

# THE EXPLORATION OF THE MEANING COMMUNICATED BEHIND SPACE TOURISM:

*“In what meaning do marketing communications messages of Virgin Galactic and Space Adventures and the messages of news articles present space tourism and how do the communicated messages ‘meanings differ from each other?’”*

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**Abbreviations:**

ISPUSSp = International Space University Summer Session program

ESA = European Space Agency

FAA= Federal Aviation Administration (USA)

NASA= National Aeronautics and space administration

ISS= International Space Station

NTSB= National transportation Safety Board

***Abstract***

To begin, in response to the current state of the space tourism industry and its aspirations of future growth, the issue of the role and importance of external communications in tourists’ decision making has been observed. Consequently, it is the meaning behind space tourism communicated by space travel providers and in news articles that is perceived as influential in tourists’ decision making and potentially influencing the further growth of the space tourism industry. Next, in relation to it, it has been found that the main or the more discussed space travel providers are the companies of Virgin Galactic and Space adventures. Hence, the research is oriented towards exploring the meaning behind space tourism presented by Virgin Galactic, Space Adventures and in news articles.

Further, an introduction to the academic considerations behind the world of the space tourism industry has been presented. Consequently, the literature review section displays issues behind the development of space tourism and the variety of academic directions in which the development and growth of space tourism industry is addressed. Similarly, the literature review outlines the presence of the demand for space travel. Likewise, based on presented market researches findings then the motivations, needs, and influential aspects of potential space tourists are presented. Next, in line with the problem formulation, then theory presenting the meaning creation and interpretation in a message is presented. Further, the theory concentrates on latent meaning behind signs in a message, thus, concentrating on understanding additional meanings in messages. For instance, Copley (2004), McCabe (2009) presented the aspect of emotional and rational appeals behind message and the meanings these appeals present behind a message. Similarly, upon Deacon et.al (1999) and Silverblatt (2008) the meaning behind visual sign, a photography, can be explained from various angles. Last, from the theory of Copley (2004) and Dahlen et.al (2010) then the additional external factor of Kellman´s characteristics of credibility, attractiveness and influential groups of opinion leaders and followers have completed the basic theoretical background behind creation and interpretation of meaning in a message.

Next, in order to answer the research problem online sources of Virgin Galactic, Space adventures and news articles have been chosen as the empirical data behind the thesis. Next, the data was analysed by using the method of content analysis. Further, the empirical data has been analysed upon a coding scheme, which has been primarily created upon the knowledge of message meaning interpretation gained from the theory.

Throughout the analysis the empirical data has been analysed from various thematic angles, in order to examine all the possible meanings communicated by Virgin Galactic, Space Adventures and news articles. After, the process of analysis, criticism behind it, the credibility and objectivity of the results credibility has been discussed. Further, by presenting and reflecting upon the results upon the analysis findings the problem statement has been answered. The research have uncovered the meaning interpreted by Virgin Galactic and Space Adventures. Likewise, the thesis have uncovered the meaning behind space tourism communicated by news articles. Last, at the end of the thesis the similarities and differences between the message meanings communicated by the space travel providers and news articles is presented.

## **1. Introduction: Space tourism, now what?**

To begin, the presence of Space tourism has been discussed in the media and among academic articles (Reddy et.al.2013, Billings 2006).

However, what shall one understand behind the term space tourism? According to Andrew Aldrin et al (2002) (International Space University Summer Session program- ISPUSSp) space tourism is: “*an enterprise which provides services for humans to access and experience space for adventure and recreation.*” (p.?)

On the contrary to it, the definition of the matter has been provided by the European Space Agency (ESA), defines this phenomenon as:

*”Space tourism is an execution of sub-orbital flight by privately funded and/or privately operated vehicles and the technology development driven by space tourism market.”*(ESA 2008).

Hence, from this perspective then space tourism could be understood as a section of the tourism industry mainly based on technological development, progression and its activity being related specifically to sub orbital flights. Contrarily, the definition provided by ISPUSSp then the space tourism would have to be treated like an already existing part of the tourism industry. On the other hand, ESA with its definition points out that there is still research and development involved in it. Thus the readiness and degree within which the space travel is present within the tourism market could be doubted.

Next, according to Cater (2010), the progression of development within the realization and actualization of spaced tourism has shown the “viable” (p.838) potential of this specific sub sector of the tourism industry. Nonetheless, the development is primarily possible due to the ongoing support of Federal Aviation Administration (FAA) (Bensoussan 2010). Contrarily, the ESA does not allow space tourism spacecraft launches due to it related sensitivities (Reddy et al 2012). On one hand, it could be understood as that there is potential involved in the Space Tourism development, due to Space tourism support from the FAA. On the other hand, ESA stand point to it brings into perspective the potential risks involved in this new type of tourism and caution it needs.

Therefore, it shall be asked where this “new” Space tourism industry finds itself now.

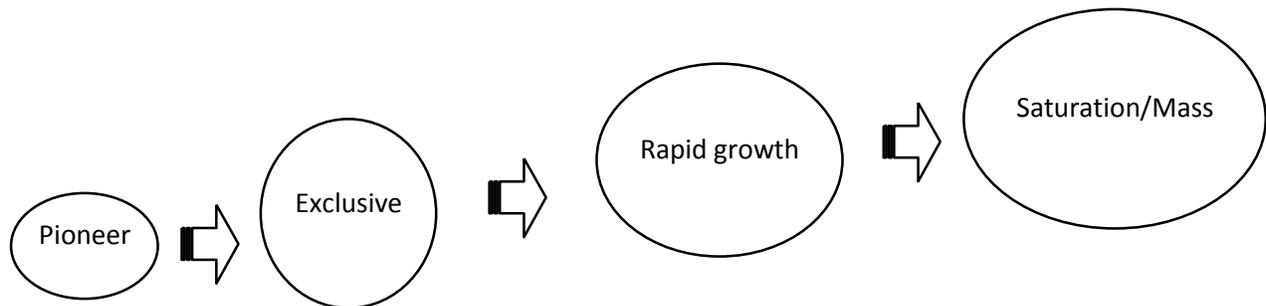
Spancer 2004 (referred to in Reddy et al 2012) suggested space tourism growth, which consists of the following 4 phases:

- *pioneering phase*,
- *exclusive phase* (wealthy and adventurous tourists),
- *rapid growth phase* (price reduction) and
- *saturation (mass market) phase*

(Spancer 2004 in Reddy et al. 2012, p.1094)

Currently, it could be argued that space tourism finds itself at the pioneering phase, as only a couple of millionaires have undertaken the travel to Space between the years 2001 and 2009 (Cater 2010). Cater (2010) refers to the first space travellers as an “opening for new touristic frontier” (Cater 2010, p.839). Likewise, Bensoussan 2010 refers to space tourism as “becoming reality” (p.1638).

Figure 1: Visualisation of space tourism position (based on Spancer 2004)



Consequently, then the Space tourism industry might be considered to be in the pioneering stage of its evolutionary road.

In relation to it, it was Crouch et al (2009) who stated that new industries, and space tourism could be regarded as a new industry, bring with them uncertainties, risks. Consequently, Seabra et al. (2013) argued that tourists select destination that represents to them benefits and with it connected minimal risks. Hence, it is expected that if a destination is perceived insecure, unsafe, it will face difficulties to attract tourists (Seabra et al 2013; pp.502-503). Further, in Bensoussan (2010) words” space flight is a risky business” (p.1634), pointing to the fact that 4% of the people that went in space has not returned back to Earth.

Thus, it can be observed that space tourism inherently holds risk and safety issues that have impact on the industry. Nonetheless, it is up to the tourist him / herself to consider whether this is the obstacle that will prevent it from developing or not (Seabra et.al 2013, p. 502). Similarly, Larsen (2007) argued that tourists’ decision making is based upon semantic (fact, external knowledge)

and episodic (subjective, internal, personal experience) factors (Larsen 207, p. 13). Thus, as it may be argued for that potential space tourists cannot based their decision on similar previous experience. Hence, the greater importance can be then place to play role when it comes to the presentation of the space tourism industry.

Similarly, Goldsmith (2009) addresses the importance of information in consumer decision making. According to Goldsmith (2009) an external information is thus provided by advertisement, reading news articles, internet search (Goldsmith 2009, p. 166).

Consequently, then question in relation to, in what message do space travel providers promote behind Space tourism and space travel, shall be asked. As understanding the meaning in which space tourism is being marketed, communicated is seen as a factor, which can either positively contribute to future development of the industry or lead into prolonging or even stopping the space tourism industry from its progression.

Related to it, Crouch et.al (2009) presented that there are two main Space travel providers on the market: Virgin Galactic and Space Adventures. Therefore, questions related to the meaning promoted will be aimed on the formerly mentioned companies. In relation to it, according to Briggs (2001), in relation to promotion there are two important factors the message and the tools.

Further, according to Swarbrooke and Horner (2007), promotion is achieved via marketing communications. Therefore, it could be argued for that marketing communications is the tool via which tourism is promoted. Likewise, Dahlen et.al. (2010) argued that in relation to marketing communication process, it is the part of encoding which puts meaning behind the communicated message. Hence, in order to understand the message promoted by Virgin Galactic and Space Adventures, then an understanding of the meaning behind the companies' marketing communications is seen as essential. Next, as consumers 'external information search is also influenced by news articles then it could be questioned in what message meaning news articles communicate behind Space Tourism.

To summarize, the early stage of the space tourism industry development and the role of marketing communications and media in tourists' choice of travelling to a new destination have been discussed. Next, the nature of the space tourism industry is inherently linked with risks and danger. Further, it has been found out that despite potential risk and danger in a destination it is persons' own decision whether he, she will travel to the destination. Hence, the decision of travelling to destination has been presented as internal and external message input dependent. After excluding

the probability of internal message input influencing the decision of travelling to space, the external presentations of space tourism have been found out to be the remaining influential decision making aspects. Consequently additional discussion, then understanding the message meaning communicated by news articles and Virgin Galactic, Space Adventures has been found as important. Therefore, consequently to the presented findings and discussions, then the problem statement is:

### **1.1 Problem Statement:**

*In what meaning do marketing communications messages of Virgin Galactic and Space Adventures and the messages of news articles present space tourism and how do the communicated messages ‘meanings differ from each other?’*

Hence, by addressing this question, the aim is to understand the meaning via which space tourism is communicated.

In the following section, a literature reviews discussing the current situation behind space tourism is presented.

## **2. Literature review**

In the following section an insight and discussion upon academic works dealing with the topic of Space tourism is going to be presented. The aim of this section is to introduce the current situation behind Space tourism.

Further, besides discussing and presenting academic findings related to the topic, these findings are going to be contrasted upon the knowledge gained from the previous theoretical chapter.

### **1.1 The current state of the Space tourism**

To begin, there are several forms of Space tourism that have been discussed among the academic articles. In general the academic literature uses the following classifications of Space tourism: *terrestrial Space tourism* (i.e.: NASA visit centre, Space movies, online Space experience); *atmospheric Space tourism* (i.e.: MIG 31 flights, Zero G. flights) and *astro (orbital) tourism* (i.e.: trips to the International Space Station-beyond Earth orbit) (Cater 2010, Crouch et al. 2009). In

relation to the following discussion, and to the whole project, then it is the latest form of Space tourism, the astro (orbital) Space tourism that is being elaborated upon.

Reconsidering the meaning behind orbital Space tourism, referring to the travel to the Earth’s orbit, then such word interpretation might be consider to be of a futuristic nature. On the contrary, the academic writers argue for the presence of the Space tourism in the current time line. In relation to the issue of the existence of Space tourism, then academic articles acknowledge as the beginning of the Space Tourism the year 2001, when the USA’s millionaire and adventurer Titto paid for his private flight to Space (Crouch et. al. 2009; Cater 2010; Crouch 2001; Peeters 2010). Since 2001 the academic literature presented that several passengers have followed in Titto’s steps (Crouch et. al. 2009). Further, the current literature concentrates also on the Space tourism development and there are three main areas in which the Space tourism development is approached by the academic articles. First, the academic initiatives are, in combination with market research and engineering, to develop a reliable, low-cost Spacecraft (Pen and Lindley 2003, Goehlich, Rucker 2005; Aldrin et al 2002). In the table 1 below an overview of the main findings of Pen and Lindley (2003), Goehlich and Rucker (2005), and Aldrin et.al (2002) are presented.

Second, there has been a shift from insisting on development of a new type of a new Spacecraft towards arguments for applying the present, properly functioning Spacecraft (Russia's Soyuz and Chinese Shenzhou) (Reddy et al. 2012; Collins 2006). Finally, the academic attention has completely shifted from the technological issues behind Space tourism and concentrated upon research of the human factor involved in it, the potential Space traveller him/her-self (Reddy et al. 2012; Crouch et al. 2009; Collins 2002; Crouch 2001).

Table 1: Overview of Space tourism related academic findings

Authors ‘main observations	Market research + engineering
Pen and Lindley (2003)	<ul style="list-style-type: none"> <li>• Reusable space booster is possible to be developed (p.74)</li> <li>• Development of reusable space booster would lead into financial viable Space tourism industry (p.74)</li> <li>• New booster system needed in order for it to be possible to exchange the space boosters in use after 24 hours in being in use (p.74)</li> <li>• Focus on operability, reliability cost rather than performance in relation to the space booster (similarly as it is now in the aircraft industry) (p.74)</li> </ul>

	<ul style="list-style-type: none"> <li>• USA market potential: 37 500 passengers a year, 375 flights a year (p.50)</li> </ul>
Goehlich, Rücker (2005)	<ul style="list-style-type: none"> <li>• Calculation of life cycle costs of a spacecraft (pp.339-342)</li> <li>• Determining vehicle design via engineering to minimize life cycle costs of a space vehicle (p.342)</li> <li>• Result: 26 cost-saving strategies should be implied in order to reduce costs of governmentally constructed projects (p.345)</li> </ul>
Aldrin et al (2002)	<ul style="list-style-type: none"> <li>• Factors affecting successful commercial use of Space environment: cost of transportation; product and research cycle time; intellectual property handling, access to space frequency (p. 538)</li> <li>• Business opportunity for utilizing space is in implementing entertainment (p.538)</li> <li>• Tourism subgroup in Space travel Space: for instance: International Space station, Commercial Space Station; Inflatable Space hotel, international Lunar base (p.641)</li> <li>• Entertainment subgroup in Space travel: for instance: space parties, Survival in Space, Robot interaction(robot racing, robot wars), remote control human like robots, Lunar Sport (p.644)</li> </ul>

In relation to the theme of this thesis, the communication of space tourism, it is the literature aimed on the potential Space tourist that has been found relevant. Specifically, it is the type of motivations for going to Space together with understanding ability and willingness of the potential Space tourists that are considered to be important in relation to the theme of this thesis. As besides the communicated message behind space tourism, it is perceived as important to understand the motivations and influential factors of potential space tourist.

### 1.2 Motivations and determinants for potential Space tourists

To being, among the potential Space tourist oriented academic literature, a predominant question related the matter of who is the potential Space tourist and what are his, hers expectations and

criteria regarding the Space tourism, have emerged (Smith 2001, Collins (2006), Crouch et.al.2009, Reddy et.al.2012).

Consequently, Collins (2006), Smith (2001) and (Crouch et al. 2009) (referring to Crouch 2001) have presented criteria and variations in tourists' willingness, ability to travelling to Space by referring to a market survey made in 1993. Results of the mentioned survey brought in a new understanding according to which young people were more willing to travel to the Space in contrast to older generations. Further, according to this survey people were willing to spend years of their salary for the Space trip, and the results showed that the male segment of the respondents was more opened towards the Space travel in contrast to female respondents (Collins 2006, p. 116; Smith 2001, p.239; Crouch et al.2009, p.442). Namely, the work of Crouch 2001, referred to a summary of results of researches made by O'Neil et al (1998) (USA study), Collins et al. (1994, 1996) (Japanese study); Abitzsch (1996) (German study), Barrett (1999) (British study) and Collins, Stockmans and Maita (1995) (USA and Canada study) the presented study took place in 1996 among 1500 USA families.

First, the O'Neil et al. (1998) study showed that 34% of the USA respondents 'were interested in taking 2 weeks' vacation in Space Shuttle in the future. Next, according to the O'Neil's et al. (1998) study results, then 42% of the respondents were interested in the concept of Space travel and 7.5% of the respondents' willing to pay \$ 100.000 or more (Crouche 2001, p.216, O'Neil et.al 1998, pp.58-59).

