

CULTURAL INDICATORS PROJECT

TV MESSAGE ANALYSIS

THE ANNENBERG SCHOOL OF COMMUNICATIONS

UNIVERSITY OF PENNSYLVANIA

Religion on Television Recording Instrument
(September 29, 1982)

Units of Analysis:

This instrument is comprised of two sections, each for a separate unit:

Section J: The Program
Section K: The Participants

Instructions and coding schemes that refer to more than one item are denoted by left-margin asterisks.

General Viewing and Recording Procedure:

You will find it necessary to view the program, or portions of it, more than once. Replay the show or segments as often as necessary. The following procedure has proven to be the most efficient:

On the first viewing, which should be relatively uninterrupted, take notes on scratch paper and compile the following lists:

- (1) List all speaking participants in the order in which they first speak in the program, and while watching the program write down any relevant notes about the participant that will be helpful later in the coding process. The notes should be as specific and exhaustive as possible (for example, do not just write down your impressions, write down specifics such as health problems, age, citing the bible, etc.).
- (2) On another piece of scrap paper, keep a list of themes that should be coded. This will help later when trying to recall single instances of the appearance of a particular theme.

- (3) Similarly, keep lists of the types of personal ailments, social problems, and social/moral/political issues presented in the program.
- (4) Finally, keep track of the number of times the participants pray during the program.

Remember, both you and your partner should be taking these kinds of notes and comparing them after viewing. The goal is to get as much specific information as possible, as efficiently as possible.

After you have seen the entire program and completed the lists, finalize the participant list and recopy it onto the gray Participant form. Determine which participants constitute principal roles and which are minor parts. Check them off on the form appropriately.

Once these tasks are completed, you may proceed to code. Begin with the J form (the program) and follow with the K form (the participants). When you have finished, check all forms for legibility, labels and write-ins. Make sure you have a K form for each participant.

DO NOT assign identification numbers to programs or participants, nor fill in any of the open boxes on the coding forms. The administrative staff will do this. Be sure, however, that all names and descriptions are clear, consistent, accurate and legible.

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SECTION J - 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 in major setting

- 0 = cannot code
- 1 = no audience
- 2 = audience visible, not active
- 3 = audience visible, otherwise involved
- 4 = audience visible, shown praying or singing
- 5 = audience visible, involved in healing
- 6 = mixed

3. TECHNICAL SOPHISTICATION OF PRODUCTION

- 0 = cannot code
- 1 = low (one camera, "low budget," etc.)
- 2 = medium
- 3 = high (multiple cameras, similar to network program)

4. MAJOR SETTING
0 = cannot code
1 = set, studio
2 = "on location"
3 = church
4 = mixed
5 = other (write in) _____
5. PLACE
0 = cannot code
1 = U.S.
2 = U.S. and other
3 = only other
6. PLACE OF ORIGIN OF PROGRAM _____
7. WHERE TO WRITE, SEND MONEY _____
8. WHERE TO CALL:
0 = not relevant
1 = local Phila. or Atlanta number
2 = long distance number
3 = national "800" number
4 = both local and long distance numbers
9. PHONES IN BACKGROUND
0 = none shown or heard
1 = heard ringing only
2 = people shown answering
3 = both heard and seen
10. PRAYER: Number of specific, separate times audience, host,
and/or guests actually pray: _____
- 11 thru 13. MUSIC, SINGING:
*
* 0 = no
* 1 = yes
*
11. Under credits, titles, etc.
12. A hymn (congregation sings, words on screen, etc.)
13. Background music

14 thru 19. MUSIC PERFORMANCE

- * 0 = cannot code
- * 1 = does not appear
- * 2 = heard
- * 3 = seen
- * 4 = heard and seen

- * 14. Soloists (vocal or instrumental)
- 15. Small ensemble (up to four, vocal or instrumental;
not including backup singers)
- 16. Band (group, singing and playing, more than four)
- 17. Organ music
- 18. Choir, large singing group
- 19. Studio or symphonic orchestra

20 thru 26. ITEMS OFFERED

- * 0 = not mentioned
 - * 1 = simple mention, not explicitly offered
 - * 2 = offered for sale
 - * 3 = offered as gift
 - * 4 = offered in exchange for contribution
 - * 5 = other (write in): _____
- * 20. Books
 - 21. Pamphlets, tracts
 - 22. Gifts (necklaces, prayer towels, trinkets; no verbal message)
 - 23. Display items (pins, bumper stickers with "message")
 - 24. Magazines, newsletters
 - 25. Tapes and/or records
 - 26. Other (write in): _____

27. COMMERCIAL BREAKS, announcements within program or adjacent to it, obviously part of program, such as promotions for 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
- 4 = mixed

28 thru 44. 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 --in any form -- visual, verbal, or music
 * lyrics or poems.

