

The Image of Nurse in Korean Newspaper Article: A Thematic Analysis

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국내 신문에 나타난 간호 관련 기사: 주제분석

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Abstract This study was to explore the meaning and implications of nurses' representations in newspapers from the perspective of convergence. Four different Korean newspaper articles from Aug. 2003 to Sep. 2013 were analyzed by using a descriptive exploratory qualitative study, thematic analysis. Five themes were derived from the data analysis. In the newspaper, in general, professional nurses were described as patient-centered nursing provider with sense of calling for nursing. Also their positive portrayals as health professionals have noticeably emerged. Yet in contrast, nurses' negative portrayals as neglectful, lazy, and discriminating against the poor have been reported. The study findings indicate significantly enhanced nursing professionalism and nursing as a future-promising occupation. The results can be used to develop strategies to improve nursing public image in the media. For further exploratory study on the subscriber's image of nurses after reading the articles is needed.

Key Words : Nurses, Image, Qualitative research, Social media, Professional. Convergence

요약 본 연구는 신문매체에서 표현되고 있는 간호사 관련 주제들이 내포하고 있는 의미를 융합적 관점에서 탐색하고자 하였다. 자료 수집은 2003년 8월부터 2013년 9월까지 경향신문, 동아일보, 조선일보, 한겨레신문의 기사를 수록한 인터넷 데이터베이스를 통해 수집하였고 총 9,749건의 자료 중 자료수집기준에 적절한 2,700건을 Braun과 Clarke[17]의 주제분석 6단계를 따라 분석하였다. 신문에 표현된 간호사의 모습은 '소명의식을 가지고 환자를 돌봄', '전문직으로 자리매김함', '윤리의식이 결여되어 있음', '업무대비 열악한 처우를 받음', '유망직종으로 부상함'으로 나타났다. 본 연구의 결과는 매스미디어에 추후 바람직한 간호사 이미지를 창출을 위한 간호사이미지 홍보 전략에 필요한 근거 자료를 제시하였다는데 의의가 있다. 추후 연구는 구독자의 반응까지 파악하여 신문에서의 간호사 이미지가 궁극적으로 어떻게 받아들여지는지에 대한 연구를 제언한다.

주제어 : 간호사, 이미지 질적연구, 소셜미디어, 전문직, 융합

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Received September 10, 2019

Accepted October 20, 2019

Revised October 8, 2019

Published October 28, 2019

1. INTRODUCTION

Internationally, the roles and responsibilities of registered nurses in advanced economies have changed in response to global changes in healthcare delivery, technological advances, public expectations, and an ever-increasing and complex healthcare environment. In response to these changes, nursing in many high-income countries has become an all-graduate profession. Although nurses are recognized as the most trusted of all healthcare professionals[1], there is a continuing struggle for nursing to be defined as a profession in relation to its more dominant neighbor, the medical profession.

The stubbornly persistent perception of nursing as a low-status profession has been shown to contribute to difficulties in the recruitment and retention of highly trained staff[2], motivating new recruits to join the profession[3], and the poor working conditions of nursing personnel in the workplace[4]. In addition, Morris-Thompson and colleagues[2] assert that the scientific basis of nursing expertise is often not recognized by the public. Historical stereotypes can be seen in contemporary discourse and negatively impact the choice of nursing as a career[5], the inaccurate image of nursing interferes with the reputation of professional nurses[6]. Traynor[7] asserts that in the UK, nursing is experiencing a crisis of representation. Improving the image of nurses has been suggested as a solution to help tackle these issues[2].

In their analysis of 36,000 synopses of feature films made in the West, Morris-Thompson and colleagues[2] showed nurses as self-sacrificing heroines and sex objects, although more recent films have portrayed them as powerful and self-confident professionals. Kelly and colleagues[8] examined a range of internationally produced video clips on YouTube and found that nurses were portrayed as skilled knowers and doers, sexual playthings, or witless, incompetent

individuals. The research on 161 newspaper articles concluded that images of nurses as compassionate and knowledgeable professionals were present, but that negative reporting received more attention[9]. In a study by Price and colleagues[10], although nurses considered themselves diverse and privileged, these were not the images held by the public.