Further, before introducing results of the remaining studies it shall be pointed out that the study by Collins et al 1994, the Japanese study and the approach behind it, has been replicated by Collins, Stockmans and Maita (1995) in Canada, by Barrett (1999) in Great Britain and by Abitzsch (1996) in Germany (Crouche 2001, p.216). Hence, it could be criticized, that be replicating the research the additional studies might not lead into presenting new or different research outputs.

First, the study made by Collins et al (1994, 1996) in Japan on 3030 research participants, showed that 80% of respondents' under the age of 50 were willing to travel to space and out of them 20% were willing to pay year's salary for the Space travel experience. Yet, it could be criticized that the age group of under 50 could be too broad, generalizing different generations under one group. Next, besides the willingness to go to space, the Japanese study showed respondents' motivations for travelling to space, including interest in Space walk, Earth view, zero gravity experience

Crouche 2001, p. 216, Collins et.al 1994).

Second, the study made by Collins, Stockmans and Maita (1995) in Canada, similarly to the previous studies showed that majority of the respondents was willing to travel and pay for Space travel and that the Canadian market was interested in longer stay in a type of Space accommodation (Crouch et.al 2001p. 216; Collins, Stockmans and Maita 1995). Third, study made by Barrett (1999) in Great Britain was made among 72 respondents, out of which 35% were ready to travel to Space once this option is available and 12% of the British respondents’ were willing to pay year’s salary (Crouch et.al 2001, p.216; Barrett 1999). Fourth, the study by Abitzsch (1996) showed that 33% of the German respondents’ were interested in Space travel and their attitude towards the length of stay and willingness to pay was similar to the USA results (Crouch et.al 2001, p.216, Abitzsch 1996).

Consequently, it could be speculated that due to replication of Collins et.al 1994 research approach, the studies have presented nearly identical answers. Moreover, it can be observed that the formerly presented studies were mainly aimed towards researching the market readiness for the Space travel and willingness to pay for it. Besides the Japanese research in 1993, which showed few motivational factors of the research respondents’ for Space travel, the formerly presented researches could be argued to be aimed on discovering potential presence of the demand for Space travel and the economies behind it. Further, it could be criticized that the presented research data might be considered outdated, given the time period in which the above researches were conducted. Moreover, it shall be kept in mind that the market surveys were made among the middle class of the countries of Japan, USA, Germany, Great Britain (Weber 2003, Collins et.al 1994, Crouch 2001). Therefore it could be criticised that the survey results displays only criteria valid among the middle class of the selected countries. Next, these first results did not bring any deeper insight into understanding of the motivations, expectations or concerns the potential Space tourists may have.

Therefore, the use of this information is rather limited, and if indeed Space tourism was to become mass in the future, further research would have to be taken under consideration.

Consequently, Peeters (2010) stated that there are 6 areas of potential tourists’ motivations, which are: *Space and Earth view; Experience of weightlessness; Astronaut training; Communicating from Space; Being well informed about the upcoming adventure; Being provided astronaut like certificate by the end of the travel* (Peeters 2010,p. 1626).

Next, the research of Reddy et al. (2012) have confirmed that the major motivator for people to go to Space is the vision of Earth, followed by experiencing weightlessness and the overall sense of unusual experience behind it. Yet, in addition to it, Reddy et al. (2012) have found that people's motivation for going to Space can also include high speed and scientific contribution (Reddy et.al.2012, p.1098). Further, Reddy et.al (2012) have presented additionally factors influencing tourists 'decision for travelling to Space, which are: safety, followed by company's reputation, length of the experience, possibility of accommodation in Space (Reddy et al. 2012, p.1099).

Consequently to it, Peeters' (2010) and Reddy's et.al (2012) research findings have made it possible to identify the nature behind motivations and influential factor of potential space tourists. None the less, besides understanding the variety of motivations of the potential Space tourists also the factors demotivating tourists from traveling to Space have been researched. Namely, it is Reddy et.al (2012) who have researched factors demotivating tourists from going to Space. In the frames of the Reddy's et al. (2012) work 4 main reasons that demotivate people from going to Space have been discovered. These reasons are: high risk perception; plenty of destinations to visit on Earth; environmental concerns and health issues (Reddy et.al.2012, p.1098).

Though, the current literature have presented both the types of motivations for travelling to Space and demotivating factors preventing tourists from travelling to Space, the academic works have not stopped there. Perhaps in reflection upon all of the above presented findings of Peeters (2010) and Reddy et.al (2012), which have showed that potential Space Tourists are concerned about risks related to space travel, thus the impact risk awareness would have upon the decision of travelling to Space is perceived as the next factor that shall be understood in relation to Space Tourism and its development.

To begin, it was Reddy et.al (2012) who have addressed the risk awareness in their work. Firstly, Reddy et al (2012) have asked the research participants about their willingness to travel to space. Next, the same participants were presented with the potential risk and health dangers involved in Space travel. As a result, Reddy et al (2012) could observe a drop in participant's interest in going to Space. Nevertheless, despite Reddy's et.al (2012) participants risk awareness, approximately 35% of the research participants were s willing to become Space tourists (Reddy et al. 2012, p.508). Consequently, it could be argued for that despite the risks in Space tourism there are tourists on the current tourism market that are willing to travel to space. However, it could be criticised that the findings from Reddy et.al (2012) research might not be applicable upon a common tourist, as

the Reddy’s et al 2012 research have been carried out on a group of adventure tourists (Reddy et al.2012, p.504 ).

All in all, in the frames of the Reddy’s et.al (2012) research participants, the researchers have uncovered that there is a direct relation between respondents ‘risk taking behaviour and their willingness to become Space Tourists. Therefore, it can be assumed that one’s personal attitude towards risk, health and safety thus might be considered as one of the main influential factors for people to travel to Space.

To summarize, the main motivations and influential factors affecting tourists choice for becoming space tourists, thus impacting the future of space tourism development have been presented. Finally, a brief discussion upon the academic perception of the contributions a Space tourism holds to the human society is going to be presented.

### **3. Theory**

In relation to the thesis problem formulation, dealing with Virgin Galactic ´, Space adventures and news articles way in meaning in which Space tourism is communicated, then in the following section the creation of meaning in a message, and its interpretation is going to be discussed. Next, the theory section is divided into two parts. First, the creation of a meaning in a message and the meaning interpretation are going to be discussed. Second, external factors influencing a message meaning, its interpretation are going to be presented.

In the following section the process of creating message meaning behind words, pictures, in both marketing communications and media message, is going to be discussed

#### ***3.1. The creation of message meaning and its interpretation***

To begin, according to Morgan and Pritchard (1998) promotion in tourism is related to image creation, which is achieved by using words, pictures, sounds (Morgan and Pritchard 1998, p.45). Similarly, Dahlen et.al. (2010) stated that message meaning creation in marketing communications consists of words, colour, pictures, sings and symbols (Dahlen et.al 2010, p. 36). Consequently, message meaning, whether in media or marketing communications, is perceived as the words, images used in the message. However, neither Morgan and Pritchard (1999) nor Dahlen et.al. (2010) explanation of message meaning expands further on the manner in which message meaning

is created.

In relation to it, Deacon Et.al (1999) stated that meaning in media message is created via meaning presentations, which can be manipulated and interpreted via symbols, the use of photography, colour or lightning (Deacon et.al 1999, pp.187-196). Likewise, Morgan and Pritchard (1998) claimed that image in tourism is promoted via adding values, feelings behind the signs, symbols used in promotion (Morgan and Pritchard 1998, p.3). Yet, it could be criticised that Deacon et.al. (1999) explanation of message meaning may suggest that feelings nor added values are used in media message. Similarly, it could be criticised that Morgan and Pritchard (1999) presentation of message meaning creation in tourism promotion is solitary oriented towards emotions and excludes any other potential factors that might contribute or influence towards the message meaning. However, it could be argued that both feelings and aspects of for instance a photography features are the elements influencing the overall meaning of a message. Hence, message meaning creation is perceived as combination of both Deacon et.al. (1999) and Morgan and Pritchard (1998) explanation. Further, it shall be clarified that in the frames of this thesis creation of a meaning in a message is perceived from the same perspective in relation to marketing communications and to media. Therefore, in this section the approaches in which meaning is assigned to a message is going to be viewed as valid for both media and marketing communications, unless argued otherwise. Yet, it could be mentioned that the process of message meaning creation differs from media to promotion. On one hand, the message in promotion has the meaning assigned to it be the message creator and the message receiver (Copley 2004; Dahlen et.al 2010). On the other hand, the message in media reflects upon the matter that is being reported, thus hypothetically not implementing additional emotional meanings in the message (Silverblatt 2008, p.20). However, this does not exclude that additional emotional meanings may be presented in a media message. Further, Pierce (referred to in McCabe 2009) states that in order to obtain a meaning, three aspects needs to be involved: sign, its object and interpreter (McCabe 2009, p. 37).

Correspondingly, Saussure (in McCabe 2009) argues that in order to create a meaning then a *signifier* (image, word form) and *signified* (mental construction) must be present (McCabe 2009, pp.37-38). For instance, a signifier, a photo of a woman on a beach, walking away from the viewer, could lead into interpretation of the picture’s signified as referring to a paradise, escape from daily routine. One the other hand, if the word beach is presented, then this is the signifier of which one’s own mental interpretation could create an image of a picture of a beach (McCabe 2009, p. 38).

None the less, it could be argued that interpretation of the signified would depend on receiver's own perception and interpretation, as it is the interpreter with his needs, values who gives meaning to the perceived message (Copley 2004, Dahlen et al.2010). In relation to it, McCabe (2009) argues that the matter of context in which the signifier is presented influences its meaning and interpretation (McCabe 2009, p.39). Therefore, beside the signs, symbols itself, also the context in which the signifier is presented in will influence the manner in which it can be interpreted. However, it could be criticized, that if the meaning behind signs is context and the interpreter dependent, it may raise questions whether a guide for understanding and interpreting a message meaning can be found. Hence, it is perceived as essential to understand the different standpoints in relation to message meaning interpretation and the meaning creation.

Consequently, Deacon et.al (1999) claimed that meaning in relation to texts, words is twofold: denotation (manifest) and connotation (latent) (p.138). First, the denotation concept represent sign in the text as it is. For instance, words in a sentence are perceived as the words themselves, thus no additional meaning is assigned to them (Deacon et.al 199, p.138). On the other hand, connotation (latent) meaning stands for subjective interpretation of what the text may be saying, thus searching for meaning behind words (Deacon et.al 1999, pp.138-139). In relation to the problem formulation at hand, then it is the connotation, latent meaning, that is going to be understood behind the signs, symbols.

In the following part, the manner in which latent meaning is created behind a message is going to be discussed.

To begin, according to Copley (2004) there are two basic types of appeal that are used in message meaning creation in communications, these are: emotional appeal and rational appeal (Copley 2004, p.125). Likewise, McCabe (2009) argues for the use of rational and empathy/emotional appeal in message communications (McCabe 2009, p.216). Next, according to Copley (2004) the use of the appeals in communications defines the message. Therefore, it is understood that the use of rational or emotional appeal is the factor that gives message a meaning. However, as it was argued for earlier, it is not only the use of feelings, emotions in a message that contributes to its meaning, but the image features, such as use of colour, that contribute to the overall message meaning. Hence, first the emotional appeals are going to be discussed, but the meaning behind colour, and other features in a photograph are going to be presented in the end of this theory

section.

First, emotional appeal uses fear, humour, music, sex, surrealism and fantasy in order to address one's safety, love or status. Namely, the fear appeal is used to communicate that a negative impact, such as physical, emotional harm, caused or prevented by using ( or not using) a product, service would lead to. Namely, Copley (2004) gives the example of flooded house, representing physical harm, yet if an insurance is arranged this harm impacts are minimized. Likewise, not using a certain product, leading into an exclusion from a society, peer group, is presented as an example of the emotional fear appeal (Copley 2004, p. 126). Further, Copley (2004) claims that in case of the emotional humour appeal, it is used in order to create an attention and to create an optimistic mood (Copley 2004, p. 126). Next, emotional music appeal, as Copley (2004) argues, is used to create attention but to enhance the impression of the other symbols (visual images) and at the same time works as a brand reminder (p. 126). Following, the emotional sex appeal is used for making the audience interested in the message. Last, fantasy and surrealism are used to create an interest, specifically used in relation to experiences (Copley 2004, p. 126).

Consequently, it could be criticized that whether the use of music, humour or sex appeal shall be viewed as directly leading into creation of attention or interested. Hypothetically, depending on the message receiver, then the humour or sex appeal might be given a different meaning. Thus, Copley (2004) description is perceived as the primarily guiding structure, which aim is to help to determine the various emotional appeals. However, given the context and message receiver's subjective view, the emotional appeals might be given additional meaning then those presented by Copley (2004).

To continue, the rational appeal focus is on one's search for practical, functional features, usually presented via communicating products' features, benefits and facts about a product, service (Copley 2004, p.126). Additionally, Copley (2004) argues that rational appeal can be communicated in the form of introducing a new product, an expansion or other mean by which value, reliability, and quality is assured (Copley 2004, p. 127). Hence, it could be argued that by communicating the rational appeal the meaning of value, reliability or quality is communicated in a message. However, it could be argued that Copley (2004) views the rational appeal from a rather positive perspective. Yet, in relation to media message the presentation of products, service features may not lead into communication of reliability. Thus, when following the Copley (2004) rational appeal, it shall be kept in mind that it can communicate other than positive meaning.

Furthermore, Copley (2004) underlines that in many cases both emotional appeal and the rational appeal will be communicated simultaneously. In relation to it, demonstration, drama, persuasion, comparison and the “slice of life” tools are used in order to communicate emotional and rational appeal (Copley 2004, p. 127; McCabe 2009, p.224). Contrarily, animation and actors are used to create an emotional appeal (Copley 2004, p.127). Consequently, it shall be pointed out, that thought actors may be used to communicate an emotional appeal, as Copley (2004) argued, the message will at the same time communicate the rational appeal meaning. Hence, it is understood that at the same time the meaning of the rational and the emotional appeal will be presented in the message. Furthermore, it is perceived that the general appeals description from Copley (2004), and the message receiver’s interpretation, will determine the type of the appeal communicated and interpreted in a message. Hence, it may be argued, that in relation to the above mentioned tools, the qualification and understanding of the appeal, is perceived as context and interpreter dependent.

Further, it could be discussed, whether the tools of appeals communication do apply in the case of the space tourism industry. Namely, use of demonstration might not be perceived to be applicable in case of for instance space tourism. Specifically, taking into consideration the early life cycle stage of space tourism, then it might be questioned whether the use of demonstration would lead into perception of the desired appeal by the recipients. On the other hand, McCabe (2009), referring to Mittal B. (1999), argued that in the connection with communications in tourism, the issue of intangibility, abstractness behind a tourism product needs to be addressed. In relation to it, McCabe (2009) suggests to present a typical customer enjoying the tourism service or to visualise, demonstrate the physical features behind the service as tools to overcome intangibility, abstractness (McCabe 2009, pp.217-218). Hence, it could be argued that the use of demonstration could lead into minimizing abstractness behind Space tourism, thus bringing it closer to the audience. Nonetheless, it shall be kept in mind, besides positive interpretations of the meaning behind rational and emotional appeal, the tools might communicative any potential negative meaning behind the appeals. Thus, it may be stated, that the use of the formerly mentioned tools may lead into communication of emotional and rational appeals behind space tourism. However, this tools may communicate appeals in the message from both positive and negative perspective.

Additionally, Fill (2005) (in McCabe 2009) introduced supplementary five groups of messages appeal:

- *Sales promotion* ( a specific price offer at a specific time)
- *Relationships* ( aimed on involvement using words such as belonging, family, home)
- *Adventure/Escape* (escape from daily routine)
- *Convenience* ( provides additional information, expertise to ease decision making)
- *Desire* (create sense of luxury, uniqueness that is linked to identity and self- actualization)

(Fill 2005, in McCabe 2009, pp. 219 -220).

Nevertheless, it could be argued that Fill (2005) additional message appeals cannot be directly linked towards media message meaning creation, specifically in the case of the sales promotion or convenience category. Further, in relation to space tourism, then it could be doubt whether the appeal of promotion, convenience and relationship would be of relevance. Hence, it is rather the additional appeals of Adventure/Escape and Desire that is found relevant in relation to message meaning and space tourism.