*

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

*

28. NATURE; animals, the elements: natural resources (conservation and waste); farming, breeding, and hunting

29. SUPERNATURAL; mystical, occult; superstition, miracles, ghosts, astrology, fortune-telling, witchcraft, action of supernatural forces

30. SCIENCE; technology; invention; biological, physical, social scientific procedures and facilities; engineering

31. POLITICS; government, statecraft, legislation

32. LAW ENFORCEMENT and the administration of justice; police, other agents and agencies of law, courts, trials, prisons

33. CRIME; corruption, illegality, gross (criminal) injustice

34. MASS COMMUNICATIONS and entertainment; press, radio-TV, show business, spectator sports

35. BUSINESS; industry, labor, production, construction
36. SCHOOLS; education, students, teachers, study
37. FINANCIAL SUCCESS; prize, inheritance, financial hardship, poverty
38. INTIMATE or CLOSE RELATIONSHIP BETWEEN THE SEXES, whether cooperative or hostile; love, sex, prostitution, sadism, etc.
39. HOME; family, marriage, domestic problems, children, youth, old age, pregnancy
40. MINORITY GROUPS and people; foreign countries and people, nonwhites, religious and ethnic minorities
41. ARMED FORCES, regular or irregular, in peace or war; military organization, style of life, purpose
42. IMPORTANCE OF FAMILY, positive aspects of having or belonging to a family
43. AVOIDANCE OR FEAR OF AGING; afraid of "getting old," denial of being old
44. DEATH AND/OR DYING

45 thru 68. PERSONAL AILMENTS, problems presented in the program

*

* for each:

* 0 = cannot code

* 1 = not mentioned

* 2 = no solution mentioned

* 3 = God or Jesus solves

* 4 = solved by other (non-spiritual) means

* 5 = God/Jesus solves with or through other

* (non-spiritual) means

* 6 = cannot be solved

*

45. Health problems, life-threatening (specify): _____

46. Health problems, minor (specify): _____

47. Alcoholism

48. Tobacco use

49. Drug addiction

50. Physical handicaps

51. Thoughts of suicide

52. Family tensions

53. General stress, depression

54. Work-related stress

55. Financial problems

56. Unemployment

57. Lust

- 58. Homosexuality
- 59. Sexual dysfunction
- 60. Sexual deviance
- 61. Fear of aging
- 62. Mental illness
- 63. Accident prevention
- 64. Spiritual illness, loss of faith
- 65. Sense of sinfulness, guilt
- 66. Self-centeredness
- 67. Materialism
- 68. Other (write in): _____

69 thru 79. MEANS OF CURE for ailments and problems

*

* 0 = not mentioned

* 1 = mentioned

*

69. prayer

70. belief, faith

71. personal conversion, being "born again"

72. general financial contributions

73. financial contribution to this program

74. watching program only

75. writing, calling in

76. personal effort without mention of any of above

77. confession

78. praying to intermediary (e.g., Mary, the Saints)

79. other (write in) _____

80 thru 89. SOCIAL PROBLEMS RELIGIOUS ACTIVITY HELPS SOLVE

*

* for each:

* 0 = cannot code

* 1 = not mentioned

* 2 = God or Jesus solves

* 3 = solved by other means

* 4 = God/Jesus solves with or through other means

* 5 = cannot be solved

* 6 = part of God's plan

*

80. War

81. Poverty, hunger

82. Hate, prejudice

83. Injustice

84. Abortion

85. Pornography

86. Divorce, family breakdown

87. Teenage pregnancy

88. Alcoholism

89. Drug abuse

90 thru 98. BIBLE REFERENCES OR MENTIONS:

*

* 0 = doesn't apply/appear

* 1 = applies to/appears in program

*

90. Simple mention (must specifically say "Bible", "New" or "Old Testament," "The Gospel", etc.)
91. Bible is a plan for life, its "morals" direct daily life
92. Bible prophecies literally true
93. Reference to specific Biblical passage, story, moral -- Old Testament
94. Reference to specific Biblical passage, story, moral -- New Testament
95. Reference to specific Biblical passage, story, moral -- source unclear
96. Detailed treatment of passage, analysis of story, moral -- Old Testament
97. Detailed treatment of passage, analysis of story, moral -- New Testament
98. Detailed treatment of passage, analysis of story, moral -- source unclear

