hate speech, fight, spirals out of control, remove, avoid, offending, lacking, criminalized, under attack, isn’t right, and shoving Christians (Starnes, 2014a). The following were positive language examples found in the Fox News article by the researcher of this study: stand up, light, lesson, interesting, favor, encouraged, uphold, support, sentiments, ordained, united, understand, values, enjoy, guaranteed, move forward, and true hope and change (Starnes, 2014a). The total number of positive short term language examples were 17. There was also one statement that the article used that displayed positive language. “I have always looked to Billy Graham almost as a modern day prophet” (Starnes, 2014a, par. 22).

Chapter 5

Discussion

The results chapter of this study focused strictly on the analysis conducted by the researcher through each individual article. Only the results found by the researcher through the analysis of the study were presented in the results. This study will discuss the results found during the analysis, the researcher's interpretation of the meaning behind the results, the application of this study's theory, detailed review of this study's research questions, and the application/interpretation of the results and theory to the research questions. In addition, the discussion chapter of this study will also be used to discuss the limitations for the researcher as well as any future researcher and implications for future studies. Each article will be briefly discussed according to the two levels that are used to set an agenda; the object and the attributed. After each article is interpreted individually with the researcher and the results, the sum agenda of the articles is discussed to see if it fell in line with the LGBT agenda. MSNBC articles are discussed first.

MSNBC

The following research question from this study was asked during the analysis of the articles: How do the MSNBC articles appear to frame the LGBT movement in 2014? Interpretations of the results and articles analyzed by the researcher of this study are given and organized based on topic of the article so to answer the researcher question. Results were analyzed and coded from five MSNBC articles. Each article topic varied from marriage equality, the 2014 Coca-Cola Super Bowl ad, Obama signing an executive order, *Duck Dynasty* reality star Phil Robertson, and religious liberty. The five articles are briefly mentioned individually to discuss the interpretations of results by the researcher on the two levels of setting the agenda in

each. Afterwards, the agenda of MSNBC as whole is discussed and seen if it is the same agenda set by the LGBT according to Magnuson.

marriage equality.

The article from MSNBC that discussed marriage equality was analyzed by the researcher of this study to code the two levels of setting the agenda in the article. First, the object of the article that tells the audience what to think about was coded. The primary object of the MSNBC article “Supreme Court halts Utah gay marriage” is same-sex marriages in Utah. Although Utah same-sex marriages are discussed, a bigger picture in the conclusion and ending paragraph of the article show that another object might be marriage equality in general and not just in Utah. Second, the attributes of the object in the article were identified. The attributes or characteristics of the object show *how* media wants the audience to think about the object in the article. The following attributes were found: “Supreme Court halts Utah gay marriage,” “Marriage equality advocates were dealt with a heavy blow...” “Same-sex couples and families are not protected with this ban...more likely to be harmed...” and “Monday’s decision also marks a jarring beginning to 2014...” (Margolin, 2014d, par. 1-3). These attributes paint a picture into the audience minds that there is a sense of danger. By the article saying that same-sex couples and their families have no protection and that they might be “harmed” brings this perception of physical harm to any reader.

super bowl ad.

The 2014 Coca-Cola Super Bowl ad is the next topic of an MSNBC article that was analyzed by the researcher of this study. The MSNBC article titled, “‘America the Beautiful’ ad features gay parents” presented the object as the gay parents and family in the 2014 Super Bowl ad. The article wanted the audience reading the article to focus primarily on the gay parents seen

in the ad. The first clue is in the title of the article. While the article does acknowledge other features in the Coca-Cola ad, the focus is on “a family with gay parents” (Margolin, 2014b, par. 1).