In the Republic of Korea, one part of nursing challenges is the portrayal of nursing in the media, which have considerable influence on recruitment and retention. The dominant image that they have about nurses is still that of physicians' assistants[11] and obedient images in domestic dramas[12]. However, there is a scarcity of nursing image research mainly sourced from newspapers. Therefore, in consideration of the importance of the public's perceptions of nurses, this study explores how nurses have been portrayed in newspapers, using qualitative thematic analysis. This study also probes the gap between the general public's perceptions and the nursing world, by identifying how nurses are portrayed in newspapers, and intends contributing towards solutions as to how the nursing profession can provide an accurate picture of nurses. The aim of this study was to explore the meaning and implications of how nurses were represented in newspapers.

1.2 Research question

The research question is broadly related to how nurses are depicted in newspapers. The specific research questions are as follows:

- How do newspapers illustrate the types of abilities and talents that nurses need?
- How do newspapers reflect nurses in terms of solving health problems?
- How do newspapers explain the social recognition level of the nursing profession?

2. METHODS

2.1 Study design

This was a qualitative study that applied Braun and Clarke[13] thematic analysis to provide in-depth explanations that inductively derived patterned meanings from the data, and to identify the implications of themes relating to nurses in newspapers.

2.2 Sample

2.2.1 Sample extraction

Being first published in 1920, the *Dong-A Ilbo* and *Chosun Ilbo* which would influenced the public at a higher level in the long history and the number of newspaper publications were selected as the conservative newspapers. Strong progressive Gyeonghayang newspapers and Hankyoreh newspapers were selected as the progressive news paper in consideration of number of publication and history. Thus two conservative newspapers and two progressive newspapers published over a 10-year period, from 2003 to 2013, were selected for analysis. Nursing-related articles in the *Dong-A Ilbo* (DI), *Kyunghyang Shinmun* (KS), and *The Hankyoreh Shinmun* (HS) were collected from Mediagaon (www.mediagaon.or.kr), an integrated portal supported by the Korea Press Foundation and the *Chosun Ilbo* (CI) archives (http://srchdb1.chosun.com/pdf/i_service/).

2.2.2 Sampling criteria

Nursing-related articles were sampled based on the following data collection standards, ensured by three nursing professors, a professor of communication informatics science, and a professor of Korean literature:

- The term, “nursing,” had to be in the article title or body, or the author had to be a nurse. Nursing refers to the activities and daily performance that are required, for nursing goals to be achieved.
- The period during which any nursing activity had occurred was not limited.
- The subjects of this study were registered Korean nurses or foreign nurses who have practiced nursing. Nurses included preliminary nurses and nursing associations; where “nurses” include preliminary nurse is a student nurse enrolled in a formal nursing education course at a school of nursing.
- Only text articles were collected. Texts in pictures were included, but advertisements in the form of letters, videos, and comics were excluded from the study.

2.2.3 Data collection

Data were collected from the online databases of four Korean newspapers from 2003 to 2012. Nearly 10,000—9,749—articles were collected for the study. They were sorted according to the data inclusion criteria, and 2,700 articles were extracted for thematic analysis. Contributors were mostly reporters, followed by general citizens, nurses, medial reporters, and other healthcare personnel.

2.2.4 Ethical considerations

There were no ethical concerns associated with the articles because they had already been published.

2.2.5 Data analysis

Braun and Clarke’s six phases of thematic analysis were used to identify the meanings of the common themes for the phenomenon of interest. Step 1 involves familiarizing oneself with the data, by being open-minded about nursing. Step 2 involves creating initial codes that identify common features. Step 3 involves identification of themes. The codes were classified according to the four research questions, and then contrasted with the concepts. Step 4 involves reviewing the themes. Five themes and 14

sub-themes were ultimately drawn from the 51 concepts. Step 5 involves defining what the themes mean and naming them. Step 6 involves the compilation of the study report. The report considered the relevance of the overall flow and ensured that the meanings of the themes were clear.

2.2.6 Rigor

To maintain rigor, the study followed the standards set by Lincoln and Guba[14]. For credibility, 10 peer review sessions were held and three qualitative researchers confirmed the interview statements and findings. This study had prolonged engagement for 21 months of data collection. Dependability was obtained through an inquiry audit of how decisions were made. Confirmation was established through reflective opinions throughout the process. For transferability, clear descriptions of the data collection and analysis were presented to readers for evaluation of the study results.

