

Second DRAFT OF MESSAGE SYSTEM ANALYSIS RECORDING INSTRUMENT

July, 1982 (SMH)

SECTION A - THE PROGRAM

1. FORMAT of Program

- 0 = cannot code, explain
- 1 = talk/interview, "variety"-style
- 2 = "magazine" format (filmed stories, interviews)
- 3 = "conventional" church service
- 4 = mainly music, "entertainment," some sermonizing
- 5 = mainly sermonizing
- 6 = revival
- 7 = analysis and discussion of theology
- 8 = drama/fictive play
- 9 = biblical enactment

2. Presence of AUDIENCE

- 0 = cannot code
- 1 = audience visible, not active
- 2 = audience visible, actively involved, asking questions
- 3 = audience visible, shown praying or singing
- 4 = audience visible, asking questions, praying
- 5 = no audience

3. THEMES: TOPICS: aspects of life

The themes, topics, and aspects of life are to be coded according to the emphasis of their presentation (if any) in the program:

- 0 = not mentioned
- 1 = mentioned, in passing, not stressed
- 2 = stressed, major emphasis given
- 3 = primary focus of attention; virtually sole issue

a. Nature

b. Supernatural

c. Science

- d. Politics
- e. Law Enforcement
- f. Crime
- g. Mass Communications
- h. Business
- i. Schools
- k. Financial Success
- l. Close Relationships between the Sexes
- m. Home
- n. Minority Groups
- o. Armed Forces
- p. Importance of Family
- q. Avoidance or Fear of Aging
- r. Death and/or Dying
- s-u Health Aspects: code emphasis using scheme for a through r.

- s. Physical Handicap, defect or abnormality; give details

Note: This item refers to objectively recognizable physical handicaps. Do not consider social or psychological handicaps, or subjectively perceived physical handicaps such as buck teeth, crossed eyes, tendency to obesity, etc. Handicaps must be physical and conform to common parlance such as "Hire the Handicapped," etc.

- t. Physical illness ; injury (such as a bodily wound, gunshot, broken leg, etc.) or illness requiring therapy, treatment, medicine, or cure; give details

Note: This items refers only to illness or injury that requires treatment. Minor illness or injuries, in themselves, do not qualify unless some treatment is called for, shown or discussed in the program. Thus a common cold, or bump on the head, should only be considered here if, for example, some remedy (aspirin, ice pack, etc.) is prescribed, taken, or considered. Injuries or illnesses that are not by nature minor should always be coded without reference to treatment.

- u. Mental illness; retardation, abnormality, serious emotional disorder requiring therapy; cure for mental illness; give details

Note: Do not consider off-hand remarks, such as "you must be crazy," "you're nuts," unless the statement or phrase is actually directed at a character's mental health or statements that refer to mental health in general (such as psychotic, neurotic, etc.)

v and w Code the presentation of these themes and their associated harmful effects (if any):

- 0 = no attention is paid to the theme
- 1 = attention is paid to the theme but not to the harmful effects involved
- 2 = attention is paid to harmful effects and they are minor or incidental to the program
- 3 = attention is paid to harmful effects and they are significant to the program
- 4 = attention is paid to harmful effects and they are the main focus or issue of the program

v. Drugs or Narcotics, Use and Abuse

w. Alcohol, Use and Abuse

### 32. "SLICKNESS" OF PROGRAM

4a. MAJOR SETTING

- 1 = Cannot code
- 2 = set
- 3 = "on location"
- 4 = church
- 5 = other, mixed

4b. PLACE

- 0 = cannot code
- 1 = U.S.
- 2 = U.S. and other
- 3 = only other

5a. PERSONAL AILMENTS, problems presented in program (from list below)

- for each:
- 0 = not mentioned
  - 1 + God solves
  - 2 = Jesus solves
  - 3 = both God and Jesus solve
  - 4 = cannot be solved

5b. MEANS OF CURE (for each)

