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TIME Magazine – Famous British / American Politicians Por-  
trayed on the Covers

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**Bakalářská práce**

TIME Magazine – Famous British / American Politicians Portrayed  
on the Covers

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Prohlašuji, že jsem práci zpracovala samostatně a použila jen uvedených pramenů a literatury.

*Plzeň, duben 2013*

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## 1. Introduction

This bachelor thesis deals with covers of Time magazine and people portrayed on its covers. The main purpose of this thesis is to introduce reader into theme. Present Time magazine as whole and focus on its covers and show it on examples.

Firstly this thesis is divided into two main parts. Theoretical part which is divided into three chapters and few subchapters. The main chapters presents two chosen representatives for this thesis and basic information about Time magazine as well. This two representatives are famous and well known politicians. It is Queen Elizabeth II as a representative of Britain, Europe, and the Monarchy but on the other side she represents women as well. The second representative is Barack Obama as a representative of United States, Presidency and African – American man. In this theoretical part is characterization of this two personalities and look into their lives. And the second part of this thesis is practical research. Analysis of Time magazine covers, its development and recent changes during it long lasting activity on the market in the world. Of course there is a concentration on covers of chosen representatives.

## 2. Queen Elizabeth II

### The Queen's early life

“The Queen was born at 2.40am on 21 April 1926 at 17 Bruton Street in Mayfair, London. She was the first child of The Duke and Duchess of York, who later became King George VI and Queen Elizabeth. At the time she stood third in line of succession to the throne after Edward, Prince of Wales (later King Edward VIII), and her father, The Duke of York. But it was not expected that her father would become King, or that she would become Queen. The Princess was christened Elizabeth Alexandra Mary in the private chapel at Buckingham Palace. She was named after her mother, while her two middle names are those of her paternal great-grandmother, Queen Alexandra, and paternal grandmother, Queen Mary. The Princess's early years were spent at 145 Piccadilly, the London house taken by her parents shortly after her birth, and at White Lodge in Richmond Park. She also spent time at the country homes of her paternal grandparents, King George V and Queen Mary, and her mother's parents, the Earl and Countess of Strathmore.”<sup>1</sup>

In 1930 were born Princess's Elizabeth sister, Princess Margaret Rose. The family member were close to each other. Their quietly calm family life were interrupt in 1936 by death of Elizabeth's grandfather – King George V. On the throne came Elizabeth's Uncle Edward, the eldest son of King George V. Elizabeth's uncle became King Edward VIII, but before the end of the year he had decided to give up the throne because of love to double divorcee Mrs Wallis Simpson. Upon Edward's abdication, Elizabeth's father ascended the throne as the King George VI. In 1937 was the coronation in Westminster Abbey. After that it was Princess Elizabeth who was the first in line to the throne. Thus the attention of public was focused on Princess Elizabeth. Identically the interest of King George VI was different, now he had to prepare his little Lilibet (it was

Elizabeth's nickname) for the role of the Queen. "Long before most people do Lilibet took an interest in politics and knew quite a bit about what was going on in the world outside," Crawfie wrote. "The King would also talk to his elder daughter more seriously than most fathers do to so young a child... It was as if he spoke to an equal."<sup>2</sup>

Princess Elizabeth was educated at home together with her sister Princess Margaret. "She received tuition from her father, as well as sessions with Henry Marten, the Vice-Provost of Eton. She was also instructed in religion by the Archbishop of Canterbury. Princess Elizabeth also learned French from a number of French and Belgian governesses. It is a skill which has stood The Queen in good stead, as she often has cause to use it when speaking to ambassadors and heads of state from French-speaking countries, and when visiting French-speaking areas of Canada. Princess Elizabeth also studied art and music, learned to ride, and became a strong swimmer. She won the Children's Challenge Shield at London's Bath Club when she was thirteen."<sup>3</sup>

In the world there was gloomy mood because of the rise of Nazis in Germany which lead to war in whole Europe. During the World War II King George VI refused to follow advice to send his daughters to Canada. Instead he sent his daughters to Windsor castle outside of London. "During the war, Elizabeth was often seen in public. She made her first radio broadcast in 1940, a message to British children who had been evacuated to Canada and the United States. As a teenager, Elizabeth's life had some strange contradictions. At 18, the princess became a counsellor of state, and started officially filling in for her father when he was out of the country. But it wasn't until she was 19 that she got her own suite of rooms at Buckingham Palace, or was allowed to choose her own clothes. (Before that, she had always been dressed identically to her

younger sister, Margaret). But for the most part, clothes and the style of decoration of her rooms at the palace were of little interest to Elizabeth, who took the burden of duty seriously even before becoming Queen.”<sup>2</sup>

## Marriage and Family

“She did have her own way when it came to picking a husband. She first met Prince Philip in 1939 when she was 13. She was taken with the older boy - five years her senior - from the start. When he came back into the picture seven years later, there were some in royal circles who looked down on him because he was a member of the Greek royal family, portrayed as the poor cousins of Europe's crowned heads. The King was in favour of the marriage but he wanted to keep the engagement secret until her 21st birthday in 1947, after the Royal Family returned from an official visit to South Africa.”<sup>4</sup>

“The couple, who had known each other for many years, were married in Westminster Abbey on 20 November 1947. The event was fairly simple, as Britain was still recovering from the war, and Princess Elizabeth had to collect clothing coupons for her dress, like any other young bride. They spent their honeymoon at Broadlands, Hampshire, the home of Lord Mountbatten, and at Birkhall, Balmoral. Lieutenant Mountbatten, now His Royal Highness The Prince Philip, Duke of Edinburgh, was the son of Prince Andrew of Greece and a great-great-grandson of Queen Victoria. The Queen has paid public tribute to her husband on several occasions, recalling his loyal support and service to the country.”<sup>5</sup> They have four children together. “Prince Charles, now The Prince of Wales, heir apparent to the throne, was born in 1948, and his sister, Princess Anne, now The Princess Royal, two years later. After Princess Elizabeth became Queen, their third child, Prince Andrew, arrived in 1960 and the fourth, Prince Edward, in 1964. Prince Andrew and Prince Edward were the first children to be born to a reigning monarch since Queen Victoria had her family.”<sup>5</sup>

“Their grandchildren are Peter and Zara Phillips (b. 1977 and 1981); Prince William of Wales and Prince Henry of Wales (b. 1982 and 1984); Princess Beatrice of York and Princess Eugenie of York (b. 1988 and 1990); and The Lady Louise Windsor and Viscount Severn (b.2003 and 2007), children of The Earl and Countess of Wessex. Their first great-grandchild, Miss Savannah Phillips, the daughter of Peter and Autumn Phillips, was born in 2010. Family life has been an essential support to The Queen throughout her reign. The family usually spends Christmas together at Sandringham in Norfolk, attending church on Christmas Day.”<sup>5</sup>

The Queen Elizabeth II and The Duke of Edinburgh celebrated on 20 November 2012 their Blue Sapphire wedding anniversary. In Britain there are about 2,000 couples who celebrated their 65th wedding anniversary in 2012. <sup>6</sup>

