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A STUDY OF JOURNALISTIC WRITING

AS DEVELOPED BY TIME MAGAZINE

A Thesis Submitted to the Graduate Division in Partial
Fulfillment of the Requirements for the
Degree of Master of Science

By

Oscar C. K. Chiang

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Pittsburg, Kansas

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TABLE OF CONTENTS

CHAPTER		PAGE
I.	INTRODUCTION	1
II.	HISTORICAL BACKGROUND	4
	A. Co-Founders	
	B. Principles	
	C. Development	
III.	' <u>TIME</u> -STYLE' AND ITS CHARACTERISTICS	26
	A. Vocabulary	
	B. Sentence Structure	
	C. Punctuation	
	D. Word Order	
	E. Sections	
IV.	<u>TIME</u> 'S INFLUENCE ON THE AMERICAN LANGUAGE.	86
	CONCLUSION	93
	BIBLIOGRAPHY	95
	APPENDICES	
	Appendix I: <u>Time</u> 's Prospectus	98
	Appendix II: Personal Correspondence	102

ABSTRACT

Magazine publishing began to flourish in the United States after World War I (1914-1918). Since its establishment in 1923, Time, the Weekly Newsmagazine, has been a rapidly growing magazine that has been a popular source of news and has developed a style that has influenced journalistic writing and, to some degree, the development of American English.

In a busy, prosperous and scientific era, Time was the first publication of its kind to provide news coverage of all important events in digested and organized form with good picture illustrations and editorial comments fused in the text. It became popular and financially prosperous because of its style, its policy, and its management.

A study of Time's writing has shown that current events can be recorded interestingly. The journalistic vocabulary can be increased with an introduction of new words through traditional word-forming processes and through the introduction of foreign words; sentence structure can be varied to ward off dullness; literary allusions and metaphoric phrases can be employed with skill and subtlety; even imaginary scenes can be occasionally added to the less serious stories to hold readers' interest and curiosity.

Time's stylistic mannerisms have long been a subject of discussion among students of journalism. This study, based chiefly on materials drawn from Time from January 2, through June 30, 1961, shows that these mannerisms were a part of the original plan for the magazine and are still part of the magazine's character with no visible tendency on the part of Time's editors to change their established practices. Therefore, the influence of this magazine on the American language, which has already been marked, will continue and will undoubtedly affect, through the various area editions of Time, the English language as it is used in different parts of the world.

CHAPTER I

INTRODUCTION

The first half of the 20th Century has witnessed many milestones in human history. Two great World Wars brought forth the decline and fall of Fascism, Nazism, colonialism and old-fashioned imperialism; at the same time there arose nationalism, communism and communist-type imperialism. Despite the unprecedented destruction brought to mankind by wars, the advancement of science and technology has made possible progression from the "steel age" to the "atomic age" and from the "atomic age" to the "space age" in only sixty years.

Popular education has become of great concern all over the world except in a few "underdeveloped countries." Modern means of communication has narrowed the gap between one country and another, and modern journalistic enterprises, with the assistance of scientific technology and improved means of transportation, have played a very important role in improving mutual understanding between nations as well as in informing people concerning things of interest to them.

The "cold war" which exists in our time is a formless, invisible, but world-wide struggle between two diametrically-opposed ideologies--democracy and communism. In this war, while actual weapons are being held as a last resort,

propaganda devices such as radio broadcasts, newspaper and magazine commentaries are often used as weapons by the opposing forces.

In the United States, the undisputed leader of today's democratic world, almost all modern journalistic enterprises have a fertile ground for rapid growth. With a highly-industrialized society as their common background, radio, television, newspapers, and magazines have become part of the necessities of American life. But as a means of bringing news of American democracy to all corners of the world, one of the most effective is Time, the weekly newsmagazine which is currently published in six different editions--all of which are printed in the English language.

As a typical 20th Century product, Time magazine symbolizes the growth of American journalism as well as the increasing influence of the United States over other countries around the world. Since a language can only be important as the people who speak it are important--politically, economically, or scientifically,¹ the English language as spoken by Americans has gradually replaced the English language as spoken by the British and French in most of the newly independent countries as a result of rising American influence. With a special style and wide circulation, Time magazine has enhanced this influence,

¹Albert C. Baugh, A History of English Language (1935), p. 5.

exemplified the cosmopolitan nature of Americanisms² with its fast-increasing vocabulary, and might eventually bring about permanent changes in the language.

As a journalistic enterprise, it would be expected that Time would follow the stylistic devices which are common among American newspapers or magazines. But, in reality, as Professor Joseph J. Firebaugh once pointed out, Time's editors "are using the language so freely and boldly as to suggest conscious experiment."³ In other words, Time has developed its own peculiar mannerisms and applied nearly all possible techniques available in the history of language to attain the goal of being "curt, clear and complete."

This study is aimed at tracing the original sources of Time's stylistic mannerisms, analyzing its linguistic characteristics and general structural patterns, and finally evaluating its possible impact on the future development of the "American language." The illustrative material is drawn chiefly from the issues of Time from January 2 to June 30, 1961.

²According to John Witherspoon who first coined this term in 1781, Americanism means "an use of phrases or terms, or a construction of sentences . . . different from the use of the same terms or phrases, or the construction of similar sentences in Great Britain," Ibid., p. 454.

³Noel F. Busch, Briton Hadden, a Biography of the Co-founder of Time Magazine, p. 107.

⁴"The Vocabulary of Time Magazine," American Speech (October, 1940), p. 232.

⁵Wolcott Gibbs, "Time . . . Fortune . . . Life . . . Luce, A Subtreasury of American Humor," edited by E. B. White and Katherine S. White (1941), p. 584.

CHAPTER II

HISTORICAL BACKGROUND

Co-founders

People make news; people also make history. In founding Time, Briton Hadden and Henry Robinson Luce have made journalistic history.

Hadden was born on February 18, 1898, in Brooklyn, New York; Luce was born less than two months later,¹ the same year, in a far-off place called Tengchowfu, Shantung Province, Northeast China. While the former was miraculously starting his formal "school and literary career as a journalistic prodigy"² in Brooklyn, the latter was still playing with his two sisters inside a missionary compound in China.³ But Fate brought them together in 1913 when they both entered Hotchkiss boarding school. They first became "friendly rivals" and later "co-partners" in their joint journalistic adventures.

As an "editorial prodigy"--a term attributed to Hadden by his cousin, Noel F. Busch--Briton Hadden showed some special inclination toward writing when he was but a few years old. He started a hand-written one-copy daily paper for some seventy

¹April 3, 1898.

²Noel F. Busch, Briton Hadden, a Biography of the Co-founder of Time (1949), p. 16.

³Wolcott Gibbs, "Time . . . Fortune . . . Life . . . Luce," A Subtreasury of American Humor, edited by E. B. White and Katherine S. White (1941), p. 584.

seventh-graders when he was a pupil in Brooklyn Polytechnic Preparatory School.⁴ His keen sense of satire and boldness in using unconventional words may be illustrated by one item from a "typical front page" of his small paper:

THEO. CLARKE GETS A NEW THUIT . . .
(Headline)

At half past theven thith morning
Theo. Oswald Clarke thallied forth
to thcool--arrayed in a thsplendid
new thuit. Unhappily to Theo.,
however, he forgot to remove a Moe
Levy price mark which bore the
inscription \$~~7~~.00
\$4.98

Take it off Theo. We know you!⁵

His strong will to excel was first shown in his effort to become a major-league baseball player. When that failed, he turned his attention again to writing. He was "of slightly more than medium height and strongly built;" his gait "was rapid, purposeful and confident;" and his character "included a peculiar, almost paradoxical capacity for reverence."⁶

⁴He called the paper The Daily Glonk, a term borrowed from a comicstrip creature, and filled the page with a comic strip of his own and with satirical descriptions of his little classmates. Ibid., p. 16.

⁵Ibid., p. 17.

⁶Busch observed: "He believed in God and expressed the belief by both profanity and prayer . . ., prayed at night, kneeling beside his bed, like a small boy . . ., cursed with eloquence and frequency." Ibid., p. 105.

But most important, probably, to the later development of a Time-style, was Hadden's manner and temperament as recorded when he was the magazine's first editor:

When reading a story, Hadden would maintain editorial silence until he got through the first sentence or two; then if he liked it, he would begin a kind of half-gleeful, half-invective laughter, as though he were gloating almost sadistically about the effect of each sentence upon the reader. If he came on a word that pleased him, he would repeat it aloud partly to himself, partly to an invisible audience of imaginary Time subscribers. In the case of a story that displeased him, the silence would remain unbroken until he reached the end

Another aspect of Hadden's character which is reflected in the Time-style was his dislike for "abstractions of any sort."⁸ He had a great liking for reading newspapers and was, several days after reading a newspaper, able to refer an editor of his staff to an item "telling him with infallible accuracy not only in what edition but in what part of what column on what page to look for it."⁹

Hadden's contribution to the magazine he helped found was summarized and evaluated by his cousin as follows:

Time was, first of all, an invention pure and simple; and Hadden had a large part in designing it. Secondly, Time was a daring and well-organized business venture; and Hadden played an important part in that Finally, and perhaps most important of all, Hadden was a great editor¹⁰

⁷Ibid., p. 232.

⁸Ibid., p. 156.

⁹Ibid., p. 157.

¹⁰Ibid., p. 107.

Although Hadden may have been satisfied with the fortune he made before his death,¹¹ he certainly would have been more pleased if he had lived to see the present prosperity of Time, Inc., which has brought a far greater fame and fortune to his co-partner, Henry R. Luce.

Being the eldest son of Dr. Henry Winters Luce, a long-time missionary in China and the founder of two Christian universities--Shantung Christian University and Yenching University in Peiping--young Luce conducted a solitary grand tour of Europe at only fifteen years of age. He managed to visit Genoa, Rome, Florence, Bologna, Milan, Verona and Venice in twenty-one days with a meager budget of \$63.¹² Then, he entered the class with Hadden at Hotchkiss, where he excelled in his studies and became not only a star contributor to the Record, of which Hadden was the editor, but the editor of another publication, the Hotchkiss Literary Monthly.

In 1916, both Luce and Hadden entered Yale. After an interval in the army training camp at New Haven and at Camp Jackson, South Carolina, they returned to Yale, where both served as editors of the Yale News. A year after graduating from Yale, Luce returned to the United States from Oxford,

¹¹According to James P. Wood, Hadden's chief ambition was to make a million dollars by the time he was 30. When he died on February 27, 1929, at the age of 31, his Time stock was worth over \$1,100,000. Magazines in the United States (1959), p. 205.

¹²Busch, Ibid., p. 26. The three-page article on Time's 15th anniversary published in Time (February 28, 1938), pp. 37-38, written by "one of their old members" in an "un-Time-like" style.

England, to work on the Chicago News as a legman and researcher for Ben Hecht. Soon he and Hadden were called together again by their Yale classmate, Walter Millis, to work for the Baltimore News. It was from there that the idea of starting a paper, not a magazine, was developed by Luce and Hadden.

Several years later, Wolcott Gibbs, onetime editor of New Yorker, said of Luce: "Serious, ambitious Yale standards are still reflected in much of his conduct: in indiscriminate admiration for bustling success, in strong regard for conventional morality, in honest passion for accuracy . . ."¹³ But, in the eyes of a Time writer, Luce's temperament was shown in his anxiety "to extract every ounce of juice from every story."¹⁴

Luce's personality, said Dwight MacDonald, onetime Fortune writer, in an article entitled "Time and Henry Luce," which appeared in The Nation (May 1, 1937):

. . . is hard to define, not because it is subtle or complex--it is neither--but because it is an uneasy amalgam of two simple, but contradictory forces. He is the impassionate idealist, impatient of fact and ever conscious of a "mission" to improve his fellowmen ("something should be done"). And he is the practical businessman, suspicious of all idealism, pragmatic lover of brass tacks, hater of "theories." A strong urge to power cements the halves of this split personality.

¹³Ibid., p. 592.

¹⁴The three-page article on Time's 15th anniversary published under "Press" was written by "one of their oldest members" in an "un-Time-like" style. Time (February 28, 1938), pp. 37-38.

Generally speaking, Luce's character as a businessman is expressed in a speech he delivered on June 28, 1957, before 1,800 businessmen from thirty-eight countries at the International Congress of Scientific Management meeting in Paris. His ideal businessman embodies two virtues: 1) personal honesty and the courage of his convictions; and 2) a vision (or foresight), "especially the vision of an Economy of Abundance."¹⁵ Judged by the success of Time, Inc. of which he was the co-founder and now the sole boss, Luce might well be the typical example of his own theory.

In addition to being listed as the "Editor-in-Chief" on Time's masthead, Luce also holds the same title currently on five other widely-circulated magazines, namely, Architectural Forum, Fortune, House & Home, Life, and Sports Illustrated.¹⁶

¹⁵Luce, "The Character of the Businessman," Fortune (August, 1957), p. 108.

¹⁶Architectural Forum was founded in 1892 as Bricklayer and renamed by Time, Inc., in 1917 when it took over.

Fortune grew out from Time's business pages in 1929 when Luce set up a special department to work out some plans for starting this magazine. It appeared as a trial dummy, "Business," in 1929 and got its present name in Feb., 1930.

House & Home was founded by Time, Inc., in 1951 and was designed to be a companion magazine with Architectural Forum and addressed to building professionals concerned with light construction.

Life was formerly a satirical weekly, founded on January 4, 1883, by three Harvard men--John Armes Mitchell, Edward Sanford Martin, and Andrew Miller. Luce bought it for \$85,000 in 1933 and turned it into a news-picture magazine.

Sports Illustrated made its first appearance on August 12, 1954, dedicated "to cover all sports." Wood, Ibid., and Theodore Peterson, Magazines in the Twentieth Century (1956), pp. 226-234.

Through this chain of magazines, Luce's present influence on public opinion, especially in the United States, has been estimated by a college professor as follows:

. . . What I say is the product of my study and thinking, but Luce can order hundreds of persons to write what he wants them to write, and he can use only that part of their writing which he likes. I cast my little vote. He helps make presidents Hundreds of college teachers . . . are better educated, more intelligent, and more honest than Luce; yet Luce probably has more influence on public opinion in the United States than all the college teachers combined.¹⁷

The co-founders of Time magazine have become distinguished figures in the world of journalism. Though they differed in character and temperament,¹⁸ their joint adventure and success will bind their names together forever. The long acquaintance made them understand each other; their differences made one the complement of the other. Hadden did his part as the first editor; Luce does his by carrying on their original policy and, "to serve the modern necessity of keeping people informed," Luce has also greatly expanded their joint enterprise and succeeded in realizing their youthful dream to make a publication "adapted . . . to the time," as their Prospectus stated.

¹⁷H. J. Sacks, professor of English at Louisiana Polytechnic Institute at the time when his article "Henry Luce and I" appeared in The Nation, July 4, 1953.

¹⁸In the anniversary article, a Time writer says: "temperamentally, Henry Luce was Time's lightning; Brit Hadden its thunder." Time (February 28, 1938), p. 38.

Principles

Magazines belong to the large journalism family. Journalism, we are told, "is the systematic and reliable dissemination of public information, public opinion and public entertainment by modern mass media of communication."¹⁹ Time magazine was not only founded in accordance with this definition, but also shared, and still shares, the three purposes of journalism: 1) to inform, 2) to guide, and 3) to entertain.²⁰

On the other hand, Time has its own special brand of journalism based on the Prospectus published before the first issue of Time was printed. The Prospectus says that "people in America are, for the most part, poorly informed"; Time, consequently, has put much emphasis on "keeping people informed." The Prospectus also describes (a) the format--how the magazine should look and how often it should be published; (b) the process--where the materials should come from and how they should be handled; (c) the character--the differences between Time and other magazines; and (d) the principles--what the founders and editors believed.

What concerns us here is the last item--their

¹⁹Roland E. Wolessley and Laurence R. Campbell, Exploring Journalism (New York: Prentice-Hall, Inc., 1949), p. 4.

²⁰Ibid.

principles or "editorial bias," as they chose to call it.

Part of the Prospectus reads as follows:

There will be no editorial page in Time. No article will be written to prove any special case. But the editors recognize that complete neutrality on public questions and important news is probably as undesirable as it is impossible, and are therefore ready to acknowledge certain prejudices which may in varying measure predetermine their opinions on the news. A catalogue of these prejudices would include such phrases as:

1. A belief that the world is round and an admiration of the statesman's "view of the world."
2. A general distrust of the present tendency toward increasing interference by government.
3. A prejudice against the rising cost of government.
4. Faith in the things which money cannot buy.
5. An interest in the new, particularly in ideas. But this magazine is not founded to promulgate prejudices, liberal or conservative. "To keep men well-informed"--that, first and last, is the only axe this magazine has to grind²¹

Obviously, these "prejudices" are a mere reflection of their age. Time has changed; most of the beliefs which were new in the 1920's are now taken for granted. Even "the only axe this magazine has to grind" has become so popular that many other publications could claim the same function as well. What was brilliant about it was less the idea than its execution.