Next, the Fill (2005) additional appeal categories could be position under the two categories of rational and emotional appeal. Namely, in relation to the categories of Desire and Adventure /Escape it could be argued that these categories may be positioned under the overall emotional appeal category. Therefore, Fill (2005) appeal groups are not understood as additional appeals but rather perceived as an expansion of the rational and emotional appeal.

Further, it can be criticized, that the appeal category of Adventure and Escape could be treated as two different categories. Namely, the manner it is presented by Fill (2005) it treats adventure and the escape from daily routine as the same aspect. Yet, it could be argued that the communication of Escape appeal may lead to different understanding and interpretation by the message viewer then if communicating the appeal of Adventure. Similarly, in relation to the Desire appeal, the subsections of luxury, identity and self- actualization could be perceived as potentially treated as individual subsections of the overall desire category. Specifically, it could be argued that the appeal of luxury might be communicated in a different manner then the appeal of identity or self-actualization. Hence, in relation to Fill (2005) additional emotional appeals, it could be observed that reconsiderations of the structure and applicability of the proposed appeals have changed the understanding and interpretation of the appeals.

Next, according to McCabe (2009) in relation to tourism it is the appeals of adventure/escape and desire which tend to be used in marketing communications (p.220). Consequently the above

discussion, then it is not only the basic appeals of adventure, escape and desire that may be communicated. Contrarily, the additional subsections of luxury, identity and self-actualization, shall also be considered when understanding a message meaning.

Last, the message interpretation has been explained by Dahlen et.al. (2010). Namely, according to Dahlen et.al (2010) there are two direction in which a message is interpreted: *cognitive* (logical reasoning) and *hedonistic* (sensory-emotive) (Dahlen et.al 2010.p. 44). Next, the cognitive interpretation is done by CPM, Consumer processing model, and the hedonistic interpretation is done by the HEM, hedonistic, experimental model (Dahlen et.al 2010, p.44). In the frames of the CPM model a consumer searches for utility, value for money, bargain, and functional features of the product, service. On the other hand, under the HEM model, the consumer searches for any additional aspects to facts, such as love, fun, fantasy, feelings (Dahlen et.al. 2010, p.45). Yet, it could be criticized that Dahlen et.al. (2010) present the message receivers interpretation processes separately.

Further, a connection between CPM, HEM and the rational and emotional appeals can be observed. Namely, by following Dahlen et.al. (2010) hedonistic and cognitive directions of a message meaning interpretation, it may be assumed that the interpreter is identifying the rational and emotional appeals.

First, comparing Dahlen et.al (2010) explanation of the hedonistic message interpretation model towards Copley (2004) definition of the emotional appeals similarities can be observe. Next, referring to Copley (2004), then it could be argued that the emotional appeal uses emotions in order to create a meaning behind a message. In comparison, the Dahlen et.al (2010) hedonistic interpretation model is aimed on perception and understanding emotions in a message. Hence, the emotional appeal is perceived as the aspect of a message, which is interpreted through the Dahlen´s et.al (2010) consumers' hedonistic model.

Next, Dahlen et.al. (2010) cognitive interpretation model is aimed on aspects as features, utility, benefits, quality. Similarly, Copley (2004) rational appeal is aimed on presenting features, benefits, thus communicating value, quality. Hence, the connection between the cognitive interpretation model and the rational appeal can be observed.

Consequently, the Dahlen et.al. (2010) interpretation explanation, is understood as a helping tool during message meaning analysis. However, it was Copley (2004), who claimed that emotional and rational appeals tend to be communicated simultaneously. Hence, it could be argued that

during the interpretation process both hedonistic and cognitive interpretations may be used at the same time. Therefore, message meaning interpretation is not perceived as directly interpreted solely via hedonistic or cognitive model, rather both areas of message meaning understanding needs to be present in order to comprehend the entire message meaning. Similarly, Dahlen. et.al (2010) argues that the consumer does not search only for cognitive or hedonistic information, but is looking for both (p.45). However, in relation to media the necessity for use of both cognitive and hedonistic aspect cannot be argued for as neither Silverblatt (2008) nor Deacon et.al (1999) have claimed that cognitive and hedonistic aspects need to be used at the same time in the media message. On the other hand, then it could be claimed that it is the manner in which the media present cognitive and hedonistic aspects that influences the message meaning and its interpretation. Nonetheless, consequent above discussion both rational, emotional appeals, in connection to the cognitive and the hedonistic perception model, are understood to be applied and perceived in a message meaning creation and its interpretation.

Next, at the beginning of this sections, it was claimed that next to the emotional added value likewise features of an image influence the overall message meaning and its interpretation. Therefore, in the following section the creation the meaning in a photography is going to be discussed. To begin, Deacon et.al. (1999) stated that in relation to a photography it is the type of shots used, its composition, and light and whether it is in colour or black and white that impacts the overall interpretation of an image. Further, Deacon et.al. (1999) have presented six types of shots and the manner in which they influence the meaning behind a photography. These types of shots are:

- Full shot
- Medium shot
- Close up shot
- Extreme close up shots
- Shots from above
- Shots from below

(Deacon et.al.1999, p.p.191-193).

First, the full shot represents formality, a distance between the camera and the subject. Next, medium shots bring the subject to closer distance and familiarity towards the camera, suggesting trust between the one taking the picture and the one being photographed (Deacon et.al. 199, p.191) Third, close up shot, deeper the trust and intimacy between the camera and the subject photographed, However, not necessarily this type of shots is linked with positive reactions, in relation to prison “mugshots, or paparazzi “shots”, it leads into a negative response (Deacon et.al 199, p.192). Fourth, extreme close up shots, displaying parts of a face, a body can increase the intimacy and love behind the shot but also might bring up from any negative emotions, connections with the photography. For instance, Deacon et.al (1999) claims that interpretation is viewer dependent, arguing that close up of a woman’s body would create a negative response in feminists, but could be viewed as an expression of love, passion of lovers by others (Deacon et.al 1999, p. 192). Hence, thought the manner in which the close up was taken may influence the image interpretation, it is the viewer’s mind and the context in which the image is presented that influences the photography interpretation. To continue, shots from above is associated with power, as from above one can see more than the other people thus being superior to them. Therefore, shots from above suggest one being in power, being superior over people and objects (Deacon et.al 1999, p.193). Contrarily to it, shots from below are linked into evoking feelings of subordination and dependability (Deacon et.al 1999, p. 193).

Consequently, it could be criticized, that thought the manner of the shot made may contribute to the interpretation of the meaning behind the image. Yet, it could be argued that it is the element the image visualizes that creates the meaning in the message as well. Moreover, Deacon et.al (1999) perceives the shot and photography meaning as separated from the context in which the photo is presented. However, it may be argued that the context in which the photograph is displayed may impact the overall interpretation of the meaning behind it. Hence, Deacon et.al (1999) shots meaning explanations is perceived as additional tool when analysing meaning behind a message. However, the message overall meaning is not perceived as solely based on the photo shot position.

Next, in relation to the colour used in a photography Deacon et.al (1999) states that the use of black and white indicate nostalgia but also stand for realism and authenticity. On the other hand colour is associated with glamour, dream words, leisure and luxury (Deacon et.al 1999, p. 195). Similarly, according to Silverblatt (2008) warm and pleasing colours lead into a positive reaction

in the viewers. Yet contrasting use of colours, red, purple can lead into experiencing feeling of tension (Silverblatt 2008, p. 169). Nevertheless, the meaning assigned with a colour is culture dependent. For instance, red could be perceived by one viewer as the colour of intensity, but for viewer from a different culture it could possess a different meaning (Silverblatt 2008, p.170). Hence, the power of colour in meaning creation might be doubted, given the context and cultural aspects that influence the colour meaning interpretation.

Further, the use of light can impact the meaning assigned to an image (Deacon et.al. 1999, Silverblatt 2008). For instance, the use of artificial light can create an impression of fake, fabricated lifestyle. One the other hand, the use of light concentrated on the central aspect of the photo can lead into creation of dark corners, thus suggesting unknown, risk and fear in the dark areas of the photography. Yet, at the same time the use of light, illumination of the photography leaving out any dark corners would lead into creation of the feeling of safety (Deacon et.al 1999, p. 196).

However, Deacon et.al (1999) could be criticized, as not necessarily a light photography may lead into creation of the safety feeling. Likewise, not directly dark corners in a photograph may communicate the meaning of unknown and fear. Contrarily, light picture may display fear related meaning in a photo. Similarly, light highlighting only the centre of a photography, creating dark corners, may display positive meaning in the photograph. Hence, Deacon et.al(1999) explanation of meaning in relation to light and photography is understood as a guiding tool, which in relation to context and the element displayed in the photo will communicate either positive or negative meaning. Further, the manner in which space tourism is presented to the audience on the tourism market can be understood from interpreting photographs presented by Virgin Galactic, Space Adventures and the selected news.

To summarize, in this section the matter of meaning in the marketing communications and media message, meaning creation and its interpretation has been discussed. In the following section additional aspects influencing message meaning, its understanding and interpretation are going to be presented.

### **3.2. External factors used in marketing communication**

To being, Copley (2004) and Dahlen et al. (2010) introduce as external factors that influence message meaning the Kellman’s characteristic models (Copley 2004) and the personal influence models (Copley 2004, Dahlen. Et.al 2010).

First, according to Copley (2004) the Kellman’s characteristic model is a manner in which a source is given characteristics of *credibility (trustworthiness)*, *attractiveness (identification, likability)*, and *power (compliance, reward, punishment)* (Copley 2004, pp.35-36).

In relation to credibility, Copley (2004) presents that in a case when a receiver is neutral towards the received message, then the high credibility loses its effect. Furthermore, whether low or high credibility should be used depends on product, service type and the risk involved in it (Copley 2004, p.35).

However, it can be criticized that Copley (2004) do not specify the term low and high credibility, neither does he specifies the meaning behind credibility as such. Hence, it could be argued that what can be perceived by one person as high credibility might be interpreted as low credibility by another person. Therefore, the credibility perception thus shall be understood as a message meaning that is receiver subjective. However, it leaves the term credibility unspecified. Hence, in the frames of this thesis, the writer perceives credibility as reference of either the communicated message being trustworthy or mentioning an element that inclines that the aspect presented in the message can be trusted.

Next, by creating empathy, thus positioning the recipient in the shoes of the communicated sign in the message, it shall lead into making the source attractive (Copley 20004, p.35). Consequently, it could be argued that not in all instances the communication of empathy may directly lead into the creation of identification and attractiveness for the message observer. Namely, if the Copley (2004) empathy understanding was to be followed, then it may lead into excluding any potential negative or neutral message meanings. Therefore, when observing the use of empathy in the promotional or news material, it shall be kept in mind that it may lead into creation of other then positive meanings.

Last, power, and thus also compliance occurs when message recipient submits in order to obtain a reward or to escape a punishment. For instance, car allowance is a type of a compliance and sales person, who has the power to provide recipient with and discount is an example of a power (Copley 2004, p.36).

Next, the personal influence models, presented by Dahlen et.al (2010), states that people tend to be affected by *homophilouse* groups (family, friends) and *heterophilouse* groups (outside and individual’s framework), which is referred to as a process of social mediation. (Dahlen.et.al. 2010, p. 39). In connection to the thesis problem formulation, then it is the heterophilouse group that has been found relevant. Therefore, in the following section the various types of influential persons from the heterophilouse group are going to be discussed.

First, according to Dahlen et.al (2010) and Copley (2004), then the personal influence models involves opinion leaders, opinion formers, and opinion followers (Dahlen et.al.20010, p. 39, Copley 2004, p. 38). Next, Dahlen et.al (2010), referring to Flynn, Goldsmith and Eastman (1996), stated that opinion leaders and opinion formers are influential persons who affect opinions of others (p.39). On the contrary, McCabe (2009) argues that people differentiate in their reactions towards information received, thus it should not be taken for granted that the use of opinion leaders or opinion formers would lead into one’s desire to use, buy a product (McCabe 2009, p.35).

Next, McCabe (2009) argues for that adoption of a new product, service, and in this case the willingness to travel to space, is spread on the market place in the following order:

1. Innovators
2. Early adopters
3. Early majority
4. Late majority
5. Laggards

(McCabe 2009, p.35)

Consequently, it could be argued for that in relation to the stage of a destination development and the type of tourists involved in it, it may impact the type and choice of opinion formers and opinion leaders. Contrarily, McCabe (2009) himself argues that the above representation is simplistic and in tourism, adaptation of a new destination is affected by tourists’ socio-economic (occupation, life stage) characteristics and their response to the marketing communications (McCabe 2009, p.36). Next, McCabe (2009) argues that the tourists ‘readiness of going to a new destination is related to whether the destination, and the marketing communications, is responding to tourists’ needs, motivations (McCabe 2009.p.36). Hence, thought opinion leaders and followers might be used in the marketing communications, depending on the life cycle stage of a product, industry,

the type of customers involved in it, would impact adoption and use of the new product, travel to the new destination.

To continue, according to Dahlen et.al (2010), opinion formers are people with formal expertise, professionals (doctors, lawyers, journalists) (Dahlen et.al. 2010, p. 39). Likewise, according to Copley (2004) an opinion former is a professional with a high social status, such as civil engineering project manager (p.39). However, it could be criticised that Dahlen et.al (2010) suggests that automatically all opinion formers do possess high social status. Yet, it could be argued that not all doctors or lawyers may be possessing a high social status. Therefore, though an opinion former may be used in promotional or news message, it shall not be mechanically assumed that the given person has high social status. Further, it could be argued that in case of well recognized, authority associations, then these might be perceived as opinion formers as well. For instance, it was Goldsmith (2009) who pointed out that it is public policies and the standpoint of officials towards certain service, product that influences the consumer (p.85). Thus, opinion former is not understood only in the form of a person, but an institution as well.

Furthermore, given the nature of opinion formers, it could be argued that opinion formers are used in order to communicate the Kellman´s characteristics of credibility in a message. Thus, it could be understood that by using opinion formers in a message the aim is to address credibility. Contrarily to opinion formers, opinion leaders do not possess expert knowledge, but they do have a higher social status, influential within a specific social group, for instance a celebrity (Dahlen et.al 2010, p.39; Copley 2004, p. 38). Similarly, Copley (2004) argues that opinion leader can be an ordinary person, such as a colleague, who is influential at his work environment (Copley 2004, p. 38). Similarly, then it could be argued that opinion leaders may be used in order to achieve Kellman´s characteristic of attractiveness. Yet, it shall be criticized that not necessarily the use of an opinion leader would lead into the creation of attractiveness in a message. Rather, it can be claimed that the aim behind using opinion leader is to create attractiveness. However, it shall not be understood as inherent that the presentation of an opinion leader would lead into creation of attractiveness in the message receiver.

To summarize, throughout the second part of the theory section the external factors behind message meaning have been presented.

In the following section analysis of Virgin Galactic, Space Adventures space tourism promotions and media articles about Space tourism are going to be examined and compared.

#### **4. Methodology**

In the following section the philosophical background, methodological approach and the research method used within this thesis, in order to answer the problem statement are going to be introduced.

##### ***4.1 Paradigm -Constructivism***

First, the paradigm under which this research into space tourism has been conducted is going to be presented. To begin, in regards to the ontological standpoint, in the frames of this research the ontological understanding of multiple perceptions of realities has been applied. Specifically, presented perception correlates with Denzin and Lincoln 2008 ontological explanation of the constructivist paradigm, in which there exist different perception of what reality is. The reason for it is, as Guba 1990 argued for it, that” *reality is mental framework that exists only in the context of a mental framework*” (p.25). In other words, this shall be understood in the manner that reality and the understanding of reality is created within our own minds.

In frames of this project, and the research orientation towards understanding of space tourism representations in media and promotional material. Choice of the constructivist paradigm allows writer of this thesis to address and answer the problem formulation. Next, it is the thesis’writter perception of the space tourism representations that is going to be presented in this thesis, and which will lead into answering the problem formulation at hand. Furthermore, the thesis writer acknowledges that hers understanding, interpretation of the research data is influenced by her own mental perception. Yet, if the data under analysis are perceived by another person, this person will with his, hers own mental perception given the data a different meaning.

Next, from the epistemological point of view, in order to explore the research focus then the knowledge is perceived to be possible to be obtained via analyzing mental constructions, meaning interpretations behind the messages of news articles and Virgin Galactic and Space Adventures.

All in all, consequently the ontological and epistemological consideration and argumentation above, then it can be stated that the paradigm behind this thesis is constructivism.