The second level in setting the agenda are the attributes presented in an article. The attributes of the object in the MSNBC article about Coca-Cola’s Super Bowl ad were one that characterized the ad as “celebrated diversity” and “powerful commercial” (par. 1). As seen in the results section of this study, the article showed overall a more positive feel towards the Super Bowl ad. The MSNBC article opens the discussion of the “family with gay parents” (par. 1) by having one of the parents discuss how “hard” it has been for the family concerning the gay issue. The article’s portrayal of hardships quickly changed to a more positive outlook as the same gay parent shared that “Today, I see people asking us to hold hands...Embracing us as a family and respecting us” (par. 3). The article by Emma Margolin (2014b) from MSNBC talks little about the other features that made up the Super Bowl ad and focuses more on the fact that “Coca-Cola’s ad was the first Super Bowl ad with a gay family...” (par. 6) and how the Coca-Cola ad is a step forward.

federal government interaction.

The article titled “Obama signs historic order on LGBT equality” was written by Emma Margolin (2014c) from MSNBC. The object of the MSNBC article and what the media wants the audience to think about is Obama signing an executive order barring discrimination of LGBT under federal contractors. What Margolin from MSNBC wanted the audience to think about this object presented is seen through certain attributes. First, there seems to be a ‘time’ attribute. Margolin depicts a characteristic in the first sentence of the article that is perceivable as ‘it took long enough’ when discussing Obama signing the executive order. The opening words of the

article read, “Six years after promising to do so...” (Margolin, 2014c, par. 1) and Margolin also adds in parentheses when again talking about Obama signing the executive order, “though some might argue that it was a delay of six years and 30 minutes” (par. 2). Time is portrayed even through the quotes by Obama included in the article such as “For more than two centuries we have strived...Congress has spent 40 years – four decades – considering legislation that would help solve the problem. That’s a long time...” (par. 4 & 6). Obama even referred to himself as being a little late which was included in the article as well. In addition, there is also another attribute that presents the object of the article as one that cannot seemingly exist with the existence of religious freedom in the business sector.

Remember, the MSNBC article’s object is Obama signing an executive order that Margolin identifies is “barring LGBT discrimination” (Margolin, 2014c, par. 1). It is interesting that the article includes words like discriminate when differentiating between LGBT “workplace protections” (par. 1) and such quotes the article includes about the executive order being another step to “not fund religiously motivated discrimination” (par. 8). On the contrary, the term religious group and similar terms do not appear very often as characters in the article. As discussed in the results, the main characters from the MSNBC article were President Barack Obama and the LGBT. In addition, most negative language used in the article and identified in this study’s results were used to characterize any variable or factor that was addressed by Obama in the article as “the problem” (par. 6).

phil robertson.

The MSNBC article that discussed Phil Robertson painted a negative light beginning first with the title “‘*Duck Dynasty*’ star blames AIDS, STDs on ‘liberal opinion’.” Immediately, a line is drawn by the article creating two opposing sides: Phil Robertson and the liberal opinion

(Neese, 2014). Not only is a line drawn by the article, but also by the article's depiction of Phil Robertson's own perception of him or "Biblical living" versus liberal opinion. Joseph Neese, the MSNBC writer of the article, continues with the first line of the article stating, "Liberal opinion is to blame for the global spread of AIDS and other sexually transmitted infections – that's the story according to Phil Robertson..." (Neese, 2014, par. 1). That statement is the claim that the MSNBC article will build up with negative examples of language and then tear down in the conclusion with mentioning Phil Robertson's suspension from *Duck Dynasty* after his interview with *GQ*. The claim is the primary object of the article and what Neese wants the audience to think about while reading. The primary object of the MSNBC article had a couple attributes that were found in this study's results to emphasize how the article wants the audience to think about Phil Robertson's claim.