### Accession and coronation

After her marriage in 1947, Princess Elizabeth with The Duke of Edinburgh made official visits to France and Greece and in 1951 they travelled into Canada. Also Princess Elizabeth visited four times Malta while Prince Phillip was stationed there on naval duties. <sup>7</sup> “„In marrying Philip... Elizabeth had made the first step towards taking control of her own life," wrote Sarah Bradford in her biography Elizabeth. This control, however, was short-lived. Her father first became seriously ill in May 1951, and Elizabeth started taking over his royal duties.” <sup>8</sup> “In 1952, King George VI's illness forced him to abandon his proposed visit to Australia and New Zealand. The Princess, accompanied by Prince Philip, took his place.”<sup>7</sup>

“She didn't know it at the time, but Princess Elizabeth was already Queen when she arose on February 6, 1952, at the Treetops Hotel, at the side of the Sagana River in Kenya. She had risen early - before dawn - desperate to capture on film two noisy rhinos sparring by a salt lick. Everything

about the place was enticing.”<sup>9</sup> That day Princess Elizabeth and her husband Phillip had busy schedule, they travelled to Sagana Lodge, went fishing and had a lunch. Till this time Sir Martin Charteris, the Princess's private secretary already known that King George VI is dead. “The Royal Equerry, Michael Parker, was given the task of passing on the dreadful news. He caught the attention of Philip, took him to one side and told him what had happened. Later, Parker said: "I never felt so sorry for anyone in all my life. He looked as if you'd dropped half the world on him." Using the excuse that he wanted to discuss which horses they might ride the following day, Philip persuaded Elizabeth to walk outside with him. They walked by the side of the river, deep in conversation, for an hour.”<sup>9</sup>

“At 2.45pm she faced her Household. She was dry-eyed, taut and composed. Shortly afterwards, Sir Martin (later Lord Charteris) asked the new Queen what name she would like to be called. "Oh, my own name - what else?" she replied. "Elizabeth. Elizabeth II. "Two-and-a-half hours later, still dressed in a beige and white dress, the party left for the airport. Her chauffeur, on arrival, threw himself to the ground and kissed her shoes. Local photographers, out of respect for a call for privacy, took no photos. The BOAC plane set off for London. Throughout the journey, the new Queen was admired for her composure and quiet determination not to break down. She was left alone at the front of the plane with only the Duke for company. When she landed at the end of the 4,127-mile journey, she personally thanked every member of the crew. During the journey, she had changed into a deep black dress. Now, with the eyes of the world upon her, she stepped from the plane. Among those waiting for her on the Heathrow tarmac were her uncle, the Duke of Gloucester, her Foreign Secretary, Anthony Eden, and the biggest rock of them all, her first Prime Minister, Winston Churchill.”<sup>9</sup>

“In time-honoured tradition the 85-year-old lady, Queen Mother, curtsied to the new Queen and kissed her

hand. The following day, still numb with grief but ever mindful of her duty, Elizabeth was formally proclaimed Queen at a meeting of the Accession Council in St James's Palace. All the members of the Privy Council were summoned. Members of the House of Lords, the Lord Mayor, aldermen and other leading citizens of the City of London, and the high commissioners in London of member nations of the Commonwealth were also invited to attend. Then there was then the strain of the funeral to bear. In broad daylight she was unable to cry and she didn't. Her Accession Declaration had been short. She promised she would always work for her people as her father had done.”<sup>9</sup> “The Coronation took place in Westminster Abbey on 2 June 1953. It was a solemn ceremony conducted by Dr Geoffrey Fisher, Archbishop of Canterbury. Representatives of the peers, the Commons and all the great public interests in Britain, the Prime Ministers and leading citizens of the other Commonwealth countries, and representatives of foreign states were present. Crowds of people viewed the procession all along the route, despite heavy rain. The ceremony was also broadcast on radio around the world and, at The Queen's request, on television for the first time. Television brought home to hundreds of thousands of people around the Commonwealth the splendour and significance of the Coronation in a way never before possible. The Coronation was followed by drives through every part of London, a review of the fleet at Spithead, and visits to Scotland, Northern Ireland and Wales.”<sup>7</sup> “If she had not been dutiful, as taught, we would have given her short shrift and she would have been rejected as Head of State. By following that path she would now be history. Only four previous monarchs have achieved 50 years on the throne.”<sup>9</sup>

### 3. The Queen and United Kingdom

#### The role of The Monarchy

“Monarchy is rule by an individual who is royal, and the system is usually hereditary. The British monarch, Queen Elizabeth II, is the Sovereign and Head of State of the UK and its overseas territories. The monarch, referred to in the abstract as 'The Crown', is the source of all legislative and executive power. Since Henry VIII, the British monarch is also Supreme Governor of the Church of England. The British monarch is also the Head of the Commonwealth, and the head of state in 16 of the 54 Commonwealth member countries. The British political system is a 'constitutional monarchy': the supreme power held by the monarch is largely ceremonial and formal, with actual political power exercised by others.”<sup>10</sup>

“In the absence of a major historical, nation-forming event like a revolution or a war of independence to act as Britain’s symbol and narrative, the monarch, a person, is that symbol. This brings some distinct advantages. A concept as a symbol can be misinterpreted or misunderstood, or disagreed with. A person is a concrete fact. It also humanizes power by stressing that political power is subordinate to the national symbol, and all government actions are done in that symbol’s name.”<sup>11</sup>

“Queen Elizabeth II can trace her lineage back to King Egbert, who united England in 829. The only interruption to the institution of the Monarchy was its brief abolition from 1649 to 1660, following the execution of Charles I and the rules of Oliver Cromwell and his son, Richard. The crowns of England and Scotland were brought together on the accession of James VI of Scotland as James I of England in 1603. The 1707 Act of Union joined the countries as the Kingdom of Great Britain, while the 1801 Act of Union joined this with the Kingdom of Ireland, to create the United Kingdom. Over the last thousand years,

political power in Britain has passed from the Monarch, who reigned and ruled by virtue of the 'Divine Right of Kings', to Parliament. By the beginning of the 20th Century, power had passed almost entirely to Parliament. However, Parliament and the Government exercise their powers under 'Royal Prerogative': on behalf of the Monarch and through powers still formally possessed by the Monarch.”<sup>10</sup> “The Sovereign/Monarch governs according to the constitution - that is, according to rules, rather than according to his or her own free will. The United Kingdom does not have a written constitution which sets out the rights and duties of the Sovereign, they are established by conventions. These are non-statutory rules which can be just as binding as formal constitutional rules. As a constitutional monarch, the Sovereign must remain politically neutral. On almost all matters the Sovereign acts on the advice of ministers. However, the Sovereign retains an important political role as Head of State, formally appointing prime ministers, approving certain legislation and bestowing honors. The Sovereign has other official roles to play such as Head of the Armed Forces.”

