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**Západočeská univerzita v Plzni  
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**TIME Magazine – Famous British / American  
Politicians Portrayed on the Covers  
Jana Hejlová**

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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, červenec 2014* .....

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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.

The aim of this thesis is to find out relations and frequencies of different aspects on covers of TIME magazine. Focus on two representatives and apply different variables and make some hypotheses which can be confirmed or disproved according to the research.

This thesis is divided into two main parts. Theoretical part is divided into three chapters and few subchapters. The main chapters deals with TIME magazine and present two chosen representatives, Queen Elizabeth II and President Barack Obama. In the beginning is chapter about TIME magazine, its history and general information. Queen Elizabeth II is 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 these 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.

The research is made by quantitative research with applying diverse variables and determining hypotheses and modeling the analyzing data. Then provide commentary, evaluate data and show results.

## **2. Time magazine**

### **2.1 History of Time magazine**

The history of Time magazine began in 1923. It was the first weekly published magazine in the United States. The very first Time magazine issue was published on March 3, 1923 (see Pic.1.1). Time magazine was created by Henry Luce (see Pic.1.2) and Briton Hadden. [1]. “What Luce was sure about, right from the first, was what Time should be: cogent, compartmentalized, clear and altogether alliterative.”[2]Luce studied at Yale University as a scholarship student, where he met his friend Hadden. And there they cooked up the idea for a digest that would provide “news for the busy”. [3] The main idea of this magazine was to read it in brief but obtain a large number of information. Luce used the knowledge of needs and interests of the middle and upper-middle classes and created magazine to which those classes responded impatiently. But the situation of the American press in the 1920’s was so different from its situation today. In that era media there was news as movies and radio, television did not exist, and the notion of cyberspace would have seemed pure fantasy. Luce faced a great competition with established newspapers. He could reinvent the press and the way was entirely clear. “On the other hand, Luce's story does serve as a useful reminder that imagination and daring - a willingness to go against the conventional wisdom - can be as useful for today's journalists as they were three-quarters of a century ago, when Luce began, however inauspiciously, to build his empire.”[4]

It was in time when he and Briton Hadden, his friend and rival since prep school and college, published the first issue of Time magazine and they called it a “news-magazine”. Unbelievably, both of the co-founders of Time magazine were 24 years old. In spite of lack of journalistic experience and their youth, they had the resourcefulness to understand that the world needed a publication like this, and they had the vision how

to bring it into being. Time, as Brinkley writes, “was almost perfectly designed to respond to several of the most important social changes of its era,” including “the increasing pace of modern life, the growing nationalization of commerce, and the need of middle-class people to know much more about the nation and the world.” [5]

It was an extraordinary magazine produced by an extraordinary partnership. “Luce was the son of Presbyterian missionaries in China, deeply intelligent, ambitious for wealth and power, solemn, humourless and socially awkward, while Hadden, whose stepfather was a physician, used his charismatic affability to win genuinely loyal friends and admirers; he was relaxed, even somewhat flippant, and gently derisive of those who seemed to him too serious.” Hadden was mainly responsible for Time's prose, which especially in its early years “was often flip and even sophomoric,”[6] but he seems to have been troubled by unknown demon that end in his sudden death in February 1929; Luce was left stunned and distraught but also the only one in control of the magazine. Brinkley says that Hadden's death “may have been the most important event in Harry's life,”[7] because it forced him to take command. Luce of the 1920s, who was sometimes diffident, although never openly admitting it, he often saw himself as the slightly junior partner to Hadden. He expressed practical efficiency more than broad vision, slowly became the proud and even imperious leader whose powerful ideas and convictions became his own, and his company's, missions. Although he returned to his customary position as business manager of the company, he never again allowed full editorial control to anyone else. He had many titles at different periods of his career: president, publisher, chairman of the board. But the one title Luce consistently held was Editor-in-Chief. [8]

Division of stock after Hadden's death left Luce with nearly unlimited power to form the future of the company as he wanted. He used his competence almost immediately to launch a new project that Hadden had tried to thwart. He created a magazine about business that would try

to explain the new world of corporations and would subject them to “honest scrutiny.”[9] After Hadden’s death Luce started to use his magazines, not only *Time magazine* but also *Fortune*, *Life* and *Sports Illustrated*, as vehicles to promote his favourite political candidates or on the contrary to vilify some of them, for example Franklin Roosevelt and Harry Truman. [10] [11]

Luce's empire grew up and included *The March of Time*, first a radio broadcast and then a newsreel for theatrical distribution. It was brief week summaries which were published in *Time magazine* and of course it was some kind of advertisement. These short summaries were broadcasted over more than 30 radio stations across United States. And finally, in 1954, arrived the slow-growing but eventually phenomenally successful *Sports Illustrated*. [12]

In 1967, Henry Luce died. And in “his” *Time magazine* was written: “For Henry Robinson Luce, the battle ended last week. On the 44<sup>th</sup> anniversary of *TIME*'s first issue, America's greatest maker of magazines died in Phoenix of a coronary occlusion. He was 68. Between the founding of *TIME* and the day that its 2,295<sup>th</sup> issue appeared on the newsstands, Henry Luce built the world's largest, most influential publishing enterprise.” [13] And on the cover was printed his portrait (see Pic. 1.2).

*Time Incorporated*, how was called the empire, together with this name exists no longer. 23 years after Luce's death, in 1990, it united with Warner Brothers and has since been known as *Time Warner*. This partnership has seemed to have rough times but is now one of the three largest media companies in the United States. It is a successful and powerful company, although the magazine division that had launched the company weakening fast in the digital world of the twenty-first century. [14]

## 2.2 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. These 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 show any of upcoming events or on the contrary 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.

### **2.3 Time magazine and its position on the market**

Time Inc., a division of Time Warner, is one of the largest branded media companies in the world. The company engages more than 138 million U.S. consumers in print, online and by mobile devices each month. With influential brands such as *Time*, *People*, *Sports Illustrated*, *In Style*, and *Real Simple*; Time Inc. has owned some of the biggest news stories of the decade and also celebrated franchises such as the *Fortune 500*, *Time 100*, *People's Most Beautiful* and the *Sports Illustrated Swimsuit Issue*. [15]

According to Reuter's analysis Time Inc. confronts the same problems as print publishers everywhere especially that people are

choosing to read on eBook readers, smartphones and tablets and advertisers are spending the bulk of their budgets elsewhere. As a separate public company, it won't be able to hide behind its media conglomerate parent, and will face scrutiny from investors expecting it to generate free cash flow and stem revenue declines. "This once proud and profitable division is being punted as its business prospects look structurally challenged," wrote Nomura Equity Research analyst Michael Nathanson in a note about the spin-off on Thursday. Time Inc. publishes more than 100 magazines worldwide, including the eponymous newsweekly *Time*, *Sports Illustrated*, and *People*. Over the past decade, Time Inc.'s revenue dropped almost 40 percent to \$3.4 billion while its operating profit fell in half to \$420 million." [16]

It follows that any of newspapers or magazines doesn't have an easy position on the market nowadays. They have to face "attacks" of digital media on internet and adapt their selves to this situation or disappear. People quickly get used to have easy and fast access to new information and they like it. And this is what internet offers. The article which is printed in newspapers couldn't be changed so easily such as an article on the internet which could be actualized every hour. This is why printed newspapers and magazines create their websites with online news, which are lately printed in newspapers. And nowadays, during the boom of tablets and smartphones, this need is deeper. A large number of different applications for tablets and smartphones exists and offers fast access to actual situation around the world. The same way acts Time magazine. On its websites [www.time.com](http://www.time.com) offers actualities but also access to archive till 1923 when it was founded. And at the bottom of its web page there is offer of variable applications for iPhone, iPad, Android but also for Samsung Smart TVs. And as well there is possibility to find Time magazine on social networks such as Facebook, Google+, Tumblr or follow on Twitter. Current managing editor, Richard Stengel, who is in function till May 2006, also knows about this situation, but he is optimistic.

Stengel believe that the Time of the future will continue to deliver content in all possible ways - print, online and on handheld devices like the Kindle and iPhone. There still will be difference between Time magazine in print and tablet, mobile phone, Web or television. Stengel claim, that all of Time magazine sources have the same essential DNA of Time, which is a news brand that helps you understand the world. He thinks that the respective power of each medium will fluctuate and change, but any of them will go away. [17]

Time magazine publishes his own special editions which are *Person of the Year* and *Time 100*. Both of them are based on famous people and every year some of celebrities or politicians are emphasized in these special issues. *Person of the Year*, originally Man of the Year is selected individual, group of people or object that has done the biggest impact during the last 12 months. This impact could be for better or for worse. The very first Man of the Year was chosen Charles Lindberg, the first man who flied non-stop from New York to Paris. Since this year 1927 is this “prize” awarded every year. To be a Person of the Year is honour for everyone, it means that this person has influence on other people. Almost every American president was awarded Person of the Year. Some of them were elected more than once, for example Barack Obama (see Pic.2.4 and Pic.5.14). But only four women were awarded, between them was Queen Elizabeth II as well (see Pic.3.3).

*Time 100* is parallel of *Person of the Year*; the difference is in amount of people who could appear in this magazine. As well it is the list of most influential people in the world. This list is divided into five main categories such as Leaders, Scientists, Artists, Icons and Builders. From these categories are selected people in groups of twenty.