First, there is the building of the claim. The article includes quotes by Robertson while speaking at a Republican Leadership Conference to showcase his view on the claim of "liberal opinion." Robertson is reference saying, "Why is there so many debilitating, horrible diseases bringing [man and woman] down all over America and worldwide? Because they say, 'We're going to follow orthodox liberal opinion'" (Neese, 2014, par. 2). The MSNBC article paraphrases Robertson's view of liberal opinion as an opinion that promotes "rampant promiscuity" (par. 3) and Robertson is described by the article as a man whom "positioned himself as an authority on sexual health" (par. 4). As soon as Robertson's view of the claim or primary object of the article is given and developed to the audience, the article shifts to describe to readers Robertson's "solution" for the spread of STDs and AIDS; one that is "condoned by the Bible" (par. 4). Again, the MSNBC article by Neese gives reference to Robertson's quotes about

this “solution.” Afterwards, there is a shift of this building of the claim and Robertson is now refuted by another main character in the article, Anthony Hayes.

This refute is the second attribute in the article. As mentioned in this study’s results, Anthony Hayes was the managing director at GMHC. He is portrayed in the MSNBC article by Neese as disagreeing with Robertson when it comes to safety with sexual health. Neese transitions from Robertson’s discussion on biblical living to Anthony Hayes by stating, “Should one follow Robertson’s advice and replace condoms with the Biblical living? Not quite, said Anthony Hayes... ‘Whether you decide to bring the Bible into your sex life or not, the fact is that condoms will protect you against the majority of sexually transmitted diseases, including HIV, and also prevent unwanted pregnancies...’” (Neese, 2014, par. 6-7). The MSNBC article continues to direct the audience’s attention to Hayes and the facts and statistic he provides. The researcher found a shift in language based on Robertson’s quotes being regarded as opinions and Hayes information being referenced as facts. Further review of the language results for this study indicated that all of the negative language examples were in reference to Robertson and his viewpoint or found in Robertson’s own quotes that were selected by the article. A subtle line has been drawn for the audience about the primary object of the article. A line that perceives most of the positive or neutral language examples mentioned in the results of this study as referencing the so-called “liberal opinion” (par. 1).

religious liberty.

One of the more in depth articles, the MSNBC article focusing on religious liberty was titled “5 ways the religious right is wrong again” and written by Emma Margolin (2014a). The researcher of this study analyzed and interpreted the results found from the article to depict the article’s primary object. The object of the article and what Margolin seems to have wanted the

audience to think about is the topic of religious liberty; more specifically, the five arguments that the so-called “religious right” give and in turn the article provides readers with information refuting the “religious right” assertions.

One attribute in the article that characterizes the object identified begins in the title of the MSNBC article. The article portrays the assertions of the religious right not as just wrong but insinuates that the religious right group are repeatedly wrong. The second attribute that portrays characteristics onto the article’s object, religious liberty, is Margolin’s (2014a) opening discussion of federal contractors being “prohibited from firing, refusing to hire, or discriminating in any other way against LGBT employees” (par. 1) and depicting the assertion that “members of the religious right haven’t been too pleased” (par. 2) towards this prohibition. Throughout the many quotes and Margolin included in the MSNBC article, two quotes were selected by the article as pull quotes or in other words adding more emphasis.

As shown in the results, the first pull quote stated, “LGBT people experience treatment in the workplace that they might not even think of as discrimination” (Margolin, 2014a, par. 23). This pull quote emphasizes that LGBT people may not see the reality of how they are treated in the workplace as well as portrays this unknowing innocence. The second pull quote from the article references the legality of workplace treatment and states, “As a legal matter and as a general matter, it is not part of free exercise of religious liberty to fire someone because they’re gay” (par. 10). While there are quotes throughout the MSNBC article to allow evidence towards the religious right assertions, the pull quotes display an emphasis to the audience of why these assertions are wrong. The religious right describes their notions as “religious convictions” (par. 38) whereas the Margolin (2014a) describes this as “surprising in that it suggests barring LGBT discrimination” (par. 39). The wording of convictions is shifted to discrimination.

msnbc overall agenda.

Now that each article from MSNBC has been analyzed and further discussed, the researcher will look at and answer the research question of whether or not the overall agenda set by MSNBC is the same agenda set by the LGBT. As previously mentioned in this study's literature review, the LGBT agenda must meet three objectives:

1) Repeal or unconstitutionally any laws prohibiting homosexuality. 2) Seek and permitted same rights as heterosexuals. 3) Homosexuals seek to pass laws that actually create special privileges for homosexual behavior that are not available for people with more normal behavior (Magnuson, 1990).