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## The Queen and Government

“As Head of State the Queen has to remain strictly neutral with respect to political matters, unable to vote or stand for election. But The Queen does have important ceremonial and formal roles in relation to the Government of the United Kingdom.”<sup>13</sup>

“The formal phrase 'Queen in Parliament' is used to describe the British legislature, which consists of the Sovereign, the House of Lords and the House of Commons. The Queen's duties include opening each new session of Parliament, dissolving Parliament before a general election, and approving Orders and Proclamations through the Privy Council. The role of the Sovereign in the enactment of legislation is today purely formal, although The Queen has the right to be

consulted, to encourage and to warn through regular audiences with her ministers.”<sup>14</sup> “The Queen also has a special relationship with the Prime Minister, retaining the right to appoint and also meeting with him or her on a regular basis.”<sup>13</sup> “The Queen gives a weekly audience to the Prime Minister at which she has a right and a duty to express her views on Government matters. If either The Queen or the Prime Minister are not available to meet, then they will speak by telephone.” During the Queen’s reign there were 12 Prime Ministers. <sup>15</sup>

“The Queen is Head of the Privy Council. This is the oldest form of legislative assembly still functioning in the UK, responsible for a number of executive responsibilities. For example, the Privy Council is concerned with the affairs of Chartered Bodies, the 400 or so institutions, charities and companies who are incorporated by Royal Charter. The Privy Council also has an important part to play regarding certain UK statutory regulatory bodies covering a number of professions and in the world of higher education.”<sup>16</sup> “In addition to playing a specific role in the UK Parliament based in London, The Queen has formal roles with relation to the devolved assemblies of Scotland, Wales and Northern Ireland.”<sup>13</sup>

## The Queen and the Church

„In the United Kingdom, The Queen's title includes the words 'Defender of the Faith'. This means Her Majesty has a specific role in both the Church of England and the Church of Scotland. “<sup>18</sup>

“Church of England (the Ecclesia Anglicana - or the English Church) was the result of a combination of three streams of Christianity, the Roman tradition of St Augustine and his successors, the remnants of the old Romano-British church and the Celtic tradition coming down from Scotland and associated with people like St Aidan and St Cuthbert.”<sup>17</sup> “At the Reformation the Western Church became divided between those who continued to accept Papal authority and

the various Protestant churches that repudiated it. The Church of England was among the churches that broke with Rome. The catalyst for this decision was the refusal of the Pope to annul the marriage of Henry VIII and Catherine of Aragon, but underlying this was a Tudor nationalist belief that authority over the English Church properly belonged to the English monarchy. In the reign of Henry's son Edward VI the Church of England underwent further reformation, driven by the conviction that the theology being developed by the theologians of the Protestant Reformation was more faithful to the teaching of the Bible and the Early Church than the teaching of those who continued to support the Pope. In the reign of Mary Tudor the Church of England once again submitted to Papal authority. However, this policy was reversed when Elizabeth I came to the throne in 1558."<sup>17</sup>

„There are many examples of the relationship between the established Church and the State. Arch-bishops and bishops are appointed by The Queen on the advice of the Prime Minister, who considers the names selected by a Church Commission. They take an oath of allegiance to The Queen on appointment and may not resign without Royal authority. The connection between Church and State is also symbolized by the fact that the 'Lords Spiritual' (consisting of the Archbishops of Canterbury and York and 24 diocesan bishops) sit in the House of Lords. Parish priests also take an oath of allegiance to The Queen."<sup>19</sup> “Modern Britain is a multi-cultural, multi-faith society, made up of Christians, Muslims, Hindus, Jews, Sikhs and people of other faiths. The Commonwealth is also made up of peoples with different religious beliefs. The Queen's role as Head of State and Head of Commonwealth is to respect and recognize these various faiths, and to promote tolerance and understanding between people of different religions.”<sup>20</sup>

## 4. Barack Obama

### Early life of Barack Obama

“The story of Barack Obama begins in Hawaii. He was born in Honolulu on August 4, 1961, to Kansas-born Ann Dunham and Barack Obama Sr., a student from Kenya. The younger Obama’s full name - Barack Hussein Obama Jr. – was inherited from his father. Barack means “blessed by God” in Swahili. This name was one of the few pieces of his father’s history that would be clear to Obama for much of his life. ” <sup>21</sup> “Obama was born in a state that had joined the United States only two years earlier. There was a strong U.S. military presence on the Hawaiian island of Oahu, where Obama took his first steps. Although Hawaii reflected the idea of America as a “melting pot,” it was still uncommon at that time for a white woman and a black man to date, let alone to marry.” <sup>21</sup>

“Obama’s mother whose full name Stanley Ann Dunham (she was named for her father, who had hoped she would be a boy), was not worried about conventions or social customs, however. Eighteen years old and a student at the University of Hawaii when she gave birth to Barack, she was a woman who, according to her son, “saw mysteries everywhere and took joy in the sheer strangeness of life.” Her joy would be tested when her husband left her and their two-year –old son to attend graduate at Harvard University. Barack Obama Sr. only returned to Hawaii once. By then, his son was 10 years old. They spent one month together before Barack Obama Sr. went back to Kenya. Those few weeks would deeply affect the future politician, though, leaving him wrestling with questions about his identity, his history, and what kind of man he wanted to be. The answers would come many years later, when Barack Obama Jr. would travel to Kenya and begin to piece together the mystery of who his father was and where he had come from.”<sup>21</sup> Barack Obama went to Kenya to find roots of his father. He knew before something, but everything wasn’t true. He found out,

that reality is less romantic, than he thought. The Luo tribe was one of the largest, but still the Luo was cattle-rising people who lived in mud huts and ate cornmeal and yams. <sup>21</sup>

“Life was hard for Obama’s mother in 1960s. Ann was a single mom with little money. Ann worked hard to get her college degree from the University of Hawaii. While she studied, her parents took care of their grandson. The family called him “Barry” or “Bar” when he was young. At the University of Hawaii, Ann had met a fellow student Lolo Soetoro. Lolo came from Indonesia, a large island nation in Pacific. Ann and Lolo were married in 1967 and moved to Indonesia. Barry lived and went to school there for next four years. His classmates knew him as Barry Soetoro. Ann and Lolo had a daughter, Maya, in 1970.” <sup>22</sup>

“Barry had a hard time fitting in with his classmates. He struggled with the language. He was bigger than other boys, who teased him about his skin colour, which was darker than theirs. Like most Indonesians, Lolo was Muslim. On major Muslim holidays Barry went with Lolo to a mosque. But he also took classes at a Catholic school. There he learned how to be a Christian. After few years Ann and Lolo started having problems in their marriage. Ann and Barry went back to Hawaii in 1971. He started going to Punahou School” <sup>22</sup>, where he graduated in 1979. “Few African American kids went there. When Barry was a teenager, Ann decided to return to Indonesia to do research. Barry stayed in Honolulu. He lived with Gramps and Toot.” Gramps and Toot was nicknames for granddad and grandmother. <sup>22</sup>

“During that period, painful questions began to bother him. Was he Barry or Barack? Soetoro or Obama? Black or white? Christian or Muslim? He became confused. His grades fell, and he started getting into trouble. He needed to get his life together. The change didn’t happen overnight. But slowly Obama began to learn more about himself and his background. He studied harder. He read book by famous African American writers. He started calling himself Barack – his

father's strong African name." <sup>22</sup>

"Barack went on to study at Occidental College in Los Angeles for two years before transferring to Columbia University, where he majored in political science and graduated in 1983. As his graduation from Columbia approached, Obama decided that he wanted to become a community organizer. In 1985, he joined the staff of a church-based organization in Chicago that placed him in charge of establishing job training and tenants' rights programs in a predominantly black public housing project, a position he held for three years. In the course of his work, Obama became aware of the importance of churches in the African American community. He made a point of getting acquainted with many of Chicago's black ministers, including Jeremiah Wright, the pastor of Trinity United Church of Christ. He joined Wright's church, and Wright became his minister and occasional advisor. Being a church member had the practical effect of making Obama a more effective community organizer, but it also helped satisfy the growing spiritual needs that had previously led him to read philosophy and theology." <sup>25</sup>