Of course Time magazine is not the only one newsmagazine on the market. There are a huge number of them; there is a short list of some of the most popular of them: *Bloomberg Businessweek*, *The Atlantic*, *The New Yorker*, *The Nation*, *Mother Jones*, *National Review*, *The New*

*Republic, Newsweek, The Economist, The Weekly Standard* and *World*. In 2011, *Adweek*, leading source of news for marketing, named TIME the “Hottest Magazine” on its annual Hot List and named *People* the “Hottest Entertainment/Celebrity Magazine”. *Advertising Age* another global source of news for marketing named TIME and *This Old House* to its 2011 A-List. It honoured TIME, *Fortune*, *Sports Illustrated*, and *This Old House* with coveted *Media Vanguard Awards*. Time Inc. brands have recently been celebrated by the industry for everything from photojournalism to diversity. [18]

## **2.4 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, on the covers is famous people, politicians or rarely some invention, like for example computer. During last 90 years of Time magazine existence the cover changes 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 is 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 Pic. 1.1) 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.[19] 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 Pic. 1.3).

The most significant characteristic of Time magazine, red border, appeared for the first time on January 3, 1927 (see Pic 1.4). 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 Pic. 1.5). 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 Pic. 1.6) 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 Pic. 2.1). 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 colour was in 2008 (see Pic. 2.2), for this once red turned into green. This colour change ought to warn of Earth Day and whole issue was focused on environmental problems. The third colour change took place in September 2011 (see Pic. 2.3). 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 symbolize “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 Pic. 2.4). Even this cover issue was full of dark colours; it expressed respectability of 45<sup>th</sup> President of United States.

## **3. Queen Elizabeth II**

### **3.1 Life of Queen Elizabeth II**

“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.” [20] At this time she was expected the third one in line of succession to the throne after Edward, Prince of Wales and later King Edward VIII, and her father, The Duke of York. But anyone did not suppose that her father would become King, or even that she would become Queen. In the private chapel at Buckingham Palace was the Princess christened Elizabeth Alexandra Mary. She got her name after her mother, while her two middle names are after her paternal great-grandmother, Queen Alexandra, and paternal grandmother, Queen Mary. The Princess's early years were spent at Piccadilly, in the house in London which was taken by her parents shortly after her birth and also at White Lodge in Richmond Park. She 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 as well.[21]

In 1930 were born Princess's Elizabeth sister, Princess Margaret Rose. The family members were close to each other. Their quietly calm family life was 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 (which

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. 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." [22]

Princess Elizabeth was educated at home together with her sister Princess Margaret. Her father provided Elizabeth tuition, as well as sessions with Henry Marten, the Vice-Provost of Eton. Archbishop of Canterbury, principal leader of Church of England, instructed her in religion. Princess Elizabeth also learned French from a number of French and Belgian governesses. This skill she utilised during plenty of visits in French-speaking countries, when she spoke to ambassadors or heads of state and also in 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. [23]

When the time to pick her future husband came, the Princess had her own way. When she was 13, in 1939, she met Prince Philip for the first time. She was taken with the elder boy - five years her senior - from the start. Seven years later, when he came back into the picture, there were some in royal circles who looked down on him. Prince Phillip was a member of the Greek royal family so he was portrayed as the poor cousins of Europe's crowned heads. Despite this fact the King was in favour of the marriage. But he wanted to keep the engagement in secret until her 21<sup>st</sup> birthday in 1947, after the return of the Royal Family from an official visit to South Africa. [24] Marriage of the couple, who had known each other for many years, took place in Westminster Abbey on 20 November 1947. Because Britain was still recovering from the war the event was quite simple. 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. [25] “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.”[26] On various occasion the Queen has paid public tribute to her husband recalling his loyal support and service to the country. [27]

This couple has four children together. The first one Prince Charles, now The Prince of Wales, heir apparent to the throne, was born in 1948. His sister, Princess Anne, now The Princess Royal, was born 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. [28] “Their grandchildren are Peter and Zara Phillips (born 1977 and 1981); Prince William of Wales and Prince Henry of Wales (born 1982 and 1984); Princess Beatrice of York and Princess Eugenie of York (born 1988 and 1990); and The Lady Louise Windsor and Viscount Severn (born 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.”[29] And 22 July, 2013 was born another great-grandchild, Prince George of Cambridge. “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.”[30] 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 65<sup>th</sup> wedding anniversary in 2012. [31]

After 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.[32] “„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.”[33] In 1952 when King George VI had to renounce his visit to Australia and New Zealand, the Princess took his place in accompaniment of her husband Prince Phillip. [34] Also in 1952 on February 6, when the Princess Elizabeth and her husband went to Kenya, she had to take his place. But she did not know yet, that this time it is forever.[35] 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. Philip persuaded Elizabeth to walk outside with him. They walked by the side of the river, deep in conversation, for an hour.” [36]

In the afternoon she faced her Household. She did not weep; she was composed but definitely in suspense. “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.”[37] Few hours later, still dressed in a beige and white dress, the party left for the airport. At the airport, her chauffeur threw himself to the ground and kissed her shoes. Any single photo was taken, because local photographers wanted to show respect. When the plane touched down in London, Queen left it alone only in company of her husband. During the journey, she had changed into a deep black dress; she knew that all the eyes of the world watch her. Amongst those who waited for her on the Heathrow 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. [38]

Elizabeth was formally proclaimed Queen following day 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. Her Accession Declaration had been short. She promised she would always work for her people as her father had done." [39] After that she had to bear the strain of the funeral. In the public she was strong and she did not crying.

In Westminster Abbey on 2 June 1953 took place the Coronation. It was a solemn ceremony conducted by Dr Geoffrey Fisher, Archbishop of Canterbury. There were present 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. [40] Despite of heavy rain, all along the route, there was crowds of people who wanted to see new Queen. But these ones were not the only ones who saw the Queen in the day of her Coronation. At The Queen's request, the ceremony was broadcasted on the radio around the world and also in television for the first time. It made possibility to thousands of people around the Commonwealth to see nobility and significance of the Coronation. After Coronation followed drives through London's parts, a review at Spithead and visits of other parts of Great Britain, Scotland, Northern Ireland and Wales. [41]

The Queen could have been rejected as Head of State, but thanks to her dutifulness she could follow the path of her father. And now, she is one of the four previous monarchs who have achieved 50 years on the throne. [42]

### **3.2 Role of the Queen**

Queen Elizabeth II can trace her lineage back to King Egbert, who united England in 829. The institution of Monarchy was interrupted only by brief abolition from 1649 to 1660, which was followed by the execution of Charles I. After that, came into force the rules of Oliver Cromwell and his son, Richard. In 1603, on the accession of James VI of Scotland as James I of England the crowns of England and Scotland were brought together. "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".[43] Because Britain misses its major historical or nation-forming event like revolution or war of independence, like in France or USA, the Britain's symbol is person. Exactly the monarch is this symbol. This brings some distinct advantages. A person is a concrete fact, but conception of some event as a symbol can be misinterpreted or misunderstood, or disagreed with. It also makes power more human by stressing that political power is subordinate to the national symbol, and mainly it is the symbol's name in which all government actions are done. [44]

Monarchy is usually hereditary system which is ruled by an individual who is from royal. The British monarch, Queen Elizabeth II, is the Sovereign and Head of State of the UK and its overseas territories. It means that the British monarch is also the Head of the Commonwealth, and the head of state in 16 of the 54 Commonwealth member countries. 'The Crown', which is a monarch referred in the abstract, is the source of all legislative and executive power. The British political system is a constitutional monarchy it means that the supreme power is held by the monarch and is largely ceremonial and formal, with actual political power exercised by others. Furthermore, since Henry VIII, who has founded the Church of England, the British monarch is also Supreme Governor of the Church of England.[45] The Monarch or also the Sovereign could not govern in accordance with his or her own free will but according to the

constitution - that means according to rules. The constitution in United Kingdom is not written. Rights and duties of the Sovereign are established by conventions. These are non-statutory rules which can be just as binding as formal constitutional rules. The Sovereign, as a constitutional monarch must remain politically neutral, he or she is unable to vote or stand for election. The Sovereign acts on the advice of ministers, in almost all the affairs. The Queen as Head of State has to remain strictly neutral with respect to political matters, unable to vote or stand for election. "However, the Sovereign retains an important political role as Head of State, formally appointing prime ministers, approving certain legislation and bestowing honours. The Sovereign has other official roles to play such as Head of the Armed Forces." [46] [47]

In British legislature there is formal phrase 'Queen in Parliament' and consists of the Sovereign, the House of Lords and the House of Commons. Duties of the Queen include opening each new session of Parliament, dissolving Parliament before a general election, and approving Orders and Proclamations through the Privy Council. [48] Today's role of the Sovereign in the enactment legislations is purely formal, although The Queen has the right to be consulted, to encourage and to warn through regular audiences with her ministers. [49] There is also special relation between the Queen and the Prime Minister, they hold on the right to appoint and also to meet each other on a regular basis. [50] They have audiences every week at which the Queen has a right and a duty to express her views on Government matters. If either the Prime Minister or the Queen is not available to meet, then they will speak by telephone. During the Queen's reign there were 12 Prime Ministers. [51] The Queen is Head of the Privy Council. This is the oldest still functioning form of legislative assembly in the UK. It is accountable 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." [52] The Privy

Council also plays an important role concerning certain UK statutory regulatory bodies, which covers a number of professions and the world of higher education. However the Queen has formal roles in UK Parliament, which is based in London, she holds formal roles with relation to the devolved assemblies of Scotland, Wales and Northern Ireland as well.[53]

