

CULTURAL INDICATORS PROJECT

TV MESSAGE ANALYSIS

THE ANNENBERG SCHOOL OF COMMUNICATIONS

UNIVERSITY OF PENNSYLVANIA

Outline of Recording Instrument

Revised October, 1978

SECTION A: THE PROGRAM

1. Tone of Program
2. Place of Action
3. Date of Major Action
4. Setting of Major Action
5. Nature
6. Supernatural
7. Science
8. Politics
9. Law Enforcement
10. Crime
11. Mass Communications
12. Business
13. Schools
14. Religion
15. Financial Success
16. Close Relationships Between the Sexes
17. Home
18. Minority Groups
19. Armed Forces
20. Importance of Family
21. Avoidance or Fear of Aging
22. Eccentric Behavior
23. Crimes Against the Elderly
24. Death and/or Dying
25. Physical Handicap
26. Physical Illness
27. Mental Illness
28. Drugs or Narcotics
29. Alcohol
30. Nature of Armed Forces
31. Role of Armed Forces
32. Seriousness of Violence
33. Significance of Violence
34. Reference to Violence

35. Number of Injured
36. Number of Killed
37. Type of Sexual Portrayal
38. Nature of Portrayal of Sex
39. Seriousness of Sexual Portrayal
40. Degree of Sexual Portrayal
41. Violence and Sexual Interaction
42. Casual Physical Contacts
43. Kissing
44. Embracing
45. Flirting and Seductiveness
46. Socio-Sexual Norms
47. Heterosexual Intercourse
48. Sexual Inadequacy
49. Homosexual Behavior
50. Rape
51. Sexual Commerce
52. Sadism and/or Masochism
53. Nudity - Partial
54. Nudity - Full
55. Contraception
56. Innuendo (with laughter)
57. Innuendo (without laughter)
58. Terms of Endearment
59. Sexy and Revealing Clothing
60. Non-Sexual Physical Contact

SECTION B: MAJOR CHARACTERS

1. Humanity
2. Sex
3. Chronological Age
4. Social Age
5. Race
6. Nationality
7. Religious Affiliation
8. Socio-Economic Status
9. Field of Activity
10. Physical Handicap
11. Physical Illness
12. Mental Illness
13. Drug Addiction
14. Smoking
15. Drinking
16. Restricted Mobility
17. Physical Pain
18. Cohabitants
19. Character's Family
20. Family's Attitude
21. Character's Attitude
22. Family Activities
23. Marital Status
24. Homemaker
25. Parents

26. Children - Natural
27. Children - Minor
28. Other Relatives
29. Family Life
30. Sexual Orientation
31. Romantic Involvement
32. Role
33. Character Type
34. Success
35. Portrayed as Useful to Others
36. Portrayed as Lonely
37. Portrayed as Eccentric
38. Portrayed as Foolish
39. Crime Committed by Character
40. Violence Committed by Character
41. Violence Suffered by Character
42. Repulsive-Attractive
43. Unfair-Fair
44. Unsociable-Sociable
45. Cold-Warm
46. Weak-Strong
47. Powerless-Potent
48. Short-Tall
49. Stupid-Smart
50. Irrational-Rational
51. Unstable-Stable
52. Bungling-Efficient
53. Feminine-Masculine
54. Elderly-Youthful
55. Unhappy-Happy
56. Poor-Rich
57. Dirty-Clean
58. Violent-Peaceful
59. Unsupportive-Supportive
60. Follower-Leader
61. Cruel-Kind
62. Unwise-Wise
63. Selfish-Unselfish
64. Unpleasant-Pleasant

SECTION B*: MINOR CHARACTERS

1. Humanity
2. Sex
3. Chronological Age
4. Social Age
5. Race
6. Field of Activity
7. Cohabitants
8. Marital Status
9. Homemaker
10. Children - Natural
11. Children - Minor
12. Character Type
13. Success
14. Violence Committed by Character
15. Violence Suffered by Character

SECTION C: VIOLENT ACTIONS

1. Sequence of Violent Action
2. Continuation
3. Duration
4. Tone of Violent Action
5. Number of Participants
6. Accident
7. Agents of Law
8. Crime
9. Familiarity
10. Handgun
11. Other Firearm
12. Body
13. Other Means
14. Number Injured
15. Number Killed

SECTION D: CLOSE PERSONAL RELATIONSHIPS

1. Family-Romance
2. Kinship
3. Work-Relatedness
4. Beginning State
5. Ending State
6. Length of Acquaintance
7. Happiness
8. Sexual Interaction
9. Basis for Attraction
10. Nature of the Relationship
11. Amount of Conflict
12. Source of Conflict