In 1988 Barack went to the same school as his father did. "He went on to Harvard Law School, where he was elected the first African-American president of the Harvard Law Review." <sup>23</sup> "One of his teachers was Laurence Tribe, a famous expert on the law. In 2007, Tribe called Barack the "best student I ever had." <sup>22</sup> "Because he was the first African American to head that prestigious journal, Obama's selection was widely reported in the media." <sup>25</sup> After graduating in 1991, President Obama went on to lead one of the most successful voter registration drives in state history, and continued his legal work as a civil rights lawyer and a professor teaching constitutional law at the University of Chicago."<sup>23</sup> "On October 3, 1992, he and Michelle were married. They moved to Kenwood, on Chicago's South Side, and welcomed two daughters several years later: Malia (born 1998) and Sasha (born 2001)." <sup>27</sup>

## Obama's political career

"In 1996, a state senate seat representing Chicago's South Side became vacant when Alice Palmer resigned to seek the Democratic nomination (which, in Chicago, is tantamount to election) for the U.S. House of Representatives. Obama announced that he would enter the primary for her former seat, established a campaign organization, and began to raise funds. Palmer failed in her quest for the House nomination and made it known that she wanted to return to the state legislature. He alienated Palmer, but his career as an elected official was underway. Obama served in the legislature from 1997 to 2004. Obama soon mastered the politics of the state capital, however, even learning to play poker and golf so that he could be present in the informal settings in which political alliances are frequently formed." <sup>25</sup>

"Obama's soaring ambitions were not satisfied by serving at the state level. In January 2003, he entered the race for one of Illinois's seats in the U.S. Senate. His first hurdle was the March 2004 Democratic primary. In the weeks leading up to this event, he surged to the head of a large field of candidates with the help of a blizzard of television advertising that noted his endorsement by a number of the state's leading party leaders, labour unions, and newspapers. Obama won the nomination with more votes than all other candidates combined." <sup>25</sup>

"Between the time that Obama won the Senate nomination and the general election, he was invited to deliver the keynote address at the Democratic National Convention in late July--an event that would transform his political career. Obama had come to the convention organizers' attention for the fluency of his speeches in the Illinois senate campaign. He expressed his pride at his own mixed race heritage, deplored efforts to play up the nation's divisions,

and stressed the importance of the ties that unite Americans. Then, in a rhetorical flourish that made him an instant political celebrity, Obama declared that that "there is not a liberal America and a conservative America--there is the United States of America" and "there is not a black America and a white America and Latino America and Asian America--there's the United States of America." The convention was electrified. One further effect of Obama's address was that *Dreams from My Father* was reprinted and quickly became a bestseller." <sup>25</sup> *Dreams from my father* is a book written by Barack Obama, which describes his childhood, his feeling and searching his roots in Kenya. "Obama was elected with 70% of the vote -the record for an Illinois state-wide election." <sup>25</sup>

"Obama announced his candidacy for the presidency on February 10, 2007, in Springfield, Illinois, using the Old State Capitol in which Abraham Lincoln delivered his 1858 "house divided" speech as a backdrop. He was one of three frontrunners for the Democratic nomination, with the others being New York senator and former first lady Hillary Clinton and former North Carolina senator and 2004 vice presidential candidate John Edwards. Obama's strengths included the skill, organization, and discipline of his campaign staff and the extraordinary enthusiasm of his supporters. It also helped that he was an early opponent of the war in Iraq, whereas both Clinton and Edwards had voted for the congressional resolution authorizing the president to use force against Saddam Hussein's regime. The race for the nomination officially began with the Iowa caucuses on January 3, 2008. Obama sought to give his campaign momentum through an unexpected success in that bellwether state. He achieved his goal, coming in first with 38% of the vote. Edwards was second with 30%, while Clinton trailed with 29%." <sup>25</sup>

"In March (2008), a disclosure threatened to derail Obama's candidacy. Obama's Republican opponent, Senator John McCain of Arizona, in contrast, had become his party's presumptive nominee three months earlier. However, it was

to Obama's advantage that the Democratic nominating process continued for as long as it did. The campaign's duration gave his organization time to build a network of experienced workers and made Obama newsworthy during a period when the media had little reason to be attentive to McCain. September, Obama had begun to lead McCain in the pre-election polls, an advantage that continued until Election Day. He was elected with 53% of the popular vote and 365 electoral votes to McCain's 173. The Democrats also won control of Congress, with a 79-seat margin in the House and a 16-seat margin in the Senate.”<sup>25</sup>

“Barack Obama was not the first African-American candidate to run for president, but his campaign for the 2008 presidential election was noteworthy for several reasons. He quickly emerged as a frontrunner in a crowded field of highly qualified candidates, despite his relative lack of political experience. This same lack of extensive political experience offered him another advantage – the ability to speak for a “new generation” seeking a change in their leadership.”<sup>21</sup>

“On January 29, the new Congress's first piece of legislation in Obama's program reached the White House for his signature--an act that extends the period in which employees can file lawsuits alleging discrimination on the basis of sex, race, or age. Included in this act are tax cuts; unemployment benefits; and appropriations for education, health care, and infrastructure. By the final months of 2009, there was evidence that the stimulus program had contributed to an economic upturn. The proposal in Obama's first-year legislative program that had the greatest potential for placing him on the short list of chief executives who have presided over major policy breakthroughs relates to health care. As Obama pointed out in a September 10 address to a joint session of Congress, the United States has long been the only wealthy nation that does not guarantee its citizens health care. By late 2009, the House and Senate had passed health insurance bills that were broadly consistent with Obama's guidelines.”<sup>25</sup>

“Obama's response to each of the two wars he inherited

differed noticeably. In the case of Iraq, he announced that the United States would not engage in combat after August 2010. In the case of Afghanistan, he presided over a late 2009 policy review of unusual length and rigor that resulted in a two-stage policy. First, the United States was to increase its troop commitment with the goal of strengthening that nation's military and political institutions. Then, in July 2011, it began to withdraw its troops. Under this plan, neither Iraq nor Afghanistan would be abandoned, but they would no longer be defended by American troops.”<sup>25</sup>

“Obama made headlines again in June 2012, when a mandate included in his Patient Protection and Affordable Care Act (initiated in 2010) was upheld by the U.S. Supreme Court, thus allowing other important pieces of the law to stay intact. The law includes free health screenings for certain citizens, restrictions to stringent insurance company policies and permission for citizens under age 26 to be insured under parental plans, among several other provisions.”<sup>27</sup>

“In the 2012 election, Obama faced Republican opponent Mitt Romney and Romney's vice-presidential running mate, U.S. Representative Paul Ryan. On the evening of November 6, 2012, Obama was announced the winner of the election, gaining a second four-year term as president. Early election results indicated a close race. By midnight on Election Day, however, Obama had received more than 270 electoral votes—the number of votes required to win a U.S. presidential election; later results showed that the president had won nearly 60 percent of the electoral vote, as well as the popular vote by more than 1 million ballots. Barack Obama officially began his second term on January 21, 2013. The inauguration was held on Martin Luther King Jr. Day. Civil rights activist Myrlie Evers-Williams, the widow of Medgar Evers, gave the invocation. U.S. Supreme Court Chief John Roberts conducted Obama's presidential oath of office. After completing his oath, Obama was congratulated by his wife Michelle and daughters Malia and Sasha.”<sup>27</sup>