Time followed the policy and guiding principles listed

²¹Bush, op. cit., pp. 63-64.

in the Prospectus. First of all, the founders had three major views on the "news:" 1) The news could be completely organized and each item could be so arranged as to constitute "a complete organization of all news;"²² 2) the meaning of news could be interpreted and pointed out without partiality by presenting both sides of the picture; and 3) news-makers are individual persons rather than governments or mysterious forces, so the personalities and private opinions of public men are newsworthy. It is in this last belief (people make news) that a Time writer reported twenty-five years later: "Time's determination to tell the news ... through people is as strong as ever."²³

There was an implicit, but not directly stated, idea in the Prospectus concerning the "busy man" who, according to Time's own story, "was to be regarded as an expert on nothing." From this idea comes the result:

The National Affairs department was not written for politicians, nor Foreign News for cosmopolitans, nor Books for bookworms, nor Sport for sport fans . . .²⁴

The whole magazine was supposed to be comprehensible to one "busy man" and it has been proved by its successful existence that this idea was right and has served its purpose, though it was a quite different notion from that

²²Peterson, op. cit., p. 298.

²³"The Story of an Experiment," Time (March 8, 1948).

²⁴Ibid., p. 57.

of the daily newspaper department, each appealing to its own special group.

Time's founders were fully aware of a new responsibility of the 20th Century journalism. One of its staff writers explained later:

Knowledge in the 20th Century...is very unevenly distributed. Specialists are not confined to the faculty of a university; they are found among members of the same household. Various publications address themselves to specialists: one speaks to the physicist, another to his wife, ... another to their son who is absorbed in music, another to their neighbor whose consuming interest is politics . . .²⁵

So, in their opinion, the great responsibility of today's journalism should be to provide a "common meeting ground" and be able "to talk to the physicist, his wife, his musician son and his political neighbor all at once."

In other words, the purpose of Time was "to tell, across the 20th Century community's backyards of specialization, complexity, and confusion, what the news is" and to tell it in such a way "that its hearers will take it in and be able to use it."²⁶ It is worthy of note here that Time's prime purpose has been extended from informing people to providing them with useful knowledge. It does not confine itself to presenting news (though there is no editorial page),

²⁵Ibid.

²⁶Ibid., p. 58.

but tries "to help him, the reader, think about and care about the world," for "the decisions of the 20th Century rest with the people" and "to act, they have to know and to care."²⁷

Time has another principle: "fairness"--not "impartiality" as its staff insists.²⁸ Its execution is evident in its treatment of its letter column, including titles.²⁹ As for controversial subjects, Time's founders did not pretend to maintain a policy of neutrality as stated in the Prospectus. Its special and indirect method of editorializing, said a critic, is "all the more effective because the reader, as well as the author, doesn't realize what is actually going on."³⁰ Here is a typical example:

.... The official U.S. policy has always been to maintain Western rights in Berlin

²⁷Ibid.

²⁸The difference between partiality and fairness, as a Time's writer pointed out, is this: "The responsible Journalist is 'partial' to that interpretation of the facts which seems to him to fit things as they are. He is fair in not twisting the facts to support his view, in not suppressing the facts that support a different view." Ibid., p. 66.

²⁹When Time first referred to Negroes as 'Mr.' in 1925, a Southern reader, Barlow Henderson, wrote a letter opposing it. But Hadden, then editor, remarked thus: "It is not Time's desire to lose the good will of its Southern friends. Time will, however, continue to employ the 'Mr.' in referring to one who lacks other titles. Would Mr. Henderson himself care to be styled plain 'Henderson'?" Bush, op. cit., p. 193.

³⁰Dwight MacDonald, "Time and Henry Luce," The Nation (May 1, 1937), p. 502.

at whatever cost. But Montana's Democratic Senator Mike Mansfield last week proposed a dangerously nonsensical notion for lumping prosperous West Berlin and blighted East Berlin together as a "free city." Mansfield stressed the fact that he was speaking as an individual Senator, but he is the Senate's Democratic leader and a senior member of the Senate Foreign Relations Committee.³¹

As its present content shows, Time seems to be directed to a hypothetical man who is assumed to have no other source of information on current events. It provides him with all the important news of the week, background enough to make the news intelligible, and indirect comment which helps to influence his opinion.

Development

During the 1920's, American society was full of new vitality as demonstrated by increased interest in sports, literature and social movements.³² Along with its new interest in various activities come new magazines: the Reader's Digest (1922), Time (1923) and the New Yorker (1925). "Time's invention, its growth and, especially,

³¹Time (June 23, 1961), p. 9.

³²In the field of sports, American baseball games drew over 40,000,000 admissions a year and George Herman (Babe) Ruth was the national hero when he hit 60 home runs in 1927. In literature, there were Sinclair Lewis (Main Street, 1920), F. Scott Fitzgerald (This Side of Paradise, 1920), Theodore Dreiser (An American Tragedy, 1925), Ernest Hemingway (The Sun Also Rises, 1926; A Farewell to Arms, 1929), Henry L. Mencken (Prejudices, 1919-1927), and many others. Social problems included the Ku Klux Klan and the Great Depression (1929). Harvey Wish, Society and Thought in Modern America (Longmans, Green, & Co., 1952), pp. 411-529.

its style," said Busch, "were all expressions of the period." It did "more than portray and reflect the era," he added, "it exemplified it."³³

Professor Theodore Peterson attributed the prosperity of the magazine business during the period to such factors as an expanding market for both magazines and their advertisers, the rise in population, an increase in leisure time, and the expansion of popular education.³⁴ It is equally true that science, technology and industrialization played their part in ushering in a new era of American journalism.

Under these circumstances, Time was born of deliberate plans by "the two young, fire-hardened, and battle-seasoned veterans with varied careers in journalism behind them."³⁵ If their personal experiences in journalism were not sufficient for them to start such an enterprise, their joint wisdom and knowledge of the age were by no means doubtful or shallow. As Hadden's biographer further tells us, the Prospectus was not merely a composition which gave the first formal expression to the idea for Time, it "derived from the characters of its founders, the environment in which they had lived and been educated and the period in which it germinated."³⁶ Even the

³³Busch, Ibid., p. 99.

³⁴Ibid., pp. viii-ix.

³⁵Ibid.

³⁶Ibid., p. 64.

name of the magazine was deliberately chosen and has some symbolic meaning in it.³⁷

Before Time's publication, Luce and Hadden took their Prospectus first to Dr. Henry Seidel Canby, then editor of the New York Post's "literary Review" and former professor at Yale, from whom they got a "go-ahead" signal, and then to Sam Everitt, a publisher and a friend of Luce's father, through whose introduction they received advice concerning mail orders from William Herbert Eaton, then a top circulation expert of the Doubleday, Page and Co. They also sought out such advisers and supporters as Wesley Hanes, a banker of C. D. Barney and Co., who drew up a capitalization plan for them; Wright Murrow, then a partner in J. P. Morgan & Co. and a pillar of Wall Street propriety, who signed up for a provisional subscription, along with \$5,000 worth of stock; and the Harkness family (including Yale-classmate William Hale Harkness, his mother, and his sister, Mrs. Louise Ingalls), who provided \$30,000. Thus, with \$25,000 guaranteed from Hadden's grandfather,

³⁷According to James A. Linen, Time's former publisher, the word "time" was selected from "out of the thousands of titles" for the following six reasons: (1) It is brief, simple, easy to read and see. (2) It differs from the title of any publication and is not used by any article on the market. (3) It has imaginative appeal. (4) It is a well-known word, but little used in capital letters. It is constantly on everybody's tongue. It will not take a million dollars to acquaint the public with its meaning . . . (5) It is adapted to many varied and catchy slogans. For example, "Take Time--it's brief," "Time will tell," "Time is valuable." (6) It is dignified enough for people who demand dignity and catchy enough for the general public. Time (January 2, 1950), p. 9.

the total amounted to \$86,000 when the partners decided to end the "money-raising period" and to start putting out the magazines.³⁸

When Time's first issue appeared on March 23, 1923, there were only six full-time members and ten part-time "specialists" on its editorial staff.³⁹ Today, it has 68 editors and 66 "editorial researchers," plus a large number of correspondents, publishing, circulation and advertising personnel. This vast increase of personnel symbolizes its development from what its staff called "a big little magazine" to "a little big magazine."⁴⁰

One of the Business Week writers figured the success of Time, Inc., in 1948 this way: "Its earliest space rate for ads made the line on which Henry R. Luce's name appeared as editor worth 38¢. Today [1948] that line printed in all of the company's four magazines, is worth \$52.08. That is a 13,700% increase in value of 'Editor-in-Chief...Henry R. Luce'." Yet, according to the same writer, it was only "one of the least astronomical of Time, Inc., statistics."⁴¹ Other figures show its gross advertising revenues jumped from \$14,635 in 1923 to \$168,716,359 in 1955, or from less than 1% of the total

³⁸Busch, op. cit., pp. 68-80.

³⁹Editors--Briton Hadden and Henry R. Luce; Associates--Manfred Gottfried, Thomas J. C. Martyn, Alan Rinehart, John A. Thomas; Weekly Contributors (or "Specialists")--Stephen N. Benet, Prosper Buranelli, John Farrar, William T. Ingalls, Archibald MacLeish, John S. Martin, E. E. Paramore, Wells C. Root, Theodore L. Safford, Pierson Underwood. Time (March 3, 1923), p. 23.

⁴⁰Peterson, op. cit., pp. 232-233.

⁴¹Business Week (March 6, 1948), p. 92.

CO-FOUNDERS:

Hadden, Luce & Printer (1925)

Eisenstaedt—Pix
Manfred GottfriedEisenstaedt—Pix
Roy E. LarsenSTAFF:THE EDITORS OF TIME

Ralph Crane—Black Star

Front Row: Content Peckham, Dana Tasker, T. S. Matthews, Henry R. Luce, Roy Alexander, Max Ways, Francis Brown.
 Back Row: Hillis Mills, Duncan Norton-Taylor, Thomas Griffith, Joseph Purtell, Whittaker Chambers, Otto Fuerbringer.

HEADQUARTERS:

Roy Stevens

Time & Life Building (1948)

TIME'S MEN AT WORK

Monday Night: Layout Room

Lisa Larsen—F. P. G.

American national advertising revenue to 26% in thirty-two years.⁴²

Since World War II, Time Inc. has more than doubled its staff as well as its circulation.⁴³ It is currently published in five international editions besides the domestic edition, namely, Time Atlantic, Time Asia, Time Canada, Time Latin America, and Time South Pacific.⁴⁴ This phenomenal success and prosperity of Time, Inc., can be attributed to at least three chief factors:

First, the character of Henry R. Luce and his method of selecting and training of employees put the organization in able hands. As Wright MacDonald, former writer for Fortune and now author of many books, once said of him, "After years of selective breeding, Luce has developed a set of human instruments delicately adapted to their great task, the transmission of the dynamic radiations of the Lucian personality out of the ether on the printed page." "These instruments," he added, referring to Luce's employees, "are devoted, flexible, intelligent . . . , are well oiled with salaries ranging from \$15,000 to \$35,000 [1937 standard] , plus blocks of bonus stock" ⁴⁵

⁴²Peterson, Ibid., p. 80.

⁴³As of February 10, 1961, Time's circulation had reached an all-time high record of 3,250,000, according to the report of its publisher, Bernhard M. Aurer.

⁴⁴Time Atlantic and Time Latin America were all called Time Air Express during World War II. Since 1943, Time Canadian (now Canada), Time Atlantic, Time Latin America have been respectively printed in Ottawa, Paris, and Atlanta. Time Asia (Tokyo) and Time South Pacific (Melbourne) were just split from the former Time Pacific on January 2, 1961.

⁴⁵Wright MacDonald, "Time, Fortune, Life," The Nation (May 22, 1937), p. 584.

Second, the content of the magazine has constantly been undergoing changes and improvements. In order to be accurate and lively, for example, Time has developed a checking and research system which helps to verify the facts⁴⁶ as well as to add interest to the stories by including a great many related details. Other major changes: 1) The department of "Finance" became "Business & Finance" in its seventh issue; 2) "Crime" became a subdivision of "National Affairs" (since 1961, "The Nation") in 1925; 3) "Imaginary Interviews" were eliminated in 1924 because "many people objected to having words put into their mouths"⁴⁷ but was replaced in 1926 by "People"; 4) "Point with Pride" and "View with Alarm" were both abandoned in 1926 because they were "the nearest Time ever came to having an editorial page" which is "inconsistent with a disinterested editorial policy;" 5) a special department "Battlefront" was added during the whole course of World War II; and 6) "Modern Living" has been added in 1961. (For less important changes, see Table I).

Third, good management has been shown in Time's techniques of enlarging circulation. In addition to using a mail-order system, Time made a unique offer to its readers

⁴⁶Even with this system, on January 13, 1961, Time's editor had to answer a letter like this: "Time erred, regretfully withdraws the Nobel Prize it inadvertently awarded Chemist R. B. Woodward." p. 4.

⁴⁷Time Supplement, February 28, 1938, p. 37.

in 1929-1930 of a "perpetual subscription."⁴⁸ Since then many other subscription methods have also been used quite often, especially the five-year and one-year cut-rate subscription.

⁴⁸There are 189 readers who paid \$60 in 1929-1930 to subscribe to Time on a "perpetual basis." It is explained by Time's former publisher as "transferable, inheritable, non-cancelable, and it was good until the end of Time, the weekly newsmagazine," Time (Jan. 23, 1950), p. 9.

TABLE I--TIME'S MILESTONES

February, 1922	First office set up at 141 East 17th Street, N.Y.C.
March 3, 1923	First issue was published.
November, 1924	Letters column first appeared.
September, 1925	<u>Time</u> moved to Cleveland.
January, 1927	First red-bordered cover and first color advertisements.
August, 1927	Editorial office returned to N.Y.C.
November, 1928	First color cover: Emperor Hirohito.
Feb. 27, 1929	Briton Hadden, 31, died.
November, 1929	<u>Time's</u> first news bureau opened (Chicago).
March, 1935	First Current Affairs test was held.
November, 1936	<u>Time</u> became member of Associated Press.
May, 1938	<u>Time</u> moved to Time & Life Building, Rockefeller Center, N.Y.C.
May, 1941	First Latin American edition was published.
November, 1942	First "pony edition" for overseas distribution was published.
February, 1943	First Canadian edition was published.
April, 1945	European edition started printing operation in Paris.
January, 1961	<u>Time Pacific</u> was split into <u>Time Asia</u> and <u>Time South Pacific</u> . First date change (from Monday to Friday) since 1923.
May, 1961	"Modern Living" developed from "Business." <u>Time</u> developed and started operation of a new electronic-tape subscription processing system.

CHAPTER III

'TIME-STYLE' AND ITS CHARACTERISTICS

"There is really no such a thing as Time style," wrote P. I. Prentice, Time's former publisher (1941-45). But, he added, ". . . what people call Time style is simply compact, functional newswriting. With much to tell in a few minutes of a reader's time, the language of Time has to be direct and vivid."¹ Today the style of Time continues to be direct and vivid. Instead of saying "Oliver Jensen, a staff member of American Heritage," Time's writers simply call him "American Heritageman."² To avoid using a longer sentence such as "He called a Cabinet minister's office over a telephone within his Telex Communication System," Time simply uses "Telex" as a verb and so the sentence becomes: "He Telexed a Cabinet minister's office."³ Instances like these are numerous; however, this is merely part of its style.

Some critics have noted that Time's style is a part of mannerism which "combines oddly, even in a single sentence, the arch, the flip, and the hieratic."⁴ Of all

¹Time (July 16, 1945), p. 9. (Hereafter the source, Time, will be omitted.)

²January 13, 1961, p. 81.

³June 30, 1961, p. 26/3 (column number)

⁴Eric Partridge and John W. Clark, British and American English Since 1900 (London, 1951), pp. 265-266.

Time's mannerisms, they said, the habitual asyndeton (i.e., omission of conjunctions) is the most unbearable and "uniquely irritating."⁵ We may have ample reason to doubt that any of Time's writers would normally write as they do for the magazine. But, we can safely assume that its mannerisms have distinguished Time from other similar publications. Their origin and nature are explained in a parody in the New Yorker:

. . . to suggest itself as a rational method of communication, of infuriating readers into buying the magazine, was strange inverted Time-style. It was months before Hadden's impish contempt for his readers, his impatience with the English language, crystallized into gibberish. By the end of the same year, Time editors were calling people able, potent, nimble . . . Backward ran sentences until reeled the mind.⁶

This letter from a reader was published on Time's 15th birthday:

Sirs:

. . . Onions for the composition of Time as it marches on . . . I find it difficult to get the kernel of each story without carefully reading every word from start to finish . . .

Hale Sparks

Following this letter was an editor's note: "Time's motto, after 15 years, is still curt, clear, complete." Clearly, after 38 years, Time's style seems to be so well established that the three-word motto has long

⁵Ibid. "Have we, for God's sake, not enough time to write 'and'?"

⁶Gibbs, op. cit., pp. 586-587.

disappeared from its masthead.

Like most other journalists, Time's writers have to write under deadline pressure, but unlike many journalists, they have the advantage of having more opportunity to concentrate on style and the creation of new words.⁷

Whenever they need more information, they simply put in the word "KOMING" or the two capital letters "TK" (meaning "to kum"), which will be taken care of by researchers and editors.⁸ Because of this practice Time's stories are often loaded with footnote remarks within sentences or even within proper names.⁹ This naturally results in the sacrifice of simplicity. But, on the other hand, the sentences are simple and forceful. To tell the plot of a movie, Time once reported:

⁷This point will be discussed in detail later under vocabulary.