- 0 = cannot code
- 1 = prayer
- 2 = belief, faith
- 3 = personal conversion, being "born again"
- 4 = financial contribution
- 5 = financial contribution to this program
- 6 = watching program only
- 7 = also: writing, calling in
- 8 = personal effort without mention of any above
- 9 = confession
- 10 = "just ask"
- 11 = Intermediary, i.e.
- 11a = Mary, the saints
- 11b = someone on this program
- 11c = other \_\_\_\_\_

c. health problems, life-threatening (specify) \_\_\_\_\_ <sup>of</sup> (from CBN list) ?

d. Health problems, minor (specify) \_\_\_\_\_

e. Alcoholism

f. Drug addiction

g. Family tensions

h. general stress, depression

i. Work-related stress

k. financial problems

l. lust

m. homosexuality

n. sexual dysfunction

o. sexual deviance

p. fear of suicide

q. fear of aging

r. sleeplessness

s. Mental illness

t. accident, etc.

u. spiritual illness, loss of faith

v. sense of sinfulness, guilt

w. materialism

x. self-centeredness

y. other

z. unemployment

5.1 SOCIAL PROBLEMS FAITH HELPS SOLVE:

(same means of cure)

a. war

b. poverty

c. hate

d. prejudice

p. 45b

e. abortion

f. women's rights

g. homosexuality

h. wickedness

i. pornography

j. divorce

k. teenage pregnancy

l. non-marital pregnancy

m. drug abuse

n. alcoholism

6. PLACE OF ORIGIN OF PROGRAM \_\_\_\_\_

7. WHERE TO WRITE, SEND MONEY \_\_\_\_\_

8. WHERE TO CALL:

0= local

1\* national "800"

9. PRAYER: Number of specific, separate times audience, host, or guests actually pray: \_\_\_\_\_

10. MUSIC, SINGING: Number of specific, separate uses of music in each program: for each:

0 = cannot code

1 = "wraparound", under credits, titles, etc.

2 = unambiguously a hymn (congregational sings, words on screen, etc.)

3 \* musical performance by host, guests, or other participants which is "traditional" number

4 = same as above, except, an obviously "arranged" number in contemporary style

11. ITEMS OFFERED

- 0 = not mentioned
- 1 = offered for sale
- 2 = offered as gift
- 3 = offered in exchange for contribution
- 4 = offered for sale
- 5 = other \_\_\_\_\_

- a. books
- b. pamphlets
- c. gifts (necklaces, prayer towels, trinkets)
- d. magazines, publications
- e. tapes or records
- f. display items (pins, bumper stickers with "message")
- g. other \_\_\_\_\_

13. COMMERCIAL BREAKS, announcements within program or adjacent to it obviously such as promotions of program, special appeals, etc.

- 0 = none
- 1 = breaks are all unrelated non-religious spots
- 2 = religious commercial, featuring and/or sponsored by program
- 3 = religious commercial, not obviously produced by program

14. BIBLE REFERENCES of MENTIONS: For each,

- 0 = doesn't apply/appear
- 1 = applies to/appears in program

- 14.1 references to inerrancy of Bible
- 2 Bible a plan for life
- 3 Bible prophecies literally true
- 4 Bible is powerful in a day-to-day sense

- a. Simple mention (e.g. Bible is God's word,)
- b. Reference to specific Biblical passage, Old Testament
- c. Reference to specific Biblical passage, New Testament
- d. Reference to specific Biblical passage, source unclear

46 b.

- e. Reference to specific Biblical story, moral, Old Testament
- f. Reference to specific Biblical story, moral, New Testament
- g. Reference to specific Biblical story, moral, source unclear
- h. Detailed treatment of passage, analysis of story, Old Testament
- i. Detailed treatment of passage, analysis of story, New Testament
- j. Detailed treatment of passage, analysis of story, source unclear

15. DEVIL, SATAN: Number of times mentioned: \_\_\_\_\_

16. HELL, PURGATORY: Number of times mentioned: \_\_\_\_\_

b7: FUNDS: (code for each request, or mention)

a. Number of separate, discrete appeals made in program: (including appeals for "help", "freewill gifts," etc.)