## 5. Analysis of Time magazine and it's covers

### Time magazine content

During last 90 years was published nearly about 5000 issues of Time magazine. This news week magazine was, and still is based on short informative articles about current issues and famous personalities. Content of this magazine is divided into several parts, which are: *Contents* – on this page, there is content, where reader finds out what could he read in current issue. The next part of magazine is *Inbox* – this part of magazine is intended for letters of readers. They could express their opinions and reflections. Inbox is followed by *Briefing*, this part is divided into several thematic fields. This fields were changed during years. There are for example some of them: *The moment* – it has one page content where is photograph and short article below, which is focused on actual events in the world, such as politics, sport events or natural disasters. *The world* contains short columns which are enriched with pictures, photographs or charts. *Politics* this part, as the title suggests, deals with actual political situation in brief. *Verbatim*, on this page there are several quotations with names of their authors and short, basic information about them. *Milestones*, this page shows any of upcoming events, or announcement of someone's death and short article in memory of the deceased. *Lab report* brings news in field of health, science and medicine. *10 questions* as title said, there are 10 questions for some famous people, such as authors of books, movies etc. and their responses. *Postcard* is often short geographical story about people living in foreign countries and their fates. The next part of Time magazine is *Commentary*, author comments on current issue in the world and also adds his personal point of view on this problematic. *The well* is the main body of the magazine and contains the most extensive articles. The first article in *The well* is cover story. Cover story is joined with the current cover of the Time magazine. It's extend is a couple of pages

concerning latest happenings in field such as politics, celebrities or (inter)national events. In *The well*, there are other stories concerning actual world problems, extend of theirs is from 1 to 4 pages enriched by photographs. *Life* is other part of Time magazine. This part has a wide range of topics to offer, from society over science, health, law, environment to religion. *Global business* it is a part which brings information about finance, manufacturing, technology, trade, management and markets. *Arts* informs about latest movies, books review, music and upcoming exhibitions. *Global adviser* gives piece of advice or some reflections in field of traveling, food, gadgets, leisure or style. At the end of Time magazine is *Essay*, contemplation about topical problem. Time magazine issue has from 45 pages in single issue to 120 pages in double issue.

Of course, like in every other magazine or newspaper as well in Time magazine there are advertisements. It is usually whole page or double page, especially on the back side of the issue. These advertisements usually deal with luxury watches or clothes, traveling or countries, region or cities, banks, cars or companies which are concerning with environment.

### Time magazine covers

Time magazine covers became measure of notoriety and fame in the world. Since the very first issue of Time magazine in 1923 are on the covers famous people, politicians or rarely some invention, like for example computer. During last 90 years of Time magazine existence the cover change its appearance a lot.

Time magazine covers reach notoriety and fame and this is why they became collector's piece of work. On the website [www.timecoverstore.com](http://www.timecoverstore.com) is possible to buy Time magazine covers since 1923 to contemporary covers. Size of covers of 11"x14". Price of single cover is \$19.95, but there is possibility to buy a frame for cover as well. In this case the price is \$99.95 for single frame and

\$110.00 for double frame. Covers are classified by topics, for example U.S. presidents, music, movies, economy, sports, science, decades or Person of the Year. The very first issue from March 3, 1923 (see appendix 2.) is totally different from contemporary covers. Its cover is black and white, in the middle with drawing of Joseph Gurney Cannon, Speaker of the United States House of Representatives, the second-longest continuously serving Republican Speaker in history.<sup>28</sup> At the top of cover there is big title TIME, which is similar as nowadays and lettering *The Weekly News-Magazine*. Price of this issue which was fifteen cents could not be omitted, it was in the top right corner. On the both sides there were ornaments. At the bottom of the page there is volume and number of print-out on the left side and date on the right side. In the middle there is signature. The signature was later replaced by caption under the cover picture. The first lady portrayed on the cover was an Italian actress Eleanora Duse, July 30, 1923 (see appendix 3.).

The most significant characteristic of Time magazine, red border, appeared for the first time on January 3, 1927 (see appendix 4.). On the cover was Leopold C. Amery, British politician and journalist. Several little changes appeared with this issue as well. Price and date were moved into the red border on the top of the cover. Lettering was changed into *The Weekly Newsmagazine*. But not only single portrait were published on Time magazine covers. In 1928 were portrayed first animal on Time magazine cover. Baby Basset hound appeared February 27, 1928 (see appendix 5.). The other change was, that the dog wasn't draw like most of the portraits up to this issue. Another issue which did not look like standard Time magazine cover till this time was cover from November 5, 1928 (see appendix 6.) where is represented crowd of American people.

Since 1927 is always red border on the cover. This was changed only four times in history of Time magazine. For the first time red border turned into black border in 2001 (see appendix 7.). After September

11 attack on World Trade Centre in New York, Time magazine wanted to express mourning. This cover is simple and apposite - the capture of bump of the airplane and World Trade Centre and simply written September 11, 2001 in white font. Second time when the red border changed its color was in 2008 (see appendix 8.), for this once red turned into green. This color change ought to warn of Earth Day and whole issue was focused on environmental problems. Third color change took place in September 2011 (see appendix 10.). Silver border replace standard red border to commemorate the 10<sup>th</sup> anniversary of September 11 attack on World Trade Centre. This time was the cover restrained as well. Cover showed East Coast of United States in the night and two light columns shine into the dark. These two columns symbolizes "Twins", World Trade Centre towers and reminded what happened ten years ago. For the present, last cover where red border was replaced with silver one was published at the end of the year 2012 when Barack Obama was selected as a Person of the Year (see appendix 9.). Even this cover issue was full of dark colors, it expressed respectability of 45<sup>th</sup> President of United States.

### Queen Elizabeth II on Time magazine covers

The Queen Elizabeth II appeared for the first time on Time magazine cover in 1929 (see appendix 11.) when she was only three years old. In the caption was written "Princess Lilybet" which was her nickname from her father King George VI.

From the last time she was portrayed on Time magazine cover past 18 years, in March 1947 (see appendix 12.). The caption changed into Princess Elizabeth and text said: "Princess Elizabeth-For an aging Empire, a Girl Guide" it meant, that in that time was sure that she would be Queen one day. She reached her majority and it lead to big step in her life. That year was significant for her, it was year of her wedding with Philip, Duke of Edinburgh. This cover

portrait was painted by Boris Chaliapin, Russian artist who portrayed many other personalities for Time magazine.

For the next time when Elizabeth appeared on Time magazine cover in 1952, she appeared as Queen Elizabeth II (see appendix 13.). She was only 25 years old. Queen Elizabeth was portrayed as self-confident young lady with flag of United Kingdom behind.

One year afterward Queen Elizabeth II was selected as a Woman of the Year. She was one of the four women who was ever selected. Again she was portrayed by Boris Chaliapin, this time with pink rose behind her (see appendix 14.). In addition year 1952 was year of her coronation.