3. RESULTS

The five nursing themes based on 4 popular national wide newspapers were identified as followings. Fig. 1 having a calling to serve the sick; providing patients with full supports in their perspectives; having poor commitment in their duties; withstanding poor working conditions despite playing a major role

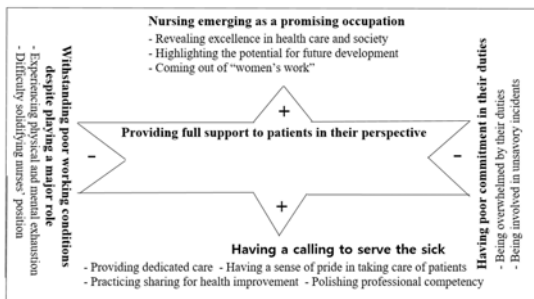


Fig. 1. Themes on the image of nurse in Korean newspaper articles

playing a major role in healthcare delivery; and emerging as a promising occupation.

3.1 Having a calling to serve the sick

Nurses reflected by the newspapers were providing nurses' patient care with a calling. Nurses embed the traditional image of nurse who were sympathetic, devoted, and considerate; lived altruistic lives and were willing to accept the discomfort of heavy workloads and working in the blind spot in healthcare.

3.1.1 Providing dedicated care

Nurses valued patient care and did their best at physically and mentally challenging tasks. Nurses had responsible attitudes and worked with great fortitude, even when they had health problems. They sometimes had to skip meals to administer prompt interventions to patients.

Emma came to Korea in 1961, after graduating from nursing college, and had dedicated her entire life to caring for patients with leprosy in Hansen town, which was once an object of contempt. She undertook home visits for patients who lived far away in all winds. Though she suffered from frostbite, she stood by patients with whom no one would come into contact. (HS, April, 25, 2007)

Since verbally explaining the situations regarding surgery to the patients was not enough for them to fully understand, I made an instructional video CD to help patients and their family to understand the situations that can arise before and after the surgery. I went to a scenario school for two years to help make instructional videos. (DI, October, 17, 2012, p. 10)

3.1.2 Having a sense of pride in taking care of patients

Maintaining their original intentions, nurses

worked hard to provide a good care for their patients. They were satisfied with their lives and had a sense of pride when patients regained health through their care.

At first, I thought that the nurse was formally visiting my brother. But ever since the visiting nurse took care of my brother, he has started running with sandbags on his arm, as exercise. I can't believe the change because all he did was lie on his bed for the past 27 years and gave up on his life. Thanks to the nurse's care, my brother became lively and has been enjoying his new life with various experiences. (CI, January, 8, 2004, A29)

3.1.3 Practicing sharing for health improvement

Nurses set an example role for healthcare improvement, so that everyone could lead more balanced lives and be healthy and happy. They eagerly donated their nursing professional to sick people and participated in blood and organ donation campaigns to save patient from emergency or chronic health problem.

After train personnel made an announcement that they were seeking help regarding an emergency patient on the train, a nurse came to help the passenger who was experiencing discomfort in abdominal area. She checked the pulse and the condition of the passenger and said, "It seems like an acute digestion problem." She massaged his back and arms thoroughly. She also took the passenger to the restroom and took care of the vomiting

passenger for nearly two hours. (CI, June, 26, 2006, A33)

Million nurses said ... it is very sorry for patients to die because they don't have organ donors, so, organ donation should be more activated. (KS, May, 12, 2005, p. 14)

3.1.4 Polishing professional competency

In order to provide high-quality nursing care, nurses were passionate to keep abreast working with taking nursing refresher courses. They also established nursing knowledge through applying evidence-based practice and practice-based evidence nursing practice.

My wife, who was a nurse, ... significantly lowered the infant mortality rate by distributing soy milk which was produced by fermenting readily available soy into lactate and adding glucose to replace real milk which was scarce. ... She also bravely visited home of severely sick patients, such as patients with tuberculosis, to provide nursing care. (CI, April, 14, 2010, Honam A35)

3.2 Providing full support to patients in their perspective

The nurses put themselves in patient's shoes. They encouraged patients and provided health information through various media. They connected the patients to medical staffs who could help the patient, and eliminated threats that can have negative impact on patient's recovery.

3.2.1 Giving wholehearted supports to patients in their perspective

Nurses took their patients' sides and encouraged them to overcome the negative. Nurses listened even to patients with aggressive behaviors that stemmed from their anxieties and impatience. They also showed great enthusiasm in preparing health education materials to help patient understand their treatments and health problems.