aa. Number of separate, discrete mentions of use of funds in program:

b. uses for funds mentioned:

- 0 = cannot code
- 1 = uses unclear
- 2 = TV show production
- 3 = purchase of air time
- 4 = hospital, help sick
- 5 = spread gospel, evangelize
- 6 = help poor and needy
- 7 = specific building project
- 8 = educational activities, institutions
- 9 = other
- 10 = "reach out" to world, etc.

c. amount requested (maximum and minimum, if applicable) \_\_\_\_\_

18. SUPPORT SERVICES

- 0 = not mentioned
- 1 = mentioned
- 2 = shown on screen

a. Crisis centers, counseling centers, hotlines

b. Phone numbers to call

c. phones ringing

d. counselors

e. addresses for further help

f. referrals to local churches

g. Does host promise to answer mail, and other requests "personally"

18.1 PURPOSE STATED FOR SUPPORT SERVICES:

- 0 = not mentioned
- 1 = mentioned
- 2 = shown on screen

a. counseling

b. prayer

c. "polling" on issues

d. free gifts

e. pledging donations

f. other \_\_\_\_\_

19. NON-THEOLOGICAL QUOTATIONS: quotes from historical, political entertainment, or other figures: NAMES

(such as, Marx, President Regan, Walt Whitman,)

- 0 = not mentioned
- 1 = positively presented
- 2 = negatively presented

20a. VIOLENCE: Number of references \_\_\_\_\_

20b. SEX: Number of references \_\_\_\_\_

20c. thru 20g: Code as follows: 0 = not mentioned  
1 = mentioned

c. Violence in society

d. violence in the world

e. sexual sin

f. non-sinful sexual behavior

g. other \_\_\_\_\_

21A. REFERENCES TO LOCAL CHURCHES

- 0 = no mention
- 1 = criticized (explain for what) \_\_\_\_\_
- 2 = viewers urged, to go, support unconditionally
- 3 = viewers urged to go, support conditionally (specify conditions)
- 4 = other \_\_\_\_\_

\*\*NOTE: "Conditionality" with reference to local churches is very important. Conditions must be conditions set by the program, its hosts, or guests. Therefore, a statment such as "...you go to a church, its important. And if you don't like the first on you find, try another..." is not a condition here, because the viwer's tastes are involved, not the host's conditions such as "...a Bible-believing church..." or some such thing.

21b. REFERENCES TO NON- BROADCAST DENOMINATIONS AND RELIGIOUS ORGANIZATIONS such as the National Council of Churches, Seminaries, theological schools, etc.)

- 0 = no mention
- 1 = criticized
- 2 = viewers urged to go unconditionally
- 3 = viewers urged to go/support conditionally (as above)
- 4 = other \_\_\_\_\_

21c. Number of mentions of non-broadcast churches.

22. SOCIAL/MORAL/POLITICAL ISSUES RAISED/ and how resolved

- 0 = not mentioned
- 1 = mentioned
- 2 = stressed

Tendency of presentation: (for each)

- 0 = cannot code
- 1 = "pro", or in favor of, generally
- 2 = "anti," or against
- 3 = mixed, in between, both
- 4 = "acceptance" of "them" urged.

- a. abortion
- b. "new morality", meaning more non-marital (hetero) sexual activity
- c. Sexual deviancy (not including above)
- d. Women's rights, women's movement
- e. Contraception
- f. minority rights
- g. homosexual rights
- h. communism
- i. increased military spending
- j. gun control
- k. prayer in schools
- l. death penalty
- m. drug abuse

18b.

- m. mass media censorship
- o. welfare
- p. "work ethic"
- q. higher personal, moral/standards for politicians or other
- r. pornography
- s. divorce
- t. remarriage
- u. Reaganomics
- v. euthanasia
- w. gun control
- x. nuclear weapons
- y. environment
- z. free enterprise
- z1. alcohol
- z2. labor unions
- z3. rights of criminals
- z4. theory of evolution
- z5. fetal monitoring

OTHER SOCIAL INSTITUTIONS

- a. medicine, doctors
- b. education, teachers, public school
- c. education, professors, college and university
- d. government, politicians
- e. science, scientists
- f. military
- g. business, business leaders

- 0 = cannot code
- 1 = criticized\*
- 2 = mentioned
- 3 = praised

\*not including  
mentions that they  
are "less powerful than  
God" or "need God's  
help!"