In 1959 was Queen Elizabeth II portrayed on the occasion of her trip to Canada. She was dressed in representative dress and sash with crown on her head (see appendix 15.)

For the next appearance in Time magazine Queen Elizabeth II had to wait nearly 50 years. Cover published April 17, 2006 showed cheerful Queen Elizabeth II in her famous colorful two-piece suit and hat (see appendix 16.). This cover and cover story was published to present her working life and show how vitally she looked like at the age of 80.

Queen Elizabeth II showed up on the next cover in May 2007 with some of the 100 most influential people in the world (see appendix 18.). This issue is the only one, where are Queen Elizabeth II and Barack Obama together. This cover is collage composed from faces of selected people.

For now, the latest cover where was Queen Elizabeth II portrayed, was published in June 4, 2012 (see appendix 41.) This Time magazine issue dealt with Diamond Jubilee of the Queen. On the cover there is simple black and white photography of Queen with crown and ermine on her shoulders.

From the first appearance of Princess Elizabeth to the last one of the

Queen Elizabeth II past 84 years. On this example there is perceptible development of Time magazine covers and Time magazine as a whole. The sides ornaments which were on the issue with three years old Princess Lilibet disappeared and were replaced by simple red border and photograph in color.

### Barack Obama on Time magazine covers

First issue where was Barack Obama portrayed was simple color photograph with white background. This issue was published October 23, 2006 (see appendix 17.). In that time Obama was well-known in the public as Senator of Illinois. And this is why the cover story dealt with question why he should be the next president.

The next cover where he appeared was the collage cover where he was together with some of the 100 selected most influential people. This cover was published in May 2007 (see appendix 18.).

When Barack Obama announced his candidacy for presidency in 2007, he appeared on the Time magazine cover in December (see appendix 19.). On this color photograph he had self-confident posture. He was called The Contender on the headline and sub headline offered question if he would not lose optimistic point of view, which was full of changes.

Face to face with Hillary Clinton, it could be the title of this cover published February 18, 2008 (see appendix 20.). It was pre-election issue published before Super Tuesday dealt with advantages and disadvantages of both Democratic candidates.

On the next cover from May 5, 2008 Barack Obama has half of his face and second one is Hillary Clinton's (see appendix 21.). Battle of candidates again. Both of them were Democratic candidates, but only one of them could be the winner.

August 11, 2008 Time magazine brought Special report (see appendix 22.). In this issue was Barack Obama with another candidate, opponent John McCain. Both of them were half portrayed on black and white photograph. Between them was short content of this issue.

Special Issue: The Democrat, which was the title of the issue from September 1, 2008 (see appendix 23.). On this cover photo was Barack Obama's face looked like looming out of the dark. There were any other titles.

The next issue's cover was obvious work of graphic designer. On this cover photo were Barack Obama and John McCain sitting on the ballot box wearing shirts and boots with helmets in their hands like workmen (see appendix 24.). This appearance was chosen because of title on the cover: 21 ways to fix up America.

Cover from October 6, 2008 was good job from graphic designer as well (see appendix 25.). This time there was a small overview of candidates, but instead of two places there were three of them. One for John McCain, second for Barack Obama and the third one was tagged as "none of the above" with a picture of Edvard Munch's painting *The Scream* and next to candidates there were thick boxes for selecting the candidate.

Another Special report was published October 20, 2008 (see appendix 26.). On this cover was Barack Obama's head half black and white photograph and half photograph in color. This was because of obvious misgiving from the voters' side. They had doubt because of Barack Obama's racial origin. In general this issue paid attention to racial prejudice.

One week later Time magazine title asked: Does temperament matter? On the cover were portraits of candidates – John McCain and Barack Obama and two ex-presidents – Franklin Delano Roosevelt and Abraham Lincoln (see appendix 27.). This issue dealt with personalities and their impact of success or failure in their lives.

Last Time magazine issue before presidential elections were published November 10, 2008 (see appendix 28.). There were both of candidates in tuxedos with tie in color of their Parties – Democratic blue and Republicans red.

On the next Time magazine issue were portrayed President Barack Obama. This issue was called commemorative and was published November 17, 2008 (see appendix 29.). President Obama was portrayed on color photograph with black background, appropriate photograph at the occasion of his election.

One week later President Obama was imaged on the cover again, but this time he was relaxed and in a good humor with cigarette-holder (see appendix 30.).

At the turn of the year came out a double issue of Time magazine. On its cover were pictured President Barack Obama, who was elected as Person of the Year (see appendix 31.). This pretty famous cover was created by artist Shepard Fairey.<sup>29</sup>

January 26, 2009 was published Inauguration preview issue of time magazine (see appendix 32.). This issue probably had possible doubts about President's ability because of appearance of President resembling a caricature.

On February 2, 2009 came up a commemorative issue of Time magazine where President Obama took an oath of office. Next to him stood his wife Michelle (see appendix 33.).

The issue with title 100 days, published May 4, 2009, summarized first one hundred days of President in the function. Barack Obama turned his back on readers (see appendix 34.). Hopefully it did not mean he turned his back on his voters.

In August 10, 2009 was published Health Care special Report of Time magazine. For this time was Barack Obama figured as a doctor (see appendix 35.). It is publicly known that his family promoting healthy diet and care about health in general.

In June 27, 2011 was published cover concerning Barack Obama, but he was not on the cover. This cover suggested possible president candidates for presidential elections in 2012 (see appendix 36.). The title urged to fill out empty boxes with readers' tips on following President.

The next cover photograph from January 16, 2012 showed President Obama on black and white picture outside of White House (see appendix 37.). The title Obama's World could suggest recapitulation of Obama's term in office.

The next cover with President Obama was published February 1, 2012 (see appendix 38.). The President was captured thinking on the black and white photograph from Oval Office. He was thinking about results of election in Massachusetts.

Obama and Regan on the one cover. Thanks to modern technologies it is possible. This issue appeared February 7, 2012 (see appendix 39.). They have never met, but on the cover was suggested that they have in common. Barack Obama adopted some of Regan thoughts.

On the cover from April 22, 2012 were captured three men from behind, two ex-president and one President present (see appendix 40.). Barack Obama accompanied George W. Bush and Bill Clinton. The title indicated that there are some secrets which are known only by Presidents.

The expression of the faces by words and numbers was a welcome chance into Time magazine covers (see appendix 42.). It was again presidential election fight between two candidates, Barack Obama and Mitt Romney. And again appeared check boxes for personal winner of reader.

The next cover concerned presidential election as well. But on this cover there were not any personalities, only their names, Barack Obama and Mitt Romney, two presidential candidates. This cover is playful, it could be read upside down. These two circles represented candidates, blue one for Democrat Barack Obama and red one for Republican Mitt Romney (see appendix 43.).

And the last one cover of this thesis represented commemorative special issue of Time magazine. There was captured Barack Obama during celebration of his second presidential victory (see appendix 44.).

## 6. Conclusion

The bachelor thesis "TIME Magazine - Famous British/American Politicians Portrayed on the Covers" is focused on cover pages of Time magazine. In the first part of his theses it deals with life of two famous personalities. The first one is Queen Elizabeth II. Although she is from royal family, she was not at the beginning supposed to be Queen, but the destiny decided otherwise. After death of her father, she, in the age of 25, became Queen and she discharged her duties as well as nobody else could. She does her job very well during decades, however it is not a long time ago when she celebrated her Diamond Jubilee. The power in Great Britain is represented by Parliament, but also the Queen is given the floor.