99. DEVIL, SATAN, ANTICHRIST, DEMONS:
are they primarily "real" or "symbolic"?
- 0 = cannot code
 - 1 = not mentioned
 - 2 = simply mentioned
 - 3 = mentioned as "real" (explicitly)
 - 4 = mentioned as "symbolic" (explicitly)
100. HELL
- 0 = cannot code
 - 1 = not mentioned
 - 2 = mentioned only
 - 3 = mentioned as "real"
 - 4 = mentioned as "symbolic"
101. SECOND COMING OF CHRIST
- 0 = cannot code
 - 1 = not mentioned
 - 2 = mentioned
 - 3 = mentioned as real event
 - 4 = mentioned as imminent
102. STATE OF ISRAEL
- 0 = not mentioned
 - 1 = mentioned
 - 2 = mention of current political conflict
 - 3 = fulfillment of God's plan
 - 4 = need for political support
 - 5 = mixed

103. FUNDS: emphasis given in program

0 = cannot code

1 = one or two mentions, not much time devoted

2 = many mentions or much time devoted

104 thru 112. FUNDS: uses for funds mentioned

*

* 0 = not mentioned/doesn't apply

* 1 = mentioned/applies

*

104. TV show production and/or program distribution
(e.g., satellite time, etc.)

105. Purchase of air time

106. Hospital, help sick

107. Spread gospel, evangelize

108. Help poor and needy, hungry

109. Specific building project

110. Educational activities, institution

111. Uses for funds unspecified

112. Other (write in:) _____

113. FUNDS: Amount(s) requested (exclusive of sale items)

(write in amount): _____

(If applicable):

Minimum: _____

Maximum: _____

114 thru 117. MEANS OF "FEEDBACK"

*

- * 0 = not mentioned
- * 1 = mentioned
- * 2 = shown on screen
- * 3 = mentioned and shown

*

114. Local centers run by the program or its organization

115. Local churches or pastors who take referrals from program
(distant from source of origin of program)

116. Phone numbers or "hotlines" to call

117. Addresses to write to

118 thru 123. PURPOSE STATED FOR AUDIENCE "FEEDBACK"

*

- * 0 = not mentioned
- * 1 = mentioned

*

118. Counseling

119. Prayer

120. "Polling" on issues

121. Free gifts

122. Donations

123. Other (write in): _____

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

- 0 = no
- 1 = yes

125. ANCILLARY ACTIVITIES PROMOTED (such as revivals, crusades, religious services, etc.)
- 0 = cannot code
 - 1 = no, none
 - 2 = mentioned only
 - 3 = one or two crusades or revivals promoted
 - 4 = more than two crusades or revivals promoted
 - 5 = seminars, conferences promoted
 - 6 = both services and seminars promoted

126. NON-BIBLICAL REFERENCES: references to historical, political, entertainment, or other figures (such as Marx, President Reagan, Walt Whitman):

NAMES: _____

- 0 = not mentioned
- 1 = positively presented
- 2 = neutral mention
- 3 = negatively presented

127 thru 131. SEX AND VIOLENCE

- * 0 = not mentioned
- * 1 = mentioned
- * .

- 127. Violence in society
- 128. Violence in the world
- 129. Violence in family life (child abuse, spouse abuse)
- 130. Unsanctioned, "sinful" sexual behavior (as judged by program)
- 131. "Approved" sexual behavior (as judged by program)

132. REFERENCES TO LOCAL CHURCHES

- 0 = no mention
- 1 = neutral mention
- 2 = criticized (explain for what) _____
- 3 = viewers urged to go, support unconditionally
- 4 = viewers urged to go, support conditionally
(specify conditions) _____
- 5 = mixed
- 6 = 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 statement such as "...you pick a church next Sunday and go there, and if you don't like the first one you find, try another..." is not a condition here, because the viewers' tastes are involved.)

133. REFERENCES TO DENOMINATIONS AND RELIGIOUS ORGANIZATIONS

(such as the National Council of Churches, Seminaries, Jews, Presbyterians, etc.)

