

**FINAL – February 21, 2008**

**Codebook for Content Analysis  
Foreign TV News Project**

**ITEMIZATION**

**The itemization of each newscast should be done by the researcher him/herself, before the coding, according to the following guidelines:**

Distinguishing between items is based on two criteria: content and/or format.

***CONTENT***

***A new item is identified when the issue and/or topic and/or country/location changes.***

Illustrative examples:

- When presenting a studio interview with a leading persona, a change from one topic to another topic constitutes different items. However, there must be a clear shift and not just a subtle or gradual shift.
- When reporting on a major storm, reporting from different locations constitute different items.
- When reporting a “block” of foreign news events in sequence, each event is considered as a separate item, even if there is no separate formal introduction of each item by the anchor or reporter.
- When reporting on a world summit conference, reactions in each capital city constitute separate items.

***FORMAT***

***A new item is identified following a formal breaking point (usually an intervention by a news anchor, but not including separate interview questions) regardless of the content.***

Illustrative examples:

- An edited news report, usually with (but sometimes without) voice-over. Such a report, together with the news anchor’s introduction, and possibly a short comment afterwards, constitutes a separate item regardless of the content prior to or following it.

- An item in a “block” of items (e.g. in foreign news block – see above) separated from other items by brief visual indication (flash, fading, etc.) or by a specific sound.
- A brief items delivered by anchor only, possibly accompanied by some kind of visual in background (e.g., photo, logo, moving image, etc.).
- A live (or taped) in-studio interview with non-journalist. If such an interview is interspersed by an edited report, each segment of the interview and edited report constitute a separate item.
- An in-studio interview with a home-journalist (or commentator) constitutes a separate item. If such an interview is interspersed by an edited report, each segment of the interview and edited report constitute a separate item.
- A live or taped interview or intervention with stand-up journalists (on location) constitutes a separate item. If the stand-up introduces an edited report (usually made by him/herself or a local team), this is considered part of the same item. In rare cases where the stand-up takes over the role of the anchor (e.g., by introducing edited reports), this constitutes a separate item.

**Note: Items that are part of “blocs” of items will be indicated as such in variable #13 (see below).**

1. COUNTRY OF BROADCAST

(Codes here refer to countries in study but not to Country List)

1. Belgium
2. Brazil
3. Bulgaria
4. Canada
5. Chile
6. China
7. Egypt
8. Finland
9. Germany
10. Hong Kong
11. Israel
12. Italy
13. Japan
14. Poland
15. Portugal
16. Singapore
17. South Africa
18. Sweden
19. Switzerland
20. Taiwan
21. United Kingdom
22. United States



10. IS ITEM MENTIONED IN PROMO DURING NEWSCAST?  
A promo is a reference made during the newscast about an item that will be reported later (often made before commercials).
1. Yes
  2. No
  3. No promo at all during newscast
11. IS ITEM MENTIONED IN RECAP OF NEWSCAST?  
A recap may appear at the end of the newscast in which the anchor repeats in brief (and sometimes as a late update) some of the items that were previously reported.
1. Yes
  2. No
  3. No recap of newscast at all
12. DOES ITEM EXPLICITLY REFER TO ANOTHER TV PROGRAM OF THE STATION?  
The reference could be another newscasts, a current affairs program or any other program aired on the same station (sometimes as a promo to that program).
1. Yes, to another newscast (such as one to be broadcast later)
  2. Yes, to a current affairs program
  3. Yes, to any other program
  4. No
13. IS ITEM PART OF A BLOCK OF NEWS ITEMS?  
A block is a groups of items presented sequentially without a separate introduction to each item (e.g., several “foreign events”, each of which is a totally different item (that would presumably also get different topic codes, or reports from different locations of the same major weather storm). In other words, a “block” is mostly a structural or format concept.
1. Yes
  2. No
14. DURATION OF ITEM (In seconds)
- [ ][ ][ ]
15. IS/ARE ANCHOR(S) SEEN OR ONLY HEARD?  
(In some stations there is more than one anchor; refer similarly to one or more)
1. Yes, anchor is seen speaking
  2. Yes, anchor is seen during part of item but there is also his/her voice over
  3. Yes, anchor is only heard speaking as voice over
  4. No, anchor is not seen or heard at all