An old patient who was in his 70s suffered from pressure ulcers. In despair, he refused treatment and even denounced God and his family. However, a visiting nurse who visited his

house regularly as a friend, to provide care, touched his broken heart, and he eventually made a confession and reconciled with God and his family. (KS, March, 4, 2006)

3.2.2 Providing supportive health resources to patients

As a chief of a healthcare center, I have a private team (Laugh). The members are old ladies ... I selected several old ladies in the town and educated them health knowledge for quite a long time. Since I didn't have enough time to go around and educate all the towns that I was assigned, the old ladies have taught people health information in their community halls. Now, I'm so proud of them, and they are my mentors. (KS, February, 16, 2011, p. 27)

When patients are in a state of sudden deterioration, or physical or mental exhaustion, nurse can arrange the meetings with patients in similar health problems such as patients who have recovered from a similar disease, patients with the same cancer, patients experiencing hair loss due to chemotherapies -for patients to get peace of mind. (HS, January, 12, 2010, p. 23)

3.2.3 Improving social environments that impede patients' health

Nurses believed that health related environments seriously affected patients' health. They felt the need to manage circumstance. In addition, they attempted to improve health status and overall hygiene in rural areas and in developing countries. They even donated money out of their pockets to raise funds for charity, or connected patients to supporters. In this way, they have integrated views that links socioeconomic support networks with patients.

3.3 Having poor commitment in their duties

Nursing is a career that requires practicing

social justice, medical ethics, and moral judgment at work. However, some nurses were too overwhelmed by their duties to think about nursing or life ethics. Sometimes they were not proactive to acquire new nursing knowledge, even neglected patient's need, resulting in medical errors, discriminated against lower-class citizens and provided incorrect information to patients. They were not assertive to refuse illegal favors from higher ranking person in the workplace.

3.3.1 Being overwhelmed by their duties

Nurses who were being overwhelmed by their duties could not provide an adequate care for their patients. They were forced to establish their own priorities even though they knew that all patients deserve a proper care. In extreme cases, courtesy had to be sacrificed for efficiency. They were too occupied to implement nursing intervention during their duty hours so that they tended to neglect observe patient's treatment procedure well causing caregiver being irritated.

My husband is not in good shape. One day, he received infusion therapy in a hospital, and I noticed that the infusion line was disconnected from the infusion bag and that it had wet the bed cover. I complained to a nurse about this, but then, the nurse replaced it and walked away without an apology! (DI, June, 23, 2011, p. 7)

3.3.2 Being involved in unsavory incidents

Some nurses practiced patient care outside hospital settings. Similarly, finding it difficult to turn down favors from colleagues, other nurses overlooked their co-workers' illegal practices or were themselves involved in such. Fifty-two cases of nursing scandals have been reported in the four newspapers over the 10-year study period.

Dr. X having been caught for driving under influence, he working in a general hospital submitted someone else's blood instead of his

own to the police department—he called nurse on duty at that night, and asked for help. Dr. X ordered that Dr. Y to switch his blood with blood of a nurse on duty. (DI, June, 28, 2003, p. 29)

3.4 Withstanding poor working conditions despite playing a major role

The nurses faced high-intensity work environments and were about to physically and mentally exhausted. They were also particularly exposed to violence from patients and families with insufficient understanding of the healthcare system. Moreover, they found it difficult to balance work and family life because they had no easy access to maternity benefits.

3.4.1 Experiencing physical and mental exhaustion

Because of the stress from both their challenging work and verbal abuse from patients and families, nurses experienced frequent psychological fatigue. In small and medium-sized hospitals, nurses had to perform general work than others in tertiary hospital because of nursing shortages. So they had difficulty obtaining maternity benefits.

3.4.2 Difficulty solidifying nurses' position

When providing nursing care, nursing abilities and competencies should be considered, but the hospitals did not pay sufficient attention to recruit skillful nurses or to increase nursing members while nursing demand and nursing assignments were increasing.

Many nurses preferred to work in tertiary hospitals to secondary hospital ... Shortage of nurses in the secondary hospital, the rate of adverse events related to patient safety, infection, and medical errors tend to increase so that the quality of healthcare will not meet the standard of quality of care (DI, May, 30, 2008, p. 30)

3.5 Nursing emerging as a promising occupation

After the economic crisis, nursing won a good reputation for its higher employment rates than other fields being struggled against low employment rate. As life expectancy become longer there will be more needs of nursing professionals so it will have not only higher employment chances for nurses but also it will attract male to nursing field thus nursing will be no longer predominated by female.

3.5.1 Revealing excellence in health care and society

With the recognition of global competencies in nursing, nurses succeeded in working all over the world and grew prominent as hospital administrators. They were recognized as partners in active interdisciplinary consultation and showed their abilities as leaders in social activities.

3.5.2 Highlighting the potential for future development

Nursing was preferred as a secure career. As elderly and chronically ill populations increased, the demand for nurses also increased. Had the nursing profession been enhanced, nursing would have been popular among the unemployed.