Her Majesty has a specific role; she has the title includes the words 'Defender of the Faith'. This means in both the Church of England and the Church of Scotland.[54] Church of England (the Ecclesia Anglicana - or the English Church) originate in 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.[55] The Western Church at the reformation became divided between the faithful who persevere in acceptance of the Papal authority and the various Protestant churches that reject it. The Church of England was among the churches that broke with Rome. The refusal of the Pope to annul the marriage of Henry VIII and Catherine of Aragon accelerated this decision. However, underlying this fact was a Tudor nationalist belief that authority over the English Church properly belonged to the English monarchy. During the reign of Edward VI, son of Henry VIII, the Church of England underwent further reformation. This reformation was 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."[56]

There is big interconnection between representatives of Church and the State. On the advice of the Prime Minister, The Queen appoints arch-bishops and bishops, whose names are considered and selected by a Church Commission. They take an oath of loyalty to The Queen on

appointment and without Royal authority they may not resign. The relationship between Church and State is also symbolised by the fact that the 'Lords Spiritual' which is consisted of the Archbishops of Canterbury and York and 24 diocesan bishops sits in the House of Lords. The Queen also accepts an oath taken by parish priests. [57]

The Queen's role as Head of State and Head of Commonwealth is to respect and recognise various faiths, and to encourage tolerance and understanding between people of different religions. Modern UK is multi-cultural and multi-faith society; there is plenty of faith such as Christians, Muslims, Hindus, Jews, Sikhs and people of other faiths. [58]

## **4. Barack Obama**

### **4.1 Life of Barack Obama**

Barack Obama was born on August 4, 1961 in Honolulu, Hawaii. His mother, Stanley Ann Dunham was from Kansas and his father, Barack Obama Sr. was student from Kenya. He inherited his name from his father and full name id Barack Hussein Obama Jr. In Swahili, Barack means “blessed by God”. Hawaii in that time was state, which joined USA only two years ago. Despite the fact that Hawaii considered America as a ‘melting pot’, it was still unusual seeing mixed couples or even mixed marriages. Anyway Obama’s mother was not worried about convention or social customs. She was only eighteen years old and on top of that student of the University of Hawaii when little Barack came into the world. According to Barack, his mother was woman who “saw mysteries everywhere and took joy in the sheer strangeness of life.”[59] When Barack was two years old, his father left them. He only returned to Hawaii when Barack was ten years old to spent with him one month, after that Barack Obama Sr. returned to Kenya. Although it was only one month it affected future politician a lot. He struggled with question about his identity but also about his future, he was not sure about what kind of man

he wanted to be. To solve this question he travelled several years later to Kenya to found his roots. He knew some fragments but definitely not all about family roots from the father's side of the family. He visited father's tribe, *Luo*. It was one of the largest tribes, but still it was cattle-rising people who lived in mud huts. [58]

When Barack was a kid he spent a lot of time with his grandparents. It was also caused by hard life of his mother. She was single mother with little money and she was still student of University of Hawaii. At the university she met her second husband, also student. It was Lolo Soetoro who came from Indonesia. They got married in 1967 and moved to Indonesia. Three years later Maya, Barack's sister, came into world. Whole family lived in Indonesia and Barack went there to school. His classmates knew him as Barry Soetoro. These times were not easy for boy in his age. Other boys teased him because of his appearance, Barack was taller and his skin was darker than other boys'. He was confused in the matter of faith. His stepfather, like most Indonesians, was Muslim but on the contrary he took classes at a Catholic school as well. After few years of marriage, Ann and Lolo started having problems. In 1971 Ann and Barack went back in Hawaii. After that Barack started to study on Punahou School, where he graduated in 1979. In time when Barack was a teenager, his mother decided to return to Indonesia to do research. Barack stayed at his grandparents in Honolulu. In that period of time Barack was bothered by many questions. "Was he Barry or Barack? Soetoro or Obama? Black or white? Christian or Muslim? He became confused." [61] It led to worse grades at school. He needed to pull his life together. It took some time but Barack found himself and started study harder and call himself by his strong African name – Barack. [62]

Barack continued in study at Occidental College in Los Angeles. After two years he transferred to Columbia University, where he chose political science as his major field of study. He graduated in 1983. He felt

that he want to do some extra activity, and so he became community organizer. In 1985 he joined a church-based organization in Chicago. There, he was responsible for establishing programs for predominately black public housing project. He held this position for three years. During this job, he found out that churches have an important role in African American community. He brought together with many of black ministers from Chicago, including Jeremiah Wright, the pastor of Trinity United Church of Christ. Barack has joined to his church. Being a church member got positive effect on Barack. He became better community organizer but above all it helped him satisfy his spiritual needs.[63] In 1988, Barack went on the same school as his father, Harvard Law School. It did not take a lot of time and Barack became first African American president of Harvard Law Review. Because he was first African American on this prestigious post, it was widely presented in media. After graduating three years later, Barack went on to lead on of the most successful voter registration in state history. In addition he still worked as a civil rights lawyer and as a teacher of constitutional law at the University of Chicago. Barack was successful in his personal life as well. In 1992 he got married with his wife Michelle. They moved to Kenwood and they raise two daughters, Malia (born 1998) and Sasha (born 2001). [64]

## **4.2 Political career**

When Alice Palmer in 1996 resigned, because of the Democratic nomination for the U.S. House of Representatives, her state senate seat representing Chicago's South Side became vacant. Obama felt that have a chance thus he announced his intention to enter the primary for former seat, established campaign organization and began to raise funds. Because of Palmer's fail in nomination, she wanted to return to the state legislature. Obama and Palmer alienated, but Obama's political career as an elected official was underway yet. After all he functioned in the legislature from 1997 to 2004. But he got higher objectives; he was not

satisfied with serving at “only” state level. In January 2003 he became candidate for one of Illinois’s seats in U.S. Senate. First obstacle on his way for success was Democratic primary in March 2004. Thanks to his massive television advertising that noted his support by many of state’s leading party leaders, labour unions or newspapers, he stood up from large field of candidates. Obama won this nomination. He got more votes than all other candidates combined. In time between Obama’s victory in Senate nomination and waiting for general election, he was invited to present the keynote speech at the Democratic National Convention in July. It was an event which would change his political career. In the Illinois campaign he amazed convention organizers not only by fluency of his speech but also by his thoughts. He showed that he is proud of his own mixed race heritage and he emphasized the importance of bonds that unite Americans.[65] “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.”[66] The convention stayed astonished. This speech had a side effect- Obama’s book about his childhood and finding his roots in Kenya, had to be reprinted and became bestseller in short time. This astonishing speech resulted in election with 70% of the vote. It was record for Illinois state-wide election. [67]

On February 10, 2007, Obama announced his candidacy in presidential election. He did it in Springfield in Illinois and he used as a backdrop to his speech the Old State Capitol as Abraham Lincoln did on 1858. Obama was put up as a candidate of Democrats together with Hillary Clinton, former first lady and New York senator, and John Edwards, former North Carolina senator and 2004 vice president candidate. Obama had from the beginning many pluses, he was skilful, he got excellently managed and organized campaign and he was in

favour with his supporters. Another thing that really helped him in his campaign was that he opposed the war in Iraq in contradistinction to Clinton or Edwards. They supported use of force against Saddam Hussein's regime. January 3, 2008 in Iowa officially began the race for nomination. Obama won electors' favour and came out first with 38% of the vote. Edwards got 30% and imaginary third place got Clinton with 29%.[68] Two months later, in March 2008, Obama's candidacy should have been threatened by announcement of his opponent three months earlier. It was Republican candidate, Senator of Arizona, John McCain. Obama's organization team could make use of the opportunity that all the attention moved on McCain. They gained time to create network of experienced workers and made Obama newsworthy. In September Obama got ahead of McCain in pre-election polls. On Election Day, November 4, 2008 was Obama elected with 53% of the popular vote and 365 electoral votes to 173 votes of McCain. The Democrats won control of Congress as well, they got 79-seat margin in the House and 16-seat margin in the Senate. [69] "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." [70]

Next year, on January 29 the first piece of legislation in Obama's program got to the White House for signature. It was an act that extends period during which employees can bring a lawsuit against employer in case of discrimination on the basis of race, age or sex. This act had included tax cuts, infrastructure, unemployment benefits, health care or appropriations for education. At the end of the year 2009 was proved that Obama's program was successful and showed an economic upturn. And

what's more Obama's first-year legislative program got contributions and breakthroughs in the field of 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." [71] Concerning two wars which he inherited from George W. Bush and, which lasted during Obama's presidency, he responded differently. He said that the United States would not engage in combat in Iraq after August 2010. In case of Afghanistan it was much more complicated. Presidency over a late 2009 policy review had as a result two-stage policy. The first one goal of the United States was strengthening Afghanistan's military and political institutions. Two years later in July, 2011 it began with recalling its troops. "Under this plan, neither Iraq nor Afghanistan would be abandoned, but they would no longer be defended by American troops." [72]

Obama paid attention to health care in general. He initiated in 2010 Patient Protection and Affordable Care Act and in June 2012 it was upheld by U.S. Supreme Court. This law provided innovation which was not in force before. For example it were 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. [73]

In 2012, it was time for new election of the president. Obama's opponents were Republican Mitt Romney and U.S. representative Paul Ryan. On the evening of Election Day, November 6, 2012 Obama was announced the winner. For the second time he gained another four-year term as president. In U.S. candidate for president has to have more than 270 electoral votes. Obama got more than this, later results showed that he won nearly 60% of the electoral vote; it means more than 1 million ballots. Officially he acceded to his second term on January 21, 2013. The inauguration took place on Martin Luther King's 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.” [74]

## **5. Analysis**

### **5.1 Method**

#### **5.1.1 Variables**

The purpose of this study is to analyse covers of TIME magazine. For research was chosen sample of covers with two famous politicians, Queen Elizabeth II and President Barack Obama and some remarkable issues from history up to the present. I have chosen some variables for the research to find out their frequency and connection of specific covers. I try to find out any trends or development of this magazine. All the variables are shown in the table (see Pic.6.1). Research is applied on all the chosen covers except some issues which cannot be classified in all categories (see Pic. 1.5, Pic. 2.1, Pic. 2.2, Pic. 2.3, and Pic. 5.25). Concluding hypotheses are focused on Queen Elizabeth II and Barack Obama.