16. DOES REPORTER OR COMENTATOR REPORT FROM STUDIO?  
*This can be any studio of the station of broadcast: the major studio, a studio in another city of the country, or even in another country.*
1. Yes
  2. No
17. DOES/DO ANCHOR(S) INTERVIEW REPORTER IN STUDIO?
1. Yes
  2. No
18. DOES/DO ANCHOR(S) INTERVIEW REPORTER WHO IS NOT IN STUDIO?
1. Yes
  2. No
19. DOES INTERVIEW WITH NON-JOURNALIST TAKE PLACE IN STUDIO?
1. Yes
  2. No
20. IS THERE A PRE-RECORDED VIDEO (OR FILMED) REPORT FROM THE LOCATION OF THE EVENT (USUALLY WITH VOICE OVER) AND PRESENTED BY THE STATION'S REPORTER?  
*Some indication must be present to indicate that it is pre-recorded (not "live"); otherwise code as "cannot determine."*
1. Yes
  2. No
  3. Cannot determine
21. IS THERE A LIVE REPORT FROM THE SCENE OF THE EVENT?  
*Some indication must be present to indicate that it is a live report; otherwise code as "cannot determine."*
1. Yes
  2. No
  3. Cannot determine
22. DOES A REPORTER APPEAR IN A "STAND-UP" IN EITHER A LIVE OR VIDEO (OR FILMED) REPORT FROM THE LOCATION OF THE EVENT (AS REFERENCED IN VARIABLES 20 AND 21 ABOVE)?
1. Yes
  2. No
23. IS ARCHIVE (OR "FILE") MATERIAL USED?
1. Yes, material clearly labeled as such
  2. Yes, most likely archive material used but with no formal indication
  3. No
  4. Cannot determine

24. IS STORY AND/OR VISUAL MATERIAL CLAIMED TO BE EXCLUSIVE?  
1. Yes  
2. No
25. IS THERE VISUAL MATERIAL FROM INTERNATIONAL BROADCASTER (E.G., CNNI, BBCW, AL-JAZEERA)?  
Some indication must be present to indicate that it is material from international broadcaster; otherwise code as “cannot determine.”  
1. No  
2. Yes, from CNN  
3. Yes, from BBC  
4. Yes, from Al-Jazeera  
5. Yes, from other international broadcaster  
6. Cannot determine
26. IS ANY MATERIAL FROM NEWS AGENCY (E.G., REUTERS) USED IN ITEM?  
Some indication must be present to indicate that it is material from news agency; otherwise code as “cannot determine.”  
1. Yes  
2. No  
3. Cannot determine
27. IS THERE VISUAL MATERIAL FROM ANOTHER STATION?  
Some indication must be present to indicate that it is material from another TV station, but not an international broadcaster (as in 24 above) or news agency (as in 25 above); otherwise code as “cannot determine.”  
1. Yes  
2. No  
3. Cannot determine
28. ARE THERE TABLES AND/OR CHARTS?  
These can be computer generated or otherwise.  
1. Yes  
2. No
29. IS THERE USE OF STILL PHOTOS?  
This could be a still photograph or a “frozen” frame from a video; it can be presented “behind” the anchor or reporter in the studio or within a moving video segment.  
1. Yes  
2. No