- 0 = no mention
- 1 = criticized (explain for what) _____
- 2 = neutral mention
- 3 = positive mention
- 4 = mixed

134 thru 161. SOCIAL/MORAL/POLITICAL ISSUES RAISED

* The social, moral, and political issues in the list below
* are to be coded according to the EMPHASIS and TENDENCY
* of their presentation (if any) in the program.
* Please use the two following coding schemes.
*

* EMPHASIS

* 0 = not mentioned
* 1 = mentioned
* 2 = stressed
*

* TENDENCY of presentation: (for each)

* 0 = cannot code
* 1 = tolerant and/or approving of
* 2 = mixed, in between, both
* 3 = Against and/or opposed to
* 4 = Against, with explicit acceptance of those who disagree
*

134. Abortion

135. Euthanasia

136. Pre-Birth monitoring (amniocentesis, etc.)

137. Contraception

138. "New Morality", non-marital (hetero) sexual activity

139. Sexual deviancy (not including above)

140. Pornography

141. Women's rights, women's movement, ERA

142. Minority rights

143. Homosexuality

- 144. Communism/socialism
- 145. Increased military spending
- 146. Gun control
- 147. Death penalty
- 148. Prayer in public schools
- 149. Theory of evolution
- 150. Alcohol use
- 151. Smoking, tobacco use
- 152. Drug use ("recreational" or illicit)
- 153. Reaganomics
- 154. Labor unions
- 155. Welfare
- 156. "Work Ethic"
- 157. Personal, moral, or other standards for politicians
- 158. Divorce
- 159. Remarriage
- 160. Nuclear weapons
- 161. Environmental movement

162 thru 172. OTHER SOCIAL INSTITUTIONS

- * 0 = cannot code
- * 1 = criticized*
- * 2 = mentioned
- * 3 = "God works through"
- * 4 = praised
- * 5 = mixed
- *

* Note: "criticized" does not include mentions that they are "less powerful than God" or "need God's help."

- 162. Medicine, doctors
- 163. Education, teachers, public and "secular" private school
- 164. Education, professors, college and university
- 165. Education, teachers, parochial, church related
(all levels; not including seminaries)
- 166. Government, politicians
- 167. Science, scientists
- 168. Military
- 169. Business, business leaders
- 170. Law, lawyers, courts, judges, including supreme court
- 171. Journalistic media (secular TV, radio, newspapers)
- 172. Entertainment media (secular movies, TV, radio, records, magazines)

173 thru 180. MISCELLANEOUS THEOLOGICAL ISSUES

- * 0 = cannot code
- * 1 = not mentioned
- * 2 = mentioned, negative
- * 3 = mentioned, neutral
- * 4 = mentioned, positive
- *

173. Biblical Inerrancy (must use term like "inerrant,"
"without error," etc.)

174. Controversy or disagreement between Christians

175. "Secular humanism"

176. Paganism, occult, magic

177. "Moral Relativism"

178. Materialism, material wealth, worldly riches, property

179. Liberation theology

180. Charismatic movement, Pentacostalism

181. PERCEPTION, TREATMENT OF VIEWERS

- 0 = cannot code
- 1 = viewers need saving
- 2 = viewers are saved, others "out there" need saving
- 3 = viewers and others are saved
- 4 = viewers and others need saving
- 5 = other (write in): _____

182. EXPLICIT GENERAL PURPOSE OF PROGRAM

- 0 = cannot code
- 1 = saved souls
- 2 = social change
- 3 = both
- 4 = other (write in): _____

183. NATURE OF GOD'S ACTIVITY IN WORLD

- 0 = cannot code
- 1 = God is enigmatic, mysterious
- 2 = God is straightforward, predictable
- 3 = mixed

184. CHARISMATIC EXPERIENCES SHOWN (speaking in tongues, shaking fits, etc.)

- 0 = no
- 1 = yes

185. WHAT IS THE OVERALL PHILOSOPHY OF THE PROGRAM?

Does the program seem to be more like "A", more like "B", or a mixture of "A" and "B"?

Philosophy "A"--Viewers are told to set their sights on "heavenly" matters only, to trust in an afterlife or a heavenly realm where all will be well, turning away from concerns about "this life" or "this world." Salvation of individual souls is the dominant or sole concern for believers.

Philosophy "B"--Viewers should concentrate on this world, on making things better in everyday, "real" life for either the individual or for society. The "here and now" is the dominant concern.

- 0 = Cannot code
- 1 = "A": "other worldliness"
- 2 = "B": "this worldliness"
- 3 = Mixed, both
- 4 = Neither stressed

186. PERSONAL VS. PUBLIC THEOLOGY

Overall, does the program stress personal issues (personal salvation, personal health, personal happiness, etc.) or public issues (other people's salvation, welfare of neighbors or of others, political issues which affect others, etc.)