By these three objectives, it does appear that the MSNBC articles' overlying agenda may be advocating the LGBT agenda. The use of language in reference to the LGBT or LGBT community is overall positive as previously mentioned. The MSNBC article discussing marriage equality depicts the ban in Utah on gay marriage as a "heavy blow" (Margolin, 2014d, par. 1) that is "disappointing" (par. 3) and discusses the wait on an appeal on a "ban that violated gay couples' constitutional rights" (par. 9). The article on religious liberty references Obama and the repeal of DADT in the military (Margolin, 2014a).

Second, the Coca-Cola Super Bowl ad article from MSNBC depicts the ad as one that "celebrated diversity" (Margolin, 2014b, par. 1) and that includes homosexuals in the group "Americans" that is described as "of different races, ethnicities, cultures, religions, lifestyles, and sexual orientation..." (par. 4). To be included in this group, sexual orientation seems to be depicted just as various as other variables that are portrayed as normal. The article continues by concluding with a quote that describes the Coca-Cola ad as a mere "reflection of the growing majority of Americans from all walks of life who proudly support their LGBT friends, family,

and neighbors as integral parts of ‘America the Beautiful’” (par. 7). Again, the MSNBC article discussing the ad leads audience to the conclusion that the “majority of Americans...proudly support” (par. 7) and acknowledge homosexuals as Americans; as part of the group.

Third, MSNBC discusses the objective of homosexuals wanting to achieve the same rights as heterosexuals. A big area that is seen in the articles is the workplace. In the article, “Obama signs historic order on LGBT equality” MSNBC writer, Margolin (2014c) discusses Obama signing ceremony of an executive order that prohibits discriminating in the workplace “on the basis of sexual orientation or gender identity in the state government” (par. 3). Obama is described in the article as declaring this executive order and allowing the government to “become just a little bit fairer” (par. 3). The signing of this executive order continued to have positive language throughout the article and included quotes that characterized the moment as a “time to celebrate...” (par. 10) and for the LGBT community “...a huge win” (par. 10). The overlaying agenda set by MSNBC is clear.

Taking what the researcher found in the results and the discussion of the individual articles’ setting of an agenda, the overall agenda of the MSNBC articles portrays an agenda that advocates to the audience the agenda set by the LGBT. References throughout the articles meet the three objectives referenced by Magnuson (1990). The objectives of homosexuals wanting to repeal any laws or bans that prohibit homosexuality in anyway, seeking the same rights as heterosexuals, and permitting special laws or circumstances that normalize homosexual behavior call be seen throughout MSNBC’s articles. After observing and discussing this finding, it is not important to also discuss the Fox News articles individually as well as the overall agenda set by Fox News.

Fox News

The following research question from this study was asked during the analysis of the articles: How do the Fox News articles appear to frame the LGBT movement in 2014? Interpretations of the results and articles analyzed by the researcher of this study are given and organized based on topic of the article in order to answer the research question. Results were analyzed and coded from five Fox News articles. Each article topic varied from marriage equality, the 2014 Coca-Cola Super Bowl ad, Obama signing an executive order, *Duck Dynasty* reality star Phil Robertson, and religious liberty. The five articles are briefly mentioned individually to discuss the interpretations of results by the researcher on the two levels of setting the agenda in each by the media. The overall agenda of Fox News is then discussed and seen if it is the same agenda set by the LGBT according to Magnuson.

marriage equality.

The Fox News article that discusses the topic of marriage equality was analyzed and coded by the researcher of this study to see what media set as the two levels for the specific agenda of the article. The primary object of the Fox News article, “Supreme Court puts gay marriage on hold in Utah” is the marriage equality ban in Utah. There is another object presented in the article that makes up the article’s conclusion; the church. Attributes that were found in the Fox News article by the researcher were “The Supreme Court...put gay marriage on hold in Utah...” (“Supreme Court & Utah,” 2014, par. 1).

super bowl ad.