⁸This practice is very costly sometimes and once Time claims to have paid \$300 for clearing up a single "TK." (November 5, 1945), p. 17.

⁹Examples can be picked up almost at random: "Last month France refused (along with Russia) to pay its 1960 share (\$3,000,000) of the U.N. Congo operation." (April 21, 1961), p. 25/1. "Count Jaime ("Call me Jimmy") de Mora y Aragon." (January 2, 1961), p. 21/2.

Hollywood has-been (Bailey) can't find money or nerve to make a picture. Loyal stooge (Cantinflas) wins money at Las Vegas. Heroine (Jones) supplies nerve. Picture is hit. Boy gets girl. Cantinflas gets horse -- a pretty white stallion, which turns in the second-best performance in the picture. Cantinflas turns in the best. He sings, dances, waltzes a bull, tools a jag, rolls them bones, engages in cagy combat with self-opening door, and carries off scene after lifeless scene with a difficult charm that almost completely conceals his formidable comic art.¹⁰

Obvious characteristics shown in this passage include: 1) colloquial or slang terms (has-been); 2) omission of article ("to make picture," "Picture is hit"); 3) explanatory compound (second-best, self-opening); 4) coinages (cagy combat); 5) comment (his formidable comic art); and 6) unconventional sentence structure. These characteristics and others will be discussed in detail.

Vocabulary

Being a living language, American English was destined to change. The most distinctive changes have been in vocabulary. Numerous new words and expressions have been added yearly to the language either from foreign sources or through conventional methods of word-formations.

¹⁰January 2, 1961, pp. 49-50.

The number of new words appearing in various publications each year has been estimated at 5,000 or more,¹¹ but nobody can say for certain how many of them have found their way into the "standard American English." Therefore, Henry L. Mencken said regretfully:

We Americans live in an age and society given over to enormous and perhaps even excessive word-making--the most riotous seen in the world since the breakup of Latin. It is an extremely wasteful process, for with so many newcomers to choose from it is inevitable that large numbers of pungent and useful words and phrases must be discarded and in the end forgotten by all save linguistic paleontologists.¹²

Like all other living things, the living language must also undergo a process called "the survival of the fittest." However, new ideas, new products, and new experiences are continuing to demand new words.

In general, there are only two classes of professional word-makers: 1) the so-called "sub-saline literati"¹³ and 2) the people who invent names for new products. Time writers belong to the first class and also serve as a medium for the second because the magazine itself is aimed at reporting that which is new.

¹¹Armstrong, Spencer, "Let's Look It up In the Dictionary," Saturday Evening Post (March 6, 1926), p. 16.

¹²The American Language, Supplement I (New York, 1945), pp. 324-325.

¹³Ibid., p. 330. According to Mencken, this class is composed of "gossip-column journalists, writers of movie and radio scripts, song writers, comic-strip artists, and theatrical, movie and radio press agents."

Among Time's word-making practices, the most conspicuous practice is the using of compound adjectives¹⁴ (about 50% of its total unconventional words). It is easy to divide them into the following categories:

a) Compound adjectives related to clothing:

kimono-clad (wife),¹⁵ sports-shirted (bullboys),¹⁶
shirt-sleeved (boss),¹⁷ Empire-waisted (gown),¹⁸
high-booted (cattle ranchers).¹⁹

b) Compound adjectives related to human body:

well-heeled (Congressman),²⁰ cold-eyed (captain),²¹
iron-eyed (Charles de Gaulle's son)²² haunted-eyed (Tom
 Dooley, the late jungle doctor),²³ dreamy-eyed (Zamira,
 daughter of British violin prodigy Yehudi Menuhin and
 wife of a Chinese pianist, Fu Tsung),²⁴ velvet-eyed (Jimmy),²⁵

¹⁴Also called Homeric adjectives.

¹⁵June 30, 1961, p. 11/1.

¹⁶Jan. 20, 1961, p. 36/3.

¹⁷Jan. 20, 1961, p. 29/1.

¹⁸Jan. 13, 1961, p. 54/3; Jan. 20, 1961, p. 18/1.

¹⁹Jan. 6, 1961, p. 34/2.

²⁰Jan. 6, 1961, p. 14/1.

²¹Jan. 27, 1961, p. 38/3.

²²Jan. 6, 1961, p. 36/2.

²³Ibid.

²⁴Jan. 2, 1961, p. 27/2.

²⁵Jan. 2, 1961, p. 21/3.

bush-bearded (President Archbishop Makarios of Cyprus Republic),²⁶ black-bearded (a Manhattan Turk),²⁷ sharp-eared (listeners),²⁸ rabbit-eared (hood),²⁹ bull-necked (man),³⁰ stubble-chinned (man),³¹ heron-legged (Bill McGill),³² sharp-tongued (William V. Shannon of New York Post),³³ hot-fingered (Vibraharpist Lionel Hampton),³⁴ grim-faced (leaders),³⁵ raven-haired (Dorian Leigh),³⁶ bush-haired (David Ben-Gurion of Israel).³⁷

c) Compound adjectives formed from a noun and a past participle: banana-flavored (food),³⁸ birch-paneled (office),³⁹

²⁶Jan. 27, 1961, p. 30/1.

²⁷Jan. 13, 1961, p. 57/1.

²⁸Jan. 20, 1961, p. 54/3.

²⁹Jan 6, 1961, p. 15/3.

³⁰Feb. 10, 1961, p. 57/2; March 10, 1961, p. 32/2.

³¹June 30, 1961, p. 25/1.

³²Feb. 3, 1961, p. 39/1.

³³Jan. 27, 1961, p. 44/3.

³⁴Jan. 27, 1961, p. 30/3.

³⁵Jan. 13, 1961, p. 22/2.

³⁶Jan. 27, 1961, p. 19/2.

³⁷Jan. 6, 1961, p. 29/1.

³⁸Jan. 20, 1961, p. 70/1.

³⁹Jan. 13, 1961, p. 48/2.

blooper-blemished (barnstorm),⁴⁰ book-basked (students),⁴¹
bullet-pocked (Arabian palace),⁴² bullet-riddled (corpse),⁴³
Cancer-ridden (person),⁴⁴ Communist-supplied (arms),⁴⁵
custom-made (faiths),⁴⁶ floodlit (conference),⁴⁷ fly-specked
 (capital),⁴⁸ glass-walled (annex),⁴⁹ graft-feathered
 (political machine),⁵⁰ heat-charged (moments),⁵¹
jungle-bred (Communism),⁵² lead-suited (rescue workers),⁵³

⁴⁰Jan. 10, 1961, p. 40/3.

⁴¹Jan. 20, 1961, p. 72/1.

⁴²Jan. 2, 1961, p. 20/2.

⁴³Ibid.

⁴⁴March 17, 1961, p. 42/1.

⁴⁵Jan. 20, 1961, p. 29/1.

⁴⁶Jan. 20, 1961, p. 88/3.

⁴⁷June 30, 1961, p. 15/3.

⁴⁸Jan. 13, 1961, p. 24/3.

⁴⁹Jan. 6, 1961, p. 26/3.

⁵⁰June 30, 1961, p. 25/1.

⁵¹Jan. 2, 1961, p. 18/2.

⁵²June 30, 1961, p. 18/1.

⁵³Jan. 13, 1961, p. 18/3.

Russian-backed (country),⁵⁴ Russian-aided (move),⁵⁵
Scotch-plaid (sarongs),⁵⁶ sex-salted (newspaper: London
Daily Mirror),⁵⁷ Socialist-led (unions),⁵⁸ strike-bound
(city),⁵⁹ sun-splashed (capital).⁶⁰

d) Compound adjectives formed from an adjective or
an adverb and a past-participle: bare-headed (person),⁶¹
best-schooled (nation),⁶² double-barreled (shotgun),⁶³
indigo-blueblooded (family),⁶⁴ fresh-scrubbed (cloth),⁶⁵
green-backed (files),⁶⁶ grey-thatched (Bill Piper),⁶⁷
morbid-minded (Vienna),⁶⁸ top-hatted (politicians).⁶⁹

⁵⁴Jan. 13, 1961, p. 24/2.

⁵⁵Jan. 13, 1961, p. 21/1.

⁵⁶Jan. 2, 1961, p. 24/3.

⁵⁷Feb. 24, 1961, p. 34/1.

⁵⁸Jan. 13, 1961, p. 22/3.

⁵⁹Ibid.

⁶⁰Jan. 13, 1961, p. 24/3.

⁶¹March 3, 1961, p. 34/1.

⁶²Jan. 2, 1961, p. 48/1.

⁶³Jan. 2, 1961, p. 27/3.

⁶⁴Jan. 20, 1961, p. 18/3.

⁶⁵Jan. 20, 1961, p. 72/1.

⁶⁶June 30, 1961, p. 18/1.

⁶⁷Jan. 13, 1961, p. 74/1.

⁶⁸Jan. 6, 1961, p. 13/1.

⁶⁹June 30, 1961, p. 32/1.

e) Compound adjectives formed from a noun or an adjective and a present participle: blueblood-boiling (beat),⁷⁰ bone-jarring (energy),⁷¹ brain-cracking (books such as The Economics of Defense in the Nuclear Age),⁷² cabinet-picking (maneuvering),⁷³ comics-reading (kids),⁷⁴ decision-making (authority),⁷⁵ eye-popping (show),⁷⁶ eyebrow-raising (exhibit),⁷⁷ face-saving (pact),⁷⁸ growth-stunting (protein),⁷⁹ heart-touching (event),⁸⁰ jaw-cracking (word: "Canadianization"),⁸¹ life-accepting (sense of humor),⁸² money-making (show),⁸³ shoe-banging (session: originated from Nikita Khrushchev's ill-mannered performance at the U.N.),⁸⁴ sky-writing (airplane),⁸⁵

⁷⁰Jan. 13, 1961, p. 47/2.

⁷¹Jan. 13, 1961, p. 17/1.

⁷²Jan. 13, 1961, p. 51/1.

⁷³Jan. 2, 1961, p. 50/2.

⁷⁴Jan. 2, 1961, p. 28/3.

⁷⁵June 30, 1961, p. 12/1.

⁷⁶Jan. 20, 1961, p. 43/1.

⁷⁷Jan. 27, 1961, p. 58/1.

⁷⁸Jan. 20, 1961, p. 28/3; p. 31/3.

⁷⁹Jan. 13, 1961, p. 48/3.

⁸⁰Feb. 3, 1961, p. 10/3.

⁸¹Jan. 13, 1961, p. 30/3.

⁸²Jan. 13, 1961, p. 47/3.

⁸³Jan. 13, 1961, p. 60/3.

⁸⁴March 3, 1961, p. 24/1.

⁸⁵Jan. 27, 1961, p. 10/1.

theater-going (public),⁸⁶ Yankee-baiting (London's Daily Express),⁸⁷ long-festering (Sino-Burmese frontier dispute),⁸⁸ fastest-raising (U.S. teen-age singing star),⁸⁹ sweetest-talking (fleet),⁹⁰ easy-selling (market),⁹¹ sweet-smelling (girl),⁹² deep-digging (journalist: Clark Mollenhoff).⁹³

f) Common phrases and expressions used as compound adjectives: Alice-Through-the-Looking-Glass (world),⁹⁴ bread-and-butter (Democratic bosses),⁹⁵ brush-fire-war (tactics),⁹⁶ damn-the-infidels (Democrat),⁹⁷ follow-the-leader (support of the U.S.),⁹⁸ give-him-a-chance (attitude),⁹⁹

⁸⁶Jan. 13, 1961, p. 48/1.

⁸⁷Feb. 24, 1961, p. 34/2.

⁸⁸Jan. 20, 1961, p. 28/2.

⁸⁹Jan. 2, 1961, p. 28/2.

⁹⁰June 30, 1961, p. 15/1.

⁹¹Jan. 6, 1961, p. 58/3.

⁹²Jan. 20, 1961, p. 21/2.

⁹³June 30, 1961, p. 13/1.

⁹⁴Jan. 2, 1961, p. 40/3.

⁹⁵Jan. 13, 1961, p. 19/1.

⁹⁶Feb. 10, 1961, p. 16/3.

⁹⁷Jan. 27, 1961, p. 14/3.

⁹⁸Jan. 13, 1961, p. 29/2.

⁹⁹Jan. 20, 1961, p. 26/1.

green-and-gold-fronted (stores),¹⁰⁰ hand-me-down (ships of South America's navies),¹⁰¹ hands-in-the-pocket (manner),¹⁰² just-can't-stop-it (laughter),¹⁰³ just-out-of-the-nursery (tale),¹⁰⁴ juve-in-the-grove (talk),¹⁰⁵ length-of-the-continent (trip),¹⁰⁶ long-talked-about (plan),¹⁰⁷ man-in-agony (pictures),¹⁰⁸ made-in-Hollywood (situations),¹⁰⁹ middle-of-the-night (awakenings),¹¹⁰ mop-and-bucket (brigade),¹¹¹ my-body-and-your-brain (crank on genetics),¹¹² not-quite-grown-up (charm),¹¹³

¹⁰⁰Jan. 13, 1961, p. 76/3.

¹⁰¹Jan. 2, 1961, p. 26/2.

¹⁰²June 30, 1961, p. 10/3.

¹⁰³April 14, 1961, p. 72/1.

¹⁰⁴Feb. 3, 1961, p. 69/1.

¹⁰⁵Jan. 20, 1961, p. 72/1.

¹⁰⁶June 30, 1961, p. 10/1.

¹⁰⁷Jan. 2, 1961, p. 15/1.

¹⁰⁸June 30, 1961, p. 15/3.

¹⁰⁹Jan. 13, 1961, p. 47/1.

¹¹⁰Jan. 2, 1961, p. 29/3.

¹¹¹June 30, 1961, p. 32/1.

¹¹²Jan. 20, 1961, p. 72/3.

¹¹³Ibid.

rolled-up-sleeves (attitude),¹¹⁴ school-of-hard-knocks (Jewish manufacturer),¹¹⁵ shoot-on-sight (curfew),¹¹⁶ slice-of-life (technique),¹¹⁷ those-poor-devils-haven't-got-a-chance (school),¹¹⁸ under-the-desk (assignment),¹¹⁹ up-from-the-ranks (cop),¹²⁰ wheeling-and-dealing (law student at the University of Texas),¹²¹ win-place-and-show (girl),¹²² womb-to-tomb (medical care).¹²³

g) Compound nouns used as adjectives: air-raid (shelter),¹²⁴ bobby-sox (idol),¹²⁵ depth-charge (runs),¹²⁶ Easter-weekend (traffic),¹²⁷ good-will (tour),¹²⁸

¹¹⁴Jan. 2, 1961, p. 48/3.

¹¹⁵March 3, 1961, p. 60/3.

¹¹⁶Jan. 20, 1961, p. 36/3.

¹¹⁷March 17, 1961, p. 45/1.

¹¹⁸June 30, 1961, p. 50/2.

¹¹⁹Jan. 2, 1961, p. 30/1.

¹²⁰March 3, 1961, p. 22/3.

¹²¹Jan. 6, 1961, p. 14/2.

¹²²Jan. 20, 1961, p. 77/2.

¹²³Jan. 20, 1961, p. 31/1.

¹²⁴Jan. 13, 1961, p. 26/1.

¹²⁵Jan. 13, 1961, p. 32/2.

¹²⁶Jan. 2, 1961, p. 26/3.

¹²⁷March 10, 1961, p. 31/1.

¹²⁸Jan. 13, 1961, p. 26/2.

hail-fellow (habits),¹²⁹ house-mother (homilies),¹³⁰
human-fatigue (experiments),¹³¹ hunter-killer (teams),¹³²
Korea-war (command),¹³³ mountain-goat (agility),¹³⁴
robin's-egg (eyes),¹³⁵ task-force (recession report).¹³⁶

h) Miscellaneous compound adjectives: behindhand
(country),¹³⁷ burglar-proof (home),¹³⁸ castaway (chronicle),¹³⁹
damned-up (bitterness),¹⁴⁰ dead-end (session of Congress),¹⁴¹
farmed-out (areas in France),¹⁴² giveaway (bill),¹⁴³

¹²⁹Jan. 20, 1961, p. 25/2.

¹³⁰Jan. 20, 1961, p. 72/1.

¹³¹Jan. 13, 1961, p. 57/2.

¹³²Jan. 2, 1961, p. 26/2.

¹³³Jan. 2, 1961, p. 27/1.

¹³⁴Jan. 20, 1961, p. 37/1.

¹³⁵June 30, 1961, p. 58/1.

¹³⁶Jan. 6, 1961, p. 25/3.

¹³⁷March 3, 1961, p. 25/3. This word suggests an origin from "secondhand" because the original sentence reads: " . . . Morocco must not seem behindhand in the emotion-packed African issues of Colonialism."

¹³⁸Jan. 13, 1961, p. 61/2.

¹³⁹Jan. 13, 1961, p. 43/1.

¹⁴⁰Jan. 13, 1961, p. 22/2.

¹⁴¹Jan. 2, 1961, p. 13/2.

¹⁴²Jan. 6, 1961, p. 48/2.