30. IS THERE USE OF PICTORIAL OR GRAPHIC REPRESENTATION?  
A pictorial or graphic metaphor is an artist-created “abstract” visual image (but not a photo, official logo, etc.) used for representing some idea, issue, etc.
1. Yes
  2. No
31. IS THERE USE OF AN ANIMATED REPRESENTATION?  
Use of artist-created images to illustrate or simulate information using animation (moving images).
1. Yes
  2. No
32. IS THERE USE OF PRINTED TEXT?  
Printed text refers to information on the screen such as a document (or part thereof) or computer generated “typing” of text (e.g., a quote) while a voice-over narrates the text or printed key words.
1. Yes
  2. No
33. IS THERE USE OF MAPS OF CITY, COUNTRY, REGION, ETC?
1. Yes
  2. No
34. IS THERE USE OF COUNTRY FLAG OR EMBLEM?
1. Yes
  2. No
35. IS THERE USE OF A COMPANY LOGO?
1. Yes
  2. No
36. USE OF BACKGROUND MUSIC IN ITEM?  
The use of music that is not germane to the item, such as dramatic or suspenseful music presented as “background” for an item.
1. Yes
  2. No
37. TIME SHIFT: SLOW MOTION IN ITEM?  
Showing video in slow motion.
1. Yes
  2. No
38. TIME SHIFT: SPEEDED UP MOTION IN ITEM?  
Showing video in faster than normal speed.
1. Yes
  2. No

39. REPITITION OF SAME VISUALS OVER AND OVER?  
[Presenting the same brief video segment again and again](#)  
1. Yes  
2. No
40. USE OF GORY VISUALS?  
[Visuals considered gruesome according to local cultural standards.](#)  
1. Yes [If yes, please note details of visuals in separate log file]  
2. No
41. USE OF SOFT FOCUS?  
[Images shown with a blurred focus, often used to prevent the identification of the person or act being shown.](#)  
1. Yes  
2. No
42. USE OF COLOR CHANGE?  
[Change of color to high contrast or black and white as visual effect](#)  
1. Yes  
2. No
43. USE OF DIGITIZATION TO CONCEAL IDENTITY OF PEOPLE?  
[Electronic digitization of face to conceal the identity of a person or persons.](#)  
1. Yes  
2. No
44. USE OF AUDIO WITH DISTORTED HUMAN VOICE?  
[Distorting a person's voice \(often in an interview\) to avoid recognition.](#)  
1. Yes  
2. No
45. PRESENTATION OF EXTREME EMOTION?  
[The reference is to display of extreme human emotion according to local cultural standards.](#)  
1. Yes [If yes, please note details in separate log file]  
2. No
46. TIME PERSPECTIVE – REFERENCE TO PAST ([code the longest past](#))  
1. No (current day only)  
2. Previous day  
3. Previous week or several days  
4. Previous month or so  
5. Previous year or so  
6. Reference to more than one year ago  
7. General unspecific reference to past  
8. Cannot determine time frame

47. TIME PERSPECTIVE – REFERENCE TO FUTURE (code the furthest future)
1. No (current day only)
  2. Next day
  3. Next few days or week
  4. Next month or so
  5. Next year or so
  6. Reference to more than one year in the future
  7. General unspecific reference to future
  8. Cannot determine time frame
48. GEOGRAPHIC SCOPE OF EVENT (To be determined by the coder's understanding – e.g.: an electrical blackout in a city, in a region, in a whole country; a storm that in a region, the entire country or a world region)
1. City/town
  2. Region
  3. Country
  4. World-region (e.g., Europe, far east)
  5. Worldwide
49. POTENTIAL IMPACT OF EVENT (Refers to the broadest consequences of the event, based on an explicit reference in the item; usually the impact would be equal to the scope of the event or greater – e.g., a strike of air traffic controllers in a certain country could impact on world-regional or worldwide travel. If there is no explicit reference to the impact, code as 6)
1. City/town
  2. Region
  3. National
  4. World-region (e.g., Europe, far east)
  5. Worldwide
  6. No explicit indication of impact in item
50. NATURE OF EVENT (IF CODE IS 1 – GO TO VARIABLE 66)
1. Domestic (event takes place in country of broadcast with no foreign involvement)
  2. Domestic with foreign involvement (event takes place in country of broadcast but specific reference is made to at least one other country)
  3. Foreign with domestic involvement (event takes place in other country but specific reference is made to country of broadcast)
  4. Foreign (event takes place in other country without any reference to country of broadcast)

51-53. COUNTRY OF LOCATION OF EVENT

Most items relate to a single country location. However, sometimes the event can take place in two or more countries (e.g., a major disaster, war, etc.). Determining whether or not the event actually takes place in more than one country is based on how the item was initially itemized by the researcher. The countries should be coded in the order in which they are mentioned in the item.