Once the paradigm behind the thesis has been defined, the methodology and method used in the paper are going to be explained.

## **4.2 Methodology**

Methodology, as Payne and Payne 2004 define it ” *deals with the characteristics of the methods, principles on which methods operate and the standards governing their selection and application*”. In other words, it could be perceived as guiding framework which nature determines the manner of data gathering and its analysis. However, if only this definition and understanding was followed the methodological choice could be perceived as rather based upon random selection. Never the less, as Wahyuni 2012 defined methodology, it is ” *model to conduct research within the context of given paradigm ... is dependable upon researcher’s ”set of beliefs*” (p.72). Consequently to the Wahyuni 2012 explanation, then the methodological choice is not any longer perceived as a random process. On the contrary, the methodology choice is dependable upon the research’s paradigm and the researcher’s beliefs, and thus shall correspond with it.

Consequently, according to Guba and Lincoln (1994) and Wahyuni (2012) the methodological choice in accordance with the constructivist paradigm is qualitative research and to it related hermeneutics.

Therefore, in the frames of this paper, in accordance to the constructivist paradigm, and in order to answer the problem formulation, then the qualitative research and to it related hermeneutic approach have been chosen Throughout the following sections the nature of the qualitative research and hermeneutics is going to be presented.

### **4.2.1 Qualitative research**

To begin, Denzin and Lincoln (2005) defines qualitative research as a process which” *locates the observer in the world. It involves an interpretive approach ...qualitative researcher studies things attempting to make sense of, or interpret phenomena in terms of the meanings people bring to them.*” (Denzin and Lincoln 2005, p.3)

Consequently, it is the meaning, search for a meaning that is important in frames of qualitative research. Next, in the frames of this thesis, the qualitative research was chosen as it will help the writer to analyze the meaning behind the promotional material and the media presentations of

space tourism. Furthermore, qualitative method has been chosen due to the nature of the information needed in order to answer the problem formulation, as it is aimed on interpretation of communication constructed between actors.

Furthermore, according to Denzin and Lincoln 2008, qualitative research views the world in which more than one representation of the world view is present. In other words, by following the qualitative research approach, it shows the writer's acknowledgement of additional possible explanations and versions of the given research.

Flick 2007 argues that researcher can choose between various approaches in qualitative research, which are hermeneutics, re-constructive and interpretive approaches. Likewise, Lincoln and Denzin 2008 state that qualitative research involves among others the approach of hermeneutics. For the purpose of this paper, and in order to answer the problem formulation in the most satisfying way, then hermeneutics are used in this work.

#### **4.2.2Hermeneutics**

To begin, according to Arnold and Fisher (1994), referring back to Bernstein (1983); Bleicher (1980); and Gadamer (1989), the definition of the philosophy behind hermeneutics is "concerned with the interpretation of understanding" (p.55). Likewise Schleiermacher 1998 refers to hermeneutics as "the art of interpretation" (p.vii). Consequently to it, then by following the presented definition, then hermeneutics would stand for interpretation of the researcher's understanding of the theories and data presented and analyzed within the thesis.

Hence, in order to answer the problem statement at hand, hermeneutics are going to be used in order to obtain understanding of the situation behind space tourism, which influences the choice of theory, leading towards the theories behind the message meaning creation and its interpretation. Hence, via hermeneutics the understanding behind the chosen theory from more than one angle to be obtained. Further, theoretical knowledge is then going to be used when analyzing and interpreting the data under analysis. Next, during analysis it additional inputs or modifications in relation to theory or the choice of additional empirical data will be possible. Finally, the combination of the various understanding and interpretation processes throughout the analysis will lead into answering the problem formulation.

All in all, the approach behind hermeneutics in this thesis is philosophical critical with the use of theory as a reflection upon the interpretation.

#### **4.3 Data Collection**

To begin, in order to answer the problem formulation related to the promotional material of space travel providers Virgin Galactic, Space Adventures and news articles presenting space tourism have been chosen.

To begin with, promotional data of Virgin Galactic and Space Adventures, as presented on their webpages, press releases, blog is used in order to analyse and compare the manner in which the two organizations promote and communicate space travel. Next, the online data source has been chosen as it allows the research to access the information promoted by Virgin Galactic and Space Adventures. Further, the online based data allow the researcher to obtain a complex understanding of the meaning communicated by Virgin Galactic and Space Adventures.

Next, in relation to news articles then the author of this thesis has chosen news articles reporting on Space tourism. Namely, various sources of articles reporting on space tourism from the time period of 2001-2015 have been selected. First, by covering larger period of time, the thesis writer aim is to understand an overall meaning presented by news articles. Yet, if only one time period was chosen, then it would have to be assumed that the meaning presented behind space tourism would be limited to the specific time period. On the other hand, by analyzing news articles from a various time periods, then it shall help to understand the meaning communicated by news articles as much complex as possible. Therefore, also variety of source has been applied when collecting the data. For instance articles of ABC news, CBC, BBC; DR are some of the sources used in this thesis. However, the data collection was primarily engine by the subject of article, limiting it to news related to Space tourism. Afterwards, the criteria of wider source and time coverage have been applied.

Further, in relation to the theory, then not only textual but also visual signs presented by the space tourism providers and in the news are part of the inquiry. Namely, in order to answer the problem statement, understanding the meaning presented by both the textual and visual signs is perceived as necessary. Therefore, besides the text also the photography used in the text will be analyzed.

Last, the data used in this article can be found either by following the links in references or on the attached DVD.

#### **4.4 Research Method: Content analysis**

To begin with, Wahyuni 2012 research method is” *set of tools, procedures, and techniques to gather and analyses data.*” (Wahyuni 2012, p.72). According to Denzin and Lincoln 2008 one of the methods used in qualitative research is content analysis. It could be argued for whether content analysis belongs under qualitative research, however as Payne and Payne (2004) argued for, some methods belong under both qualitative and quantitative research, content analysis including (Payne and Payne 2004, p.175).

Additionally to it, according to Gunter (2000), content analysis in combination with media are used to:

- Describe patterns
- Hypothesis testing
- Comparison of the media text towards the reality
- Social groups presentation assessment
- Observation of media impact

(Gunter 200, p. 61)

In connection with this thesis, it is then content analysis are used for the purpose of comparison. Namely, comparison of the media presentations of space tourism towards the space travel providers Virgin Galactic and Space Adventures promotions. Moreover, the aim is twofold. First to via content analysis examine if there are differences between the media and the space travel providers presentations of Space tourism. Second, by using content analysis also differences between the promotions of Space tourism by Virgin Galactic and Space Adventures will be examined.

To continue, as it was argued above, content analysis could be positioned under both qualitative and quantitative research. In the frames of this thesis the qualitative research has been applied and therefore the qualitative form of content analysis is used. Next, the use of qualitative content analysis, allowing the researcher to look for the latent meaning behind a message is going to help to answer the research statement. Hence, the qualitative content analysis are applied.

#### **4.4.1 Qualitative Content analysis**

In its nature content analysis, as Breuning and Ishiyama 2011 define it is *“the analysis of content of communications made by researchers to make statement about meaning, impact or producers of those communications”* (Breuning and Ishiyama 2011;p 490). Hence, not only the meaning of a given content is taken into consideration but also its impact and the creator of the content can be considered as matters for investigation as well.

Furthermore, according to Payne and Payne 2004, then when using the qualitative content analysis it is the meaning behind the words, its values, attitudes that are in the center of research. Hence, by using the method of qualitative content analysis it allows the researcher to analyze and explore the meaning behind the examined data, thus allowing to sufficiently answer the problem formulation.

Further, it is perceived that by focusing on the meanings behind the analyzed material, then the nature of the presentations of the phenomenon at hand can be understood. Moreover, keeping the problem formulation in mind, then it is the qualitative content analysis that is preferable.

Contrarily, Flick and Schreier (2014) stated that the qualitative content analysis is based on

Systematic meaning allocation of qualitative data, by using a coding scheme categories (Flick and Shreier 2014, p.170). Hence, it is understood as a guiding scheme, which presents the categories used in analysis and the manner in which data is assigned under a category, is used in qualitative content analysis. Therefore, in the following section, in order to present the process of meaning interpretation and category allocation, the coding scheme used in this thesis is going to be presented.

#### **4.4.2 Data coding- the coding scheme**

To begin the coding scheme has been developed in two phases. First, units in the coding scheme were created using the theory as the backbone of the coding scheme. Namely, the theory has lead into creation of two main categories of the coding scheme, these categories are: characteristics and appeal. Under the characteristic category, the Kellman’s characteristic of credibility, and attractiveness. To begin, the characteristic of credibility is analyzed via observing and interpreting opinion formers in the examined message. Next, the characteristic category consists of the

following subcategories: trustworthy, fake and unethical. Further, the Kellman’s characteristic of attractiveness is interpreted via observing the use of opinion leaders in a message.

Next, the second main category, appeal is divided into two sub categories: emotional and rational. First, the emotional appeal category interprets the hedonistic aspects in the analyzed data. On the other hand, the rational appeal interprets the cognitive part of the examined data. Exception is in relation to the emotional appeal of fear, which is interpreted via interpreting the cognitive signs behind features of spacecraft, space tourism, referring to safety. Next, it shall be added that in relation to the emotional appeal the meaning of safe or dangerous can be interpreted, depending on the hedonistic and cognitive aspects presented behind the appeal.

Further, the emotional category is divided into the following sub categories: fear (relating to risk of safety), surrealism, adventure, desire (luxury, uniqueness, and self-actualization), escape and greater good. It can be observed that the emotional appeals of desire has 3 sub categories. The category of luxury is analyzed via communicated hedonistic and cognitive aspects of luxury, whether expressed in text or interpreted from photography features. Likewise, the emotional appeal of uniqueness is interpreted via hedonistic and cognitive signs, that are related to price, features of the trip or who all can travel. Next, the appeal of self-actualization is interpreted via hedonistic message presenting dream fulfilling. Further, the emotional appeal of greater good, has been added based on empirical data input. A message meaning is assigned to this appeal if referring to the future of the human kind or space exploration. Last, a message meaning is assigned to the emotional appeal of surrealism in the following circumstance. First, the cognitive factors presented in the text are unknown, give the impression of unknown, the message presents combination of ordinary aspects in unusual manner. Similarly, the emotional appeal of surrealism is perceived when the photography is interpreted as fake, digitally edited.

Last, by interpreting the cognitive factors behind the national appeal, then the aspects behind space travel, its characteristic related to length of the trip, comfort and experience are going to be analyzed.

#### ***4.4.3 The process of analysis***

First the promotional material of the space travel provider Virgin Galactic and the promotional material of Space Adventures has been analyzed in accordance with the categories of the above presented coding scheme. Next, the analysis are divided according to individual categories, and in

the end a summary presenting the main findings of the meaning communicated by the space travel providers is presented. Second, news articles reporting on space tourism have been analyzed in accordance with the coding scheme. Further, the analysis are divided according to themes and time period in which the articles were written. In the end of the analysis chapter, a summary of the communicated meaning by news articles behind space tourism is presented.

Next, the analysis section is followed by discussion, which elaborates upon the potential bias, credibility and criticism behind the analysis.

Overall findings are then presented in the conclusions section, which answers the problem statement.

### ***5. Analysis***

In the following analysis the meaning in which space tourism is promoted by the space travel providers Space Adventures and Virgin Galactic is going to be examined. First, the analysis are going to analyse the type of the Copley (2004) and Fill (2005) hedonistic, emotional appeal that is communicated by the companies and the news articles. Second, analysis cognitive inputs communicating the Copley (2004) rational appeal behind space tourism are going to be analysed. In connection with the communication of the cognitive features presented by the space travel providers, the Copley (2004) emotional appeal of fear, is going to be examined as well. By analysing the cognitive features referring to safety, then the analysis aim is to examine whether space tourism is promoted as safe or dangerous. Next, the use of Copley (2004) and McCabe (2009) tools of dramatization or demonstration in communication meaning of emotional or rational appeals is going to be analysed as well. Moreover, the Copley (2004) Kellman’s characteristic of credibility and attractiveness, by examining the use of opinion formers and opinion leaders in the communicated messages, is going to be examined. Thus, the thesis researcher is going to analyse whether the space travel providers communicate space travel, and the companies, as trustworthy and likable. Last, Deacon et.al (1999) and Silverblatt (2008) elements of meaning behind photography are going to be analysed during the section as well. By analysing Deacon et.al (1999) and Silverblatt (2008) photography meaning, the image sign can be analysed in relation to analyses of the above mentioned emotional, rational appeal, characteristics. Thus, contributing to analysing the overall message communicated by the space travel providers.

### ***5.1: The presentation of Space travel in promotion***

In this analysis chapter, the meaning in which Space Adventures (2015) and Virgin Galactic (2015) promote space tourism is going to be analysed.

In the following section, the Copley (2004) emotional appeal of surrealism is going to be analysed.

#### ***5.1.1 Space travel, a paradox where surreal meets reality***

To begin, when examining Space Adventures (2015), it may be argued that Fill (2005) emotional appeal of adventure is primarily communicated. Specifically, it can be observed that the promotion of space travel concentrates on visual presentation and description of space travel experiences. Further, Space Adventures (2015) put attention on close range photography. Thus, as argued by Deacon et.al (1999), it can be observed that space travel experience is brought closer to the viewer (Space Adventures 2015). Next, it may be argued that by using the close up shots in a photography, Space Adventures (2015) use demonstration tool. Thus, it may be interpreted as lowering abstractness behind space tourism, as can be observed from picture 1. However, in relation to picture 3. Thought the photograph might be interpreted as lowering abstractness behind space tourism, as it visualizes via demonstration the space craft launch. Contrarily, it may be argued, that despite the launch demonstration, it may into perception of the Copley (2004) emotional appeal of surrealism. Namely, the picture 3 is presented form a distant shot. Hence it may imply meaning of distance between the image and the viewer. Further, thought the picture 3 is light, it may be argued to communicate meaning of unknown.

Next, “Take walk in space” is a headline for one of the experiences offered by Space Adventures (2015). Supplementary the textual presentation, the visual sign, an image of an astronaut in space (see picture 2) can be argued to demonstrate the spacewalk activity within the reach of the viewer. Thus, Space Adventures (2015) use demonstration to address the abstractness in space tourism. Hence, as argued for by McCabe (2009), it may be interpreted as communicating space tourism and to it related experience as real. Yet, in relation to pictures 2 and 3 unknown may be observed to be communicated.

Next, in relation to the use of colour, light and its meaning, as presented by Silverblatt (2008), then two approaches can be observed to be used by Space Adventures.



Picture 1: Space Adventures (2015-weightlessness)

Picture 2: Space Adventures (2015-Space walk)

First, the use of calm light colours and bright pictures, may be interpreted as presenting space tourism as being friendly (see pictures 1, 3). Second, the use of blue colour might be perceived as calming. However, the photos (see pictures 2, 4, 5) might be perceived as digitally altered. Hence, it may lead into interpretation of space tourism as calm but fake experience, which might be lead into promoting space travel as the Copley (2004) emotion appeal of surrealism.



Picture 3: Space Adventure (2015; launch)

Picture 4: Space Adventures (2015; new space spacecraft)



Picture 5: Space adventures (2015; sub-orbital flights)

Similarly, Virgin Galactic (2015) can be observed to communicate space tourism from the Copley (2004) meaning of the emotional appeal of surrealism. First, the visualization of Earth, far from

the viewer, as Deacon et.al. (1999) argued for in the theory section may be interpreted as communicating the meaning of distance between the viewer and the visualized sign. Thus, communicating that space travel, Earth viewing is, is a distant activity. Moreover, the use assumingly digitally edited photo of Earth, in combination with the headline “Space line for Earth” leads into an interpretation of the space travel image communicated from the Copley (2004) emotional appeal of surrealism.

Further, by communicating messages such as the “future astronauts”, “updates” and the “vision of the future “, it supports the overall understanding of space travel as a surreal. Next, the Virgin Galactic (2015) visual signs support the understanding of Space tourism as surreal. For instance the pictures 6- 9 below, when interpreted upon the Deacon et.al (1999), it may be perceived the communicate meaning of fake behind them. Next, it may be argued that the pictures were digitally created, thus communicating the meaning of fake and surreal behind space travel.