First couple of variables compares if there is on the cover more often shown the face or the body of person on the cover (see Pic.6.2). From 39 possible examples, face appears 30 times, it is 77% unlike 23% of figures.

The second case deals with the middle part of the cover. In this case was meant which one of these two, picture or text, attracts attention for the first time. From the research follows that from 44 examples of covers, there is on the cover rather picture in 77% to catch reader's attention than text (see Pic. 6.3).

The third variable could be somewhat disputable because chosen samples are not in balanced time span. I compare frequency of black and white and colourful covers (see Pic. 6.4). Most of black and white covers came from the very beginning of TIME magazine. Nevertheless it does not mean that in the present there are not black and white covers as well. From 44 chosen samples was only 25% black and white, the remaining 75% is in colour.

Another variable I focused on was proportion between photos and pictures on covers (see Pic. 6.5). This variable could be disputed as well in the same way as the preceding case. However photos on covers began to appear relatively early. Some of the covers were problematic to appraise because some covers are composed from more photos or noticeably modified in graphic program (see Pic. 2.2 or see Pic. 2.3). This is why I classified them like pictures. Despite this fact there is still more photos on covers and it is 66%.

Variable in the next column of the table deals more with the topic of the issue than with the visual aspect of the cover. However it is not always possible to separate personal and professional life. This is why in this case both options are possible. For example racial lineage of President Obama affects his personal and professional life as well (see Pic. 5.9). Result is that in case of TIME magazine, predominate politically focused covers (see Pic. 6.6). Only 19% of covers are focused on personal life and 88% on political issues. In three cases there is topic which affects personal and political life together.

Following variable I have chosen is number of objects on the cover. There is only one case which cannot be classified to any selected category, picture of light columns to 10<sup>th</sup> anniversary of September 11 (see Pic. 2.3). In more than half cases, in 60% of them, shows on the cover only one object. In the remaining 40% there are at least two persons or there is a crowd of people as well (see Pic.1.6).

Last variable is made especially to show relevancy of chosen representatives on covers (see Pic. 6.1). On the majority of chosen covers is pictured Barack Obama despite the fact that he appeared in TIME magazine for the first time only in 2006 (see Pic. 5.1). 64% of chosen covers belong to Barack Obama and in 18% it is Queen Elizabeth II. There is only one cover (see Pic. 4) on which they are together.

### **5.1.2 Hypotheses**

For the research I have made five hypotheses. Thanks to these hypotheses I can find out which elements are most frequent on TIME magazine covers. First three hypotheses are based on all the examples. Variables for hypothesis 4 and 5 are taken only from relevant cases, which are 35 of 44 (see Pic. 6.1). These hypotheses are not applicable to all TIME magazine covers in general because of specifically chosen covers for this research.

Hypothesis 1 (H1): Importance of relation between picture and personal topic on the cover. In this example is meant picture which is more important for reader than text in the middle of the cover. This presumption is applicable in 41% of examples (see Pic. 6.1).

Hypothesis 2 (H2): Importance of relation between political topic and text in the middle of the cover. According to research on chosen samples, it follows that in 34% of cases is relevant to this hypothesis (see Pic. 6.1).

Hypothesis 3 (H3): Importance of face on the cover as a whole. In this case, hypothesis is made of all the possible examples, including examples of Queen Elizabeth II and Barack Obama. In this case vast majority of examples confirm this hypothesis. To be more precise it is 71% of examples (see Pic. 6.1).

Hypothesis 4 (H4): Importance of Queen's face on the cover. This hypothesis is based on relevant samples chosen between other samples in research. From all 8 relevant samples is evident that Queen Elizabeth II is more portrayed on covers (see Pic. 6.7). In 88% of cases she is represented by her face (see Pic. 6.8).

Hypothesis 5 (H5): Importance of Barack Obama's face on the cover. This hypothesis is executed in the same way as hypothesis 4. In this case there are 28 examples where is President Obama on the cover. From research follows that in most incidences is captured his face (see

Pic. 6.9). In this case the result is not as remarkable as in case of Queen Elizabeth II, Obama is portrayed in 68% of incidences (see Pic. 6.10).

## 5.2 Commentary

In this part of my thesis I would like to present short commentary of chosen covers.

The very first issue from March 3, 1923 (see Pic. 1.1) is completely 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. 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 Pic. 1.3).

The most significant characteristic of Time magazine, red border, appeared for the first time on January 3, 1927 (see Pic. 1.4.). On the cover was Leopold C. Amery, British politician and journalist. Several little changes appeared with this issue as well. The price and date were moved into the red border on the top of the cover. Lettering was changed into The Weekly Newsmagazine.

In 1928 were portrayed first animal on Time magazine cover. Baby Basset hound appeared February 27, 1928 (see Pic. 1.5). 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 Pic 1.6) 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 Pic 2.1). 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 colour was in 2008 (see Pic. 2.2). For this once red turned into green. This colour change ought to warn of Earth Day and whole issue was focused on environmental problems.

The third colour change took place in September 2011 (see Pic. 2.3). Silver border replace standard red border to commemorate the 10th 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 that shine into the dark. These two columns symbolize "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 Pic. 2.4). Even this cover issue was full of dark colours; it expressed respectability of 45<sup>th</sup> President of United States.

The Queen Elizabeth II appeared for the first time on Time magazine cover in 1929 (see Pic. 3.1) when she was only three years old. In the caption was written "Princess Lilibet" 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 Pic. 3.2). 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 led 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, was showed as Queen Elizabeth II (see Pic. 3.3). She was only 25 years old. Queen Elizabeth was portrayed as self-confident young lady with flag of United Kingdom in the background.

One year afterward Queen Elizabeth II was elected as a Woman of the Year. She was one of the four women who were ever selected. Again she was portrayed by Boris Chaliapin, this time with pink rose behind her (see Pic. 3.4). In addition year 1952 was the 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 Pic. 3.5).

For the next appearance in Time magazine Queen Elizabeth II had to wait nearly 50 years. Cover published on April 17, 2006 showed cheerful Queen Elizabeth II in her famous colorful two-piece suit and hat (see Pic. 3.6). This cover and cover story was published to present her working life and to 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 Pic.4). 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 Pic. 3.7). 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 time of appearance of Princess Elizabeth to the last one where she is already 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 Lilybet disappeared and were replaced by simple red border and photograph in color.

First issue where was Barack Obama portrayed was simple color photograph with white background. This issue was published October 23, 2006 (see Pic. 5.1). 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 on which 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 Pic.4).

When Barack Obama announced his candidacy for presidency in 2007, he appeared on the Time magazine cover in December (see Pic. 5.2). 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 Pic. 5.3). 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 Pic. 5.4). It was 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 Pic. 5.5). In this issue was Barack Obama showed with another candidate, his 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 Pic. 5.6). 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 and with helmets in their hands like workmen (see Pic. 5.7). This appearance was chosen because of the title on the cover: 21 ways to fix up America.

The cover from October 6, 2008 was good job from graphic designer as well (see Pic. 5.8). 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 Pic. 5.9). On this cover is Barack Obama's head half black and white photograph and half photograph in color. This was made 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 there were portraits of candidates – John McCain and Barack Obama and two ex-presidents – Franklin Delano Roosevelt and Abraham Lincoln (see Pic. 5.10). 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 Pic. 5.11). 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 Pic. 5.12). President Obama was portrayed on colour 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 humour with cigarette-holder (see Pic. 5.13).

At the turn of the year came out a double issue of Time magazine. On its cover there were pictured President Barack Obama, who was elected as Person of the Year (see Pic. 5.14). This pretty famous cover was created by artist Shepard Fairey. [75]

January 26, 2009 was published Inauguration preview issue of time magazine (see Pic. 5.15). 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 Pic. 5.16).

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 Pic. 5.17). 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 Pic. 5.18). 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 Pic. 5.19). The title urged to fill out empty boxes with readers' tips on following President.

The next cover photograph from January 30, 2012 showed President Obama on black and white picture outside of White House (see Pic. 5.20). The title Obama's World could suggest recapitulation of Obama's term in office.

The next cover with President Obama was published February 1, 2010 (see Pic. 5.21). The President was captured thinking on the black and white photograph from Oval Office. He was thinking about results of elections in Massachusetts.

Obama and Regan on the one cover. Thanks to modern technologies it is possible. This issue appeared February 7, 2011 (see Pic. 5.22). They have never met, but on the cover was suggested that they have in a lot common. Barack Obama adopted some of Regan thoughts.