Although Barack Obama's life was not easy in his childhood – his father left them, moving in different countries, new father and his skinny black figure. All of this made him confused, but strong personality as he is, can turn it in his favour. Over these difficulties he was brilliant student and he reached for the stars. He became Senator and after that President. First African-American President. He believe in changes and he tries to make them true.

Concerning Time magazine, it is true that it is one of the most famous and selling newsmagazine on the world. Also it influences world by his covers, because when someone is on the cover, it means he is significant in the world. On the other hand it is good to know that not only people appeared on the covers, it was animals or inventions as well.

The research pursue Time magazine covers till the first one from 1923. Time magazine covers changed their visual aspects changed a lot, from black and white draw cover into cover with colourful photograph framed by its famous red border. And as well covers with Queen Elizabeth II and Barack Obama are pursued. It is interesting to find out that it is not the time what determines

number of covers with one person on it. Despite the fact that Queen Elizabeth II is older and from royal family number of covers with her is low. She was only eight times on the cover during her life. Difference between first cover with Queen Elizabeth II and the last one is 83 years.

Unlike covers with Queen Elizabeth II, covers with President Barack Obama are more frequent in shorter period of time. He was portrayed more than twenty times on the Time covers. First time he appeared was in 2006. Till this time he was sometimes portrayed every week. According this cover research could be President Obama more powerful than any other politician.

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## 9. Abstract

The main purpose of this thesis is to inform reader about basic information of Time magazine. As well it is little review into lives of two famous persons, Queen Elizabeth II and Barack Obama. Thesis is divided into two main parts, the theoretical and the practical.

It is provided a layout of essential information of political and personal lives of Queen Elizabeth II and President Barack Obama in the theoretical part. And also there is history of Time magazine and some basic information about it.

The research part provides an analysis of Time magazine and its covers, its development, some basic information and comparison as well.

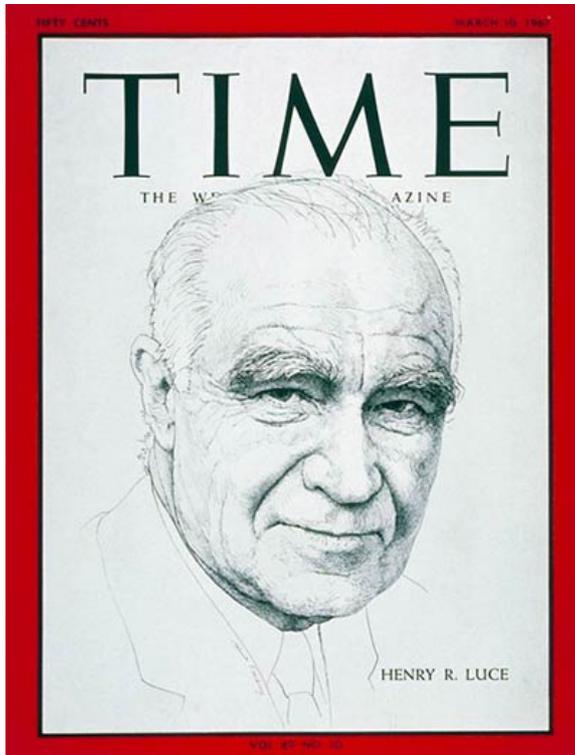
## 10. Resumé

Hlavním účelem této práce je seznámit čtenáře se základními informacemi o Time magazínu. Stejně tak jako nabídnout mu pohled do života dvou významných osobností, Královny Alžběty II. a Prezidenta Baracka Obamy.

Práce je rozdělena na dvě části. V části teoretické nahlédneme do soukromého, ale i politického života Královny Alžběty II a prezidenta Baracka Obama. A také je zde historie Time magazínu a základní informace o něm.

Poslední část je zaměřena na analýzu Time magazínu, na jeho titulní stránky, vývoj v průběhu času a srovnání.

# 11. Appendices



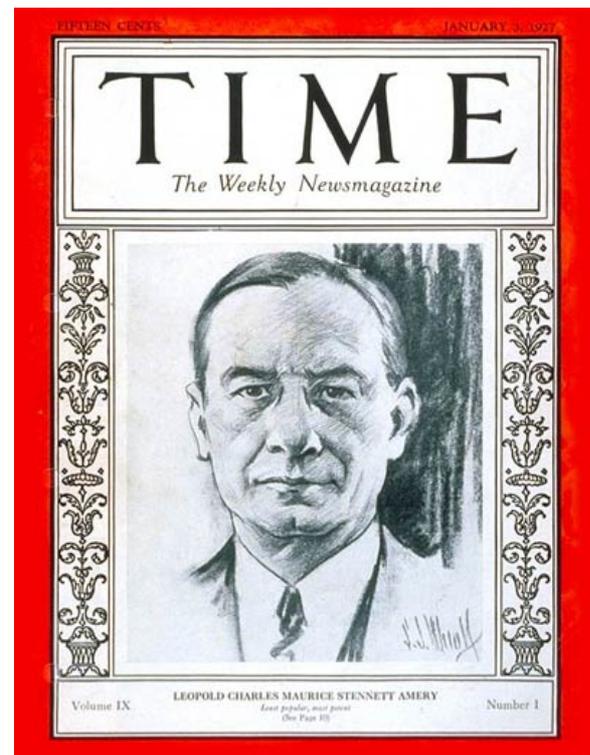
Appendix 1. Henry Luce



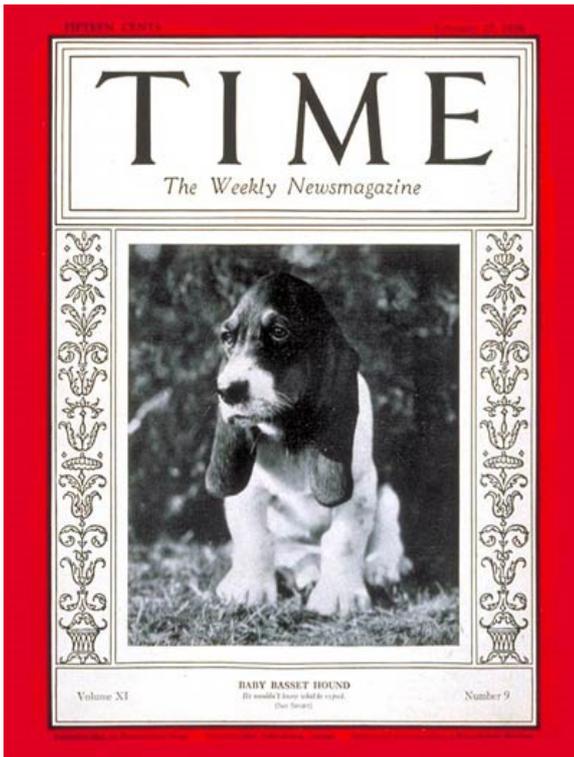
Appendix 2. Very first issue of Time magazine