Picture 6: Virgin Galactic (2015; spaceship)



Picture 7: Virgin Galactic (2015: capsule)



Picture 8: Virgin Galactic (2015; Earth view from Moon)



Picture 9: Virgin Galactic (2015)

Next, the communication of space tourism as abstract and not currently available may be argued to be supported by Virgin Galactic (2015) visual sign presenting the company's spaceship in a unfinished state (see picture 10). Thought, it could be argued that the picture 10 uses demonstration, thus bringing closer space ship and space tourism to the image viewer. Yet, the image demonstrates that the object in the image is not completed. Hence, it may be interpreted as communicating current unavailability of space tourism.



Picture 10: Virgin galactic (2015; space ship, factory)

To summarize, there are two primary meanings communicated by Space Adventures (2015) and Virgin Galactic (2015). First, on one hand, the space travel experiences promoted by Space Adventures (2015) are presented as real, approaching the viewer via demonstration. On the other hand, the space travel is at the same time communicated as fake, potentially communicating the emotional appeal of surrealism behind space tourism. Similarly, Virgin Galactic (2015) communicates space tourism from the in the meaning of the emotional appeal of surrealism. Hence, a paradox in the promotion of space travel can be observed, as it can lead into perceptions of space tourism being both real and surreal at the same time.

In the following section the emotional appeal of uniqueness is going to be analysed. By examining the presentation of the unique appeal the aim is to analyse whether space tourism is promoted as an activity for everyone.

### **5.1.2: Space travel for “everyone”**

To begin, when interpreting Virgin Galactic (2015) “Fly with us” then the emotional appeal of uniqueness, as presented by Copley (2004) and McCabe (2009), could have been observed. For instance, in the “Fly with us” Virgin Galactic states that their customers are:

*“...a wonderfully diverse group of pioneering individuals....all share a passion for personal space flight and have experienced first-hand the excitement and opportunities that come from being at the vanguard of an incredible new industry.”* (Virgin Galactic 2015, “Fly with us”)

Hence, consequent quotation above, it may be observed that Virgin Galactic (2015) communicates space travel being shared within a group of a specific people. Thus, it may be interpreted as communicating the Fill (2005) emotional appeal of uniqueness behind space tourism.

Further, from the “Fly with us” Virgin Galactic (2015), the company communicates that space travel may not be for everyone. Thus, this message can be viewed to support the communication of the uniqueness appeal behind space travel. Next, when presenting Virgin Galactic (2015) spaceship, the appeal of uniqueness can be observed to be communicated behind the spacecraft features as well. Namely, Virgin Galactic (2015) describes the nature of the space vehicles as being based on a unique design (Virgin Galactic 2015, “Our vehicles”). Hence, Virgin Galactic (2015)

communicate space travel as involving unique technology, which is shared by an enclosed group of space travel enthusiasts.

Contrarily, Space Adventures (2015) in their communications may be argued to not to communicate space tourism with as the emotional appeal of uniqueness. For instance, in the section “Experiences”, the company presents that “

*“Space Adventures has curated a suite of private spaceflight experiences to suit all interest levels and budgets. ...All were chosen because they are available for regular private citizens to enjoy, demonstrate that space is no longer domain of just the professional astronauts. “*

(Space Adventures 2015, “Experiences”)

Consequently, then it could be observed that Space Adventures (2015) is communicating space travel as from a common angle, as available to everyone. Likewise, in the Space Adventures (2015) “Training update”, the company refers to the of seat modification process as *“very involved, if slightly old-school process”*. Thus, communicating that thought space travel features are not unique. Similarly, it can be observed from the pictures 11 and 12 below, via the tool of demonstration the meaning of common appeal is communicated. Namely, the images show the customers in the process of seat fitting, and it may be perceived that by using calm colours, it communicates space tourism related procedures from a common angle. Next, the bright photos show all that is involved behind the process, thus excluding any fear or danger involved in it. On the other hand, it may be argued that the visual demonstration may be interpreted as communicating the Fill (2005) emotional appeal of uniqueness behind space tourism. Namely, it shall be considered that the message viewer might have not encountered procedure similar to this one previously. Thus, the use of the demonstration tool might be argued for communicating the appeal of common behind space tourism. Yet, the nature of the object communicated in the Space Adventure’s (2015) message leads into communicating the Fill (20015) emotional appeal of uniqueness.



Picture 11: Space Adventures (2014; seat modifying); Picture 12: Space Adventures (2014; seat modifying)

Consequently, Space Adventures (2015) and Virgin Galactic (2015) presentations of space travel are communicating the meaning of the emotional appeal of uniqueness behind space. Yet, it could be argued, that despite the Space Adventures (2015) communications, via the use of the demonstration tool aims to communicate space tourism from a common angle. However, overall, due to the nature of space tourism and to its related features, then space travel the unique appeal remains behind it. Thus, both Virgin Galactic (2015) and Space Adventures (2015) communicate that their aim and offerings of space travel are for everyone. Nonetheless, due to the communication of the unique appeal, then it may be perceived space tourism as created for a specific group of customers, but not for everyone.

In the following section the analysis is going to concentrate on examining the type of the Copley (2004) or, Fill (2005) emotional appeals, which used in communicating the reasons for travelling to space.

### ***5.1.3: Space travel fulfils your dreams and “helps the future of the mankind”***

To begin, Virgin Galactic (2015) states that: *“Virgin Galactic aims to make space accessible to almost anyone who dreams of viewing the Earth from space and experiencing weightlessness.”* (Virgin Galactic 2015; “Astronaut training). Hence, it could be understood as presenting space travel as the mean of addressing one’s motivation of fulfilling one’s dream of experiencing weightlessness and viewing Earth. Thus, it might be argued that the primary emotional appeal communicated behind space tourism is the Fill (2005) appeal of adventure. However, Virgin Galactic (2015) communicates that it the weightlessness, Earth vision is not the main motivation the main motivation, but the fulfilling of the dream to do so is. Hence, it could be argued that

Virgin Galactic (2015) communicates the Fill (2005) appeal of self-actualization behind space travel.

Next, Virgin Galactic (2014) vision stating “*creating accessible and democratized space that will benefit humanity in countless ways for generations to come*” presents additional appeal of greater good behind space travel (Virgin Galactic 2014, press statement November 04.2014). Hence, it may be interpreted as communicating an additional emotional appeal of greater good behind space tourism.

Similarly, from Space Adventures (2014) in their “Reasons to fly with us”, Richard Garrett in his own words claims that by going to space: “*I was able to follow in my father’s footsteps and see the world as only astronauts had for decades*” (Space Adventures 2014, “Reasons you should fly to space”). Hence, in case of Richard Garriott the emotional appeal of self-actualization may be interpreted behind the communicated reason of space travel. Next, in relation to the visual sign (picture 13) below, it might be argued that the image communicates the visual appeal of experience and adventure.



Picture 13: Space Adventures (2014; “Reasons you should fly to space”; Richard Garriott at ISS)

Next, an additional emotional appeal of greater good, is communicated behind the Garriott message (Space Adventures 2014; “Reasons you should fly to space”). Similarly, Sarah Brightman said that for her space travel is “*a long dream come true*” and through most of her dialog communicates that space travel has been a dream for her for most of her life and now she will finally realize it (Space Adventures 2015; “Sarah Brightman, Mission to the ISS). Hence, it may be interpreted as communicating the emotional appeal of self-actualization. Further, Sarah

Brightman may be argued for communicating the appeal of greater good, when talking about her cooperation with NASA in order to “

*“Launch a program to excite students about science, technology, engineering and mathematics and teach them how the arts can unleash innovation and inspiration”* .

(Sarah Brightman, Space Adventures 2014; “Mission to the ISS”)

However, it could be argued that in this case the appeal of greater good might be understood as communicating the emotional appeal of self-actualisation and one’s status improvement. Namely, considering that the cooperation with NASA aims to make the students to use the Sarah Brightman’s songs during the education process. Thus, it could be argued that the emotional appeal of status enhancement, encouragement together with self-realization, in the form of dream fulfilment, is communicated behind the Space travel by Space Adventures (2014).

To summarize, the appeals of self-actualization and adventure are communicated behind space tourism. Next, additional appeals of greater good and one’s own status enhancement have been observed to be communicated behind space tourism as well. Thought, the greater good appeal and status enhancement appeal might be argued to potentially represent the Fill (2005) self-actualization appeal.

In the following section a cognitive aspects such as space travel features, facts, price, benefits, related to the Copley (2004) rational, and the manner in which these aspects present the space tourism is going to be analysed.

#### ***5.1.4: A short trip with enjoyment guarantee: conditions apply***

To begin, Virgin Galactic (2015; “Fly with us”) presents that the trip with the company costs \$ 250.000, which is paid as an upfront deposit , in which the customer pays for 2.5 hour flight and 3 days training. Contrarily, Space Adventures (2015) do not communicate the price under any of the experiences offered by them, stating that the prices is dependable on the features and types of a vehicle, that are individually chosen by the customer. Thought, it could be argued that in contrast to Virgin Galactic (2015) Space Adventures (2015) range of space travel experiences may imply variety of price ranges. Yet, not specifying the prices may be argued to lead into interpretation of luxury appeal together with it, though not openly expressed, expensiveness behind space travel.

Next, in the promoted message cognitive aspect of length the experience offered by Space Adventures (2015) can be observed to be experience dependent. For instance, the space flight related to the stay at the ISS lasts at approximately 10 days and to consist of a training of approx. 3 months (Space Adventures 2015; press release 28.April). Contrarily, suborbital flights from 2018. The flight program takes 3 days, arrival day, training day and the flight day, where the flight takes an hour (leaving 10.00 a.m., returning 11 am) giving the customer couple of minutes in the weightless space (Space Adventures 2015). Hence, it might be interpreted as Space Adventures (2015) and Virgin Galactic (2015) communicating sub-orbital space flight as a short trip. Likewise, the Space Adventures (2015) presented length of stay at ISS might be interpreted as short. Specifically, considering the market research results that pointed out the space tourism stay to be of 14 days and above (Abitzsch 1996; O’Neil et al (1998). Further, the cognitive factors communicate that space travel is time demanding, as besides the stay itself it consumes several weeks prior the travel for training.

Further, in relation to the cognitive factor of price, this is not communicated by Space Adventures (2015) directly, but rather as an experience dependable. On the other hand, the company detail informs the paying customer about the features behind the experiences. Thought, the experiences are presented in a fixed manner, it is clearly communicated that it can be customized, and thus fitting physical, financial needs of each specific customer. Next, when reading the Space Adventures (2015) it could be argued that the quality of the experience is conditions dependable. Specifically, Space Adventures message implies that the quality of the space travel experience and to it related activates is personalized. Furthermore, Richard Garriott (Space Adventures 2014) in his description of the space trip point out that it is also physical and health conditions that are crucial in order to travel to Space. Hence, it could lead into interpretation of the company communicating that customer’s himself, with his skills, health and preferences influence the overall enjoyment, and satisfaction from the space travel.

Further, both Virgin Galactic (2015) and Space Adventures (2015) promote that in relation to the sub-orbital space flights the customers are guaranteed to reach the 100 km orbit altitude together with the Earth view. Yet, it is Virgin Galactic (2015) who ensures enjoying Earth view, weightlessness secured by the spaceship features and skills of the space pilot. (Virgin Galactic 2015; “Our vehicles”). However, it is the participant own involvement in the pre-flight training, that influences the overall experiences form the trip (Virgin Galactic 2015, “Our vehicles”).

Consequently, it could be argued that the cognitive features behind space travel are promoted mainly in communicating the features behind the experience, the length of the stay and optionally presenting the price. Further, the manner in which space travel is presented could be argued as that the enjoyment behind it is guaranteed. Next, the main benefit communicated by both companies is the experience itself. However, the financial and personal conditions are communicating as modifying aspects behind experience and its benefits. Hence, it could be argued for that the promotion of the cognitive factors communicates that space travel is a short trip, with enjoyment and experience guarantee. Yet, the enjoyment and price cognitive factors are dependable on additional conditions, such as one’s financial ability, involvement in training together with physical and health conditions.

In the following section, the cognitive features promoted behind space tourism, related to the emotional appeal of fear, safety are going to be analysed.

#### ***5.1.5: Space travel: Safe as much as possible***

To begin, Virgin Galactic (2015) promotes safety mainly by presenting cognitive features behind their spaceship and procedures related to the trip. For instance, the company states that: *“WhiteKnight Two (note: plane that takes up the spaceship) will take off ....after performing all necessary vehicle and safety checks.”* (Virgin galactic 2015, *“your flight to space”*). Hence, it may be interpreted that the company insures the viewer that there are measurements involved behind the space travel that secure the safety of the trip. Likewise, Virgin Galactic (2015) ensures the safety behind its spaceship carrier by presenting that the vehicle has passed and completed years of intense testing. Similarly, the features of the engines, mechanics and equipment behind virgin galactic spaceship are presented as “the best” for their safety. However, the company does not communicate whether or not the spaceship has passed the tests, like it was presented in the case of the spaceship carrier. Further, the texts arguing for the safety of the spaceship are not supported by a visual presentation. Thought, the photograph used in “Your flight to Space” (picture 14) and “Our vehicles” (picture 15) do display the communicated spaceship and space carrier, it may be perceived as it does not display safety nor the safety procedures (Virgin Galactic 2015). Further, picture 16, from “Our vehicles” shows the spaceship in factory setting. Thus suggesting that the spaceship is incomplete and undermining the validity of the textual safety promotion Thus, it could be argued, that thought in the textual presentation safety behind space travel is communicated and

argued for by Virgin Galactic (2015), the accompanying visual signs do not support the image of safety. Equally, if a spaceship is promoted as consisting of variety of safety features, but then showed as being in the process of being built, then the communication of the safety in the text is cancelled by the displayed photograph. Hence, it might be interpreted that the messages communicate space tourism from emotional appeal of fear as currently unsafe.



Picture 14: Virgin Galactic (2015; spaceship)



Picture 15: Virgin Galactic (2015; spaceship carrier and the spaceship)



Picture 16: Virgin Galactic (2105; spaceship, factory)

Next, Space Adventures (2015) can be observed in their message to both textually and visually communicate the safety, safety features and safety measurements behind their space travel. For instance, in the picture 17 the process of creation of safety training can be observed. Hence, it can be argued, that via the tool of demonstration Space Adventures (2015) visualize the safety behind space tourism. Hence, communicating the meaning of emotional appeal of fear behind space tourism as safe.



Picture 17: Space Adventures (2015; Soyuz-training)    Picture 18: Space Adventures (2015, Soyuz-training)

Next, in the photographs 18 is a sign visualizing, a current Space Adventure (2015) customer inside of the company’s Soyuz spacecraft. Thus, displaying what the text related to it claims to be the life support system on board of Soyuz. Further, given the light nature of the visual sign, it might be interpreted as showing to the viewer all the involved safety features in the Soyuz spacecraft. However, it might be argued that one might possess understanding of the Soyuz spacecraft in order to be able to understand which part of the image is visualizing safety section of the spacecraft and which is not. Nonetheless, in relation to the context the visual sign is presented in, the suggest communication of the meaning of safety behind the photography. Hence, the emotional appeal of fear, and to it related safety, is communicated by Space Adventures via presenting cognitive factors in both textually and visually message.

Further, Space Adventures (2015) may be communicating safety behind space tourism, by sending a messaging safety of the Soyuz Specifically, Space Adventures (2015) states that:

“The Soyuz spacecraft is the longest serving and most reliable spacecraft ever developed, having successfully completed over 100 manned launches”. (Space Adventures 2015; Experience: Soyuz-training)

Hence, it may be interpreted that Space Adventures (2015) promote emotional appeal of fear, safety behind space travel by presenting the spaceship as time proven, functional, accident less, vehicle.

To summarize, both Virgin Galactic (2015) and Space Adventures (2015) address the emotional appeal of fear by textually communicating the cognitive factors of safety features behind the spacecraft and the space flight. However, only Space Adventures (2015) visual signs support the presence of the safety in space tourism. However, Virgin Galactic (2015) space travel promotion communicate space tourism safety as not reached by the company. Hence, it might be understood as the emotional appeal of fear being communicated safe as much as possible.

In the following section the communication of the Kellman’s characteristic of credibility, and to it related use of opinion formers is going to be analysed. Namely, the manner in which Space Adventures (2015) and Virgin Galactic (2015) communicate credibility is going to be examined.

#### ***5.1.6: In space travel you may trust***

To begin, Virgin Galactic (2015) states that NASA is one of their customer. Hence, it may be interpreted as the company communicating the Kellman’s characteristic of credibility, by using NASA as an opinion former. On the other hand, the cooperation with NASA is related to non-human, scientific space flights. Thus, it could be argued whether the NASA opinion former can relate its credibility behind the Virgin Galactic company and its private human space flight.