The Fox News article, “Coca-Cola Faces Social Media Backlash Over Super Bowl ‘America The Beautiful’ Ad” presents the object of the article as the effect of Coca-Cola Super bowl ad had on viewers with the primary focus on the ad as a whole. The attributes of the object

depicted in the article are shown in two quotes. The first that states, “Coca Cola’s Super Bowl commercial was a refreshing sight, but also left a bitter taste in the mouth and tweets of many” (“Coca-Cola Ad,” 2014, par. 1). The second attribute is a statement that read, “The commercial was meant to be a tribute to the United States multicultural and multicultural makeup...but minutes after the commercial aired across the country, angry viewers took to social media...” (par. 4-5).

federal government interaction.

“Obama’s LGBT Executive Order endangers religious liberty” is a Fox News article written by Todd Starnes that depicts another view of Obama’s signing ceremony but with a different focus. The object in this article is the signing of the LGBT executive order. Attributes of this article are first depicted in the title of the article. The executive order is described as an order that “endangers religious liberty” (Starnes, 2014b). A main character in the Fox News article by Starnes is President Obama whom is described as having ignored “...the pleas of Christian and other faith leaders...” (par. 1).

phil robertson.

The article from Fox News selected by the researcher of this study is a print version on an interview that Fox News had with Phil Robertson. The title of the article and interview was “Phil Robertson: My generation ‘really screwed this thing up’” and was written by Nicki Gostin (2014). The object of the interview in the article is Phil Robertson. Robertson discusses his views towards politics, his *GQ* interview, and his personal lifestyle as a Christian. The overall language of the interview was distributed evenly by Robertson and the researcher found a slight lean towards more negative language examples as discussed in the results of this study. Some characteristics or attributes that conveyed how the article wanted the audience to think about

Robertson were mentioned by the interviewer. The interviewer described Robertson to the audience as an “outspoken...family patriarch...blunt, opinionated, and funny...not a fan of political correctness” (Gostin, 2014, par. 1).

religious liberty.

“Are You Prepared for the War on Religious Liberty?” is the article from Fox News by Todd Starnes that covered the topic of religious liberty in the news in 2014. Starnes immediately sets the tone for the audience by asking a rhetorical question as the actual title of the article. When analyzing and interpreting the results, the researcher found that the object of the article is to look at the topic of religious liberty; however, another focus or object of the Fox News article seems to be Starnes himself and his book, *God Less America*. Attributes that were found in the article were not just in the title, as previously mentioned, but also throughout the article. The article describes religious freedom as having been undermined. Starnes also mentions to the audience that his book “*God Less America* is generating headlines across the nation” (Starnes, 2014a, par. 2). Starnes continues to discuss the book for the majority of the opening sequence of the article and transitions to mentioning that the reason for creating his book was to prove that “religious liberty is under attack” (par. 13).

fox news overall agenda.

Each article from Fox News has been analyzed and further discussed. Now, the researcher will look at and answer the research question of whether or not the overall agenda set by Fox News is the same agenda set by the LGBT. As previously mentioned in this study’s literature review, the LGBT agenda must meet three objectives:

- 1) Repeal or unconstitutionally any laws prohibiting homosexuality.
- 2) Seek and permitted same rights as heterosexuals.
- 3) Homosexuals seek to pass laws that actually

create special privileges for homosexual behavior that are not available for people with more normal behavior (Magnuson, 1990).

Although the Fox News articles focus on the same current events throughout 2014, the overall agenda of Fox News does not seem to be the same as the LGBT's agenda. On the contrary, most of the framing of the articles portrays an agenda in defense of religious liberty (Starnes, 2014a; Starnes, 2014b), seeks validation from the government for their beliefs in the workplace ("Supreme Court & Utah," 2014), or does not focus primarily on the LGBT characters such as in the Coca-Cola ad (2014) and the interview with Phil Robertson (Giston, 2014).