¹⁴³June 30, 1961, p. 25/1.

helter-skelter (grabbing for new approaches),¹⁴⁴
knobby-knuckled (people),¹⁴⁵ itsy-bitsy (pedal cars),¹⁴⁶
lackluster (candidate),¹⁴⁷ lowbrow (thug),¹⁴⁸
mother's-boyish (grin of Glenn Ford),¹⁴⁹ naked-eye
 (spectacle),¹⁵⁰ never-never (land),¹⁵¹ nightlong (talk),¹⁵²
playing-dumb (response),¹⁵³ reserved-seat (fan),¹⁵⁴
sawed-off (front-teeth),¹⁵⁵ sing-song (style),¹⁵⁶
toned-down (views),¹⁵⁷ walkie-talkie (apparatus),¹⁵⁸
weight-height (tables).¹⁵⁹

¹⁴⁴Jan. 6, 1961, p. 16/3.

¹⁴⁵Jan. 13, 1961, p. 60/2.

¹⁴⁶Jan. 27, 1961, p. 65/2.

¹⁴⁷Jan. 13, 1961, p. 19/3.

¹⁴⁸Jan. 6, 1961, p. 26/1.

¹⁴⁹Feb. 24, 1961, p. 38/2.

¹⁵⁰Jan. 2, 1961, p. 42/1.

¹⁵¹Jan. 2, 1961, p. 43/2.

¹⁵²Jan. 6, 1961, p. 44/3.

¹⁵³Jan. 20, 1961, p. 44/3.

¹⁵⁴Jan. 27, 1961, p. 52/1.

¹⁵⁵Jan. 13, 1961, p. 24/3.

¹⁵⁶June 30, 1961, p. 39/1.

¹⁵⁷Jan. 2, 1961, p. 31/2.

¹⁵⁸March 17, 1961, p. 51/2.

¹⁵⁹Jan. 13, 1961, p. 48/1. Original sentence: "That mother hen of weight-height tables, the Metropolitan Life Insurance Co., clucks that 48 million Americans are overweight."

Next in frequency are the compound nouns. Like compound or "Homeric" adjectives, they are not new to any student of language. In the Old English Period (450-1150), compounding was found in such nouns as "whale-road" (for ocean), "hammer-leaving" (for sword), and "peace-weaver" (for queen), all known as "kennings."¹⁶⁰ In The New Century Dictionary (1959), the word "man" is listed in a total of twenty-three noun combinations.¹⁶¹ It is no wonder that Time magazine in carrying on the tradition of word-making exploits this method of creating nouns almost to extremes.

First, there are quite a number of compound nouns formed with verbs: *backdrop,¹⁶² *breakthrough,¹⁶³ changeover,¹⁶⁴ *chitchat,¹⁶⁵ *comeback,¹⁶⁶

¹⁶⁰Albert H. Marckwardt, American English (New York, 1958), p. 86.

¹⁶¹They are: man-Friday, man-at-arms, man-day, man-eater, man-handle, man-hater, man-hole, man-hour, man-jack, man-like (adj.), man-of-the-earth, man-of-war, man-power, man-rope, man-servant, man-slayer, and man-stopping. Phrases such as: man-about-town, man-of-affairs, Man-of-Destiny (Napoleon Bonaparte), man-of-letters, Man-of-Sorrows (Jesus Christ), man-of-straw, man-on-horseback. H. G. Emery and K. G. Brewster (ed.), The New Century Dictionary (New York, 1959), pp. 1009-1016.

¹⁶²March 17, 1961, p. 39/1. The mark (*) means the word was not recorded in the Dictionary of Americanisms (1951).

¹⁶³Jan. 2, 1961, p. 41/1.

¹⁶⁴Jan. 20, 1961, p. 7/1.

¹⁶⁵Jan. 2, 1961, p. 27/1.

¹⁶⁶March 10, 1961, p. 43/1.

cure-all (1821),¹⁶⁷ *cutaway,¹⁶⁸ cutback (1909),¹⁶⁹
*doublethink,¹⁷⁰ foul-ups,¹⁷¹ handouts (1882),¹⁷²
*has-been,¹⁷³ *knack-wurst,¹⁷⁴ *know-how,¹⁷⁵
leftover (1892),¹⁷⁶ *look-alike,¹⁷⁷ *muckup,¹⁷⁸ *shoo-in,¹⁷⁹
*show-off,¹⁸⁰ shutdown (1857),¹⁸¹ *speedup,¹⁸² *stand-in,¹⁸³

¹⁶⁷Jan. 2, 1961, p. 25/1. The date in parenthesis shows its first appearance in print according to the Dictionary of Americanisms.

¹⁶⁸Jan. 27, 1961, p. 10/1.

¹⁶⁹Jan. 13, 1961, p. 72/1.

¹⁷⁰June 30, 1961, p. 70/3.

¹⁷¹Jan. 27, 1961, p. 8/2 and Feb. 10, 1961, p. 57/1.

¹⁷²According to the Dictionary of Americanisms, handouts means "something to eat, as a sandwich, handed to a tramp." But in Time, we find the word in such a sentence as "Saudi's munificent handouts to himself . . ." (Jan. 2, 1961, p. 19/2). Here it means "news releases" as in "handouts from the government." June 30, 1961, p. 31/2.

¹⁷³Jan. 2, 1961, p. 49/2 and June 30, 1961, p. 49/1. This term is labeled as a slang in Eric Partridge's A Dictionary of Slang and Unconventional English (Macmillan, 1953), p. 377.

¹⁷⁴"They look like two giant links of knack-wurst." April 14, 1961, p. 72/1.

¹⁷⁵March 17, 1961, p. 14/2.

¹⁷⁶March 3, 1961, p. 34/3.

¹⁷⁷Jan. 6, 1961, p. 32/2.

¹⁷⁸Jan. 27, 1961, p. 78/2.

¹⁷⁹April 14, 1961, p. 28/3.

¹⁸⁰Feb. 3, 1961, p. 68/2.

¹⁸¹June 30, 1961, p. 31/1.

¹⁸²March 10, 1961, p. 17/1.

¹⁸³Jan. 13, 1961, p. 81/1.

*standout,¹⁸⁴ *standstill,¹⁸⁵ *step-up,¹⁸⁶ *tick-tock,¹⁸⁷
 *walk-up,¹⁸⁸ write-in (1944),¹⁸⁹ *swallowpaloosa.¹⁹⁰

Second, there are compound nouns formed by simply putting two nouns together, such as: boxcar,¹⁹¹
cattleman,¹⁹² Christmastime,¹⁹³ corpsmen,¹⁹⁴ doormen,¹⁹⁵
footnotework,¹⁹⁶ groomsmen,¹⁹⁷ bridesmaids,¹⁹⁸ littlewigs,¹⁹⁹

¹⁸⁴Jan. 6, 1961, p. 52/3.

¹⁸⁵Jan. 2, 1961, p. 19/3 and p. 21/1.

¹⁸⁶Jan. 13, 1961, p. 18/2.

¹⁸⁷Jan. 6, 1961, p. 51/2.

¹⁸⁸March 17, 1961, p. 25/3.

¹⁸⁹Jan. 13, 1961, p. 66/2.

¹⁹⁰Jan. 13, 1961, p. 47/1.

¹⁹¹This word and many others were formerly written with a hyphen, but in Time the hyphen is always omitted. Jan. 13, 1961, p. 47/3.

¹⁹²June 30, 1961, p. 24/3.

¹⁹³Jan. 2, 1961, p. 57/2.

¹⁹⁴March 10, 1961, p. 20/1.

¹⁹⁵Jan. 13, 1961, p. 61/1.

¹⁹⁶Jan. 13, 1961, p. 81/1.

¹⁹⁷Obviously this word comes from "groom's men." By putting two words together and omitting the apostrophe, it looks like a double plural. The same is true of "bride's maids." Jan. 20, 1961, p. 20/2.

¹⁹⁸Ibid.

¹⁹⁹This word must come by analogy from "bigwig." Jan. 27, 1961, p. 9/1.

nightclub,²⁰⁰ pressagent,²⁰¹ pressagentry,²⁰² staffwork,²⁰³
watchdog.²⁰⁴

Third, there are compound nouns formed by combining an adjective or adverb with a noun: about-face,²⁰⁵
leftfield,²⁰⁶ shortfalls,²⁰⁷ flattop,²⁰⁸ backhand,²⁰⁹
quicksand,²¹⁰ oddball.²¹¹

Fourth, there are also a group of miscellaneous compound nouns such as: blow-the-man-downmanship,²¹²
buck-you-uppo,²¹³ card-of-all-work,²¹⁴ down-grading,²¹⁵

²⁰⁰Jan. 6, 1961, p. 26/1.

²⁰¹Jan. 2, 1961, p. 28/3.

²⁰²Jan. 20, 1961, p. 70/1.

²⁰³Jan. 13, 1961, p. 17/2.

²⁰⁴Time uses it to refer to a person as a "White House watchdog." June 30, 1961, p. 9/1.

²⁰⁵Jan. 20, 1961, p. 36/2 and Jan. 27, 1961, p. 30/1.

²⁰⁶Referring to Russia. Jan. 20, 1961, p. 35/1.

²⁰⁷Jan. 20, 1961, p. 28/3.

²⁰⁸Referring to a ship. Jan. 2, 1961, p. 17/3.

²⁰⁹Feb. 24, 1961, p. 45/2.

²¹⁰Feb. 17, 1961, p. 32/2.

²¹¹As in "a bit of an oddball." March 17, 1961, p. 23/1.

²¹²Jan. 13, 1961, p. 47/1.

²¹³This is an earlier coinage and first appeared in: "In the opinion of the War Department, mail ranks second only to food as a buck-you-uppo for morals." March 16, 1942, p. 58.

²¹⁴Feb. 10, 1961, p. 68/2.

²¹⁵March 10, 1961, p. 18/1.

face-dropping,²¹⁶ flibber-tigibbet,²¹⁷ flip-flop,²¹⁸
floorwalking,²¹⁹ husband-of-the-hour,²²⁰ moola-moola,²²¹
Roost-No-More,²²² She-loves-me-she-loves-me-not,²²³
spiv-on-the-make,²²⁴ squiggle-squiggle.²²⁵

In addition to the compound words, there are a large number of words used by Time which are quite unfamiliar to an ordinary reader:

(1) Blends:²²⁶ A blend usually serves a double duty.²²⁷ On the one hand, it has the psychological value of a pun

²¹⁶Jan. 2, 1961, p. 49/2.

²¹⁷Feb. 24, 1961, p. 40/3.

²¹⁸March 17, 1961, p. 24/3. (Not recorded in NCD, possibly means "a sudden reverse of action.")

²¹⁹March 10, 1961, p. 57/1.

²²⁰March 17, 1961, p. 56/2.

²²¹It could mean "a lot of money" as in "Other moola-moola: total income \$39.5 million, . . ." June 30, 1961, p. 39/1.

²²²"Trees along the inaugural route got a light coating of Roost-No-More, a compound guaranteed to put Washington's pesky starlings to flight." Jan. 27, 1961, p. 8/3 and p. 9/1.

²²³Referring to Playwright Jean Kerr's children "who apparently play she-loves-me-she-loves-me-not with the teeth." April 14, 1961, p. 82/2.

²²⁴Feb. 24, 1961, p. 80/3.

²²⁵Not recorded in NCD, but appeared in a phrase: "... went spiv-on-the-make with a pen." March 17, 1961, p. 67/1.

²²⁶Also called "portmenteau words" or "telescoped words" because they are actually two words blended together. Baugh, op. cit., p. 377.

²²⁷"Time's telescoped nouns...were...coined to get one word to the work of two or more." July 16, 1945, p. 9.

in suggesting two ideas simultaneously; on the other, it may lead to a "spoonerism, where initial letters are reversed, turning out a phrase often of quite different sense than the one intended."²²⁸ As early as 1927 words like cinemactor, cinemactress, cinemaddict, and cine-magazines were already recorded;²²⁹ therefore, it is difficult to determine which of the following blends found in Time were created by Time: chimponaut (champanzee + astronaut),²³⁰ cinematographer (cinema + photographer),²³¹ cinemetaphor (cinema + mataphor),²³² Dixiecrats (Dixie + Democrats),²³³ dogmestic (dog + domestic),²³⁴ famdamily (famed + family),²³⁵ oillionaire (oil + millionaire),²³⁶

²²⁸Such as a misprinted word "glutteral" (Time, Nov. 18, 1940, p. 4) as interpreted to be a possible combination of "gluttural" and "gutter." See Robert Withington, "Double-Edged Coinages," American Speech (December, 1941), p. 313.

²²⁹Firebaught, op. cit., pp. 235-236.

²³⁰Jan. 20, 1961, p. 68/2.

²³¹Jan. 13, 1961, p. 47/3.

²³²Ibid.

²³³Jan. 13, 1961, p. 14/1.

²³⁴Feb. 17, 1961, p. 62/1.

²³⁵The context is: "Disney retains the whole famdamily (John Milles, Dorothy McGuire, James McArthur, Tommy Kirk, Kevin Corcoran) and . . ." (Jan. 13, 1961, p. 43/1). It also suggest a pun on the colloquial term "damned family."

²³⁶Referring to Robert Mitchum. Jan. 6, 1961, p. 42/2.

nuke (nuclear + submarine),²³⁷ Oklacomatose (Oklahoma + comatose),²³⁸ Oxbridge (Oxford + Cambridge),²³⁹ televeteran (television + veteran),²⁴⁰ travelogue (travel + dialogue).²⁴¹

According to Otto Fuerbringer, Time's present managing editor, these blends "are used, for the most part, as novelties . . . "²⁴² and therefore, are not intended to be retained as part of the vocabulary of the magazine. At least, Time has no intention of keeping these words-- especially the unpronounceable ones such as GOPolitician²⁴³ and AEChairman, though FBIInfected (world)²⁴⁴ may be an exception.

(2) Foreign Borrowings: The American language, like the nation, has long been noted as a "melting pot"²⁴⁵

²³⁷June 30, 1961, p. 57/1.

²³⁸Referring to the movie "Spectators of Cimarron" in which the setting is in the state of Oklahoma. Feb. 24, 1961, p. 38/1.

²³⁹As in "Oxbridge education." Jan. 13, 1961, p. 81/2.

²⁴⁰March 3, 1961, p. 78/2.

²⁴¹Jan. 2, 1961, p. 49/1.

²⁴²See Appendix

²⁴³Professor John W. Clark divides Time's blends into two kinds: (1) pronounceable but seldom pronounced (Cine-mactress) and (2) unpronounceable (GOPolitician). British and American English Since 1900 (London), p. 266.

²⁴⁴March 3, 1961, p. 78/3.

²⁴⁵Marckwardt, op. cit., pp. 21-58.

in which almost all major languages of the world have played a part.²⁴⁶ However, in Time, foreign words are comparatively rare. Only in dealing with customs or special events of alien countries are foreign words used to give a native flavor. For example, bohanenkai (forget-the-year parties) and burei (no manners) are adopted from the Japanese and are suitable to describe Japanese customs.²⁴⁷ Chow fan and chow mien are two Chinese terms for "fried rice" and "fried noodles." The first one appeared in the sentence "Chinatown is wonderful: an egg roll and two bowls of chow fan for 40¢."²⁴⁸

Other foreign words used by Time include: der Alte (German: the old one or governor),²⁴⁹ indigenas (Portuguese: the poor),²⁵⁰ assimilado (Portuguese: the educated),²⁵¹ gung-ho (Chinese: just fit),²⁵²

²⁴⁶According to Mencken, the English language in America has adopted words from German, Dutch, Swedish, Danish, Norwegian, Icelandic, Yiddish, French, Italian, Spanish, Portuguese, Rumanian, Czech, Slavak, Russian, Ukranian, Lithuanian, Polish, Hungarian, Gaelic, Arabic, Modern Greek, Chinese, Japanese, as well as from the dialects of Indians and Negroes. American Language (New York, 1936), pp. 616-697.

²⁴⁷Jan. 2, 1961, p. 57/2.

²⁴⁸Jan. 13, 1961, p. 51/1.

²⁴⁹"... der Alte was a deeply disquieted man." Jan. 13, 1961, p. 23/2.

²⁵⁰Jan. 2, 1961, p. 23/2.

²⁵¹Ibid.

²⁵²Jan. 20, 1961, p. 29/3.

karate (Japanese: empty hands),²⁵³ nom de plumage (French: name of feathers),²⁵⁴ phis (Laotian: spirit),²⁵⁵ midrash (Hebrew: an exposition of Scriptures),²⁵⁶ mukluk (Eskimo: sealskin),²⁵⁷ primus inter pares (Latin: first among peers),²⁵⁸ yen (Chinese: indulgence),²⁵⁹ troika (Russian: a team of three horses abreast).²⁶⁰

(3) Coinages: It has been a common practice for writers to coin new words by means of a prefix. The most uncommon coined words appearing in Time during the first six months of 1961 have been: non-hero,²⁶¹ non-lover,²⁶²

²⁵³March 3, 1961, p. 51/2.

²⁵⁴"The nom de plumage lasted six weeks." Jan. 20, 1961, p. 37/1.

²⁵⁵March 17, 1961, p. 21/3.

²⁵⁶March 17, 1961, p. 51/3.

²⁵⁷Jan. 13, 1961, p. 66/2.

²⁵⁸"Rusk is just one of many voices, ranking no higher than primus inter pares." June 30, 1961, p. 9/2.

²⁵⁹"... he satisfied his early (and still strong) yen for fresh fruits by stealing apples. . ." Jan. 13, 1961, p. 51/1.