On the cover from April 23, 2012 were captured three men from behind, two former presidents and one present President (see Pic. 5.23). Barack Obama accompanied George W. Bush and Bill Clinton. The title indicated that there are some secrets which are known only to Presidents.

The expression of the faces by words and numbers was a welcome change into Time magazine covers (see Pic. 5.24). In addition it was again presidential election fight between two candidates, Barack Obama and Mitt Romney. There were 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 Pic. 5.25).

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 Pic. 5.26).

### **5.3 Results**

This research is based on samples of TIME magazine covers but it is not possible to generalize the results. As samples was chosen first historical and remarkable issues of TIME magazine and issues where two significant persons are, Queen Elizabeth II and President Barack Obama. Research which is summarized in tables (see Pic. 6.1, Pic. 6.7 and Pic. 6.9) and in some diagrams (see Pic. 6.2, Pic. 6.3, Pic. 6.4, Pic. 6.5, Pic. 6.6, Pic. 6.8 and Pic. 6.10).

According to the research TIME magazine uses more faces on the cover to attract buyer's attention. Portrait of famous person is in 77% more interesting than his figure on the cover. In the same way is for the reader easier to look at the picture than read titles in the middle of the cover. Due to this reason using of titles on the cover is not frequent, only in 23%. It does not mean that on the cover there is not any text, there are headings, but it is not the text which should catch reader's attention for the first sight. Next aspect of the cover is nowadays rather esthetical than anything else. In the beginning of TIME magazine, all the covers were black and white, but in these times there was no other possibility. As show the results of the research, colourful covers are three times more attractive on the contrary black and white covers could seem more artistic. In some cases black and white covers can express respect. Next result changes over time as well. In the beginning of TIME almost every cover was drawn by an artist. In the present, as the research shows, photos in 66% of cases predominate. However sometimes it is not easy to definite if some picture is drawing of an artist or if it is good job of

graphic designer. TIME magazine deals with a large number of topics amongst them are personal and political ones. TIME magazine is not tabloid magazine which deals with personal issues of famous people. It confirms results of research; in 88% of covers it was about political issues. More than half of covers contain only one object on it. In remaining 40% of covers is depicted more than one person. Last part of variables research is focused on two famous people, Queen Elizabeth II and Barack Obama. Although Queen Elizabeth II appears on covers since 1929, she was portrayed only 8 times. Most significant parts of her life are captured on covers. By contrast Barack Obama showed up on covers 28 times since 2006. For the first time he appeared when he was Senator of Illinois.

According to chosen variables I have made five hypotheses. These hypotheses consider variable relations between each other. First hypothesis deals with relation between picture and personal topic of the cover. This hypothesis confirmed by 41% that TIME magazine does not write often about personal issues, but if it does sometimes it is accompanied by picture. Hypothesis number two is complemented with first hypothesis. There is subject of research relation between text on the cover and political topic. This hypothesis is applicable only in 34% of cases. From these two hypotheses follows, that there is higher possibility of political topic and picture. Third hypothesis deals with importance of face on the cover; this hypothesis is confirmed with 71%. In the remaining cases are on the covers groups of people, or there are not people in general. Hypotheses 4 and 5 are on the bases of relevant issues of TIME magazine (see Pic. 6.1). Hypothesis number four is related to the Queen Elizabeth II and frequency of her face on the cover. In 7 cases of 8 she was represented by her face. Hypothesis 5 deals with the same thing as the hypothesis above, frequency of Barack Obama's face on the cover. He appears on covers quite often, it means that probability is lower. It is

proved by the research which shows 68% of appearance of his face on the cover.

Summarizing all these facts above brings most probable look of TIME magazine cover. It should be colour photo where is one person's, probably politician's face. It is obvious that any publisher will not create covers by research. It is necessary to remain that this is only small sample of TIME magazine covers.

## 6. Conclusion

The bachelor thesis “TIME Magazine - Famous British/American Politicians Portrayed on the Covers” is focused on cover pages of Time magazine. Thesis is divided into two parts, theoretical and practical one. In the first part of this theses it deals with information about TIME magazine and lives of two famous personalities. The first one is Queen Elizabeth II and the second one is President of the United States, Barack Obama. In the practical part is analysis of TIME magazine covers, hypothesis and results. The aim of this thesis is to find out if given hypothesis are applicable or not.

Concerning TIME magazine, it is one of the most famous and most selling newsmagazine on the world. It also has influence on the world by his covers. To be on the cover it means fame and notoriety in the world. On the other hand it is not only people who appeared on the covers, it can be animals, events or inventions as well.

The Queen Elizabeth II is from royal family but she was not at the beginning supposed to be Queen. 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.

Barack Obama’s life was not easy in his childhood – his father left him and his mother, he was moving to different countries, he got new father and his was black skinny black child. All of these obstacles made him from the beginning confused and in the end he became strong personality. Over these difficulties he was brilliant student and he reached for the stars. He became Senator and after that President. He is the first African-American President. He believes in changes and he tries to make them true.

The research pursues TIME magazine covers till the first one issue from 1923. TIME magazine covers changed their visual aspects a lot, from black and white draw cover into cover with colourful photograph framed by its famous red border. Covers with Queen Elizabeth II and Barack Obama are pursued as well. For the research is used quantitative research using table with variables. These variables are based on attributes of covers. Next part of research is creation of five hypotheses and its applicability. Variables shows most frequent attributes of TIME magazine covers, which are: face, photo, most often one object and probably politician. This research cannot be applied in general, because of little sample of covers. Concerning hypotheses, only one hypothesis is relevant. However it does not mean that others hypotheses informational value is null. 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. Since this time he was in some period of time portrayed every week. According this cover research could be President Obama more powerful than any Queen Elizabeth II.

In the end, I have to mention that topic of TIME magazine covers is very extensive. Development of TIME covers still going ahead and there always will be a large number of possibilities to make research. This thesis shows only fragment of practicable study. In other research would be possible to explore history of TIME magazine covers more in depth, focus on changes during decades.

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## Sources of Appendices

Picture 1.1:

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Picture 1.2:

<http://content.time.com/time/covers/0,16641,19230303,00.html>

Picture 1.3:

<http://content.time.com/time/covers/0,16641,19230730,00.html>

Picture 1.4:

<http://content.time.com/time/covers/0,16641,19270103,00.html>

Picture 1.5:

<http://content.time.com/time/covers/0,16641,19280227,00.html>

Picture 1.6:

<http://content.time.com/time/covers/0,16641,19281105,00.html>

Picture 2.1:

<http://content.time.com/time/covers/0,16641,20010914,00.html>

Picture 2.2:

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Picture 2.4:

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Picture 3.2:

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Picture 3.4:

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Picture 3.5:

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Picture 3.6:

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Picture 5.2:

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Picture 5.3:

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Picture 5.4:

<http://content.time.com/time/covers/0,16641,20080505,00.html>

Picture 5.5:

<http://content.time.com/time/covers/0,16641,20080811,00.html>

Picture 5.6:

<http://content.time.com/time/covers/0,16641,20080901,00.html>

Picture 5.7:

<http://content.time.com/time/covers/0,16641,20080922,00.html>

Picture 5.8:

<http://content.time.com/time/covers/0,16641,20081006,00.html>

Picture 5.9:

<http://content.time.com/time/covers/0,16641,20081020,00.html>

Picture 5.10:

<http://content.time.com/time/covers/0,16641,20081027,00.html>

Picture 5.11:

<http://content.time.com/time/covers/0,16641,20081110,00.html>

Picture 5.12:

<http://content.time.com/time/covers/0,16641,20081117,00.html>

Picture 5.13:

<http://content.time.com/time/covers/0,16641,20081124,00.html>

Picture 5.14:

<http://content.time.com/time/covers/0,16641,20081124,00.html>

Picture 5.15:

<http://content.time.com/time/covers/0,16641,20090126,00.html>

Picture 5.16:

<http://content.time.com/time/covers/0,16641,20090202,00.html>

Picture 5.17:

<http://content.time.com/time/covers/0,16641,20090202,00.html>

Picture 5.18:

<http://content.time.com/time/covers/0,16641,20090202,00.html>

Picture 5.19:

<http://content.time.com/time/covers/0,16641,20090202,00.html>

Picture 5.20:

<http://content.time.com/time/covers/0,16641,20120116,00.html>

Picture 5.21:

<http://content.time.com/time/covers/0,16641,20100201,00.html>

Picture 5.22:

<http://content.time.com/time/covers/0,16641,20110207,00.html>

Picture 5.23:

<http://content.time.com/time/covers/0,16641,20120423,00.html>

Picture 5.24:

<http://content.time.com/time/covers/0,16641,20121015,00.html>

Picture 5.25:

<http://content.time.com/time/covers/0,16641,20121015,00.html>

Picture 5.26:

<http://content.time.com/time/covers/0,16641,20121119,00.html>

## **9. Abstract**

The main aim of this thesis is to present reader basic information about TIME magazine. Another topic of this thesis is lives of two chosen representatives, Queen Elizabeth II and President Barack Obama.

Thesis is divided into two main parts, theoretical and practical one. In the theoretical part reader finds out some information from history up to present situation of TIME magazine. Next topics are about lives and career of two politicians, Queen Elizabeth II and Barack Obama.

In the practical part is focused on analysis of TIME magazine covers, applying variables, verifying hypotheses and its application on two chosen representatives.