Further, in the section “who are we” Virgin Galactic presents that:

*“Virgin Galactic is comprised of hundreds of dedicated and passionate professionals — including rocket scientists, engineers, and designers from around the world.”* (Virgin Galactic 2015; “Who are we”).

Hence, might be interpreted that the company communicates experts, professionals from various backgrounds, as the opinion formers that are working in the company. Thus, potentially presenting the credibility within the company. Similarly, Virgin Galactic (2015) communicates that its credibility is in bringing in experience from NASA and other space travel national associations and aero companies. Hence, Virgin Galactic (2015) communicates credibility behind the company by presenting associations with the opinion former NASA. Thus, it could be argued that the credibility behind space travel and Virgin Galactic is communicated by using experts and NASA

as the opinion formers.

On the other hand Space Adventures (2015) communicate the credibility behind their company by cooperating with professional astronauts, cosmonauts and by stating that they are:

*“...founded in 1998...we are the first and only company to have sent self-funded individuals to space.”*

(Space Adventures 2015, “About us”)

Consequently, it could be argued that the credibility behind Space Adventures is might be perceived behind the length of the company functioning on the space tourism market together with the company’s achievement of sending private citizens to Space. Hence, the length of company functioning on the market may be interpreted as an additional opinion former. Further, Space Adventures (2015) itself do not communicate cooperation or acknowledge from NASA. Hence potentially lowering the credibility behind the company. On the other hand, the organization cooperates with the Russian Space program agency (Space Adventures 2015). Specifically, the company states that:

*“Star City is located just outside Moscow, Russia, and is the home of the Russian manned spaceflight program. It is the location where all professional astronauts who fly on the Soyuz-TMA spacecraft train for their missions. It is also where all of Space Adventures’ private spaceflight clients have trained for their flights to space.”* (Space Adventures 2015)

Consequently, it may be interpreted the Russian Space agency may perceived as an opinion former, which communicates credibility behind Space Adventures (2015). However, it can be observed, that the cooperation with the Russian space agency is because of type vehicle type used by the company. Hence, then it may be interpreted that the reason for cooperation with the opinion former might lower the credibility communicated by Space Adventures (2015).

Further, Space Adventures (2015) is perceived to communicate smaller range of professionals, opinion formers, involved in the company. Yet, it could be argued, that as Space Adventures is using already established space shuttle Soyuz, thus the company may not need engineers nor rocket scientists.

Nonetheless, the credibility behind space travel can be concluded to be communicated in the companies’ message. On one hand, Space Adventures (2015) is a company with years of experience in space travel, which cooperates with Russian space agency. On the other hand, Virgin Galactic (2015) communicates its involvement with NASA, basing its company on NASA knowledge. Yet, Virgin Galactic (2015) does not communicate having experience in space travel. Next, Virgin Galactic (2015) does not openly communicate being supported by NASA. Likewise, Space Adventures (2015) do not communicated being supported by NASA or the Russian space agency.

Thus, the opinion formers via which space travel is communicated by Virgin Galactic (2015) and Space Adventures (2015) sends the meaning of space travel as a credible and trustworthy. Yet, it may be argued that the communicated credibility, in relation to the expressed companies experience and the nature of cooperation with the opinion formers of American and Russian space agencies, may display uncertainties behind credibility of space tourism and behind the space travel providers.

In the following section, the type of opinion formers via which the Kellman’s characteristic of attractiveness, likability is communicated by the space travel providers is going to be analyzed.

### ***5.1.7: The faces behind Space Travel***



Picture 19: Virgin Galactic (2015; “About us”; Richard Branson)

To begin, it may be argued for that Virgin Galactic (2015 uses solely the person of Richard Branson as the opinion leader communicating attractiveness behind the company and space tourism. For instance, Richard Branson is photographed together with the employees (picture 19), at public events or in front of the Virgin Galactic Spaceship. Hence, it could be argued that the owner and

creator of the company is communicated as a person, who is member of the team (picture 19), who is centre of attention at public events (picture 20) and who seeks adventure (picture 21). Thus, it may be perceived as the visual presentations communicate the characteristic of likability to a social group that can associate itself with the formerly mentioned characteristics of Richard Branson.



Picture 20: Virgin Galactic (2015; Richard Branson)



Picture 21: Virgin Galactic (2015; Richard Branson)

Besides Richard Branson, it could be argued that an additional opinion has been presented by Virgin Galactic (2015), Namely, in the Virgin Galactic (2015) Press Release the USA congressman Alan Lowenthal displayed his support to the company and the importance of space tourism (Virgin Galactic, Press Release, February 12, 2015). Else, Virgin Galactic (2015) is observed to

communicate the Kellman’s characteristic of likability by connecting itself with the Virgin Galactic founder Richard Branson. On one hand, Richard Branson could be considered as an internationally recognized opinion leader. On the other hand, by focusing on one opinion leader, it may limit the variety of social groups that can be reached by the specific opinion leader. Contrarily to it, it can be argued that Space Adventures (2015) uses their former and current customers as opinion leaders in order to communicate the Kellman’s characteristic of attractiveness



Picture 22: Space Adventures (2015; Sarah Brightman and Satoshi Takamatsu)



Picture 23: Space Adventures (2015; Guy Laliberte) Picture 24: Space Adventures (2015, Anousheh Ansari)

In the Press Releases of 2015 it is Sarah Brightman (picture 22), an opera singer, who is presented the most, together with her space travel replacement, Satoshi Takamatsu (picture 22) (Space Adventures 2015). Next, besides Brightman, the company uses their former customers as opinion formers. For instance, Richard Garriott, Guy Laliberte, Charles Simonyi or Mark Shuttleworth

could be argued to be used as opinion leaders (Space Adventures 2015, Experiences- Space station). Next, the opinion leaders presented by Space Adventures (2015) might not be considered as well know, thus limiting the area of their influence. However, among the opinion leaders presented by the company is a USA millionaire and senior (Titto), South African internet entrepreneur (Shuttelworth), USA immigrant representing living the American dream (Ansari, picture 23) or the Canadian millionaire and owner of Cirque de Solei (Laliberte, pic. 23)). Hence, these opinion leaders might be perceived to be influential into them specific social groups. For instance, in case of Laliberte the opinion leader might be perceived influential in the national social group of Canada. Likewise, Laliberte, might be perceived as influential in the social group of Cirque De Solei fans and followers. Similarly, Ansari, might be perceived as an opinion leader influential in the national group of USA citizens, and the group of migrant in USA. Likewise, it could be argued that Ansari might be an opinion leader influential among the social group of woman.

Nonetheless, thought individually the Space Adventures (2015) opinion leaders might not be recognized internationally. On the other hand, each of them might be influential in their own specific social group.

Further, Space Adventures (2012) were supported by a USA Congressman Kevin McCarthy mentioned in a press release enhanced the importance and contribution of space travel (Space Adventures 2012, Press release, February). Hence, the congressman might be perceived as one of the Space Adventures opinion leaders. However, the congressman support in the press release was directed towards the achievements of Virgin Galactic and not aimed towards Space Adventures. Consequently, the communication of the Kellman’s characteristic of attractiveness via opinion leaders can be observed in relation to both Space Adventures (2015) and Virgin Galactic (2015). However, Virgin Galactic (2015) opinion leader Richard Branson might be perceived as to be recognizable and influential international. Yet, at the same time, it could be argued for that his international recognition is limited towards the social group of Richard Branson followers. On the other hand, Space Adventures (2015) opinion leaders are influential in various countries and in various social groups. Nonetheless, it could be argued, that for instance in the case of Sarah Brightman, the opera singer, or Guy Laliberte, these opinion leaders might be recognized internationally. Thus, suggesting that their influence could be viewed as both narrow and wide in

recognition. All in all, space tourism is being communicated as attractive, considering the space travel providers use opinion leaders in their communications.

### **5.1.8: Summary**

Consequently the above analysis section, it has been found out, that Space travel is promoted in with the following meaning behind it. First, the combination of Virgin Galactic (2015) and Space Adventures (2015) messages communicates the emotional appeals of uniqueness, adventure, self-actualization and surrealism behind space tourism. Hence, communicating that space tourism is surreal, unique experience that is not for everyone and that space tourism is an experience which has been done in order to fulfil a lifelong dreams of travelling to space, together with the feeling of adventure. Second, the cognitive factors presented by Virgin Galactic (2015) and Space Adventures (2015) have been interpreted as communicating space travel as a short trip, where the enjoyment is guaranteed. Thought, the enjoyment is dependable upon various conditions. Further, cognitive factor of safety features, presented by space Adventures (2015) and Virgin Galactic (2015) have communicated the emotional appeal of fear as safe behind space travel. Specifically, both companies stressed upon messaging safety and quality of the technologies used by them. However, Virgin Galactic (2015) communicated safety was not supported by the visual signs. Hence communicating that space travel is safe as much as possible, and in case of Virgin Galactic, the safety is presented as planned to be applied.

Next, the use of opinion formers was analysed, unrevealing that the companies used different types of opinion formers in communicating the Kellman’s characteristic of credibility. Yet, it was the communication of the manner of involvement or cooperation of the opinion leaders of NASA and the Russian space agency, that was found to potentially lower the credibility communicated by the space travel providers. Last, opinion leaders behind space travel are Richard Branson for Virgin Galactic (2015) and the past or current customers of Space Adventures (2015). In relation to it, the various opinion leaders have been interpreted as being influential in different ways, whether the range of their influence is internationally recognizable or related to a specific social group association.

### **5.2: And then there was space, in the news**

In the following analysis sections, the message communicated by news, presenting space tourism and space travel is going to be analysed. First, the news messages informing about space travel at

is beginning and the presentation of the Copley (2004) and, or Fill (2005) emotional and rational appeals, is going to be examined. Next, news articles presentation of opinion leaders, thus communication of the Kellman’s characteristic of attractiveness is going to be analysed. Likewise, the communication of the Kellman’s characteristic of credibility, and to it related presentation of opinion formers, is going to be examined as well. Further, the coverage of the Virgin Galactic (2014) spaceship incident, the manner it shaped the meaning presented in news message and to it related presentation of the emotional appeal of fear is going to be examined. Equally, press releases of Virgin Galactic (2014), addressing the incident, and the communication of the emotional appeal of fear together with the characteristic of credibility behind Virgin Galactic and space tourism, is going to be analysed. Last, the current articles presenting space travel and the message it communicates are going to be analysed. By comparing the space tourism coverage in news articles the type of rational, emotional appeals and characteristic communicated behind space tourism recently after the crash is going to be analysed.

In the following section, the first news articles, and their presentation of the emotional, rational appeals and characteristic of credibility is going to be analysed.

### ***5.2.1: The Hiccups behind the first space tourist’s dream come true***

To begin, in the dream come true story of Titto’s flight to space a variety of issues was report by BBC (2001), NBC (2001), Bomko (2001) and Korolyov (2001). First, BBC (2001) and NBC (2001) reported that the initial obstacle preventing the space travel from happening was caused NASA, which prohibited Titto from going to Space, claiming that:” *Space is not for amateurs*” (NBC 2001).

Consequently the article, it can be observed that the reason why Titto has chosen to fly from Russia was due to the refusal and prohibition from NASA. Further, besides the NASA refusal to allow Titto to travel to space, it was followed by prohibiting Titto to enter the USA’s section of the ISS (Korolyov 2001; Bomko 2001BBC 2001; NBC 2001). Nonetheless, the news communicate that the NASA prohibition did not impact Titto’s stay at the ISS. Namely, Titto himself claimed that *“I ended up seeing the American segments probably within an hour of arriving at the station”* (Bomko 2001). Moreover, besides banning Titto from visiting the American part of the ISS, NASA has *“barred Titto from joining his two Russian crewmates in space station training at Johnson*

*Space Centre, Houston.*” (NBC 2001). Thus, this step could be understood as preventing Titto from being able to go to his training.

Hence, NASA refusing standpoint towards the private citizen joining the ISS, has lead into series of steps that had impacted his space travel. Therefore, considering that NASA is perceived as an opinion former, the articles may be understood as communicating space tourism as not credible. Namely, the opinion former NASA negative standpoint may be interpreted as communicating low credibility behind space tourism.

Moreover, the news articles reported technical problems that had nearly prevented the space flight from happening (Korolyov 2001, BBC 2001, and NBC 2001). First, originally Titto planned flight was intended to stay at the MIR station, yet this had fallen down back to Earth at the beginning of 2001 (BBC 2001). Second, days before the space travel a space shuffle reported computer glitches, resulting into NASA insisting on delaying the trip (Korolyov2001, BBC 2001, NBC 2001). Hence, the articles may be perceived as displaying cognitive features behind space travel as faulty. Thus, it may be interpreted as communicating the emotional appeal of fear behind, presenting space tourism as dangerous.

Further, from the NBC (2001) article it claims that the trip cost Titto more, then was the \$20 million price for the 8 days trip, as the first space tourist had to bribe the Russian official in order for them allow the space flight (BBC 2001, NBC 2001).

Consequently, it could be argued, that the news message communicates the character of trustworthiness, credibility, emotional appeal of fear via presenting a cognitive factors behind space travel. On one hand, the opinion formers presented in the above articles present space travel as not credible. Specifically, refusal from NASA could be decoded as lowering credibility behind space travel. Next, the demand of bribe from the Russian may be perceived as lowering the credibility behind space tourism. Further, form the emotional appeal of fear the articles present t space tourism as dangerous. Supplementary, Titto himself stated that space travel is:

*“Very do-able. Unfortunately, it’s very expensive at this point, but there are others who can afford this and I would like to encourage it.”*

(Bomko 2001)

Thus, the space tourist himself states that space travel is not beneficial for all at this early life stage. Next, in contrast to the above presented obstacles behind space tourism, then the term “*very do-*

able” could be argued to be questioned, as in the context of the articles it could be observed that the do-ability was based on series of problems.

Further, BBC (2001), NBC (2001), Bomko (2001) and Korolyov (2001) present Titto as a millionaire. Namely, NBC (2001) stated that Titto’s personal wealth is \$ 200 million. Thus, it could be argued that personal wealth could be perceived as the determining factor influencing one’s ability to go to Space. Hence, it might be interpreted as communicating the emotional appeal of uniqueness behind space tourism.

To summarize, the early articles have communicated space tourism as dangerous, with opinion formers statements lowering the credibility behind it. Further, despite the by Titto claimed “do-ability” the articles communicated that personal wealth is the important influential factor for a person to go to Space. Hence, first presentation of space tourism in news articles communicates it as the emotional appeal as uniqueness. Next, the presented cognitive aspect in the articles communicate space tourism emotional appeal of fear as dangerous.

In the following section news articles communicated emotional appeals are going to be analysed. Namely, the type of meaning presented in the articles via emotional appeals is going to be examined.

### ***5.2.2: Space tourism: the world of paradox, uniqueness and surrealism***

To begin, Stenovec (2012) article may be interpreted as presenting space tourism as a paradox industry. On one had it claims that the industry has a rather large growth potential in the next 10 years. On the other hand, Stenovec (2012) states that many people have signed up for space travel, but have not travelled yet. Therefore, it could be argued that Stenovec (2012) article presents space tourism from a new characteristic of paradox.

Next, Wolf (2006) speculate about the possibility of wine tasting in Space, and discussing upon the possibility of having sex in space together with the ability of zero gravity to erase wrinkles and make a person look younger. Further, the article in details elaborates upon the possibilities of achieving intimacy when on vacation in Space. Namely, Wolf (2006) states that: *“couples will be floating and tied to each other with bungee cord, so you could snap your sweetheart back into your arms when necessary”* (Wolf 2006).

Consequently, the message may be interpreted as presenting space tourism from the emotional

appeal of surrealism. Namely, the idea of being tight up to your sweetheart by a bungee cord, while floating in a weightless environment, could be argued to present surreal aspect behind space tourism. Further, in its article Wolf (2006) presents that according to some scientific theories it is perceived as impossible for a woman to be impregnated in Space. Hence stating that “*it would make birth control absolutely free*” (Wolf, 2006). Thought the idea of free birth control could be argued to potential present the Kellman’s characteristic of power, when by traveling to space it rewards the space traveller by not becoming pregnant. Yet, a statement referring to free birth control related to space travel might at the same time be considered as communicating surrealism behind space tourism. Next, in the Wolf (2006) article, the surrealism could be argued to be emphasized by referring to humans as “Earthlings” and at the same time stating that space travel is going to happen in the future but for now fantasize about it (Wolf, 2006). Similarly, Gollom (2013) reporting on space tourism uses the term Earthlings. Thus, it is perceived as communicating the emotional appeal of surrealism behind space tourism.

