

# Code Sheet

Coder Name:

(1) Baldwin (2) Perrine (3) Roberts (4) Romero (5) Kuntz (6) Cesar (7) Averages

Source:

(1) ABC (2) CBS (3) NBC (4) CNN

Segment: \_\_\_\_\_

Timeline: (1) Invasion (2) Occupation

Location:

(1) Baghdad (2) Falluja (3) Iraq other (4) USA (5) Unknown (6) \_\_\_\_\_

Journalist: (1) Embed (2) Non-embed (3) Unknown

Date: (1) (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12) (13) (14) (15)

Provide your input by circling 1 through 7. One (1) indicates “NONE OF” and seven (7) indicates “A GREAT DEAL OF” the meaning.

## **1. The overall tone toward the military of the report was:**

NEGATIVE	1	2	3	4	5	6	7	POSITIVE
Foolish	1	2	3	4	5	6	7	Wise
Worthless	1	2	3	4	5	6	7	Valuable
Unfavorable	1	2	3	4	5	6	7	Favorable
Bad	1	2	3	4	5	6	7	Good
Unacceptable	1	2	3	4	5	6	7	Acceptable

Provide your input by circling 1 through 7. One (1) indicates “NONE OF” and seven (7) indicates “A GREAT DEAL OF” the meaning.

## **2. The depiction of military personnel was:**

Untrusting	1	2	3	4	5	6	7	Trusting
Deceptive	1	2	3	4	5	6	7	Candid
Insincere	1	2	3	4	5	6	7	Sincere
Dishonest	1	2	3	4	5	6	7	Honest

Provide your input by circling 1 through 7. One (1) indicates “NONE OF” and seven (7) indicates “A GREAT DEAL OF” the meaning.

## **3. The extent to which the broadcast embodied:**

Thematic	1	2	3	4	5	6	7	Episodic
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Provide your input by circling 1 through 6. One (1) indicates “NONE OF” and six (6) indicates “A GREAT DEAL OF” the meaning.

**4. Did the unit of analysis elicit the following emotions:**

Happy	0	1	2	3	4	5	6
Cheerful	0	1	2	3	4	5	6
Elated	0	1	2	3	4	5	6
Joyful	0	1	2	3	4	5	6
Mellow	0	1	2	3	4	5	6
Tranquil	0	1	2	3	4	5	6
Peaceful	0	1	2	3	4	5	6
Contented	0	1	2	3	4	5	6
Anger	0	1	2	3	4	5	6

Provide your input by circling 1 through 7. One (1) indicates “NONE OF” and seven (7) indicates “A GREAT DEAL OF” the meaning.

**5. Relational aspects pertaining to military members interviewed in the broadcast:**

Unenthusiastic	1	2	3	4	5	6	7	Enthusiastic
Uninvolved	1	2	3	4	5	6	7	Involved
Cold	1	2	3	4	5	6	7	Warm

Dissimilar	1	2	3	4	5	6	7	Similar
Unfriendly	1	2	3	4	5	6	7	Friendly
Uncaring	1	2	3	4	5	6	7	Caring

Uninterested	1	2	3	4	5	6	7	Interested
Unreceptive	1	2	3	4	5	6	7	Receptive
Insincere	1	2	3	4	5	6	7	Sincere
Dishonest	1	2	3	4	5	6	7	Honest

Provide your input by circling 1 through 7. One (1) indicates “STRONGLY DISAGREE” and seven (7) indicates “STRONGLY AGREE” the meaning.

**6. What the military stands for is important to the journalist:**

Strongly disagree	1	2	3	4	5	6	7	Strongly agree
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**7. The journalist talks up the military as a great organization:**

Strongly disagree	1	2	3	4	5	6	7	Strongly agree
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**8. Since becoming embedded, the journalist adopts values of the military:**

Strongly disagree	0	1	2	3	4	5	6	7	Strongly agree
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**9. The journalist feels a sense of involvement with the military rather than that of an outsider:**

Strongly disagree	1	2	3	4	5	6	7	Strongly agree
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