- 0 = Cannot code
- 1 = More concerned about "self" or "personal"
- 2 = More concerned about "others"
- 3 = Mixed
- 4 = Neither stressed

187. HEALING SHOWN

- 0 = cannot code
- 1 = no healing shown
- 2 = individual or mass healing by praying or laying on of hands
- 3 = via television (hands placed on screen or set, etc.)
- 4 = mixed or both

SECTION K -- THE PARTICIPANTS

1. STATUS

- 1 = major participant (leading role, highly featured, essential to program)
- 2 = minor participant (all other speaking participants)

2. ROLE

- 0 = cannot code
- 1 = announcer
- 2 = host, cohost
- 3 = preacher, clergy
- 4 = guest
- 5 = celebrity guest
- 6 = audience member
- 7 = dramatic character
- 8 = character in documentary or film clip
- 9 = other (write in:) _____

3. TESTIMONIES: Does person give a testimony?

- 0 = no
- 1 = yes

4. BIBLE QUOTES: Does person quote, cite, or paraphrase the Bible?

- 0 = no
- 1 = yes

5. CONVERSION: Has person had a conversion experience?

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

6. SEX

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

7. PHYSICAL CONTACT WITH OTHERS (OTHER THAN IN HEALING)

- 0 = cannot code
- 1 = no contact
- 2 = person initiates
- 3 = person is recipient
- 4 = mixed, both

- 7a. PHYSICAL INTENSITY
- 0 = cannot code
 - 1 = none
 - 2 = shakes hands
 - 3 = holds hands
 - 4 = hugs and/or kisses
 - 5 = other touching (only)
8. CHRONOLOGICAL AGE (record as known or estimated)
9. 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
10. RACE
- 0 = cannot code, explain
 - 1 = white
 - 2 = black
 - 3 = oriental (Asian, Pacific)
 - 4 = indian (American)
 - 5 = other
11. ETHNICITY
- 0 = cannot code, explain
 - 1 = non-hispanic
 - 2 = hispanic
12. RELIGIOUS AFFILIATION
- 0 = cannot code
 - 1 = apparently Christian
 - 2 = explicitly "Christian"
 - 3 = Protestant
 - 4 = Catholic
 - 5 = Jewish
 - 6 = atheist
 - 7 = other religion, write in
13. SOCIO-ECONOMIC STATUS
- 0 = cannot code
 - 1 = clearly upper
 - 2 = middle
 - 3 = clearly lower

14. 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
15. CHILDREN - NATURAL
- 0 = cannot code-no information
 - 1 = has never had children
 - 2 = has a child of his/her own
16. FAMILY LIFE - Is family or family life important to person?
- 0 = cannot code, explain
 - 1 = yes
 - 2 = no
17. PROFANITY: Does person use profanity? (not including use of "Hell" as literal place, etc.)
- 0 = no
 - 1 = yes
18. 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
19. VIOLENCE SUFFERED BY PERSON; VICTIMIZATION
Has the person ever been subjected to any violence?
If so, code highest
- 0 = not subjected to violence
 - 1 = not seriously hurt
 - 2 = seriously hurt
 - 3 = killed
20. SAVED - length of time person has been saved
(if stated, or as estimated) (code 99 if unknown)

21 thru 41. PERSONAL PROBLEMS OF PARTICIPANT

*

* 0 = no

* 1 = yes

*

21. Health problems, life threatening (specify) _____

22. Health problems, minor (specify) _____

23. Impaired hearing

24. Impaired sight

25. Impaired use of legs

26. Impaired use of arms

27. Alcoholism

28. Smoking, tobacco use

29. Drug Addiction

30. Thoughts of suicide

31. Family tension

32. General stress, depression

33. Work-related stress

34. Financial problems

35. Lust

36. Homosexuality

37. Sexual dysfunction
38. Sexual dissatisfaction
39. Sexual deviance (e.g., exhibitionism, incest, etc.)
40. Mental illness
41. Other (write in): _____
42. WAS PERSON A HEALER?
0 = cannot code (explain)
1 = person shown healing
2 = person only claims to be healer
3 = not relevant
43. OUTCOME OF HEALING
0 = cannot code
1 = healing referred to only
2 = healing shown with unambiguous outcome (cripple walks)
3 = healing shown with ambiguous outcome
(healed cripple not shown walking)
4 = ambiguous outcome, but presented as successful on program
5 = healing shown but failed unambiguously
6 = not relevant