²⁶⁰Referring to Soviet Premier Nikita Khrushchev's tactics of advocating three representatives--one from the Communist world, one from the democratic world, one from the neutralist countries--to form a committee on world affairs. Time's two-column illustration (a painting with three horses drawing a sled in three different directions) shows its "unworkability." June 16, 1961, p. 20. (See Illustration I)

²⁶¹Jan. 20, 1961, p. 86/3.

²⁶²Jan. 27, 1961, p. 38/1.

I. Illustration of New Words in Vocabulary



non-public,²⁶³ non-U,²⁶⁴ unletter,²⁶⁵ pro-testing,²⁶⁶
smiler,²⁶⁷ one-acter,²⁶⁸ backbencher,²⁶⁹ instrumentalist,²⁷⁰
Arabist,²⁷¹ Lumumbaist,²⁷² impossibilists,²⁷³ memoirist,²⁷⁴
statism,²⁷⁵ Biblicism,²⁷⁶ listenership,²⁷⁷ spoilage,²⁷⁸
undersecretaryship,²⁷⁹ classapprentice,²⁸⁰ cityscape,²⁸¹

²⁶³Jan. 27, 1961, p. 62/1.

²⁶⁴Jan. 20, 1961, p. 88/3.

²⁶⁵"Hemingway fails to get his unletter on this team."
 Jan. 13, 1961, p. 81/1.

²⁶⁶It may suggest a pun on protesting, contrary to the
 intended meaning as "supporting nuclear test." June 30,
 1961, p. 16/1.

²⁶⁷Jan. 20, 1961, p. 91/2.

²⁶⁸Feb. 10, 1961, p. 48/2.

²⁶⁹March 3, 1961, p. 27/3.

²⁷⁰Jan. 27, 1961, p. 43/1.

²⁷¹Jan. 20, 1961, p. 86/1.

²⁷²Feb. 24, 1961, p. 17/3.

²⁷³June 30, 1961, p. 69/2.

²⁷⁴Ibid.

²⁷⁵"Church v. Statism. Jan. 20, 1961, p. 36/3.

²⁷⁶June 30, 1961, p. 47/3.

²⁷⁷Referring to TV viewers. Jan. 6, 1961, p. 56/1.

²⁷⁸Jan. 13, 1961, p. 48/1.

²⁷⁹Jan. 20, 1961, p. 35/2.

²⁸⁰Jan. 20, 1961, p. 88/3.

²⁸¹By analogy from landscape. Also "seascape."
 Jan. 13, 1961, p. 60/2.

Harveyesque,²⁸² Stalinesque,²⁸³ Hearstian,²⁸⁴ bitterish,²⁸⁵
thirtyish,²⁸⁶ Hearstling,²⁸⁷ Englishing,²⁸⁸ middling,²⁸⁹
bearishness,²⁹⁰ god-awfulness,²⁹¹ welfaremindness.²⁹²

Since Time is supposed to be comprehensible to an ordinary reader, most of the technical terms are used with parenthetical explanations, such as "Chinese acupuncture (inserting needles into many parts of the body),"²⁹³ "cancer metastasis (spreading growth),"²⁹⁴

²⁸²Harvey is the title of a book written by Mary Chase. Feb. 10, 1961, p. 68/2.

²⁸³Referring to a sort of operation as undertaken by Russians. Feb. 24, 1961, p. 78/1.

²⁸⁴Derived from the name of William Randolph Hearst, who not long ago initiated an "international big-name hunt" for his chain of newspapers, so "Hearstian impulse." June 30, 1961, p. 48/2.

²⁸⁵It may be called a "double adjective." It is used to modify the word "taste." June 30, 1961, p. 56/2.

²⁸⁶March 10, 1961, p. 40/3. Also "eightyish," Jan. 27, 1961, p. 31/1.

²⁸⁷Referring to Joseph Kingsbury Smith, a member of "Hearst Task Force." June 30, 1961, p. 48/2.

²⁸⁸As in "Chairman [Charles H.] Dodd urged his scholars to shun other modern Englishings of the Bible." Jan. 13, 1961, p. 67/2.

²⁸⁹As in "He graduated with a middling from Notre Dame." Jan. 27, 1961, p. 32/2.

²⁹⁰Jan. 27, 1961, p. 46/1.

²⁹¹Jan. 20, 1961, p. 91/2.

²⁹²March 10, 1961, p. 21/1.

²⁹³Feb. 3, 1961, p. 65/2.

²⁹⁴Jan. 27, 1961, p. 32/3.

- "eschatology (the end of the world, resurrection),"²⁹⁵
 "galvanism (electrical treatment of muscle disorders),"²⁹⁶
 "Shifte Telli (a musical term meaning double strings),"²⁹⁷
 "tetracycline (aureomycin under another name),"²⁹⁸
 "transducer (noise-maker)."299

Time often uses nouns and adjectives as verbs.

Examples are numerous; a few are sufficient to show the ingenuity of Time's writers:

- The astronauts were guinea-pigged into hot chambers.³⁰⁰
- The boy panics, shoots his assailant dead.³⁰¹
- Few of Stephen P. Kennedy's friends could fault Bob Wagner.³⁰²
- She wolfs the whole pound . . .³⁰³
- Dorian has bested Lucky on her own home ground.³⁰⁴
- The House Rules Committee is chaired by . . . Howard W. Smith.³⁰⁵
- Deadpans Shirley Maclaine: "I've got to be good . . ."306

²⁹⁵June 30, 1961, p. 59/1.

²⁹⁶Feb. 3, 1961, p. 65/1.

²⁹⁷Jan. 13, 1961, p. 54/1.

²⁹⁸June 30, 1961, p. 10/3.

²⁹⁹June 30, 1961, p. 57/2.

³⁰⁰March 3, 1961, p. 23/3.

³⁰¹March 3, 1961, p. 78/2.

³⁰²Ibid.

³⁰³Jan. 13, 1961, p. 47/3.

³⁰⁴Jan. 27, 1961, p. 19/3.

³⁰⁵Feb. 3, 1961, p. 16/2.

³⁰⁶Jan. 27, 1961, p. 51/2.

With all these practices Time's writers have proved the limitless potentialities of the English language for expressing ideas with vividness and succinctness.

Sentence Structure

Using an enriched vocabulary, Time magazine has demonstrated its ability to produce a great variety of sentence structures. However, unlike vocabulary which is "the echo of changing activities"³⁰⁷ and subject to constant changes, sentence structures or syntactical arrangements seldom change because they "must be manipulated and used with some realization of generalized value."³⁰⁸ In other words, they are the backbones of the language and must be standardized and stabilized so that the people who use them can be mutually intelligible.

A sentence, according to Goold Brown, author of The Grammar of English Grammars, "is an assemblage of words, making complete sense, and always containing a nominative and a verb."³⁰⁹ But according to Charles C. Fries, author

³⁰⁷George Philip Krapp, The English Language in America (New York, 1953), Vol. II, p. 255.

³⁰⁸Ibid.

³⁰⁹The Grammar of English Grammars (New York, 1851), p. 457.

of The Structure of English, "A sentence is a word or group of words standing between an initial capital letter and a mark of end punctuation or between two marks of end punctuation."³¹⁰ Obviously, there is much difference and even contradiction between these two definitions. In Time, we find such an example:

To join the Common Market or not? (June 16, 1961,
p. 22/1)

It should not be called a "sentence" according to the first definition; but, according to the second, it could be nothing else. Another example is:

Approved by the custodial Daughters of the
Republic of Texas last week: a contract for
air-conditioning the Alamo. (Feb. 17, 1961,
p. 18/1)

This group of words is certainly regarded by Time's writers as a sentence because it is supposed to tell the whole story of a news event with no other assistance. A practical definition may be phrased as follows: A sentence is a word or groups of words which must be so arranged as to 1) stand between an initial capital letter and a mark of end punctuation, 2) make complete sense, and 3) contain a nominative (subject) and a verb (predicate).³¹¹

³¹⁰The Structure of English (New York, 1952), p. 9.

³¹¹Among the 510 sentences which appear as the first sentence in each article in the first two sections--"The Nation" and "The World"--of Time from Jan. 2, 1961 to June 30, 1961, the above-cited examples are the only two sentences which do not contain a subject and a predicate.

According to their structure, sentences are generally divided into four classes--simple, compound, complex, and compound-complex. A simple sentence is defined by Fries as "a group of words which expresses a single independent thought;" a compound sentence is "a group of words which expresses two or more concerned and co-ordinated thoughts;" and a complex sentence is "a group of words which expresses two or more unified thoughts, one of which is the main or principle thought having dependent on it one or more subordinate thoughts."³¹²

Among the 510 lead sentences taken from Time magazine during this period,³¹³ the distribution of these four kinds of sentences is as follows:

1) Simple	296
2) Compound	33
3) Complex	166
4) Compound-Complex	15

In each group, there are many distinctive features and the average lengths all differ. (See Table II)

³¹²Ibid.

³¹³The 510 sentences referred to in footnote 311.

TABLE II
A COMPARISON OF SENTENCE LENGTH

Words Per Sentence	No. of. Simple Sentence	No. of Compound Sentence	No. of Complex Sentence	No. of Compound- Complex Sentence
1-5	--	--	--	--
6	3	--	--	--
7	11	--	1	--
8	1	--	--	--
9	8	1	--	--
10	9	1	1	--
11	7	--	1	--
12	10	1	1	--
13	21	--	2	--
14	12	2	6	--
15	17	--	4	--
16	12	1	5	1
17	18	2	5	--
18	13	1	4	--
19	8	--	5	--
20	12	4	8	1
21	14	1	4	1
22	9	1	7	1
23	8	1	3	--
24	9	1	7	1
25	15	1	8	1
26	7	3	3	--
27	7	4	10	--
28	4	--	7	--
29	6	--	5	--
30	3	--	5	--
31	8	--	6	--
32	6	--	11	--
33	6	2	6	1
34	2	--	3	2
35	4	--	6	--
36	5	--	6	2
37	2	1	2	--
38	1	2	4	2
39	2	--	4	1
40	--	--	2	--
41-45	3	--	7	--
46-50	1	2	5	1
51-60	2	1 (51)	1	--
61-70	--	--	1 (65)	--
TOTAL	296	33	166	15

Notes: (1) All compound words are counted as single words.
(2) All abbreviated terms such as U.S. and U.S.S.R. are counted as single words.

A. Simple Sentences: Simple sentences may begin in a variety of ways. When the examples taken from Time are examined and classified into groups, 74 of the 296 simple sentences begin with a common noun (or nouns) with or without modifiers. The shortest of them have only six words:

- Spring's great tide was flowing again.
(April 21, 1961, p. 21/1)
- The first explosion came at dawn.
(June 23, 1961, p. 24/2)
- The old soldier saves France again.
(May 5, 1961, p. 22/2)

And the longest has 39 words:

- The fledgling President of the U.S. was readying himself to fly off this week for conferences with 1) France's President Charles de Gaulle in Paris, 2) Premier Nikita Khrushchev in Vienna, and 3) Britain's Prime Minister Harold Macmillan in London.
(June 2, 1961, p. 11/1)

Seven of the simple sentences have compound subjects and four have compound predicates. A typical sentence that shows the Time's practice of using compound words and putting remarks between dashes is:

- The gimlet-eyed money-changers on Hong Kong's Cannaught Road and along the nearby Macao waterfront traditionally buy--at carefully reckoned prices--even the most dubious currencies.
(June 2, 1961, p. 22/3)

Another simple sentence which illustrates Time's distinctive style is as follows:

- The two richest men in the world met last week and ate camel.
(April 14, 1961, p. 36/3)

The next in frequency are the 48 simple sentences which begin with an adverbial phrase referring to time.

The shortest of this kind has nine words:

- For 54 years, Japan has been a drunkard's paradise.
(June 2, 1961, p. 26/2)

And the longest one contains 42 words:

- After three weeks of meditation and tropical anonymity in Nassau and Florida, former Vice President Richard Nixon emerged long enough to summon Hearst Reporter and best-selling Author Jim (The Day Christ Died) Bishop to reveal some intriguing inklings of his future plans.
(Feb. 27, 1961, p. 17/1)

Some sentences of this kind contain editorial comments:

- This time the Congo tragicomedy had the locale to fit its zany plot
(May 5, 1961, p. 30/2)
- At studied intervals, the Soviet newspapers fish up specimens of private enterprise and exhibit them to the public as prehistorical monsters--and horrible examples.
(April 14, 1961, p. 33/1)

A third group of simple sentences (39 in number) begin with an adverbial phrase referring to place. Sentences in this group generally convey vivid impressions of the locality which is referred to. Examples are as follows:

- To much of the U.S., the spring of 1961 consisted of rain, rain and more rain.
(May 26, 1961, p. 20/2)
- On the Lisbon docks, long lines of jeeps and trucks waited for the next ship to Africa.
(April 28, 1961, p. 36/1)

- From the roof of Jerusalem's big, new community building, green-capped security police peer down from behind machine-gun muzzles.
(April 14, 1961, p. 33/1)
- Outside the brand-new, four-story, limestone Municipal Cultural Center in Jerusalem, a 9-ft.-high wire-mesh security fence was being erected last week.
(Feb. 24, 1961, p. 22/2)
- In the compound of Amritsar's Golden Temple, holy of holies to India's 6,000,000 Sikhs, long lines of tall, bearded and turbaned Sikh men and slender Sikh women passed slowly by a small wooden hut.
(Jan. 6, 1961, p. 30/2)

The following simple sentences from Time illustrate other ways of beginning sentences:

(1) Proper noun with modifiers: -- "New York City's hapless Democratic Mayor Wagner tried and failed."
(Feb. 3, 1961, p. 15/3)

(2) An adverbial phrase referring to a person: -- "For Katanga's Moise Tshombe, it was the worst of times."
(May 19, 1961, p. 33/2)

(3) A present participle: -- "Filling out his galaxy of presidential appointments last week, President Kennedy plucked a few stars from previous Administration, most Democratic." (Feb. 10, 1961, p. 15/3)

(4) The expletive "it": -- "It was good riddance for a very poor idea." (June 30, 1961, p. 11/1)

(5) The negative auxiliary verb: -- "Never in anyone's memory had such strict security measures been clapped on a criminal trial at the Old Bailey in peacetime." (May 12, 1961, p. 18/1)

(6) A past participle: -- "Braced against the roll of his little Navy supply ship T-AKL 17, Skipper Sixto Mangual stared at the soft glow of a radarscope." (Jan. 27, 1961, p. 15/3)

(7) A simple adverb: -- "Politely, in the week of the Congo, the President of the U. S. congratulated the Premier of the Soviet Union on launching a 'space vehicle' to Venus." (Feb. 24, 1961, p. 10/2)

(8) An interrogative auxiliary verb and/or a quotation mark: -- "Do you know Spanish, French, Italian, Portuguese, Urdu, Mandarin, Arabic?" (April 7, 1961, p. 24/3) and "Late jam sessions, midnight until unconscious, advertised one nightclub." (May 5, 1961, p. 30/1) These two sentences are the only ones of their type among the 510 studied.

B. Compound Sentences: Compound sentences are comparatively rare in number and simple in structure. The majority use either "and" or "but" as a conjunction between the independent clauses. A characteristic of the compound sentences in Time is the frequent omission of the conjunction, which is replaced by a colon, a semicolon, or a dash, as in the following examples:

-- Buried deep in the heart of the huge Asian land mass, Outer Mongolia is a country of sweeping plains, lake-studded highlands, with an awkward location: it is set squarely between Communist China and the Soviet Union.
(June 9, 1961, p. 23/2)

- In the second week the pace was more than fast; it was almost frantic.
(Feb. 10, 1961, p. 14/3)
- On principle, the West Germans believe in foreign aid--it rebuilt their economy after World War II.
(Feb. 24, 1961, p. 21/2)

C. Complex Sentences: As the Table II shows, complex sentences in Time vary greatly in length. The shortest sentence has only seven words, though it contains two clauses:

- It was the crime that had everything.
(March 17, 1961, p. 25/2)

The longest sentence, however, has a total of 65 words. It is also the longest of all the 510 samples:

- Disappointed that the world's largest and most vigorous Jewish community--the 5,000,000 U.S. Jews--has sent practically no emigrants to help build the new Zion, Israel's Prime Minister Ben-Gurion stirred a storm when he bluntly told the 25th Zionist Congress in Jerusalem that from the time of Israel's establishment in 1948, "every religious Jew has daily violated the precepts of Judaism by remaining in exile."
(Jan. 27, 1961, p. 18/1)

D. Compound-Complex Sentences: The typical structure of this kind consists of two co-ordinated clauses connected with a conjunction, with either or both of these clauses having a subordinate clause. For example:

- Everyone knows that John F. Kennedy is rich--but almost no one, perhaps even including Jack himself, knows just how rich.
(Jan. 20, 1961, p. 15/3)

- Waiting around Changigarh airport, officials of India's Punjab State knew that a distinguished American would soon arrive--but they were far less certain about just who he was and what he was up to.
(May 12, 1961, p. 12/3)

Time's sentence structure as shown by the selected samples is extremely varied. There are a large number of simple sentences, but there are such a variety of sentence lengths and beginnings that no reader would feel that the writing is monotonous. All the leading sentences which have been examined are of such a structure as to make the reader interested in continuing his reading, which is quite different from the effect of many newspaper leads.