## **10. Resumé**

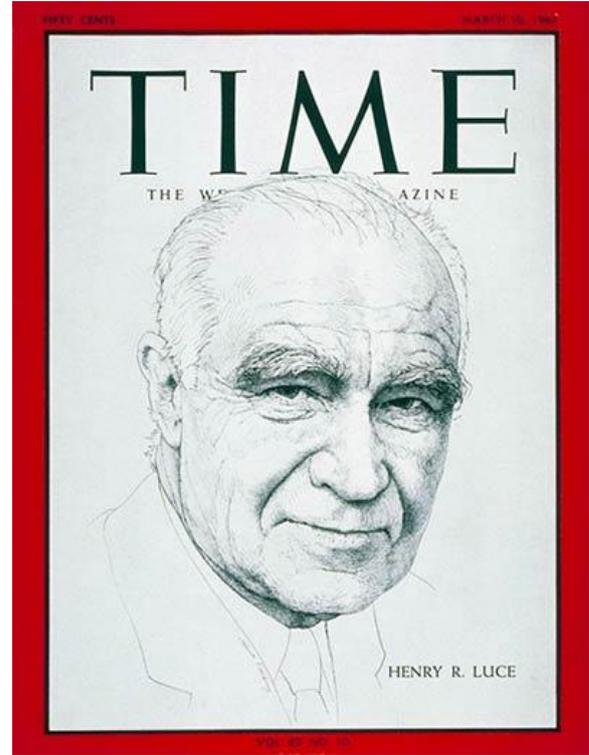
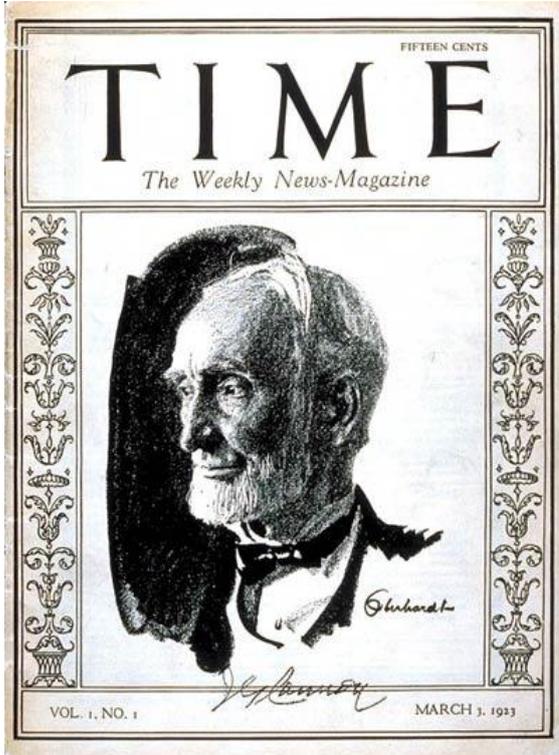
Hlavním cílem této bakalářské práce je seznámit čtenáře se základními informacemi o TIME magazínu. Další téma, kterým se tato práce zabývá, je život dvou významných osobností. Královny Alžběty II. a amerického prezidenta Baracka Obamy.

Práce je rozdělena na dvě části, na část teoretickou a část praktickou. V teoretické části čtenář zjistí něco z historie, tak i ze současnosti TIME magazínu. Dále nahlédne do života a politické kariéry Královny Alžběty II. a prezidenta Baracka Obamy.

Praktická část je zaměřená na analýzu titulních stránek TIME magazínu. Zjišťování četnosti některých jevů, ověřování hypotéz a jejich aplikace na dva zvolené politiky.

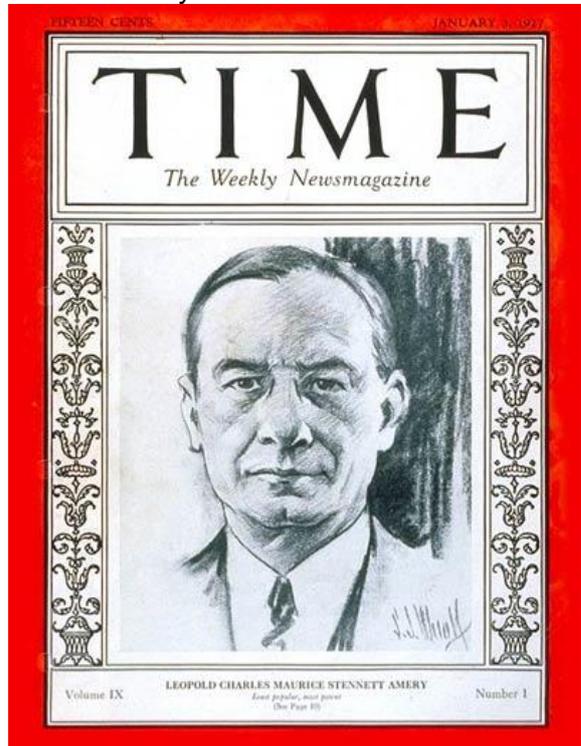
# 11. Appendices

## Appendix 1 History of Time magazine



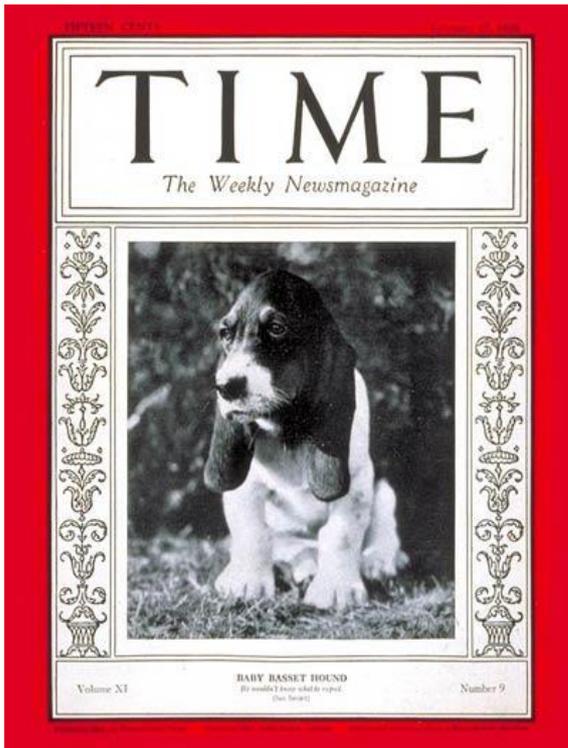
Pic. 1.1 Very first issue of Time magazine