Limitations and Future Research

Although this study gives more insight towards the agenda of Fox News and MSNBC in regards to the LGBT movement, there were some limitations. The first limitation was trying to find articles by both Fox News and MSNBC on a same current event related to the LGBT movement and its own agenda. While MSNBC seemed to flourish with numerous articles on topics such as equality, LGBT, gay rights, and marriage equality, Fox News did not seem to have nearly as much information nor articles on the subject. The reason behind this could be that Fox News is taking more of a subtle stance when it comes to its conservative views and the LGBT movement. An article posted by the Associate Editor of LGBT Weekly states that while Fox News used to serve as a "home base for the conservative offensive against marriage equality...Fox News simply doesn't cover marriage equality much anymore. Not in any real sense. There's very little news coverage and there seems to be even less commentary about the social issue" (*LGBT Weekly*, 2014, par. 4).

A second limitation is that Fox News website was not user-friendly when searching for articles. Archives could not be filtered by date and the search format on the website pulled more

articles up that had nothing to do with the terms that were being searched. When looking for Fox News articles that related to specific current events in 2014, the researcher found that the Google search engine was much more helpful in finding Fox News articles than Fox News own website.

A third limitation would be MSNBC and Fox News word choice in the articles that were analyzed. The articles used the term LGBT when referring mostly to gays and lesbians; however, bisexuals and transgender individuals make up the other portion of the LGBT community. Because of the word choice of the articles, this study chose to keep the theme of using the term LGBT in reference to the articles to keep the understanding of the movement and key terms cohesive.

Two other limitations could also suggest future research. First, Fox News is more commentary than actual written articles. Future research could be to analyze an actual video with transcript from Fox News about a current event as this may display and depict more of the news source agenda. The second limitation is that Fox News online articles were mostly by the Associated Press and just forwarded on Fox News website which made it difficult for this study to find news articles actually written by Fox News. Future research in this area could still analyze MSNBC and Fox News commentary from news shows that they host. Another aspect of future research could be to analyze articles from MSNBC and Fox News over a timeline of a few years and see if the agendas of each new sources changes or stays consistent concerning information on the LGBT.

Conclusion

The history of the LGBT movement is one that seems to be growing and advocating for change. With the LGBT's main objective of its movement to have total acceptance and not just simply tolerance from society, the LGBT movement has set an agenda (Magnuson, 1990). An

agenda that is both publicized and informed to the public by media applying the theory, agenda-setting. Applying this knowledge of the LGBT movement and the agenda-setting theory, an analysis of multiple articles on the same LGBT current events from 2014 selected from MSNBC and Fox News were analyzed by their content in this study.

The setting of an agenda and the framing of content's language were analyzed to depict whether or not the news sources relayed information to the public that portrayed the same agenda set by the LGBT or not. This study analyzed five different topics based on popularity of the amount of articles focused on topics throughout the year 2014. The five topics were marriage equality, Coca-Cola super bowl ad, federal government interaction, Phil Robertson, and religious liberty. 10 articles were analyzed with five articles each from MSNBC and Fox News. Articles were analyzed by this study to look at the individual setting of the agenda of each article as well as the overall agenda by each news source. MSNBC portrayed an agenda in its articles that aligns with the LGBT's own agenda. While Fox News would not be called objective journalism by this study, the findings of the articles not written by Todd Starnes portrayed a neutral agenda or one not clearly in line or against the LGBT movement.

What interests us? What catches our attention? These questions are just some that social movements ask in order to impress their desire for change among other individuals in their society. The hope of this study is to not only further provide research in the area of the LGBT movement and setting the agenda through media in the 21st century but to also better understand the movement from alternate perspectives – MSNBC and Fox News. Furthermore, this study hopes to enlighten readers of the bias found from both news sources articles and that media itself represents a bias and shapes an agenda with the information it frames for audiences.

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