Punctuation

Punctuation has been generally acknowledged as part of orthography. It is almost impossible to write a complete and meaningful sentence without using any punctuation marks. In Time, punctuation is more important than in most of the other publications because it has become a part of the magazine's stylistic mannerisms.

George Summey, Jr., author of American Punctuation, defines the word "punctuation" simply as "the use of certain conventional marks for the purpose of making written matter clear at sight."³¹⁴ A much better and more complete

³¹⁴American Punctuation (New York, 1949), p. 3.

definition is given by Goold Brown: "Punctuation is the art of dividing literary composition, by points, or stops, for the purpose of showing more clearly the sense and relation of the words, and of noting the different pauses and inflections required in reading."³¹⁵

In general, there are 13 commonly used structural marks of punctuation: period (.), comma (,), semi-colon (;), question mark (?), exclamation mark (!), parentheses (), apostrophe ('), dash (--), quotation marks (" "), hyphen (-), suspension dots (...), and brackets [].³¹⁶

A study of the 48 lead paragraphs selected from a single issue of Time (March 27, 1961) shows that:

- a) the average length of a lead paragraph is 81.6 words--more than twice as that of an ordinary newspaper lead paragraph, which has an average of only 38 words,³¹⁷
- b) the most often used punctuation marks are the comma (average per paragraph: 5.4), the hyphen (average per paragraph: 3.35), and the period (average per paragraph: 2.65); c) suspension dots appeared only once in 697 marks; and d) no exclamation mark was found. (See Table III)

³¹⁵A Grammar of English Grammars, pp. 771-772.

³¹⁶Other marks, such as asterisk or star (*), the asterism or three stars (***), the ditto marks ("), the caret (^), the brace ({ }), are rarely used in Time.

³¹⁷Porter G. Perrin, Writer's Guide and Index to English (Chicago, 1942), p. 56.

TABLE III

THE LENGTHS OF PARAGRAPHS & FREQUENCIES OF STRUCTURAL MARKS

Page No.	Column Title	Words per Paragraph	Period (.)	Comma (,)	Hyphen (-)	Ques. (?)	Dash (—)	Par. ()	Col. (:) (,)	Sc. (,)	Quo. " "	Ap. (')
13	The People	94	5	8	2	2	—	—	2	—	6	4
14	Agriculture	37	1	2	1	—	—	—	—	—	—	—
14	The Congress	16	2	1	—	—	—	—	—	—	2	2
16	The Adminis.	9	—	—	—	—	—	—	1	—	—	—
17	Virginia	142	6	7	4	—	—	1	—	—	—	3
19	Modern Times	145	10	8	5	—	—	1	—	—	1	1
20	U.N.	62	7	2	1	—	—	—	—	—	—	—
20	The C'swealth	35	—	3	2	1	—	—	1	—	—	—
21	South Africa	92	5	—	4	—	—	—	2	—	3	2
22	Poland	46	5	1	2	—	—	—	—	—	1	—
22	Algeria	23	4	1	—	—	—	—	—	—	—	—
23	France	105	7	10	5	—	—	1	2	—	1	—
23	West Germany	95	7	6	2	—	—	—	—	—	1	2
23-24	Saudi Arabia	65	6	4	2	—	—	—	1	—	—	1
24	Congo	74	4	4	1	—	—	—	1	—	1	—
25	Ghana	131	9	7	4	—	—	2	—	—	—	2
25	Kenya	67	2	4	2	—	—	1	1	—	—	1
25	Laos	25	1	—	—	—	—	—	—	—	—	—
26	Red China	90	6	5	7	—	—	—	1	—	1	3
26	Indonesia	50	2	3	1	—	—	—	—	—	1	—
29	The Americas	115	8	4	5	—	—	—	—	—	3	—
29	Brazil	85	5	5	3	—	—	—	—	1	—	3
30	Canada	73	3	4	3	—	—	—	—	—	—	2
32	People	91	3	7	5	—	—	—	1	—	1	2
36	Education	27	2	2	1	1	—	—	—	—	—	—
41	Music	104	5	10	4	—	3	—	—	—	2	1
44	The Press	79	5	3	4	—	—	—	—	—	—	—
49	Religion	152	10	12	5	1	—	—	1	—	3	1
52	The Theater	99	3	12	10	—	1	—	—	—	—	1
55	Show Business	84	3	5	2	—	—	1	—	—	—	2
55	Playground	9	1	2	—	—	—	—	—	—	—	—
56	Comedians	74	3	7	4	—	—	—	—	—	1	1
61	Sport	99	6	5	6	—	—	—	1	—	—	—
61	Johnny-C.L.	107	3	8	7	—	—	—	1	—	—	3
62	Taming d. E.	100	5	6	0	—	1	—	—	—	—	—
64	Art	54	3	4	3	—	—	—	—	—	1	—
68	Science	109	11	5	9	—	—	—	—	—	2	1
72	Cinema	91	7	6	3	—	—	4	4	1	2	—
74	Medicine	80	6	9	7	—	—	1	1	1	—	1
78	State of Bus.	43	2	4	1	—	—	1	1	—	—	1
78	Autos	96	5	8	5	—	1	—	1	—	1	1
85	Aviation	96	10	7	4	—	—	1	1	—	—	—
86	Milestones	24	2	7	2	—	—	—	1	1	—	—
88	Books	72	3	7	2	—	—	—	—	—	2	2
88	Last Fling	107	4	8	10	—	—	1	—	1	—	2
88-89	A Poet	82	2	8	3	1	—	—	1	—	—	—
90	Sculptorama	81	3	7	3	—	—	3	—	1	—	—
90	Short Notices	218	15	11	8	—	1	3	1	2	1	1
Total:			127	259	161	6	7	21	27	8	37	46
Avg. Per												
Par:		81.6	2.65	5.4	3.4							

Remarks: 1) Compound words are counted as single words - (all-out). 2) Abbreviated terms are counted as single words - (U.S.). 3) From the issue of March 24, 1961.

The high frequency of commas is largely the result of Time's style. Time generally uses the comma to mark off the parenthetical expressions, descriptive modifiers, and loosely attached appositives, all of which are relatively numerous, as in:

The House passed, 399 to 14, the Administration's social security bill to 1) boost minimum monthly benefits from \$33 to \$40, and 2) permit men to retire and collect 80% of their usual benefits at 62 instead of 65, as women are already allowed to do.

(April 28, 1961, p. 15/3)

It also should be noted here that in comparing Time with other magazines a language expert concludes Time "does not" use the comma in the punctuation of series constructions.³¹⁸ This statement is certainly not applicable to the current practice of Time because we can easily pick out many examples from any current issue to prove just the contrary. For example:

The fledgling President of the U.S. was readying himself to fly off this week for conferences with 1) France's President Charles de Gaulle in Paris, 2) Premier Nikita Khrushchev in Vienna, and 3) Britain's Prime Minister Harold Macmillan in London.

(June 2, 1961, p. 11/1)

In this sentence the comma is used before "and."

³¹⁸R. J. McCutcheon says in his article "The Serial Comma Before 'And' and 'Or'," American Speech (October, 1940): "Magazines . . . differ in the punctuation of series constructions. Newsweek uses the comma, and Time does not; . . ." p. 251.

The comparatively high frequency of hyphens is a result of 1) the large number of compound words in Time's vocabulary, and 2) the typographical need for word-divisions in Time's narrow columns.

The period is frequently used for the following functions:

- (1) As a full stop after any declarative sentence:

The winds of cold war crisis for
1961 were converging on Berlin.
(June 23, 1961, p. 9/1)
Mao Tse-tung's proudest contri-
bution to Communist theory was
the commune.
(March 24, 1961, p. 26/1)

- (2) At the end of a run-in sidehead that is not an integral part of the first sentence of its paragraph:

Off With the Neck. Secret of Trader
Vic Bergeron's success is his pre-
ference for South Sea atmosphere
rather than culinary authenticity.
"How are you going to make a pig
in the ground in your restaurant?"
asks Bergeron. "Furthermore, you
can't eat real Polynesian food.
It's the most horrible junk I've
ever tasted."
(March 31, 1961, p. 71/2)

- (3) After initial capital letters in abbreviated nouns:³¹⁹

U.S. = United States
U.N. = United Nations
U.K. = United Kingdom

³¹⁹Publications differ in this practice. In Time there are no periods after NATO (North Atlantic Treaty Organization) and SEATO (Southeast Asia Treaty Organization).

U.A.R. = United Arabic Republic
 U.S.S.R. = United Soviet Socialist Republics
 N.C.A.A. = National Collegiate Athletic
 Association
 A.F.L.-C.I.O. = American Federation of Labor
 and Congress of Industrial
 Organization

(4) As a decimal point in monetary figures:

. . . Kimberly's wool dresses with
 jackets (\$59.95), three-piece suits
 (\$59.95 and \$69.95) and plain dresses
 (\$49.95 and \$59.95), . . .
 (June 9, 1961, p. 38/3)

Another special stylistic feature in Time is its frequent use of parentheses and dashes for enclosing additional information or editorial comment. Within the parentheses,³²⁰ between a person's first name and last name, Time may insert various kinds of information:

A book title: Harvard University
 Economist John Kenneth
 (The Affluent Society)
 Galbraith . . .
 (Jan. 2, 1961, p. 14/2)

A song title: Songwriting Governor Jimmie
 (You Are My Sunshine) Davis . . .
 (Jan. 2, 1961, p. 18/3)

A quotation: 'Count' Jaime ("Call me
 Jimmy") de Mora y Aragon . . .
 (Jan. 2, 1961, p. 21/2)

A nickname: Michigan Democrat G. Mennen
 ("Soapy") Williams . . .
 (Jan. 2, 1961, p. 27/3)

³²⁰According to Summey, the two purposes of parentheses are 1) "to enclose serial numbers or letters,"--Time uses only a single parentheses as in this footnote; 2) "to enclose incidental explanatory matter, page references, dates, or other expressions that other points would emphasize too strongly or not distinguish clearly from the context," op. cit., p. 107.

A movie title: Cinemactor Ernest (Marty)
 Borgnine, 44, and Mexican
 Cinemactress Katy (High
Noon) Jurado, 33, . . .
 (March 3, 1961, p. 40/1)

The use of the dash also contributes to Time's distinctive style:

The U.S. could not help them
 Cubans--at the moment.
 (Jan. 13, 1961, p. 29/1)

Despite big campaign promises of
 legislation for teacher's salaries,
 the emphasis, he said, would be on
 school construction--period.
 (Jan. 2, 1961, p. 13/3)

To avoid embarrassment all around,
 Kennedy at first allowed that
 Georgia's Governor Ernest Vandiver
 was "under consideration," then went
 through the motions of calling the
 Governor to ask if he would like the
 job--but let him understand that the
 right answer was no.
 (Jan. 13, 1961, p. 16/3)

As for quotation marks, Time's writers had an expensive lesson in using them carefully when Time, Inc., lost a libel suit to Curtis B. Dale,³²¹ who was erroneously reported in uncredited quotation marks to have "shot himself in the White House in the presence of his estranged wife and Mrs. Roosevelt," and lost \$3,500 to a free-lance writer who "spotted in Life a complete page lifted without quotation marks from his latest book."³²²

³²¹Roland E. Wolessley, The Magazine World (New York, 1952), p. 141.

³²²David Cort, "Once Upon A Time, Inc., Mr. Luce's Fact Machine," The Nation (Feb. 18, 1956), p. 135.

Question marks are used relatively infrequent in all writings. In journalistic writing they are still more difficult to find because all news reports must be based on facts rather than dubious imagination. However, Time does use a number of question marks in its captions and sub-headlines for the purpose of attracting the reader's attention and arousing his curiosity,³²³ but in the text they are used only occasionally.

Of the remaining marks, the apostrophe is used most often because of Time's policy of saving space ("the Administration's social security bill" instead of "the social security bill of the Administration"); the suspension dots appeared only once (to show the omission of quoted material); the bracket is rarely used in a story and was not found in lead paragraphs used for this study; the exclamation mark was neither found in the lead paragraphs nor used in other paragraphs in the issues of Time which were examined.³²⁴

³²³In the "Religion" column (March 31, 1961, p. 61) the caption under photographs of two chaplains (one Methodist, one Presbyterian) reads: "A few more Baptists too?" and the headline below reads: "Denominational Democracy?" (See Illustration III)

³²⁴Summey remarks that there are only five explanation marks in 2,000 sample sentences he collected for his study. op. cit., p. 90.

Word Order

As English has become an analytic language,³²⁵ it must depend on word order to show relationships between words and clauses. Strictly speaking, there are only two kinds of word-orders--the normal and the inverted.³²⁶ The normal word-order is standardized into "some score of typical patterns,"³²⁷ and the inverted is used for emphasis or for variety. In its early days, Time was often parodied for its "backward-run" sentences such as "Outraged was snaggletoothed, bibious, ambidextrous Herman Zilch. . ."³²⁸ But, since 1945, as its ex-Publisher P. I. Prentice has indicated, Time's editors no longer think highly of this type of sentence and began to refrain from using it. When used, it is usually "as an occasional way of emphasizing a point."³²⁹

³²⁵According to Baugh, inflectional languages (including all Indo-European languages) fall into two classes: synthetic and analytic. "A synthetic language is one which indicates the relation of words in a sentence largely by means of inflections," such as Latin; while "analytic languages are those which make extensive use of prepositions and auxiliary verbs and depend upon word order to show other relationships." Old English was synthetic; Modern English is analytic. op. cit., p. 66.

³²⁶George O. Curme classifies the word-order into three: "the verb in the second, the third, or the first place." A Grammar of the English Language: Syntax (D. C. Heath and Co., 1931), p. 347.

³²⁷Margaret M. Bryant and Janet Rankin Aiken, Psychology of English (Columbia University Press, 1940), p. 133.

³²⁸July 16, 1945

³²⁹Ibid.

In the 510 lead sentences used in this study the two kinds of word-orders are distributed as shown by the following table.

TABLE IV
A Comparison of Word-Orders

Sentence Structures	Normal	Inverted
1. Simple (296)	277	19
2. Compound (33)	32	1
3. Complex (166)	158	8
4. Compound-Complex (15)	15	--
Total	482	28

Note: Normal = Subject + Verb
Inverted = Verb (or auxiliary verb) + Subject

Among the inverted simple sentences, the most common pattern is with a prepositional phrase at the beginning:

Inside the coffin was the body of
Lutfi Kirdar, Minister of Health in
Turkey's late, deposed regime.
(March 3, 1961, p. 31/1)

Into an auditorium filled with some
4,000 Navy and Marine officers marched
spray-fresh Navy Secretary John B.
Connally, Jr. to punch at the feather-
bed.
(April 21, 1961, p. 18/3)

To the rostrum in the Kremlin's Great
Hall waddled a stumpy figure in the
dark green of a Soviet lieutenant
general and sporting a chestful of
medals.
(June 30, 1961, p. 16/1)

Other patterns include:

- (1) Part of a verb phrase at the beginning:

Arrested in New York City last
October was a Russian U.N. employee
named Igor Melekh.
(March 31, 1961, p. 10/2)

- (2) A predicate nominative at the beginning:

An Oliver Wendell Holmes he is not.
(March 17, 1961, p. 18/1)

- (3) A negative adverb such as seldom or never at the beginning:

Seldom if ever had a new state come
into being with less enthusiasm or
more foreboding.
(June 9, 1961, p. 24/3)

- (4) Questions and some quotation-beginnings:³³⁰

Do you know Spanish, French, Italian,
Portuguese, Urdu, Mandarin, Arabic?
(April 4, 1961, p. 24/3)

"Late jam sessions, midnight until
unconscious," advertised one night-
club.
(May 5, 1961, p. 30/1)

In the compound-sentence group the only inverted word-order is found in an interrogative sentence:

Is Ghana's Kwame Khrumah deliberately
edging his nation toward Communism,
or is he just flirting harmlessly and
neutrally at a safe distance outside
the Soviet orbit?
(May 12, 1961, p. 21/3)

³³⁰These are the only two simple sentences of this type, so they are cited for the second time. Other repetitions are avoided, when possible.

No other compound sentences have an inverted word-order:

Telephones jangled, the switchboard blinked, and drifts of incoming mail accumulated on the desks.

(March 10, 1961, p. 18/3)

Everyone demanded a right to dictate the way to peace in the Congo, but few wanted to pay for the privilege.

(April 7, 1961, p. 27/2)

Complex sentences are comparatively longer than either simple or compound sentences and seem to provide more flexibility in word-order. For the complex sentence there are several patterns of normal word-order:

1) Main clause + subordinate clause, as either an adjective or noun clause:

It is a poor politician who does not profit from mistakes of the past.

(May 5, 1961, p. 18/3)

TV's Jack Paar said that it was the honorable thing for the U.S. to do.

(June 16, 1961, p. 15/3)

2) Adverb phrase + adjective clause + main clause pattern in which the main clause can be shifted, but not the subject and the verb:

Among U.S. foreign service men who are stationed in Iron Curtain countries, there is an old joke.

(June 23, 1961, p. 11/2)

(If shifted to "There is an old joke among U.S. foreign service men who are stationed in Iron Curtain countries" the meaning still remains the same.)

3) Subordinate clause + main clause pattern, in which the main clause can be shifted to the front, but in so doing the emphasis would be different:

If Laos is destined for neutrality,
who keeps it neutral?

(May 26, 1961, p. 23/2)

If it was conceived as a rebellion,
it was a flop.