Pic 1.2 Henry Luce

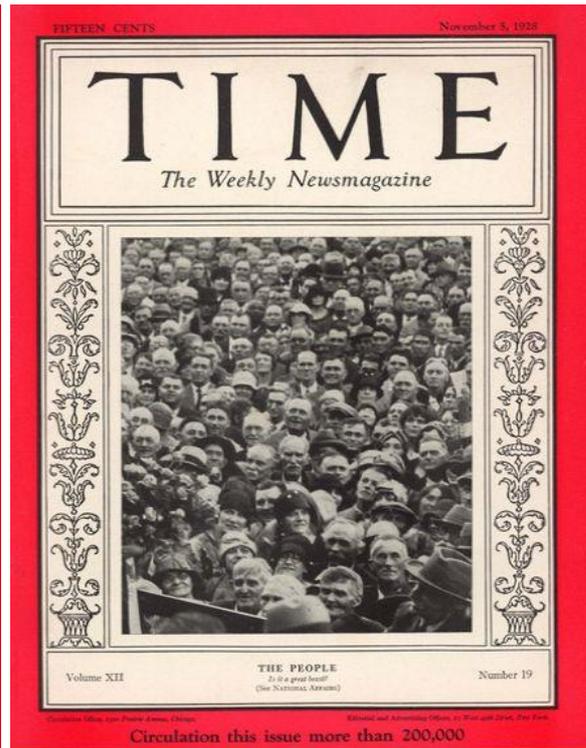


Pic. 1.3 Eleanora Duse, June 30, 1923

Pic. 1.4 January 3, 1927



Pic. 1.5 February 27, 1928  
**Appendix 2 Special issues**



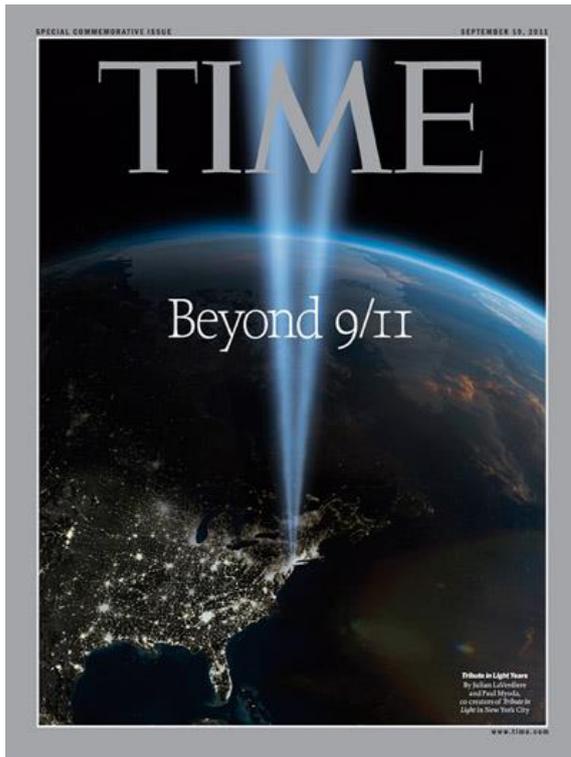
Pic. 1.6 November 5, 1928



Pic. 2.1 September 11, 2001



Pic. 2.2 April 28, 2008

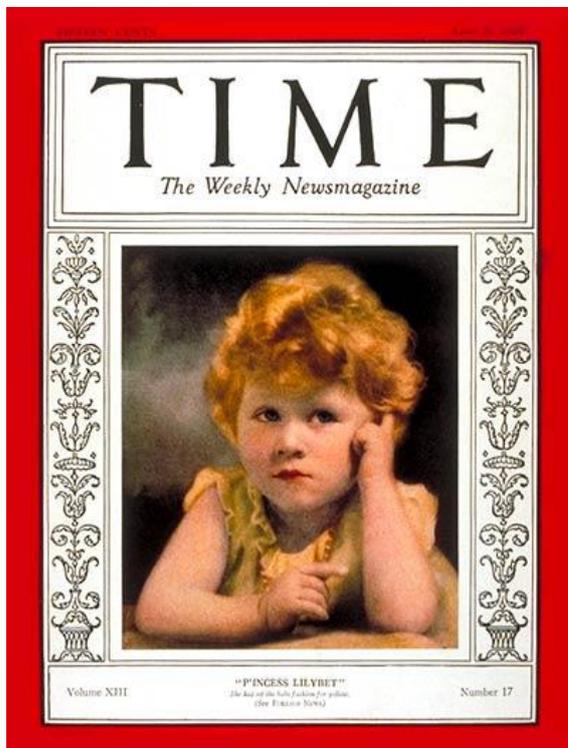


Pic. 2.3 September 19, 2011, 10<sup>th</sup> anniversary



Pic. 2.4 December 31, 2012, Person of the Year

**Appendix 3 Queen Elizabeth II**



Pic. 3.1 April 29, 1929



Pic 3.2 March 31, 1947



Pic 3.3 February 18, 1952



Pic. 3.4 January 5, 1953



Pic. 3.5 June 29, 1959



Pic. 3.6 April 17, 2006



Pic. 3.7 June 4, 2012  
**Appendix 4 The Time 100**



Pic. 4 May 14,2007

## Appendix 5 Barack Obama



Pic. 5.1 October 23, 2006



Pic. 5.2 December 10, 2007



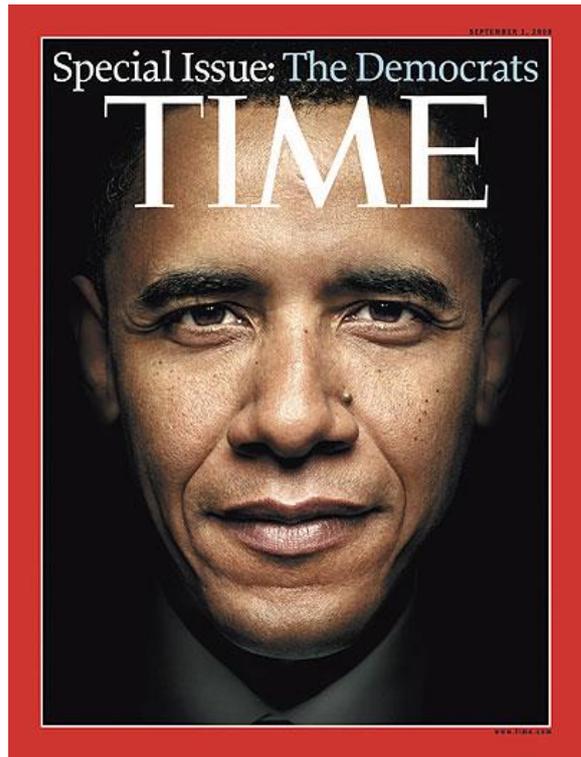
Pic. 5.3 February 18, 2008



Pic. 5.4 May 5, 2008



Pic 5.5 August 11, 2008



Pic 5.6 September 1, 2008



Pic. 5.7 September 22, 2008



Pic. 5.8 October 6, 2008



Pic. 5.9 October 20, 2008



Pic. 5.10 October 27, 2008



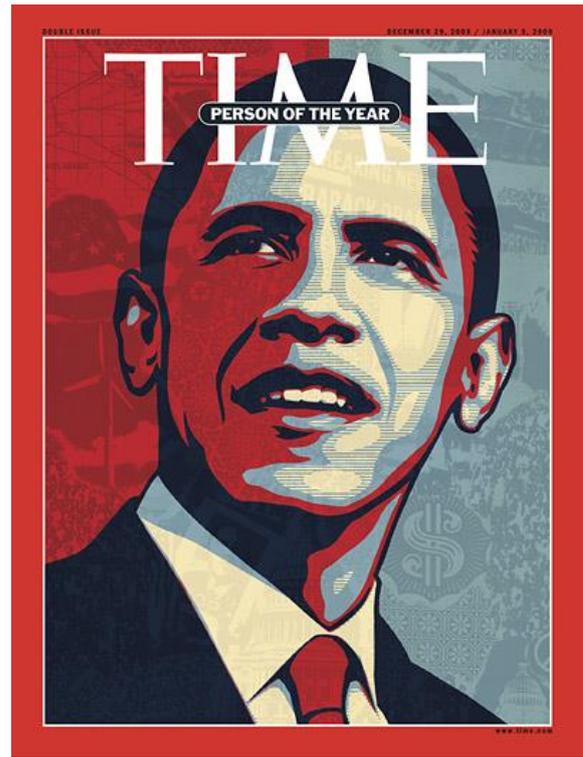
Pic. 5.11 November 10, 2008



Pic. 5.12 November 17, 2008



Pic. 5.13 November 13, 2008



Pic. 5.14 December 29, 2008



Pic. 5.15 January 26, 2009



Pic. 5.16 February 2, 2009



Pic. 5.17 May 4, 2009



Pic. 5.18 August 10, 2009



Pic. 5.19 June 27, 2011



Pic. 5.20 January 30, 2012



Pic. 5.21 February 1, 2010



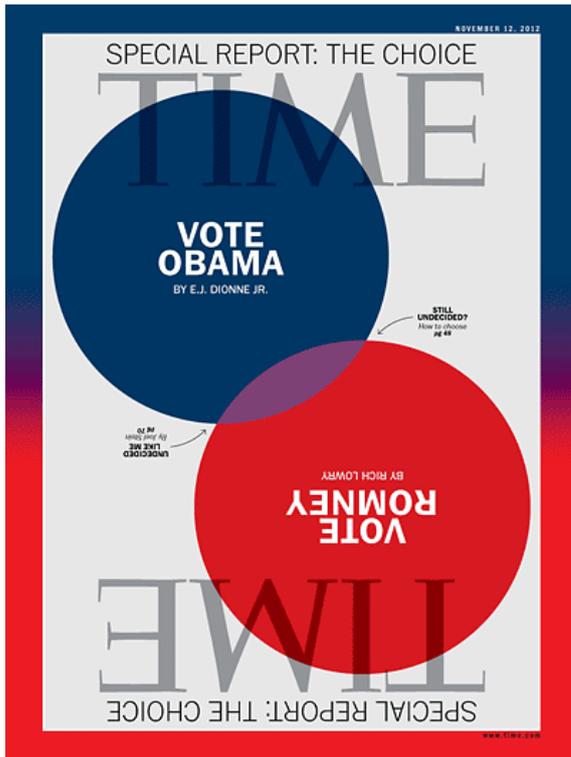
Pic. 5.22 February 7, 2011



Pic. 5.23 April 23, 2012



Pic. 5.24 October 15, 2012



Pic. 5.25 November 12, 2012

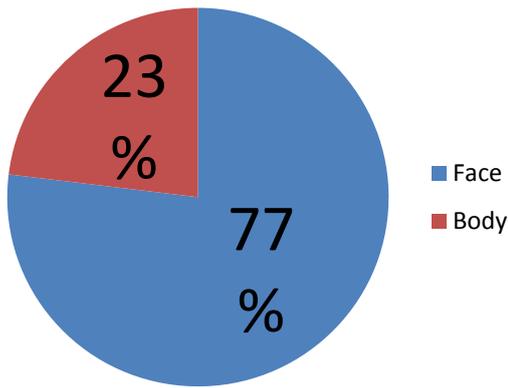


Pic. 5.26 November 19, 2012

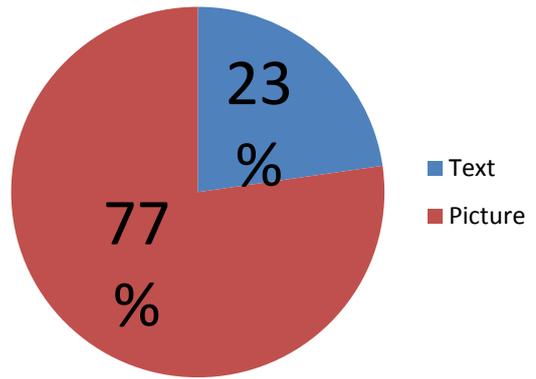
# Appendix 6 Tables and Diagrams

Picture no.	n = 39		n = 44		n = 44		n = 44		n = 43		n = 43		n = 44		n = 44	
	Face	Body	Text	Picture	B&W	Colour	Photo	Picture	Personal	Political	1 Object	More	Relevant	Queen	Obam	
1.1	1	0	0	1	1	0	0	1	1	0	1	0	0	0	0	
1.2	1	0	0	1	1	0	0	1	0	1	1	0	0	0	0	
1.3	1	0	0	1	1	0	0	1	1	0	1	0	0	0	0	
1.4	1	0	0	1	1	0	0	1	0	1	1	0	0	0	0	
1.5	-	-	0	1	1	0	1	0	-	1	0	0	0	0	0	
1.6	1	0	0	1	1	0	1	1	0	0	1	0	0	0	0	
2.1	-	-	0	1	0	1	1	0	0	1	0	1	0	0	0	
2.2	-	-	0	1	0	1	0	1	0	0	0	1	0	0	0	
2.3	-	-	0	1	0	1	0	1	0	0	1	-	0	0	0	
2.4	1	0	0	1	0	1	1	1	1	1	1	0	1	0	0	
3.1	1	0	0	1	0	1	1	1	1	0	1	0	1	1	1	
