more common approach was ridicule and hostility. Outside media took a rather dim view of the Church, and when the LDS media were confrontational, non-Mormon media responded with a hostility that increased as the nineteenth century continued. Joseph Smith’s arrest and martyrdom grew partly out of the Nauvoo City Council’s suppression of the Nauvoo Expositor, an opposition press. In the latter part of the century, developing technology and urbanization fostered unprecedented big-city newspaper circulation battles and the rise of yellow journalism. Among those vilified were the Latter-day Saints, particularly their practice of PLURAL MARRIAGE.

The press’s perception of the Church began to change slowly after the practice of polygamy was officially suspended in 1890 and Utah was granted statehood in 1896. Then in the early twentieth century press coverage continued to improve as the Church began to be recognized as an influential American institution, and the public began listening to MORMON TABERNACLE CHOIR BROADCASTS. Still later, Latter-day Saints in government and business such as George Romney, governor of Michigan; Ezra Taft Benson, secretary of agriculture in the Eisenhower cabinet; and J. Willard Marriott, president of the Marriott Corporation, also helped the press view the Church with an air of greater approval and commendation. The creation of the Church’s PUBLIC COMMUNICATIONS OFFICE in 1970 has further helped with media relations throughout the world. Although there are still occasional flare-ups of sensational news about the Church and individual members, the general view of Mormons provided by the mainstream media in the last decades of the twentieth century has been more accurate and better balanced.

BIBLIOGRAPHY


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PRESS AND PUBLICATIONS

[From its beginning, The Church of Jesus Christ of Latter-day Saints was frequently attacked and abused by the press. For a concise statement on the relationship of the press and the Church, see Press, News Media and the Church. At the same time, the Church has used the printed word to convey its message to the world. For a fuller study of the Church’s use of the printed word to produce books, pamphlets, broadsides, newspapers, and magazines, see Publications. For a listing of the periodicals and newspapers published by the Church, see Magazines; and Newspapers, LDS. For separate articles on several different publications see Almanacs; Bible, LDS Publication of; Bulletin; Conference Reports; Journal of Discourses; Juvenile Instructor; Liahona the Elders’ Journal; Messenger and Advocate; Millennial Star; Nauvoo Neighbor; New Era; Relief Society Magazine; Times and Seasons; Utah Genealogical and Historical Magazine; Woman’s Exponent; and Young Woman’s Journal.]

PRIDE

In an address drawing together Book of Mormon and other scriptural teachings regarding pride, President Ezra Taft Benson called it “the universal sin, the great vice” (1989, p. 6). He characterized its central feature as “enmity—enmity toward God and enmity toward our fellowmen” and defined “enmity” as “hatred toward, hostility to, or a state of opposition.” He observed that “pride is essentially competitive in nature,” arising when individuals pit their will against God’s or their intellects, opinions, works, wealth, and talents against those of other people (p. 4). He warned that “pride is a damming sin in the true sense of that word,” for “it limits or stops progression” and “adversely affects all our relationships” (p. 6).

The scriptures abound with admonitions against pride. “Pride goeth before destruction” (Prov. 16:18). Pride fell Lucifer (cf. Moses 4:1–3; 2 Ne. 24:12–15; D&C 29:36; 76:28) and destroyed the city of Sodom (Ezek. 16:49–50). In the closing chapters of the Book of Mormon, the prophet Mormon wrote, “Behold, the pride of this nation, or the people of the Nephites, hath proven their destruction” (Moro. 8:27). Three times in the Doctrine and Covenants the Lord uses the phrase “beware of pride,” including warnings to Oliver Cowdery, the second elder of the Church, and to Emma Smith, the wife of Joseph Smith (D&C 23:1; 25:14; 38:39). The Lord has said that when he cleanses the earth by fire, the proud shall burn as stubble (3 Ne. 25:1; D&C 29:9; Mal. 4:1).

While most consider pride a sin of the rich, gifted, or learned looking down on others, President Benson warned that it is also common among those looking up—“faultfinding, gossiping...