Next, in the article of Gollom (2013) space tourism is presented from an angle in which the occupation of Mars and establishment of a moon base are discussed. Similarly, Huffington Post (2012) presents that trip to moon is soon becoming available to tourists. Thought Mars and Moon trips are presented as soon becoming reality, it is interpreted as communicating the emotional appeal of surrealism. Namely, the sign of Moon or Mars on its own might be interpreted as real. Yet in combination the sign Moon in combination with the sign trip is perceived to lead into communicating the emotional appeal of surrealism, as it presents an unusual combination. Last, the article of Gollom (2013) uses picture of a lunar module (see picture 25 below). Next, based on the colours used in the picture, it could be argued it perceived as fake, digitally created world. Further, the Gollom (2013) article itself states that the picture 25 is an artistic display.



Picture 25: Gollom (2013; Space Adventures Lunar module)

Hence, it could be argued for that it communicates that the lunar space travel is communicated from the emotional appeal of surrealism.

Similarly, Kuzendorf (2013) and Wired (2015) presented space tourism from a new perspective that could be argued to communicate space travel as surreal and futuristic.



Picture 26: Kuzendorf (2013; space balloon; DR, ©World View Enterprise)



Picture 27: Kuzendorf (2013; space balloon; DR; ©World View

To begin, Kuzendorf (2013) and Wired (2015) reported about a new USA company called World View Enterprises which offered trip to Earth’s stratosphere in a balloon. From the pictures 26, 27 (above) and 28 (below), it could be argued that, given the use of the colours in the pictures, it could be compared to Deacon Et.al (1999) explanation of dream world and luxury. Next, from the pictures it may be perceived that an artificial light was used in the pictures. Thus, suggesting that meaning presented behind the visual signs is character of fake and the emotional appeal of luxury. Similarly, the textual content of the space balloon travel suggest that the experience is not currently available. For example: “ *Company’s space capsule will be lifted 30 km up with the help of an*

*enormous air balloon*” and “*passengers will be able to get a beautiful view over the globe*” (Kuzendorf 2013). On one hand, it refers to earth view, which could be argued to belong under the Dahlen et.al (2010) hedonistic aspect that deals with sensory stimuli. On the other hand, it may be observed that the Dahlen et.al (2010) cognitive reasoning aspect, describing the features of the trip is presented. Yet, in combination with the visual signs in the article, then it is perceived that space tourism is presented as the emotional appeal of surrealism.



Picture 28: Wired (2015, space balloon, ©World View

Contrarily, it may be argued that the article of Gollom (2013) communicates realness and actuality behind space tourism, when referring to Space Adventures and their offering of space trips to the ISS. Specifically, the article claims that “*the International space station has been the only real destination for space tourists who want to spend at least a few days living in a contained environment in space.*” (Gollom; 2013). Hence, the article states that Space Adventures have sent customers to the ISS, which could be argued to support the communication of reality and availability behind space tourism. Nonetheless, in the article cognitive aspects of limited amount of seats available, 12 per year, and the price for the space trip varying between \$ 20 million to \$ 40 million shall be considered. Therefore, it could be interpreted that the presented cognitive factors display space tourism from the emotional appeal of uniqueness.

To summarize, the presented articles have been found to communicate space tourism as an industry of paradox, where despite lack of current travelling customers the industry is perceived as a billion USD growth potential in the near future. Next, the news articles communicate space tourism from the emotional appeal of surrealism. Last, based on the displayed cognitive aspects of price and seats availability the news articles present space tourism from the emotional appeal of uniqueness.

In the following section cognitive features behind space tourism communicated in news articles and the meaning it communicates in relation the emotional appeal of fear is going to be analysed.

### **5.2.3: Behind the space travel experience**

To begin, a decade after Titto’s space flight BBC (2011) presented an interview article in which the USA millionaire reflected in detail upon his experience.

First, from the Titto’s interview it could be argued that the rational appeal related to features behind the perception of launch of a space shuffle is addressed by this article. For instance, Titto stated that “*it was a little surprising when lift-off occurred. I thought it would be much more rigorous; you could barely feel it, and you could not hear it.*” (BBC 2011). Hence, it could be argued for that the cognitive factors in the article presents space travel as noiseless, nearly smooth process. On the other hand, at the same time Titto states that as him and the other astronauts were traveling in space capsule, then they were “literary elbow to elbow”. Further, Titto added that they spent two days orbiting Earth in the capsule before reaching the ISS (BBC 2011). Thus, it could be argued that, though the space capsule launch might be smooth, the article communicates that the potential space traveller may spend couple of days in a small closed in environment before reaching the destination. Hence, the presented cognitive features present space travel as potentially uncomfortable.

Similarly, in relation to re-entry to Earth, Titto claims that it was a non-complicated process, when within 48 hours after return he returned back to his ordinary activities (BBC 2011). On the other hand, it could be argued that 48 hours of acclimatization time might present a cognitive factor related to a time cost. Hence, it might influences the overall rational appeal perception of value for money. Next, in the BBC (2011) article the cognitive factor presenting the benefits of space travel are communicated. For instance, the capsule Titto orbited travelled in, had windows, hence allowing its crew to view Earth while orbiting around for 2 days (BBC 2011). Likewise, afterwards stay at ISS included two view options, full via floor and partial from portholes at the side. Further, the articles presents the viewer with the information that half of an orbit around Earth takes approximately 45 minutes. Thus in total an hour and half of Earth vision per orbit. Consequently, it could be that by presenting the view options, length of the orbit it may be interpreted as a message securing that the potential space tourists will indeed have opportunity to enjoy their stay in Space.

Last, the emotional appeal of fear, related to safety, was addressed by Titto, when he reflected

upon the conflict with NASA. Rather than explaining the conflict as a political rivalry, Titto displayed his concern that NASA’s refusal was related to his health and safety (BBC 2011). Nonetheless, rather than lowering fear behind space tourism, it could be argued for that this statement confirms that there is fear, and safety risk presented behind space travel. Thus, communicating that space tourism is dangerous.

To summarize, the article with Titto has presented space tourism as an experience with cognitive feature behind the space travel that guarantee the enjoyment of the trip. Next, the cognitive factors of features behind space travel presented the travel as more pleasant than expected, but potentially uncomfortable. Last, the article displayed space tourism as an activity with to it related risk and safety concerns perceived by NASA. Hence, it is interpreted as communicating emotional appeal of fear behind presenting space tourism as dangerous.

#### ***5.2.4: All the people involved in Space travel***

In the theory section the Kellman’s character of likability, attractiveness was introduced as one of the external influential factors in messages, which is achieved by using opinion leaders (Copley 2004, Dahlen. Et.al 2010). In the following section the opinion leaders presented in news in relation to space tourism, are going to be examined.

To begin, probably the opinion leader the most linked with space tourism is Richard Branson. For instance BBC (2008), Huffington Post (2011), CBC (2013), Klotz (2014); Rudra (2014) do present space tourism and space travel in relation to the person of Richard Branson. On the other hand, it may interpreted that articles of Klotz (2015), Leonard (2008, 2009) and BBC (2009) present customers of Space Adventures as the opinion leaders behind space tourism. Namely, the person of Guy LaLiberte (BBC 2009; Leonard 2009), Richard Garriott (Leonard 2008) and Sarah Brightman (Klotz 2015) are presented. Additionally, Leonardo DiCaprio (Newcomb 2014), Angelina Jolie and Brad Pitt (Doniger 2012) or Ashton Kutcher (Huffington Post 2012) are perceived to be communicated in the articles as opinion leaders behind space tourism and Virgin Galactic.

One on hand, it could be argued that these opinion leaders may be perceived as presenting likability and affection related not only to space tourism but the individual space travel providers as well. On the other hand, from the articles about Sarah Brightman (Klotz 2015) or Guy Laliberte (BBC 2009; Leonard 2009) a search for enhancement of one own status could be observed, as the articles are more about the opinion leaders then space tourism.

On the other hand, in relation to Ashton Kutcher (Huffington Post 2012) or Brad Pitt (Doniger 2012) it can be observed that the articles are aimed towards presenting space tourism. Thus, it can be argued that the persons of Brad Pitt (Doniger 2012) or Ashton Kutcher (Huffington Post 2012) are presented as opinion leaders of space tourism. Specifically, the space tourism provided by Virgin Galactic. However, as it was argued for in the theory section, the presentation of the mentioned opinion leaders might not directly lead to communication of attraction.

Last, the person of Andreas Mogensen, the first Danish astronaut flying to space in 2015, could be perceived as an opinion leader (Kokkegård 2014; 2015) Thought, according to Dahlen et.al (2010) and Copley (2004) opinion leaders are those without professional experience. On the other hand, the manner in which Mogensen is presented in is perceived as aimed on bringing the matter of space tourism closer to the Danish population, using pride. Thus, it may lead into creation of attractiveness and likability. Specifically, the likability and its influence would be limited towards Denmark. Moreover, it could be argued, that Mogensen could be perceived as an opinion leader for the specific social group of Danish citizens who are interested in science, space and space exploration.

To summarize, various opinion leaders are presented in news articles. Further, in the case of opinion leaders linked to Space adventures, then it has been observed that the mentioned opinion leaders are with its influence improving their own status rather than being linked with space tourism. On the other hand, the opinion leaders of Virgin Galactic have been found to be used in a manner that may lead into creation of attraction towards Space tourism. Thought, limited towards the company of Virgin Galactic only. Last, potential opinion leader have been found in the person of cosmonaut Mogensen.

Next, in the theory section Kellman's characteristic of credibility, trustworthiness, which is achieved by using opinion formers was discussed (Copley 2004, Dahlen. Et.al 2010). In the following section news articles and their communication of opinion formers and the Kellman's character of trustworthiness is going to be examined.

### ***5.2.5 The credibility behind space tourism development***

To begin, BBC (2007) discussed the development of space tourism by presenting the entrance of the European aerospace agency (EDAS) on the space tourism market. Hence, it could be argued that the EDAS Company might be interpreted as an opinion former presenting the Kellman's

characteristic of credibility. Similarly, BBC (2007) article discusses the support and expression of believe that space tourism is safe and comfortable by Astrium, the biggest space travel company in Europe. Hence, the credibility behind space tourism could be argued to be presented in the article in the form of the opinion formers of EDA and Astrium. Next, Robert Lain, the chief technical officer of Astrium, presents features of a space ship that is being tested by the Astrium Company. Hence, the Astrium chief technician might be considered as an opinion former. Thus, leading into communication of credibility and trustworthiness behind the development of space tourism.

Equally, Amos (2011) could be argued to communicate credibility behind space travel when presenting the involvement of EDA in the development of space tourism. Yet, at the same time Amos (2011) admits that the Virgin Galactic is more advanced with its space craft. Hence, thought there might be delays in the European development of space tourism, the USA Virgin Galactic are displayed as a form of a security which shall bring Space travel to private citizens before other companies do. Thus, shifting the area of credibility from EDA to Virgin Galactic. Similarly, supporting this assumption is Amos (2008) presented statement of the Astrium CTO, chief technician official, who claimed that “*Sir Richard Branson would be first into the market with rocket planes*” (Amos, 2008). Hence, Astrium opinion former might be interpreted as communicating credibility behind Virgin Galactic.

On the other hand, CBC (2013) lowered the safety perception and trustworthiness behind space tourism by arguing that the space travel organizations do not provide their customers information about safety and risks that space travel can cause. Additionally, as the critique towards space travel providers was expressed by the International space association, it may be perceived to increase the risk behind credibility of space tourism. Specifically, Tommaso Sgobba, aeronautical engineer, stated that “*I believe that they are shrouding this in to a level of secrecy that is not good for the industry itself*” (CBC 2013). Thus, it could be argued that the article lowers credibility and trustworthiness of the space travel providers due to the opinion former of ISS, and its criticism. At the same time, the approach of the space travel providers is presented as defective towards the entire space tourism industry, thus the more lowering the credibility of the companies, and by them provided space tourism. Therefore, it is not space tourism as such being presented as not trustworthy, but the companies within the industry that are communicated as not credible.

To summarize, then news articles present space tourism as both credible and untrustworthy. Specifically, the untrustworthiness is presented in relation towards the behaviour of space travel providers that with their actions of not informing customers about safety, health risks endangered not only the customers but the progress of space tourism industry as well.

In the following section the cognitive factors presenting the emotional appeal of fear behind space tourism are going to be analysed. It shall be pointed out, that the presentation of this appeal is basin the context of a news articles reaction to Virgin Galactic spaceship crash. After the articles’ presentation of the meaning behind the space ship crash has been presented, the press release of Virgin Galactic (2014) are going to be analysed as well.

### ***5.2.6 Mojave we have a problem alias when the spaceship hits the ground***

To begin, at the end of the October 2014 The Virgin galactic Spaceship Two has crashed, injuring one pilot and killing the other (Klotz 2014, Dr 2014, BBC 2014).

For instance, in the words of BBC (2014) the accident was described as follows:

*“Television images shot from a helicopter showed wreckage bearing the Virgin logo. Officials have said the debris is strewn over a large area. In a statement, Virgin Galactic said the vehicle suffered a serious anomaly resulting in the loss of Spaceship Two.”* (BBC 2014)

Consequently, the article report addresses emotional appeal of fear related to risk and safety. First, it shall be noted that the description of the spacecraft incident could be argued to use the tool of drama in order to communicate the state of the emotional appeal of fear. Hence, communicating space tourism as dangerous. Second, picture 29, used in the BBC (2014) article, visualizes the crush of the space ship from below. Namely, as argued for by Deacon et.al. (1999), the shot form below holds the meaning of subordination and dependability. Thus, it may be stated that the visual image positions the viewer as a distant observer, who is not able to control the outcome of the displayed situation. Hence, it may indicate that the crash of the Virgin galactic has led into media presentation of Virgin Galactic and space tourism as uncontrollable.

Next, picture 30 visualizing the remains of the exploded Virgin Galactic spaceship, with its close up shot bring the viewer directly in front of the incident scene. Deacon et.al (1999) argued that close up shots lead into creation of closer relation and intimacy between the picture and the viewer.

However, in this case, it could be argued that rather than intimacy, the close up shot may lead into increasing communication of the negative emotions linked to the incident. Thus, by visualising the exploded spaceship with the close up shot, it can be argued that it brings closer the reality of the incident, Hence, it strengthens the perception of emotional appeal of fear related to risk and safety, which in this case is shows space tourism and space travel as dangerous.

Further, picture 31, which shows the person of Richard Branson. Hence, it may be argued that it does not directly linking the incident and danger of space tourism to Virgin Galactic, but to the individual of Richard Branson himself.



Picture 29: Capture of Virgin Galactic Spaceship explosion (source AP in BBC 2014)



Picture 30: Rudra (ABC News 2014; Virgin Galactic crashed spaceship)



Picture 31: Rudra (ABC News 2014; Richard Branson)

Further, Rudra (2014) and Goglia (2014) wrote about the crash investigation, which is done by the National transportation safety board (NTSB). According to the primary findings NTSB stated that the crash was most likely caused by a premature actions made by the co-pilot (Rudra 2014 and Goglia 2014). Thus, it may be interpreted as lowering credibility behind virgin company pilots. Nonetheless, the crash remains under investigations as NTSB examines any other additional internal or extern potential causes of the accident (Rudra 2014 and Goglia 2014).

Next, NTSB not finding technology as being the cause of the crash may lead into enhancement of the importance or reliability on the abilities and skills of spaceship pilots, who are recently communicated as unreliable.

To summarize, the Virgin Galactic Spaceship explosion has led into communicating message meaning of fear, danger and uncontrollability behind not only Virgin Galactic but space tourism as well. Last, it communicates Virgin Galactic, their pilots as untrustworthy.

#### ***5.2.6.1: Press release reaction of Virgin Galactic: it is not the machine's fault***

In response to the Virgin Galactic spaceship crash, the CEO of Virgin Galactic, George Whitesides (2014), and Virgin Galactic (2014) has released press statements addressing the incident.