Appendix 3. June 30, 1923



Appendix 4. January 3, 1927



Appendix 5. February 27, 1928



Appendix 6. November 5, 1928



Appendix 7. September 11, 2001



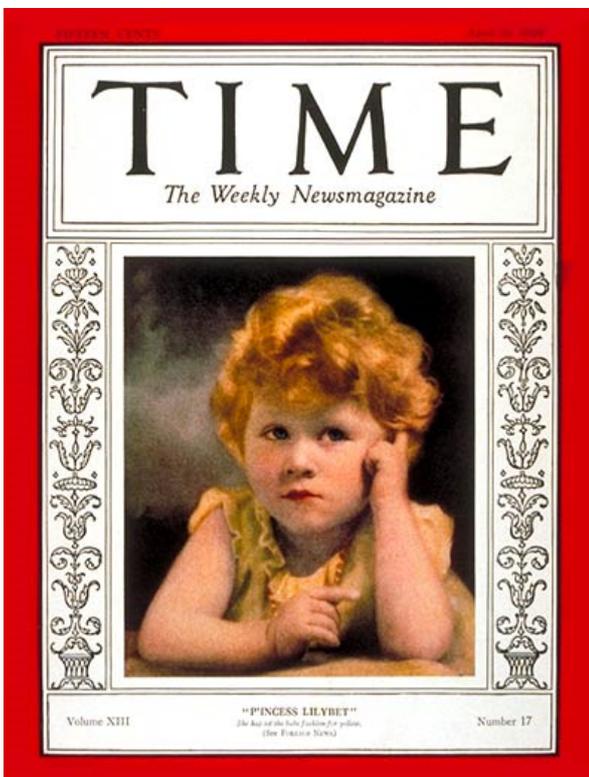
Appendix 8. March 28, 2008



Appendix 9. December 31, 2012, Person of the year



Appendix 10. September 19, 2011, 10th anniversary



Appendix 11. April 29, 1929



Appendix 12. March 31, 1947



Appendix 13. February 18, 1952



Appendix 14. January 5, 1953



Appendix 15. June 29, 1959



Appendix 16. April 17, 2006



Appendix 17. October 23, 2006



Appendix 18. May 14, 2007



Appendix 19. December 10, 2007



Appendix 20. February 18, 2008



Appendix 21. May 5, 2008



Appendix 22. August 11, 2008



Appendix 23. September 1, 2008



Appendix 24. September 22, 2008



Appendix 25. October 6, 2008



Appendix 26. October 20, 2008



Appendix 27. October 27, 2008



Appendix 28. November 10, 2008



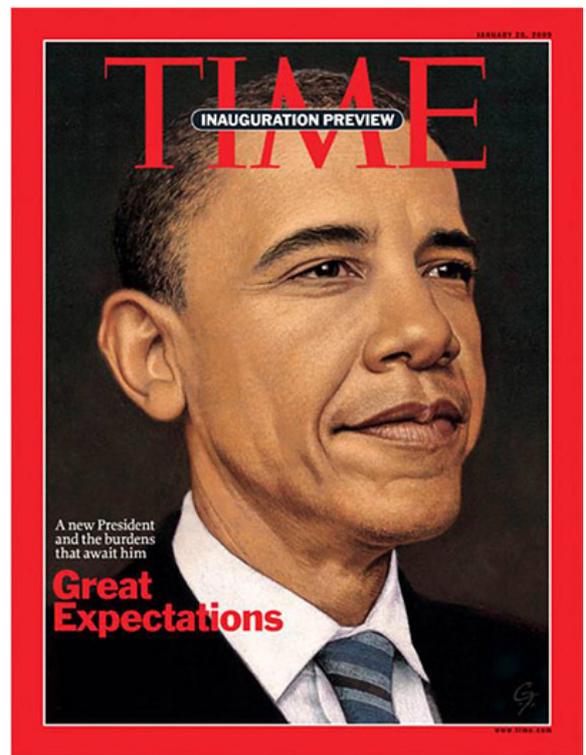
Appendix 29. November 17, 2008



Appendix 30. November 24, 2008



Appendix 31. December 29, 2008



Appendix 32. January 26, 2009



Appendix 33. February 2, 2009



Appendix 34. May 4, 2009



Appendix 35. August 10, 2009



Appendix 36. June 27, 2011



Appendix 37. January 16, 2012



Appendix 38. February 1, 2012



Appendix 39. February 7, 2012



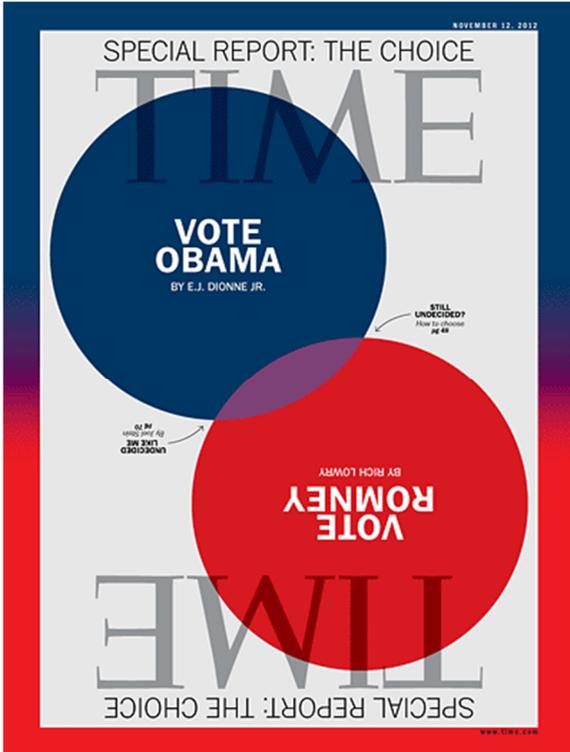
Appendix 40. April 22, 2012



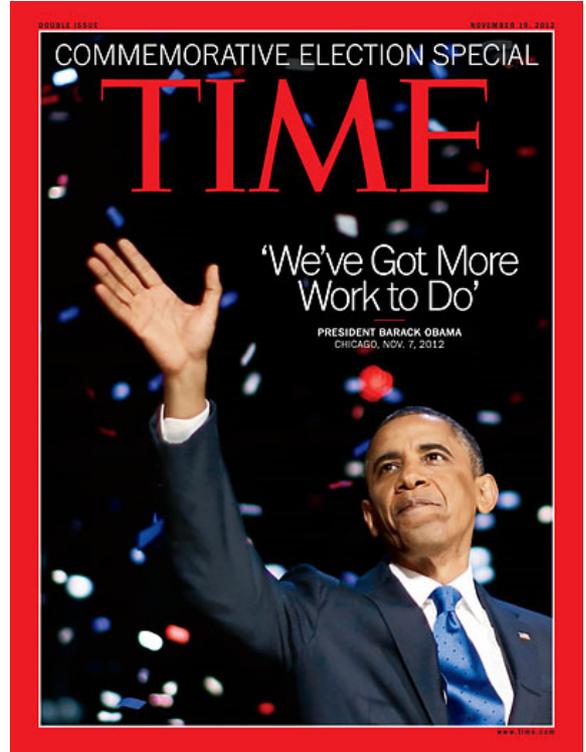
Appendix 41. June 4, 2012



Appendix 42. October 15, 2012



Appendix 43. November 12, 2012



Appendix 44. November 19, 2012