(Feb. 3, 1961, p. 19/1)

When David Ben-Gurion resigns as
Prime Minister of Israel, his
opponents are usually in trouble.

(Feb. 10, 1961, p. 25/1)

And among the eight inverted complex sentences there are such patterns as these:

-- By the end of 1961, the world's population will be more than 3 billion, reported the United Nations Economic and Social Council (ECOSOC) last week.
(April 14, 1961, p. 31/1)

-- Closer and closer comes the time when Britain must decide to join Western Europe or to stand permanently apart.
(March 3, 1961, p. 28/3)

-- Out from a month behind the U.S. Air Force secrecy curtain came the two RB-47 airmen who were released by the Russians shortly after John Kennedy's inauguration.
(March 10, 1961, p. 23/2)

As Table IV shows, there is no inverted word-order in compound-complex sentences. All compound-complex sentences are as normal in word-order as these:

No banners were flying, no mobs were shouting as Tanganyika's 9,000,000 blacks got self-government last week.
(May 15, 1961, p. 22/1)

Nothing fascinates an Indian politician like trying to guess who will succeed Pandit Nehru, now 71, and the only Premier the country ever had.
(May 12, 1961, p. 22/1)

Although word-order in English is standardized "in a more rigid and thorough-going way than most of us realize,"³³¹ yet, there are different ways of arranging words and clauses in order to gain emphasis and variety. As Time has shown, many sentence patterns can be used in writing a news material. Unlike most other journalistic publications, Time has set an example in showing how attractive and varied much-despised journalistic writing can be.

Sections

Time has a total of twenty-two sections--Letters, A Letter From the Publisher, The Nation, The World, The Hemisphere, The People, Modern Living, The Press, Show Business, *Religion,³³² *Music, Science, Education, *Theater, Sports, *Art, Medicine, *Cinema, Business, Milestones, Books, and Time Listings. As a newsmagazine, all sections are dedicated to reporting news events; but as the general headings indicate, each section has its own special field to cover. However, all sections use Time's peculiar stylistic mannerisms.

³³¹Margaret M. Bryant, op. cit.

³³²Indicates "standby" sections that do not necessarily appear in each issue.

In each issue, a "Cover Story," related to the picture on the cover of that issue, deals with a subject of special current interest. The cover stories and cover pictures show that Time's primary interest is in people. (See Table V)

Though Time's news reports are usually at least a week later in reaching the public than those of the daily newspapers, yet Time often demonstrates ingenuity and courage in publishing what other publications may shun or suppress for fear of unfavorable consequences. The latest example of this kind was Time's comprehensive coverage of the Cuban disaster with a cover story on April 28, 1961. According to CBS Correspondent Charles Collingwood's report on a TV program about the press, "Time magazine was the first of really national circulation to report the story of the so-called secret invasion bases run by the CIA in Guatemala."³³³ Time's publisher, Bernhard M. Auer, admitted in his weekly letter that the coverage was "no pretty story," but, he added, "Time thought it to be in the national interest to tell, believing that the resilience of democracy consists in its right to know about the good and the bad, and its readiness, once it knows its mistakes, to profit by them."³³⁴ This, incidentally, is Time's general attitude toward the handling of all news events.

³³³May 12, 1961, p. 9/2.

³³⁴Ibid.

TABLE V
A LIST OF COVER STORIES
(Jan. 2 - June 30, 1961)

Date	Column Title	Subject & Remarks
Jan. 2	Science	15 U.S. Scientists (Also Men of the Year, 1960): John Franklin Enders, Willard Frank Libby, Linus Carl Pauling, Isidor Issac Rabi, Edward Teller, Joshua Lederberg, Donald Arthur Glaser, Robert Burns Woodward, Charles Stark Draper, William Shockley, Emilio Gino Segre, Charles Hard Townes, George Wells Beedle, James Alfred Van Allen, Edward Mills Purcell.
Jan. 6	Defense	Pacific Commander Harry Felt
Jan. 13	Medicine	Physiologist Ancel Keys (founder of K-Rations)
Jan. 20	Women	Jacqueline Kennedy (wife of President Kennedy)
Jan. 27	The Presidency	The Inauguration of John Fitzgerald Kennedy (35th U.S. President)
Feb. 3	The Cold War	RB-47 Flyers Freeman B. Olmstead and John R. McKone (just released by Soviet Russia)
Feb. 10	The Congress	House Speaker Sam Rayburn
Feb. 17	Sports	Oscar Robintson (U.S. Basketball player)
Feb. 24	The U.N.	Soviet Delegate Valerian Zorin
Mar. 3	The Economy	White House Economist Walter Wolfgang Heller
Mar. 10	Music	Soprano Leontyne Price
Mar. 17	Laos	The King of Laos (Savang Vatthana)
Mar. 24	Autos	Ford Dealer Jim Moran
Mar. 31	Medicine	Guilt & Anxiety
Apr. 7	Defense	Defense Secretary Robert McNamara
Apr. 14	Show Business	Playwright Jean Kerr
Apr. 21	Science	Russia's Yuri Gagarin (world's first spaceman)
Apr. 28	The Hemisphere	Cuba's Rebel Leader Jose Miro Cardona
May 5	Art	Architect Le Corbusier
May 12	Science	U.S. Astronaut Alan B. Shepard
May 19	Modern Living	Travel: The Faraway Places
May 26	Religion	Presbyterian Eugene Carson Blake
June 2	The South	Alabama's Governor John Patterson
June 9	The Presidency	President John F. Kennedy
June 16	Business	Clint & John Murchison
June 23	Republicans	Barry Goldwater
June 30	The Hemisphere	Brazil's President Janio Quadros

Like Letter columns in other publications, this section also serves as a mirror to reflect the mistakes it has made and, more important, the social effects it has upon its readers. But, unlike most other letter departments, the published letters and the editor's answers in Time are generally full of fun and humor. For example, in its June 6, 1961, issue a letter reads:

Sir:

As a barber, I was grieved when I read Robert Frost's statement in Time that he cuts his own hair. Further reflection, however, leads me to the conclusion that I have not real cause for complaint, as I write my own poetry.

Lyle Woods Bryan

A letter commenting on the recent trip of President Kennedy and wife, Jacqueline, to Europe is curt but full of humor and satire:

Sir:

After reading your detailed account of Jacqueline's trip, I could only wish that the invasion of Cuba had been half as well planned as Jackie's invasion of Paris.

Thomas P. Winborne

(June 23, 1961, p. 4/3)

Not all letters from Time's readers are in good humor. A recent letter containing the severest attack on the magazine was from New York City's Mayor Robert F. Wagner. He wrote:

Sir:

You label your story on New York City in the May 12 issue 'Progress Report?' and spend a sophomoric column trying to prop up the phony question mark. For sheer unadorned, twisted, dirty reporting, this article deserves a high place in the roster of dishonorable journalism . . . (June 2, 1961, p. 4/2)

To this angry letter Time answered:

"Reader Wagner's invective is as full of potholes as his streets.
--Ed."

One letter which is full of the smell of power and warns Time of risking "the wrath of many braves taking the warpath, Ugh!" was from two Indian guides who signed themselves as "Straight Arrow David Rees (Age 8½)" and "Thunder Cloud Paul G. Rees (Age 31½)." Time published this letter under the caption "Smoke Signal" and answered it with: "How! Time erred, proffers peace pipe to Indian Guides."³³⁶

On most occasions, when a story provokes readers' arguments, Time presents both sides to show its fairness.³³⁷

³³⁶Feb. 17, 1961, p. 6/2.

³³⁷Under the caption "Mr. Conservative" (June 23, 1961, p. 2/1) Time published a letter by Mildred L. Coulter saying "The comments of Senator Goldwater and his disciples frighten the hell out of me" and another letter by Mr. and Mrs. Paul N. Marston who said: ". . . we are inclined to support Senator Goldwater's proposals for dealing with Communism. . ."

When a mistake is pointed out by any reader, Time sometimes makes a witty correction if it erred; sometimes it will print a picture to show the cause of the error. It seldom prints letters praising its own publication. When it does, the letter must contain some other substance worthy of publication.³³⁸

Since Time's readership is wide and its coverage is very broad, the letter writers in this section include those in almost all walks of life "ranging from kudos to clouts."³³⁹ The list includes such personalities as Jordan's King Hussein, Kenya's Tom Mboya, President John F. Kennedy and his brother, Attorney General Robert Kennedy. The majority, of course, are common people such as housewives, students, travelers, and many in professional occupations, whose comments or corrections are stimulated by Time's reports. To handle its mail, the Letters section has a team of only "17 plus a stenographic service."³⁴⁰

³³⁸For example: "Your article 'Crisis in Civil Right' was a good one--superbly handled, well written. Time again takes its place as the fairest of news-weeklies. More power to it." (June 16, 1961, p. 7/3) Such a letter may have a salutary effect on all journalists handling such ticklish news events as the Civil Right program of the South.

³³⁹Jan. 6, 1961, p. 9.

³⁴⁰March 17, 1961, p. 10.

As part of its style, all sections except Milestones and Time Listings are appropriately illustrated with photographs, paintings, maps, and cartoons. Some of these illustrations are reprints, some are provided by its own staff. Unlike its news stories, all the illustrations are duly credited and, with only a few exceptions, captions are in the form of a "slug," a question, or a quotation.

All sections of Time are consistent in style, as if they were written by one person, even though each section deals with a particular field of information. Among the twenty-two sections, only two of them--Milestones and Time Listings again--are written according to a fixed formula.

When one considers the characteristics and mannerisms of Time's style, one realizes that this magazine does have a unique style that deserves to be considered as a contribution to modern journalistic writing.

II. Illustration of 'A Letter From The Publisher'



THOMAS



MBOYA



KENNEDY



UREY

A letter from the PUBLISHER

Benjamin M. Auer



FINKELSTEIN

WHO writes to TIME? As the editors face up to mail by the armful, it often seems that the whole cross-section of their readership has an opinion to deliver. M.D.s scratch notes on prescription pads; travelers scrawl on postcards; housewives pause in their day's rounds to comment on such subjects as religion, politics, nuclear weapons and sex.

It is a lively and far-flung correspondence, ranging from kudos to clouts, which last year elicited comment from theologians, politicians, playwrights and kings. This week prominent Episcopal Layman Charles P. Taft (brother of the late Senator) joins TIME and its Dec. 12 cover subject, Jesuit John Courtney Murray, in the "dialogue" of church-state separation (see LETTERS), an engrossing issue that last week was examined by Jewish Theological Seminary Chancellor Louis Finkelstein, Baptist Minister and *Christian Herald* Editor Daniel A. Poling and Socialist (and onetime Presbyterian Minister) Norman Thomas.

In the past year Jordan's King Hussein wrote in eloquent defense of his sometimes wayward brother, Crown Prince Mohammed; Kenya's Tom Mboya wrote to amplify his role in the London Conference on Africa. On the weighty subject of nuclear controls, former AEC Member Thomas E. Murray stated the case for continued testing, and Nobel Prizewinning Chemist Harold C. Urey argued in rebuttal that the issue was not technological but political.

Not all letters took up matters of such moment. John Fitzgerald Kennedy wrote in praise of the campaign efforts of Democratic National Committee Chairman Henry ("Scoop") Jackson; Brother Bobby Kennedy had words of praise for California's nonpolitical Community Service Organization for getting out the Spanish-speaking vote. Sam Goldwyn, Gore Vidal, Jack Paar and William Saroyan all ticked off TIME on matters of personal privilege. Last month eight writers and critics (James Baldwin, Jason Epstein, Lillian Hellman, Alfred Kazin, Robert Lowell, Norman Podhoretz, Lionel Trilling, William Phillips) collaborated in a letter in defense of the literary reputation of Fellow Writer Norman Mailer.

May the new year be as filled with the clamor of debate, the scoring of points, and knuckles well and truly rapped.

SINCE shortly after TIME began in 1923, each issue has been dated on Monday. Beginning with this issue, in keeping with the new earlier press schedule established in recent months, TIME will be dated as of Friday.



TAFT



MURRAY



HUSSEIN



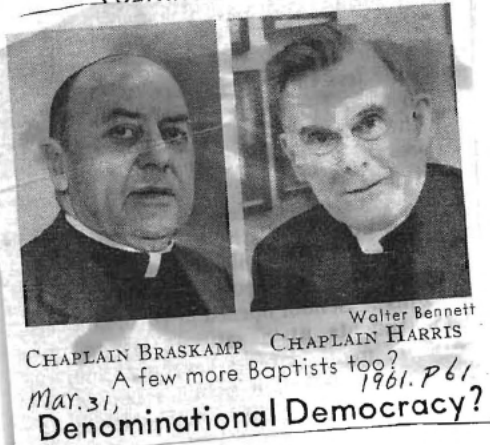
POLING

(January 6, 1961)

(January 6, 1961)

III. Illustration of Caption, Letter & Answer

(Caption)



CHAPLAIN BRASKAMP CHAPLAIN HARRIS
A few more Baptists too?
Mar. 31, 1961. P 61
Denominational Democracy?

(May 31, 1961)

The Real Yo-Yos (May 12, 1961)

Sir:

The subjects of Strombotne's painting, *Yo-Yo*, were easily recognizable as Pablo Picasso and Kathy (his stepdaughter since his marriage to Jacqueline). The photographs



KATHY



courtesy Frank Perls Gallery
STROMBOTNE'S "Yo-Yo"



David Douglas Duncan
COOPER

he used as models can be found in *The Private World of Pablo Picasso*, by David D. Duncan. The "Lolita-like" girl is Kathy, the figure for the man is, of all people, Gary Cooper, and the face of the "sinister" old man is Picasso.

PATRICIA HEARD

Whittier, Calif.

¶ Painter Strombotne says that the figures were indeed inspired by Duncan's photographs of Kathy and Cooper, but denies that the face is Picasso's. —ED.

(Letters)

Off on the Wrong Foot?

Sir:

Reading TIME, I came across the cartoon in which Ham, the chimpanzee who recently made a successful space voyage, was explaining to the three space astronauts about space flight, saying "... Then, at 900,000 feet, you'll get the feeling that you *must* have a banana!" The cartoon is excellent, but doesn't Air Force Captain Virgil Grissom have his left shoe on his right foot?

JIM HONIGSCHMIDT
Robbinsdale, Minn.

¶ So it seems, but not to Cartoonist Emmwood. —ED. March 24, 1961



Above: March 24, 1961

Below: May 12, 1961

IV. Illustration of 'Letters' and 'Answers'

Rotund Darling (May 12, 1961)
(May 12, 1961 P.12)

Sir:

In reading your review of the Ernie Kovacs show, I noticed mention given to an "immense, grossly fat ballerina staggering to the crashing chords of Tchaikovsky's



DANCER LANDERS

1812 Overture." The gross ballerina mentioned is Miss Muriel Landers, who is a legitimate and trained dancer. Nightclub goers will remember the rotund Miss Landers as the dancing partner of Ray Bolger—also, she is my darling wife!

ERNIE RICHMAN

Van Nuys, Calif.

Mustaches

Sirs:

May I be the first to identify the owners of the bushy upper lips in TIME, April 21? My guesses (from top to bottom): Mikoyan, Stalin, Hitler, Niven, Cantinflas.

ROBERT J. WILSON JR.

New York City

(April 21, 1961)



Bob Landry

TRIMMED



Margaret Bourke-White—LIFE
BUSH



George M. Lacks

TOOTHBRUSH



HAIRLINE



Juan Guzman

(April 21) DIVIDED (1961) P.64
Measuring a man by his mustache.



SLIM



STALIN



HITLER



NIVEN



CANTINFLAS

¶ You missed by a few hairs. The first one was British Field Marshal Sir William Slim.—Ed.

(May 5, 1961) P.4

(May 5, 1961)

V. Illustration of Reprinted Cartoons

'The Press'
(May 12, 1961.)
May 12, 1961. P.36



Jensen—London Sunday Telegraph
"NOW, SIR, CAN YOU GIVE ME
YOUR FORMULA FOR SUCCESS?"

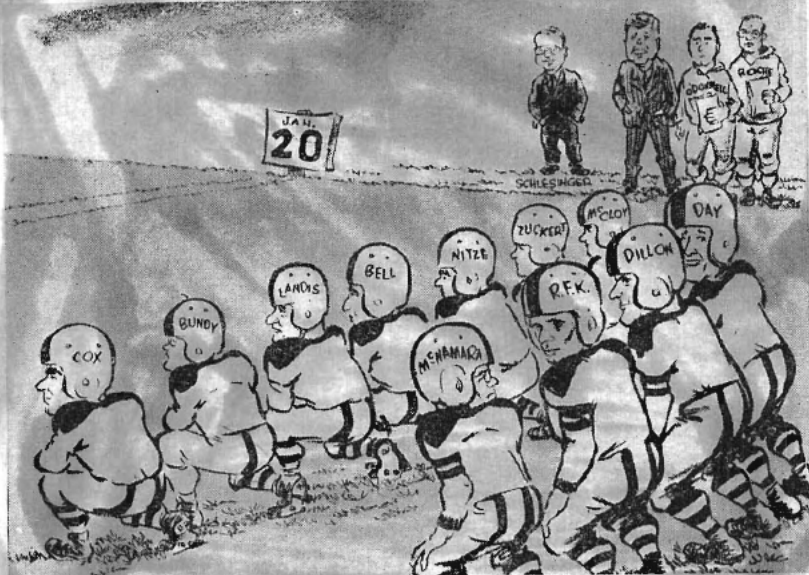
(No Caption. June 9, 1961)



Parrish—Chicago Tribune

No Caption. June 9
1961 P. 10

(January 20, 1961. Page 46)



Dobbins—Boston Traveler

"A GOOD HARVARD TEAM FOR A CHANGE?"