The fact that nursing has a high employment rate sounds attractive to university students. The nearly 100% employment rate is a definite advantage of nursing, given the reality of high unemployment levels among women. (HS, July, 2, 2007, p. 10)

3.5.3 Coming out of “women’s work”

Increased public awareness of gender equality and a higher preference for job security encouraged men to work in nursing because it guaranteed employment and offered individuals

opportunities to experience various healthcare fields. Since 1962, the rate of male nursing students who passed nursing licensure examinations increased from 4% to 7.5%, from 2008 to 2012, and first-year male nursing students comprised 10% to 20% of all nursing students (DI, March, 18, 2012, p. 15). Unlike previously, wherein male nurses worked only in operating rooms and anesthesiology units, they now work in many areas requiring frequent interaction with patients (CI, May, 3, 2003, p. 8).

4. DISCUSSION

In this study, the image of the nurse described in the Korean newspapers was providing caring with a strong sense of calling and patient-centered perspectives. While incidences of negligence in patient caring were widely reported it is also acknowledged that nursing is challenging work in conditions of increased staff shortages and patient demand. Nonetheless, there are encouraging signs that nursing in Korea is emerging as a promising career, with good global and national prospects. In addition, nurses are increasingly represented as highly educated professionals, both advocating for and supportive of their patients, which results in the growing recognition of nursing as a respected profession.

Nursing in Korean newspapers continues to be characterized as a “vocational calling” to perform virtuous work, often with an emphasis on self-sacrifice for the good of others. Nurses’ devotional care for the ill has led to their appraisal as heroines, to date, and especially during times of conflict, which contribute towards the spread of infectious disease[15]. During these national crises, nurses have performed remarkable nursing activities. Not only during wartime, but also in developing countries and many regions with poor medical resources, nurses have made efforts to

improve health knowledge and environments. Nurse, Pack Youngsim has served as Malawi Nightingale for 25years, caring of the sick and teaching health knowledg[16]. Nursing as a calling has a positive image in Korean media and the image portrays nurses as individual performing their roles with pride and satisfaction. Hall and Chandler[17] assert that nurses who are satisfied with their work and have a sense of well-being, are willing to contribute to society. In addition, when people have a strong calling for their work, they become passionate about it and love their lives[18]. Therefore, the nurses’ sense of calling emphasized in the newspaper were consisted with passion in the job and the sense of responsibility to cultivate the qualities needed to maintain the profession on top of altruism, dedication essentials for nursing. Thus, the qualities and characters required for nurses who are the subjects for the research questions in this study are dedication, altruism, passion, responsibility.

Although nurses continue to be portrayed as performing subsidiary activities supervised by a doctor[19], this study showed that nurses provide education tailored to the patient’s level of understanding and play a leading role in helping patients to connect with support groups and surrounding resources. The medical drama on TV mainly focused on doctors and the background of the hospital[12], but the newspapers in this study described the active role of nurses in communities, especially in deprived areas. Nurses in these contexts took the lead in improving social environments, by caring for patients with stigmatized diseases such as leprosy and by linking patient with social support network. This emphasizes the role of nurses in managing the social environment. In addition, the nurse portrayed in the newspaper manages not only patient’s health issues but also help the patient to connect with neighbors and societies. Therefore, the answer to the question of how

nurses solve the patient's health problem is that nurses provide integrated nursing with the perspective of patient-centered nursing. Nonetheless, the positioning of nursing as an independent profession remains contradictory in Korean print media. In newspapers, it was hard to find professional nurses who provide health education. This means that active participation of nurses working in diverse fields has not been reflected in various media.

Negative images of nurses in the media focused on nurses involved in unsavory incidents or who neglected their assigned work because of lack of response to patient need or ethical judgment. In previous studies[8,9], it was observed that ethical issues among nurses who paid less attention to their patients resulted in medical errors and eventually threatened patients' safety. This study found that 52 criminal cases were reported in newspapers over the 10-year study period. In general, the media takes the public's side and shares the adverse effects of incidences so that such media reports may spread negative sentiments about nursing. Professional ethics affect society and the surrounding culture. What is interesting in the case of the Republic of Korea, is that while the rapid economic growth from the 1960s to the 1970s engendered a strong sense of calling from workers, the economic crisis at the end of the 1990s revealed a lack of devotion to duty, and professional ethics have been compromised, as a result[20]. While nursing ethics remain important requirements for education and practice, they must be strengthened, for them to anchor nurses' abilities and attributes. Thus, it is essential to improve the working conditions of nurses, so that they receive better recognition in society.

