

ABSTRACT

This study examines the role of journalists in the 1967 General Election in Jamaica. Its aims are (a) to reveal the policies of the mass media - newspaper, radio and television, which were implemented during the campaign, as well as to find out if there was any difference between the declared and actual policies concerning the contending political parties, and (b) to try and explain the behaviour of the journalists as evidenced by their treatment and coverage of the campaign.

The study draws its data mainly from material published by the media themselves, but because a great deal of what influences action is not published, some of the findings are derived from data gathered from interviews with the journalists conducted by the author.

The introductory Chapter deals with the justification for the study and its background, while the second Chapter briefly reviews the course of the campaign. Chapter 3 is devoted to a content analysis of newspaper communications while Chapter 4 performs the same task with respect to radio and television communications, the two electronic media being taken together because the rules which govern their operation are identical. Both Chapters 3 and 4 are obviously concerned with the actual behaviour and apparent policies of the media during the campaign.

Chapter 5 is a discussion of the formal/legal rules governing the media. Chapter 6 deals with their role structures and controlling mechanisms, while Chapter 7 examines the attitudes and motives of the journalists, and the final Chapter is an attempt both to draw the findings of the study together and to explore their implications for the political system as a whole.