9.  
h. law, lawyers

i. court, judges, including supreme court

23. MISCELLANEOUS THEOLOGICAL ISSUES:

0 = not mentioned  
1 = mentioned, negative  
2 = mentioned, positive

a. Controversy between Christians

b. "humanism"

c. "secularism"

d. paganism, occult, magic

e. "relativism"

f. materialism

g. evolution

h. relativism

i. liberation theology

j. charismatic movement

24. PERCEPTION, TREATMENT OF VIEWERS

0 = cannot code  
1 = viewers need saving  
2 = viewers <sup>are</sup> saved, others "out there" need saving  
3 = viewers and other's need saving  
4 = other \_\_\_\_\_

25. OUTCOME OF PROGRAM GENERALLY

0 = cannot code  
1 = saved souls  
2 = social change  
3 = both  
4 = neither  
5 = other \_\_\_\_\_

25a. CLAIMED PERSONAL OUTCOME OF VIEWING OF PROGRAM (code for each)

0 = cannot code  
1 = viewing only  
2 = viewing and personal praying  
3 = viewing, writing, calling  
4 = viewing, writing, calling, giving  
5 = other \_\_\_\_\_

a. financial success

~~496~~ 496.

23b. NATURE OF GOD'S ACTIVITY IN WORLD

- 0 = God controls everything
- 1 + God is enigmatic, mysterious
- 2 = god is strightforward, predictable
- 3 = mention of "holy spirit"

18.2 ANCILLARY ACTIVITIES PROMOTED (such as revivals services, etc.)

- 0 = mentioned only
- 1 = revivals promoted
- 2 = seminars, conferences promoted

9E.

b. health

c. new material

d1 spiritual goods.

25b. MISCELLANEOUS STATEMENTS, CLAIMS ABOUT PROGRAM

"such as I'm your TV pastor" "this is your tv family", etc.

SECTION B -- the participants

(as is)

1. ROLE (\*)

- 0 = cannot code
- 1 = host, cohost
- 2 = preacher only
- 3 = guest
- 4 = audience member
- 5 = other \_\_\_\_\_

2. Does person have obvious regional accent?

- 0 = no
- 1 = yes

3. Does person give <sup>a</sup> testimony?

- 0 = no
- 1 = yes

4. Does person quote the Bible?

- 0 = no
- 1 = yes

5. Does person speak in tongues?

- 0 = no
- 1 = yes

6. Does person have musical talent?

- 0 = no
- 1 = yes

7. Has person had a conversion experience?

- 0 = cannot tell
- 1 = always believed, didn't need conversion
- 2 = yes

8. When did conversion take place? Exact time, if stated \_\_\_\_\_

9. SEX (\*)

- 0 = cannot code (explain)
- 1 = male
- 2 = female

10. CHRONOLOGICAL AGE (\*)

recorded as known or estimate

11. (\*) EMOTIONS does person become emotional? or unusually emotional?

- 0 = no
- 1 = weeping
- 2 = excited, happy

11b. (\*) PHYSICAL INTIMACY

(\*)

12. IS PERSON A "CELEBRITY?"

0 = yes  
1 = no

12a

11. SOCIAL AGE (\*)

0 = cannot code, write in  
1 = pre-adolescent, and adolescent period  
2 = young adult (few or no family responsibilities; can be from late teens to middle thirties)  
3 = settled adult (family, established in career)  
4 = elderly, old

12. RACE

0 = cannot code, explain  
1 = white  
2 = black  
3 = oriental (Asian, Pacific)  
4 = indian (American)  
5 = other