There should be improvements in nurses' rights, especially those of female workers. Additionally, the reality of nurses' maternity care is worse than that of female workers in other fields, making it difficult for nurses to balance

work and family life. Marriage, pregnancy, and child care are the main reasons for nurses giving up their careers[21]. In a study of nurses' images through social media[22], it was found that most of the nurses' work environment was hard and difficult. Thus, it is essential to improve the working conditions of nurses, so that they receive better recognition in society.

Finally, nursing emerged as a promising occupation. As improved nursing professionalism has helped decrease the rates of patient deaths and re-hospitalization and the length of hospital stays, nurses' contributions to healthcare quality have been recognized[23]. Because of nurses' high employment rate, the number of male nurses has increased from 830 (2004) to 7443 (2014), a nine times increase so that male nurses accounted for 2.3% of the total nursing labor force in Korea in 2014[24]. This trend also suggested that nursing field is no longer predominantly consisted of female. Nurses' contributions to the healthcare field and to social activities have been recognized, and nurses have become decision makers while working with doctors in the public healthcare system since the 1990s[25]. Unfortunately, this study finding may not support an adequate account of the change. Nonetheless it is critical for nursing activities to be recognized and there needs to be a social consensus on the role of nurses to be an important public health coordinator. The nurses portrayed in the newspapers have inadequate level of compensation compared to the intensity and difficulty of their work. They were also involved in some neglectful and unreasonable incidents. However, nursing is emerging as a job with a good prospect and improving social perception. Therefore, the answer to the research question of what is the social perception of nursing in the society is that both positive and negative images of nursing exist in the society.

With regard to this study's implications for

nursing, the image of nurses presented in the newspapers over the 10-year study period was that of nurses having a calling for their work, integrated views of social environment, and professional qualifications of patient-centered nursing. Above all, nursing is no longer characterized as female work. In contrast, the conclusion that nurses' professionalism has been strengthened differs considerably from the findings in hospital administration journals, which portray nurses as feminine and passive[11], in 16 medical dramas, static[12]. Moreover, nurses are not represented in ways that reflect their professional competence and outstanding professionalism, as some nurses are committed to their duties poorly. In addition to other changes, practicing patient-centered nursing would likely be beneficial for nursing education and practice to increasingly focus on ethics.

There are few existing studies on the image of nurses. Using thematic analysis, this study gave a detailed account of how nurses are portrayed in newspapers. Despite nurses' skills and social commitment being well recognized and nursing becoming a promising occupation, the positioning of nurses in society is not yet firmly established. This study result is significant because it serves as a starting point for the transmission of positive images of nurses in mass media and is a milestone for future research in a field that needs legal and political support. Nurses become fatigued because of heavy workloads, and have difficulties obtaining and taking advantage of maternity benefits. Nursing organizations must develop counteractive measures that define the scope of nursing services and nurses' responsibilities, so as to clarify nurses' place in society and resolve conflicts with other healthcare workers[26]. Efforts should be made to facilitate the social bond of sympathy, so that nurses can assume their social and legal responsibility as they learned in the in the nursing school[27].

The study has certain limitations. First, the data sources should be expanded, so that data can be collected from other newspapers and media, as the current data were collected from daily newspapers. Second, several articles contained pictures, as well, but this study analyzed text-based articles only, and not the image of nurses as depicted on pictures. In addition, the news articles used for this study were not the kind that allowed readers to post comments on websites; so, it was difficult for the researcher to grasp the extent to which the public was influenced by the articles' contents.

5. CONCLUSION

The results of this study support the idea that nurses are passionate about and dedicated to patient care provision. Enhancement of nursing professionalism was highlighted over the 10-year study period. It is said that nurses support, encourage patients and provide patients with patient-centered nursing. There are some inconsistencies in regard to the poor treatment received by nurses who deliver a remarkable patient-centered care, and the need to improve professional nursing ethics among nurses who lack these. Therefore, the research findings are important because they provide a baseline for discussing strategies for creating a desirable image of future nurses, even though they encompass a mixture of positive and negative images. Although the purpose of this study was to identify the portrayal of nurses in newspapers, the study should be replicated from readers' perspective, to determine how the public views nurses, based on media content.

Additional research is also needed to explore how other healthcare professionals view nurses, using forums in which the primary subscribers are healthcare providers, and wherein focus is specifically on health care.

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