To begin, the press release written by Whitesides (2014) aimed mainly on expressing thanks to the supporters and followers of Virgin Galactic for the condolences and expressed believes in the company after the spaceship incident. Next, Whitesides (2014) did not address in his press release the issue nor nature of the incident. Thought, the Virgin Galactic CEO expressed his condolences about the deceased and injured pilots. At the same time, it could be argued that the Virgin galactic CEO rather expressed disappointment and regret in relation to the loss of the space craft, and the setback it means for the company and the future of the space flight. On the contrary, Whitesides (2014) communicated that despite that incident the company is going to pursue the dream of spaceflight and the determination of the company to make this effort to come true.

Hence, instead of addressing the by media communicated emotional appeal of danger, rather the CEO's press release is perceived as a message ensuring the ticket holders that the space travel they have paid for is going to happen. Furthermore, the picture 32, see below, used in the CEO's press release, displays Virgin Galactic spaceship in a factory environment. Hence, in the context of the press release, it is understood as communicating that the space ship is back in the development process. Likewise, it could be argued that the visual sign, presenting unfinished spaceship, may emphasized the by media expressed emotional appeal of fear as dangerous.



Picture 32: Whitesides (2014; Virgin Galactic factory)

Further, Virgin Galactic (2014) published a press release addressing the nature and the cause of the spaceship incident. First, the press release refers to the primary findings of the NTSB, which showed that it was not the spaceship engine that have caused the explosion. Likewise, the Virgin Galactic (2014) emphasizes the importance of the finding that it was not the technology behind the exploded space ship but a premature actions that seem to have caused the incident. In contrast to Whitesides (2014) Virgin Galactic (2014) ensures the reader that the priority of the company is safety, stating that:

*“Safety is our guiding principle and the North Star for all programmatic decisions. Our culture is one of prioritizing safety as the most important factor in every element of our work, and any suggestions to the contrary are untrue.”* (Virgin Galactic 2014).

On one hand, the presented statement may be understood as communicating the emotional appeal of fear as safe. On the other hand, it shows that the company has been accused of not being safe. Thus, suggesting the potential perception of the emotional appeal of fear behind the company as dangerous. Otherwise, the Virgin galactic (2014) press release, similarly to Whitesides (2014), ensures the reader that it is going to continue in pursuing the dream of making space travel available to everyone and despite setbacks the crash has caused, the space travel will be achieved.

Hence, Virgin Galactic (2014) press release addresses the emotional appeal of danger, by securing the viewer that similar incident is not going to happen again. Further, it emphasizes that so far the NTSB investigations has disproved hypothesis that the accident was caused by the space ship, thus communicating the emotional appeal of safety behind the spacecraft. However, the NTSB report

can be perceived as lowering the credibility behind Virgin Galactic pilots. Next, Virgin Galactic (2014) reassures its ticket holders that the space travel they have paid for is going to happen. Yet, at the same time communicating that the travel has been set back by the incident. However, at the same time ensuring that the company is fast progressing with making the news space craft. Hence, it could be argued that thought the company secures that the setback will be relatively soon resolved with a new spacecraft. On the other hand, shortly after an incident, when cause of the crash has not been fully investigate yet, the company’s hurried creation of a newly spacecraft might be perceived as unsafe. Namely, the Virgin galactic (2104) stating that “*we will continue to advance our mission over the coming weeks and months*” may be perceived as communication of the emotional appeal of fear. Specifically, it is perceived as the company informing the viewer that they will reflect upon the incident, but do not wait for the NTSB investigation results, thus implying that in fact the company cannot reflect upon the incident, as the incident has not been fully investigated. Hence, by progressing and hurrying the development of another spaceship, the Virgin galactic (2014) rather communicates that the fulfilment of creation of space travel is pursued more in the company then the by them claimed safety.

To summarize, despite Virgin Galactic (2014) and Whitesides (2014) express condolences, the company’s main approach towards the incident was claiming that first, it was not caused by the spaceship, and second that the dream of space flight will happen no matter what. Thus, despite the safety claims by Virgin Galactic (2014), the company, is communicating its actions as rushed. Hence, it could be claimed that it communicates the emotional appeal of danger behind following and fulfilling the vision of space flight.

To continue, after the Virgin Galactic Space ship incident, news several articles elaborating whether space flight is worth risking human lives were published. In the following section the emotional and rational communicated in the news articles behind space tourism after the space ship crash are going to be analysed. Next, the presentation of the Kellman’s characteristic of credibility in the news articles is going to be elaborated on as well.

### ***5.2.7: We may die but we shall fly***

To begin, it may be argued for that Rogers (2014) article expands on Kellman’s characteristic, by presenting Space travel that is provided by Virgin Galactic as unethical. However, it may be argued

for that Rogers (2014) claim for virgin Galactic unethical behaviour could be perceived as the Kellman’s character of credibility. Specifically, Rogers (2014) stated that for Virgin Galactic *“exploration and evacuation are not it’s value proposition.... It is about making space tourism into a viable business.”* (Rogers 2014).

Consequently, Rogers (2014) quotation it may be observed that the Kellman’s character of credibility is questioned in relation to Virgin Galactic and their aim behind the development of space tourism.

In relation to the Copley (2004) and McCabe (2009) appeals both emotional and rational appeal are communicated in Rogers (2014). First, Rogers (2014) presents the rational appeal by describing the features of Virgin Spaceship. Second, the emotional appeal of desire and uniqueness is communicated by Rogers (2014). Namely, Rogers (2014) presenting that *“ Virgin Galactic is building the world’s most expensive roller coaster”* leads into interpreting the message meaning of space travel, as an unique experience. Similarly, Rogers (2014) *claims* that space travel is: *“it’s a thing for rich people to do: pay \$250,000 to not feel the weight of the world.”* Hence, it can be observed that besides the Copley (2004) and McCabe (2009) emotional appeal of desire, uniqueness at the same time Rogers (2014) communicates the emotional appeal of escape behind space travel.

Consequently, in his article Rogers (2014) communicates space tourism as a unique escape experience. At the same time, Rogers (2014) presents space travel, specifically related to Virgin Galactic, as unethical. Thus, it may be perceived as potentially lowering credibility and trustworthiness behind the company.

Further, Newcomb (2014) reported on a Russian millionaire, one of the Virgin Galactic ticket holders, who despite the crash still is willing to travel to space. In addition to Rogers (2014) communicated emotional appeal of uniqueness, Newcomb (2014) report presents the emotional appeal of self-actualization as the reasons for the Russian millionaire to remain interested in space travel.

Furthermore, Kokkegård (2015) in hers article reports on the physical impacts space travel have on an astronauts’ body, the manner in which it affects human muscles, bones and the risk of being exposed to radioactivity that is present in space. Hence, it could be argued that Kokkegård (2015)

in her article communicates the Copley (2004) and McCabe (2009) emotional appeal of fear, that is related to health and physical risks behind space travel. Similarly, it can be observed that Kokkegård (2015) report communicates the Kellman’s characteristic of when mentioning the NASA and ESA (European Space Agency) who are securing astronauts will not be harmed. However, this statement is related only towards NASA and ESA related space flight, and does not claim that the same measurements are secured when travelling with one of the private companies. Hence, Kokkegård reports on Space as a dangerous environment to travel to. But travelling on flights supported by NASA or ESA is perceived as presenting credibility of safety behind the space travel.

To summarize, the latest articles space tourism and space travel has been presented as a unique, self-fulfilling, escape experience. Next, in relation to Virgin Galactic the company was argued to be unethical, thus potentially lowering the Kellman’s character of credibility behind Virgin Galactic. Further, space has been presented from its emotional appeal of fear as dangerous to travel to. However, if the space travel is conducted, then NASA, ESA are communicated as the opinion formers guaranteeing credibility behind space travel safety.

### **5.8: Summary**

Consequently the second part of analysis, various presentations of the Kellman’s characteristics, Copley (2004) and McCabe (2009) rational and emotional appeals and, Silverblatt (2008) and Deacon et.al (1999) colour and shots meanings behind photography have been observed.

First, space tourism and space travel have been communicated from the emotional appeal as a unique, escape experience which is aimed on status, and self-actualization. Further, it was found that articles, with their content and to it related visual signs present space tourism as surreal. Next, the articles present space and space tourism from the emotional appeal of fear as dangerous.

Next, the Kellman’s characteristic of credibility, the newspaper articles present space tourism and space travel as both credible and untrustworthy at the same time. Last, Kellman’s characteristic of attractiveness is communicated in the news by presenting a wide variety of opinion leaders.

In the following section the reliability, credibility and relevance of the findings from the analysis section is going to be discussed.

## **6. Discussion**

To begin, the analysis were done in order to answer the problem statement at hand. Hence, in order to examine the message meaning in which space tourism is communicated by news articles and space travel providers Virgin Galactic, Space Adventures. Next, the theoretical background of meanings behind a message and its interpretation was used in order to carry the analysis in a manner that will answer the problem statement.

Through analysis, it could have been observed that additional emotional appeals, or characteristics have been observed in the empirical material. Thus, it may lead into assumption that the theoretical background in the thesis is incomplete. However, as it was argued for in the theory section, the theoretical tools are understood as representing the basic types of latent meaning that can be implemented and interpreted in a message. Similarly, in the theory section it was argued that the understanding of the various meaning behind the message is culture and context dependent. Thus, in the context of the empery the meaning behind the message may lead into presentation of additional appeal, characteristic in addition to the theoretical background. However, if viewed by a different message receiver the meaning might be interpreted in a way that follows the theoretical background. Hence, the presented considerations uncover flexibility behind the theoretical framework. Likewise, due to the flexibility of the theoretical framework, and the qualitative content analysis method used in the thesis, it might be argued for that the analysis findings presented in the project are biased and potentially not credible.

In relation to it, throughout the thesis the matter of the thesis writer being involved in the research process, influencing the process with hers mental constructions has been addressed. Hence, the findings presented in this research can be found biased. However, the theoretical background used behind the analysis process may be perceived as an element guiding the manner of meaning interpretation and to it related bias. Further, the empirical material selection has been done in a manner that was aimed to eliminate potential bias a selection of only a one specific time period or source might lead into. Thus, the theoretical background, empirical theory involved in the analysis process are perceived as presenting credibility behind the presented analytical findings. Thought, the analysis are biased, they can be considered as credible.

Next, the level of criticism in the analysis might be perceived as low. Hence, it could be argued, that not always the matter of the context in which the empirical data was presented was presented or argued for as impacting the meaning behind the empirical data. Nonetheless, in relation to the online sources of Virgin Galactic and Space Adventures, it could be claimed that the context in which the message promoted by them is not available to the researcher. On the other hand, the space travel promoters' messages context could be perceived to have a common background of promotion of space tourism, space travel. Thus, suggesting that the messages might inclined to present solely the positive aspects behind space travel. Hence, in the analysis the researcher looked deeper behind the meaning of the communicated message meanings, searching not only for the positive but negative presentations as well. Similarly, in relation to news article, thought for instance the empirical data covering the crash of the Virgin Galactic spaceship might naturally lead into assumptions of presenting the meaning, image of space tourism as dangerous. Nonetheless, the thesis writer has searched for additional meanings in the empirical material besides the ones that may be logically perceived in relation to the context it has been presented in.

Thus, it can be argued that the analysis are presented from a critical perspective However, the researcher admits that the possibility of the empirical data being viewed more critically.

All in all, the analysis have been found to be done in a critical manner, which are perceived as communicating a credible information. However, there is bias present in the analytical findings.

## **7. Conclusion**

To summarize, through tot the analysis the message meaning behind space tourism communicated by news articles and the space travel providers Virgin Galactic and Space Adventures have been examined.

First, the space travel providers communicate space tourism form the perspective of the emotional appeals of surrealism, uniqueness. Hence, communicating that space tourism is surreal, a matter of a fantasy. Next, the uniqueness behind space tourism communicates both the uniqueness behind the features of a space travel but the aspect that space tourism is available to a limited amount of people as well. Next, the emotional appeals of self-actualization and additional appeal of greater good is communicated by the space travel providers behind the reasons of travelling to space.

Further, via examination of cognitive features behind space travel space travel providers communicate the emotional appeal of fear behind space tourism as safe. Yet, in case of Virgin Galactic, the message send by the company displays that the safety is not actually achieved, Hence, promoting as the emotional appeal of fear behind the space travel with Virgin Galactic as planned to be safe, thus implying potential appeal of danger behind space tourism.

Next, the analysis of cognitive features behind space tourism have uncovered that the space travel providers communicate space travel as a short trip witch features guarantee enjoying the experience guaranteed. However, the enjoyment of the experience is communicated as being dependable on various factors, such as one´s own preferences, involvement in the training.

Further, the Kellman´s characteristics of credibility is communicated behind space tourism. However, the manner of cooperation with potential opinion formers communicated by Virgin Galactic and Space Adventures leads into perception of lowering the credibility behind space tourism. Following, space tourism has been observed to be communicating the Kellman´s characteristic of attractiveness, as both space travel providers use opinion leaders in their communications.

All in all, space tourism providers communicate space tourism as not for everyone, unique, surreal, attractive, partially credible, potentially dangerous short trip experience, with conditions dependable enjoyment, via which self-actualization and greater good may be achieved.

On the other hand, in the analysis news articles communicated cognitive factors behind space travel present the meaning of the emotional appeal of fear behind space tourism as dangerous. Next, in relation to it, namely the articles presenting the Virgin Galactic space ship crash communicate the emotional appeal of danger behind space tourism and behind Virgin Galactic. Similarly, press release of Virgin Galactic (2014), thought are viewed as aimed on communicating safety behind space travel, have bene found to communicate the emotional appeal of danger as well.

Further, news articles have been found to communicate the Kellman´s characteristic of credibility behind space tourism as low. Namely, the presentations of negative approaches and comments of the opinion formers of NASA and ISS direction in relation to private space flight and the ethics behind of the space travel providers communicate space tourism and the companies of Virgin Galactic and Space Adventures as not credible. Next, in the latest articles, space tourism has been observed to be communicated as credible, yet only if provided by opinion formers of NASA and

ESA.

Further, from the analysis it has been found out that space tourism is in the articles linked to various opinion leaders, hence being perceived as communicating space travel as attractive. Next, the analysed articles have been found to communicate cognitive factors behind space travel, presenting the meaning of enjoyment guaranteed, noiseless yet potentially uncomfortable travel. Further, the analysed news articles have been found to communicate the emotional appeal of surrealism, and uniqueness. Hence, communicating that space tourism is not real, it is matter of future, fantasy. Likewise, the articles have been found to send a message of space tourism being unique, thus communicating not only the uniqueness behind space travel but also that space travel is not for everyone.

All in all, news article communicate space tourism as an attractive, surreal, unique, but not credible and dangerous short trip, with enjoyment guaranteed, which fulfils one's self-actualization and desire.

Hence, it can be observed that both space travel providers and news articles communicate space tourism as attractive, unique and surreal experience which is aimed on one's self-actualization, dream fulfilment. Additionally, Virgin Galactic and Space Adventures communicate the meaning of achieving greater good behind space tourism. Likewise, both Virgin galactic, Space Adventures and the news articles communicate the meaning of attractiveness and likability behind space tourism.

Next, from the analysis, it can be stated that news articles, promote space tourism as dangerous. Contrarily, Virgin Galactic and Space Adventures communicate the meaning of safety behind space travel. However, the meaning of possible danger have been observed from the companies' communications as well. Further, news articles present space tourism and the space travel providers generally as not credible. On the other hand, Virgin Galactic and Space Adventures use of opinion formers communicates partial credibility behind the companies and space tourism. Next, both Virgin Galactic, Space adventures and the news articles communicated the space travel as a short trip, where the experience enjoyment is guaranteed, yet this enjoyment is presented as conditions dependable. Last, the meaning of space travel not being made or aimed for everyone has been communicated by the examined space travel providers and the news articles.

Therefore, it can be observed, that the main differences in meaning communicated are related to the presentation of emotional appeal of fear. On one hand, this is promoted as safe, potentially dangerous by Virgin Galactic and Space Adventures. On the other hand, the news present the meaning of emotional appeal of fear behind space tourism as dangerous. Next, the communicated messages meanings differ in the presentation of credibility behind space tourism, which is presented as not credible by the news articles and partially credible by the space travel providers. Further, Virgin Galactic and Space Adventures communicate, in contrast to news articles, space tourism as related to greater good persuasion. On the other hand, news articles add the meaning of unethical and paradox characteristic behind space tourism.

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## Appendix

Appendix is divided into sections A and B. Section A holds material related to Virgin Galactic and Space Adventures. Next, Section B holds the empirical news articles used in the analysis. The appendixes can be found on the attached DVD.