13. ETHNICITY

0 = cannot code, explain  
1 = non-hispanic  
2 = hispanic

14. NATIONALITY

0 = cannot code, explain  
1 = U.S.  
2 = foreign, write in

15. RELIGIOUS AFFILIATION

0 = cannot code  
1 = protestant  
2 = catholic  
3 = jewish  
4 = other religion, write in

16. SOCIO-ECONOMIC STATUS

0 = cannot code; other, write in  
1 = clearly upper  
2 = middle  
3 = clearly lower

17. MARITAL STATUS (\*)

0 = cannot code, explain  
1 = apparently not married; no impending marriage; no reference to having been married  
2 = impending marriage  
3 = presently married  
4 = separated  
5 = formerly but no longer married (widowed, divorced)  
6 = remarried  
7 = mixed, explain

## 19. CHILDREN - NATURAL (\*)

- 0 = cannot code; no information
- 1 = has never had children
- 2 = has a child of his/her own

## 20. CHILDREN - MINOR (\*) - Does the person have minor children, natural or otherwise, living with him or her, or for whom he or she is responsible? Code appropriately, and write in the number of children beside your code.

- 0 = cannot code; person has no dependent children
- 1 = person has permanent, ongoing legal responsibility for minors (natural or adoptive parents, legal guardians)
- 2 = person has otherwise limited responsibility for minors (babysitters, governess, day-care); explain

## 21. FAMILY LIFE - Is family or family life important to person?

(22 deleted)

- 0 = cannot code, explain
- 1 = yes
- 2 = no

## 23. FAMILY - Does the person currently have a family? If so, code the highest degree of involvement.

Note: "Family" can refer to one or more family members

- 0 = cannot code, explain
- 1 = no reference made to person currently having a family
- 2 = specific information that person currently has no family
- 3 = has a family but does not interact with them
- 4 = has a family and interaction is referred to but not seen
- 5 = has a family and is seen interacting with them

24. OCCUPATION (\*) - Write in person's occupation  
(25 deleted)

## 26. SUCCESS (\*)

- 0 = cannot code, explain
- 1 = clearly successful
- 2 = both, mixed, uncertain
- 3 = clearly unsuccessful

27. VIOLENCE COMMITTED BY PERSON (\*) - Has the person ever committed any violence? If so, code highest degree

- 0 = no violence committed
- 1 = non-fatal violence committed; does not appear to kill anyone
- 2 = fatal violence committed; or fatal consequences indicated

28. VIOLENCE SUFFERED BY PERSON: VICTIMIZATION (\*) - Has the person ever been subjected to any violence? If so, code the highest degree.

- 0 = not subjected to violence
- 1 = not seriously hurt
- 2 = seriously hurt

29. SAVED - length of time person has been saved

30. NATURE OF PAST PROBLEMS

- 0 = no
- 1 = yes

- a. Health problems, life-threatening (specify) \_\_\_\_\_
- b. Health problems, minor (specify) \_\_\_\_\_
- c. Alcoholism
- d. Drug Addiction
- e. Not being saved
- f. Family tension
- g. General stress, depression
- h. Work-related stress
- i. Financial problems
- j. Lust
- k. Homosexuality
- l. Sexual dysfunction
- m. Sexual deviance
- n. Fear of suicide
- o. Fear of aging
- p. Sleeplessness
- q. Mental illness
- r. Other \_\_\_\_\_

**32. HEALING of/by person**

**0 = cannot code(explain)**

**1 = person was healed**

**2 = person is healer**

**for either 1, or 2:**

**0= cannot code**

**1 = healing referred to only**

**2 = healing shown with**

**unambiguous outcome (cripple walk:**

**3 = healing shown with ambiguous**

**outcome (healed cripple**

**not show<sub>n</sub> walking)**

**4 = no healing takes place**

**32a. WHAT IS SAID IN INTRODUCTION OF PERSON WHO IS GUEST**

**0 = cannot code**

**1 = introduced by occupation only**

**2 = introduced as Christian, or  
religious person only**

**3 = mixed introduction**