(January 20, 1961, p.46)

VI. Illustration of Sections' Illustrations



(Religion)

(March 17, 1961)

EZEKIEL'S VISION

Bettmann Archive

Page 51

Simply visitors with back-pack helicopters and walkie-talkies.



(January 27, 1961. Page 58)

REPORTERS ASSOCIÉS

KLEIN & LIVING BRUSH: SOME IMPROVE IN THE RAIN

(January 27, 1961)

(Books)

"Books"

(April 14, 1961. P.112)



British War Office

AUTHOR MONTGOMERY
Personifying leadership.

(April 14, 1961)

CHAPTER IV

TIME'S INFLUENCE ON THE AMERICAN LANGUAGE

The American language in recent years has been rapidly extending its sphere of influence in many countries as United States became an increasingly greater power among the family of nations. As an invariable rule, a nation's cultural influence always follows that of political or military might. The foreign aid and exchange programs now being undertaken by the U.S. have already had some impact on the adoption of the American language as a standard means of communication. In most countries, especially the U.S. foreign aid recipients, the learning of American English has come into vogue among people of all ages. For getting acquainted with the American way of life and learning the American language in these countries, handy means are Time, Newsweek, and the Reader's Digest, which, because of their wide circulation and profitable advertisements, are often sold at a price even lower than most of the local publications. For many foreigners, these three American publications represent a great part of what they read in American English. In respect to language, Time is, no doubt, more influential than the other two because of its conscious linguistic experiments and stylistical mannerisms.

Even in the United States, Time seems to have attracted more attention than most of the other publications so far as its style is concerned. As Professor Firebaugh has pointed out:

Of all the journalistic phenomena of our age, the magazine Time is linguistically the most interesting. . . . The popularity of the magazine increased as its mannerisms developed, until today it is beyond challenge one of the most widely read and quoted publications in the United States. Because of its popularity, any word which it introduces and uses constantly may be considered at least potentially a part of the language.¹

As its circulation continues to increase, Time's influence is bound to increase proportionally. Only those who seemed to be prejudiced are inclined to discount Time's linguistic influence.² It is true that many of Time's coinages have not been accepted into the ordinary

¹Firebaugh, op. cit., p. 232.

²Professor John W. Clark says in the second part of the British and American English Since 1900: "Such deliberate and artificial coinages as Mr. Walter Winchell's infanticipating simply do not occur in the normal speech or writing of any social or educational class, and the same is true of Time's mass-produced imitations--cinemactress and the like." He also adds: "Even in the realm of the standard vocabulary, journalistic usage neither resembles nor modifies speech so much as one might expect; Time, for example, entitles its movie-review section 'Cinema' . . . but in any kind of American speech except the jocose or affected or otherwise highly special, the word is never heard." op. cit., pp. 235-236. However, the presently popular word "cinemascope" is derived from "cinema" rather than from the word "movie."

speech or regarded as permanent, but it is also true that language itself is subject to constant changes and no vocabulary of any living language can be considered as "permanent."

So far as journalistic writing is concerned, according to Grant Milnor Hyde, author of the Newspaper Handbook, "Neither short sentences nor long sentences exclusively make good newspaper style. . . . Variety is the goal to seek in sentence length--a conscious variety constructed for a purpose." He also advises: "Clearness, conciseness, and originality are the chief characteristics of good newspaper writing."³ This rule seems to be applicable to Time's style in every conceivable way. Even the more severe test that M. Lyle Spencer calls the "delicacy of expression"⁴ will not fail to give this magazine a passing grade. As the following passage will show, Time sometimes possesses quality worthy of literary recognition:

Amid all the gaiety, the first flakes of snow were barely noticed. But they kept falling--and falling and falling. By nightfall on inaugural eve, confusion was complete. At least 10,000 cars were stalled and abandoned. Airplanes stacked up over the airport, then flew away;

³Newspaper Handbook (New York, 1941), pp. 51-52.

⁴"Delicacy of expression is that quality of news writing which . . . is originality; it is cleverness; it is nimbleness of wit and beauty of phrase . . ." News Writing (New York, 1917), p. 113.

Herbert Hoover, winging up from Miami, had to turn back, never got to the inaugural. It took Pat Nixon $2\frac{1}{2}$ hours to get from her Wesley Heights home to the Senate Office Building, where her husband was holding a farewell party for his staff. Secretary of State Christian Herter got stuck for two hours in the traffic jam. At the White House, 30 members of President Eisenhower's staff were snowbound for the night. Determined partygoers struggled through the storm, some of the men in white ties and parkas, some of the women wearing leotards under their gowns....

(Jan. 27, 1961, p. 9/2)

The picture of the snow scene on the day before President Kennedy's inauguration day is indeed vivid. In another passage an action is depicted vividly with an economy of words and phrases:

A Russian soldier scuttles like a desperate bug across an open field. Like a big grey toad, a German tank relentlessly pursues him. Bullets frisk about his heels. He dodges, drops his gun, falls, runs on, tilts crazily, with exhaustion. The screen reels, tilts crazily, tilts further... Suddenly the image is upside down, the world is upside down. Yet still across a sky of mud the soldier flees, and still the tank pursues him.

(Jan. 13, 1961, p. 47/1)

In the technique of describing a person's appearance, Time's writers also show the skill of a novelist. For example, in the cover story on Soprano Leotyne Price, the description runs like this:

Not beautiful but with almost most translucent brown skin, high cheekbones, and compelling eyes set in charcoal shadows, she has a memorable face; her figure--broad-hipped, yet lithe, strong yet feminine, medium tall yet commanding,--animates any costume she wears, and she can whip a train or thrust a sleeve with legal authority . . .

(March 10, 1961, p. 59/1)

Time's sentences, as have already been noted, contain such rhetoric devices as repetition and contrast (as in: "Faust contains not just great lyrical speech, but ditties and doggerel, not just shadowy metaphysics but bright worldly wisdom, not just a welter of incident but a web of dreams, not just a prologue about stagefolk but another between the devil and God"⁵); and metaphoric phrases (as in: "The kiss was not so much a kiss as an oral handshake."⁶).

Because of Time's highly respected literary qualities, its vividness and realistic approaches mixed with allusions, Frank L. Mott, an historian of American journalism, has made this statement:

The pointed and vivid style of the new periodical, its informed brashness, its contempt of "stuffed shirts" and all kinds of stuffness, and its occasional flippancy pleased the readers of a new post-war generation.⁷

⁵Feb. 17, 1961, p. 81/2.

⁶April 14, 1961, p. 72/3.

⁷Frank L. Mott, American Journalism (New York, 1959), p. 732.

Henry L. Mencken has noted that Time's influence on the American language is not only enhanced by its great popularity, but also by a large number of influential imitators such as young reporters, editorial writers, as well as professional writers.⁸

Above all, the real significance of Time's style, as Professor Firebaugh once noted, is not that the magazine has brought into the American language many new words, with whatever method the editors please, but rather that their attitude in creating such a style shows the American democratic spirit which is chiefly characterized by a contempt for standard of all sorts, skepticism toward established conventions, and the refusal to take seriously the arbitrary pronouncements of self-constituted authority. It also shows that Time is a representative child of the American democratic tradition in the sense that it despises authority but admires power and success, as clearly shown in its constant use of such words as "socialite," "bald-domed," "kinky-bearded," "weed-whiskered" in referring to "dignitaries" and "tycoon" or "pundit" in referring to successful businessman or journalist.

Despite its anonymity, it refuses to be called "group journalism," which usually implies irresponsibility. On

⁸The American Language, Supplement I, op. cit., p. 337.

the contrary, it says: ". . . Editor and Managing Editor, like those of any other publications, are and always have been responsible editors. Every other Time staff member is responsible for whatever he or she contributes (or omits to contribute) to the week's work."⁹ In this respect, Time has set good example for all aspiring journalists.

⁹The Story of An Experiment, op. cit.

CONCLUSIONS

This study has demonstrated three points:

(1) Time magazine is one of the most popular American publications which have a world-wide circulation and are printed in many international editions. Its circulation has reached a record of 3,250,000 as of February, 1961, and its editions have been increased to a total of five besides the domestic edition--Time Asia, Time Atlantic, Time Canada, Time Latin America, and Time South Pacific.

(2) Time magazine is a "testing ground" for linguistic experiments: new words are added, tested, accepted or discarded according to their ability to stand by themselves. New terms are often introduced from foreign languages or from the archaic vocabulary of English with proper explanations of meaning. Sentence structure is basically traditional in syntax, but common expressions are often used in a curt, concise, and attractive form.

(3) Time magazine is a typical example of the 20th Century journalism, which is characterized by mechanical progress and the rapid increase of circulations as a result of population increase and an increasing interest in world affairs. If by chance the world should one day be united and the American English would be accepted as an international vehicle of communication, Time could claim credit

for popularizing the spirit of American democracy as well as helping to make the English language what it is wherever English is used. It is certainly no exaggeration to consider Time magazine, even at the present time, as an undesignated but influential ambassador of the United States to all countries of the world.

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The New Time and Life Building (pamphlet)

What Makes Time Tick (pamphlet)

Henry R. Luce, Editor-in-Chief of Time, Life and Fortune
 (a biographical sketch of 22 pages)

Correspondence

Letter from Irina Bagration (For the Publisher)

Letter from Margaret Guin (For the Editors)

Letter from Otto Fuerbringer, Managing Editor

A P P E N D I C E S

APPENDIX I

TIME'S PROSPECTUS

The Argument

Although daily journalism has been more highly developed in the United States than in any other country of the world--

Although foreigners marvel at the excellence of our periodicals, World's Work, Century, Literary Digest, Outlook, and the rest--

People in America are, for the most part, poorly informed.

This is not the fault of the daily newspapers; they print all the news.

It is not the fault of the weekly "review"; they adequately develop and comment on the news.

To say with the facile cynic that it is the fault of the people themselves is to beg the question.

People are uninformed BECAUSE NO PUBLICATION HAS ADAPTED ITSELF TO THE TIME WHICH BUSY MEN ARE ABLE TO SPEND ON SIMPLY KEEPING INFORMED.

TIME is a weekly news-magazine, aimed to serve the modern necessity of keeping people informed, created on a new principle of COMPLETE ORGANIZATION.

TIME is interested--not in how much it includes between its covers--but in HOW MUCH IT GETS OFF ITS PAGES INTO THE MINDS OF ITS READERS.

The Format

TIME will appear on Friday morning and will contain news up to and including the Wednesday immediately preceding.

The size of TIME's pages and the quality of the paper are the same as in LIFE.

The magazine contains 24 pages of reading matter in addition to advertisements and front and back covers.

There are three columns to a page.

The cover is black and white.

The illustrations are chiefly portraits.

The Process

From virtually every magazine and newspaper of note in the world, TIME collects all available information on all subjects of importance and general interest. The essence of all this information is reduced to approximately 100 short articles, none of which are over 400 words in length (seven inches of type). Each of these articles will be found in its logical place in the magazine, according to a FIXED METHOD OF ARRANGEMENT which constitutes a complete ORGANIZATION of all the news.

This fixed method arrangement is composed of six general "departments," which are:

Name of Department	Pages
NATIONAL PUBLIC AFFAIRS	5
FOREIGN NEWS	4

THE ARTS	6
Books, Theatre, Art, Music, Newspapers and Periodicals, The Columnists	
THE PROFESSIONS	2
Education, Religion, Law, Medicine, Science and Invention, Business (including Finance)	
SPORTS	1
PEOPLE	2
Imaginary Interviews	
Crime	

How Time Differs

TIME, like all weeklies, differs from the daily papers in what it omits.

It differs from other weeklies in that it deals briefly with EVERY HAPPENING OF IMPORTANCE and presents these happenings as NEWS (facts) rather than as "comments." It further differs in that it is from three to 15 days more up-to-date than they.

TIME is not like The Literary Digest and is in no way modelled after it.

The Literary Digest treats at great length with a few subjects selected more or less arbitrarily from week to week. TIME gives all the week's news in a brief, organized manner.

The Digest makes its statements through its time-honored formula of editorial excerpts. TIME simply states.

The Digest, in giving both sides of a question, gives little or no hint as to which side it considers to be right. TIME gives both sides, but clearly indicates which side it believes to have the stronger position.

Editorial Bias

There will be no editorial page in TIME.

No article will be written to prove any special case.

But the editors recognize that complete neutrality on public questions and important news is probably as undesirable as it is impossible, and are therefore ready to acknowledge certain prejudices which may in varying measure predetermine their opinions on the news.

A catalogue of these prejudices would include such phrases as:

1. A belief that the world is round and an admiration of the statesman's "view of the world."
2. A general distrust of the present tendency toward increasing interference by government.
3. A prejudice against the rising cost of government.
4. Faith in the things which money cannot buy.
5. A respect for the old, particularly in manners.
6. An interest in the new, particularly in ideas.

But this magazine is not founded to promulgate prejudices, liberal or conservative. "To keep men well-informed"--that, first and last, is the only axe this magazine has to grind.

APPENDIX II

PERSONAL CORRESPONDENCE

- A. A Letter from the Publisher
- B. A Letter from the Editors
- C. A Letter from the Managing Editor

TIME
THE WEEKLY NEWSMAGAZINE

TIME & LIFE BUILDING
ROCKEFELLER CENTER
NEW YORK 20
JUDSON 6-1212
PUBLISHER'S OFFICE

A. A Letter from the Publisher

June 19, 1961

Dear Mr. Chiang:

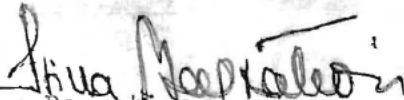
Your letter of June 10 addressed to Mr. Luce has been referred to this office because all requests to reprint or quote from TIME are cleared through the Publisher's office

We are most appreciative of your interest in TIME. But we regret to advise that it is against TIME's policy to give anyone a general or "blanket" permission to reprint TIME's copyrighted editorial material. So when your thesis is about to be published please check with us, listing the quotations you wish to use from TIME.

Your letter is also being answered separately by our editorial department with regard to your questions about TIME.

Thank you for writing us.

Cordially yours,


Irina Bagration
For the Publisher

Mr. Oscar C. K. Chiang
1808½ S. Broadway
Pittsburg, Kansas

TIME

THE WEEKLY NEWSMAGAZINE

TIME & LIFE BUILDING
ROCKEFELLER CENTER
NEW YORK 20

EDITORIAL OFFICES
JUDSON 6-1212

June 22, 1961

B. A Letter from the Editors

Dear Mr. Chiang:

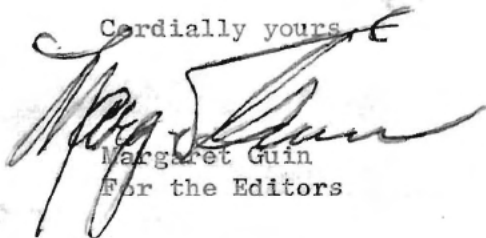
We are glad to send along material on TIME's origin, purpose, background and development which should be helpful on your thesis.

Of course TIME's editorial staff is listed in the magazine each week. Although we have not prepared biographical information on all of the staff members, we are enclosing sketches of Editor-in-Chief Luce, Editor Roy Alexander and Managing Editor Otto Fuerbringer.

One of the enclosed booklets is on our international editions, although you will note that TIME is not published in any foreign language, even in editions printed in foreign countries.

Please accept our best wishes for a successful project.

Cordially yours



Margaret Guin
For the Editors

Mr. Oscar C.K. Chiang
1808½ South Broadway
Pittsburg, Kansas
MG:rn

TIME

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EDITORIAL OFFICES
JUDSON 6-1212

July 6, 1961

C. The Letter from the Managing Editor

Mr. Oscar C.K. Chiang
1808 $\frac{1}{2}$ S. Broadway
Pittsburg, Kansas

Dear Mr. Chiang:

I'm very happy that Miss Guin has supplied you with material that will be helpful for your thesis.

As to your specific questions regarding TIME's writing:

1) No, we do not use or even possess any special style book -- although our copy desk keeps a large compendium of rules and suggestions.

2) As to new words, or word-formations, appearing in TIME -- no, we have no system or assistant to pick them out, and I don't think it's even occurred to anyone to keep a list of them.

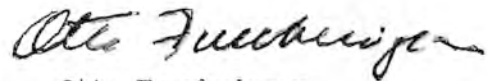
3) On word-blendings -- such as COPoliticians and AEChairman which you cite -- we have no specific policy. They are used, for the most part, as novelties and we try to give them up before they become a bore -- and we have given up more of them in recent years than we have carried. We prize succinctness, but above all we cherish clarity.

4) No, there is no special or specific training program for new writers. It's true many of our writers began their TIME careers writing Miscellany, but that column was eliminated from the magazine some months ago.

- 2 -

I hope this answers your questions satisfactorily.
Thank you for your interest in our magazine.

Sincerely,

A handwritten signature in cursive script, reading "Otto Fuerbringer".

Otto Fuerbringer
Managing Editor

OF/cv