3.2	1	0	0	1	0	1	0	1	0	1	1	0	1	1	1	
3.3	1	0	0	1	0	1	0	1	0	1	1	0	1	1	1	
3.4	1	0	0	1	0	1	0	1	1	1	1	0	1	1	1	
3.5	0	1	0	1	0	1	0	1	0	1	1	0	1	1	1	
3.6	1	0	0	1	0	1	1	1	1	0	1	0	1	1	1	
3.7	1	0	0	1	1	0	1	1	0	0	1	0	1	0	0	
4	1	0	1	0	0	1	1	0	0	1	0	1	1	1	1	
5.1	0	1	1	0	0	1	1	0	0	1	1	0	1	0	0	
5.2	1	0	1	0	0	1	1	0	0	1	1	0	1	1	1	
5.3	1	0	0	1	0	1	1	0	0	1	0	1	1	0	0	
5.4	1	0	1	0	0	1	1	0	0	1	0	1	1	0	0	
5.5	1	0	0	1	0	1	1	0	0	1	1	0	1	0	0	
5.6	0	1	0	1	0	1	1	0	0	1	0	1	1	0	0	
5.7	1	0	1	0	0	1	0	1	0	1	0	1	1	0	0	
5.8	1	0	0	1	0	1	1	0	1	0	1	0	1	0	0	
5.9	1	0	0	1	0	1	1	0	1	0	1	0	1	0	0	
5.10	1	0	0	1	0	1	1	0	0	1	0	1	1	0	0	
5.11	1	0	0	1	0	1	1	0	0	1	1	0	1	0	0	
5.12	1	0	0	1	0	1	1	0	0	1	1	0	1	0	0	
5.13	1	0	0	1	0	1	0	1	0	1	1	0	1	0	0	
5.14	1	0	0	1	0	1	0	1	0	1	1	0	1	0	0	
5.15	0	1	0	1	0	1	1	0	0	1	0	1	1	0	0	
5.16	0	1	0	1	0	1	1	0	0	1	1	0	1	0	0	
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5.19	0	1	1	0	1	0	1	0	0	1	1	0	1	0	0	
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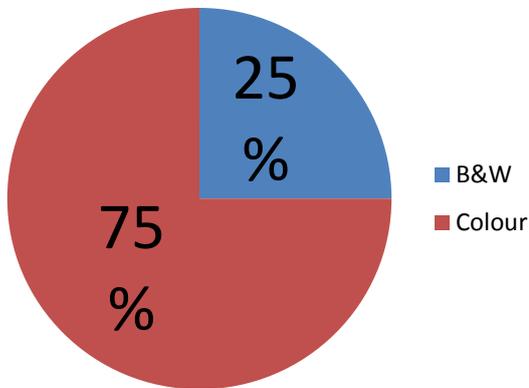
Pic. 6.1 Table 1 Variables by the covers



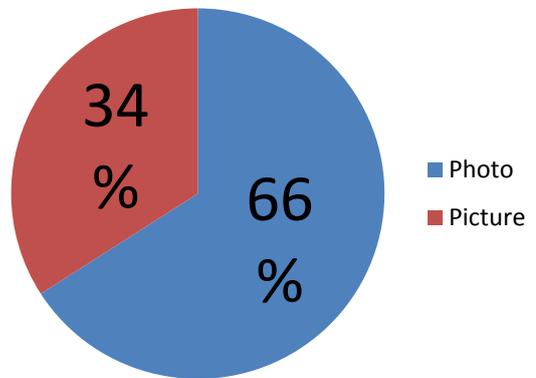
Pic. 6.2 Diagram 1, Face vs. Body



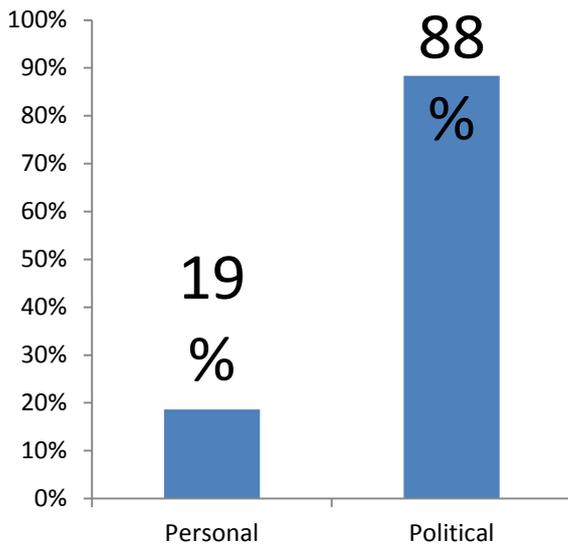
Pic. 6.3 Diagram 2, Text vs. Picture



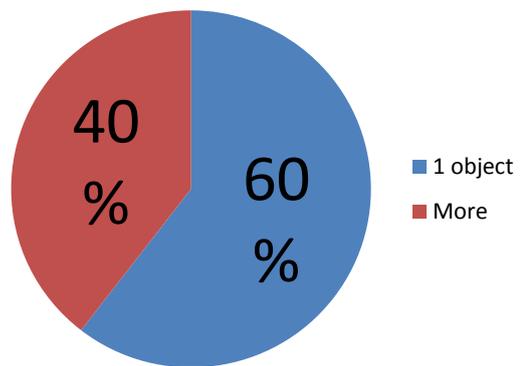
Pic. 6.4 Diagram 3, B&W vs. Colour



Pic. 6.5 Diagram 4, Photo vs. Picture

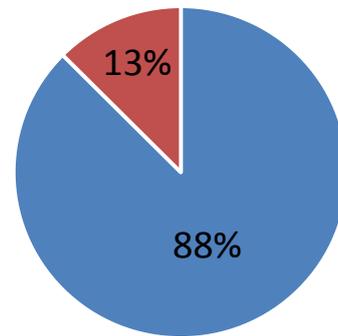


Pic. 6.5 Diagram 5, Personal vs. Political



Pic. 6.6 Diagram 6, 1 object vs. More objects

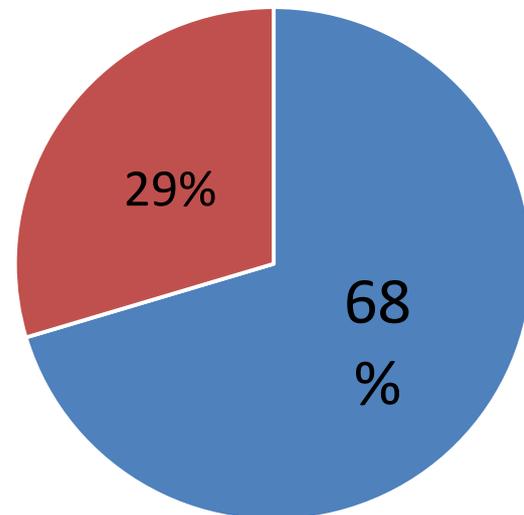
H4	n = 8		
Picture no.	Face	Body	Queen
3.1	1	0	1
3.2	1	0	1
3.3	1	0	1
3.4	1	0	1
3.5	0	1	1
3.6	1	0	1
3.7	1	0	1
3.8	1	0	1
<b>TOTAL</b>	<b>7</b>	<b>1</b>	<b>8</b>
<b>TOTAL (%)</b>	<b>88%</b>	<b>13%</b>	<b>100%</b>



Pic. 6.7 Table 2 Hypothesis 4 Elizabeth II

Pic. 6.8 Diagram 7 Hypothesis 4 Elizabeth II

H5	n = 28		
Picture no.	Face	Body	Obama
2.4	1	0	1
5.1	1	0	1
5.2	1	0	1
5.3	0	1	1
5.4	1	0	1
5.5	1	0	1
5.6	1	0	1
5.7	1	0	1
5.8	0	1	1
5.9	1	0	1
5.10	1	0	1
5.11	1	0	1
5.12	1	0	1
5.13	1	0	1
5.14	1	0	1
5.15	1	0	1
5.16	1	0	1
5.17	0	1	1
5.18	0	1	1
5.19	1	0	1
5.20	1	0	1
5.21	0	1	1
5.22	0	1	1
5.23	0	1	1
5.24	0	1	1
5.25	1	0	1
5.26	-	-	1
5.27	1	0	1
<b>TOTAL</b>	<b>19</b>	<b>8</b>	<b>28</b>
<b>TOTAL (%)</b>	<b>68%</b>	<b>29%</b>	<b>100%</b>



Pic.6.9 Table 3 Hypothesis 5, Obama

Pic. 6.10 Diagram 8 Hypothesis 5, Obama