Country 1    [ ][ ][ ]    Use country list

Country 2    [ ][ ][ ]    Use country list

Country 3    [ ][ ][ ]    Use country list

54. DOES COUNTRY OF LOCATION BORDER ON COUNTRY OF BROADCAST?

This refers to whether or not the countries are neighbors.

1. Yes, all countries listed above border on country of broadcast
2. Yes, some of the countries listed above border on country of broadcast
3. Yes, only one of the countries listed above borders on country of broadcast
4. No country listed above borders on country of broadcast

55-59. COUNTRIES INVOLVED IN EVENT

The countries should be coded in the order in which they are mentioned and/or referred to in the item, directly or indirectly. For example: If an item says something like “Tony Blair said he would not give in to the demands of Iran” without specifically mentioning the United Kingdom by name, nonetheless the UK should be coded.

Country 1    [ ][ ][ ]    Use country list

Country 2    [ ][ ][ ]    Use country list

Country 3    [ ][ ][ ]    Use country list

Country 4    [ ][ ][ ]    Use country list

Country 5    [ ][ ][ ]    Use country list

60-61. INTERNATIONAL ORGANIZATION INVOLVED

The countries should be coded in the order in which they are mentioned in the item.

Organization 1    [ ][ ][ ]    Use List of Int’l Organizations

Organization 2    [ ][ ][ ]    Use List of Int’l Organizations

62. DOMESTICATION – USE OF MAPS (the use of maps here must indicate a relationship between where the event took place and the country of broadcast; e.g., two maps presented, one of the country of broadcast and one of the other country)
1. Yes
  2. No
63. DOMESTICATION – USE OF LOGOS (the use of logos here must indicate a relationship between where the event took place and the country of broadcast; e.g., two logos presented, one of the country of broadcast and one of the other country or logos of different companies in the two countries)
1. Yes
  3. No
64. DOMESTICATION – MAKING EXPLICIT REFERENCE TO NATIONALS OF COUNTRY OF BROADCAST (Only relevant to foreign items with domestic involvement)
1. Yes
  2. No
65. DOMESTICATION – MAKING EXPLICIT REFERENCE TO IMPACT ON COUNTRY OF BROADCAST (Only relevant to foreign items with domestic involvement)
1. Yes
  2. No
66. DOES ITEM DEAL WITH CONFLICT?
- This variable is important but also somewhat difficult to define in unequivocal terms. Many items in the news involve conflict. Some conflicts are interpersonal involving individual people and many are social in the sense that they deal with two or more parties (social groups, political parties, countries, etc.) who have incompatible goals or who use (or advocate the use of) different means to obtain their goals. For example, if a man kills his wife because she was (or he thinks she was) unfaithful, this would be an interpersonal conflict; also, if a man robs another person in order to get money for his drug habits, this is an interpersonal conflict. But if a single person (or group of people) robs a bank because (as they may claim) the bank symbolizes the capitalist society, this would be a social conflict. Elections, wars, strikes, etc., are also examples of social conflict. In short, in most cases it is quite easy to determine if the conflict is interpersonal or social. In cases where it is absolutely impossible to decide, please code as “cannot determine.”
1. No **(IF CODE IS 1, GO TO VARIABLE 71)**
  2. Yes, interpersonal conflict
  3. Yes, social conflict
  4. Yes, but cannot determine the nature of the conflict

67. NUMBER OF PARTIES MENTIONED REGARDING THE CONFLICT [\_\_\_]  
(Opponents can be individual people, social groups, countries, etc. Refers only to opponents in conflict, not to arbitrators, mediators, etc.)
68. IS THERE A CALL FOR RESOLUTION OF CONFLICT IN ITEM?  
1. Nobody calls for resolution  
2. Only arbitrator/mediator calls for resolution  
3. At least one opponent calls for resolution  
4. Two opponents or more call for resolution  
5. At least one opponent and arbitrator/mediator call for resolution  
6. Two or more opponents and arbitrator/mediator call for resolution
69. IS THERE REFERENCE IN ITEM TO NEGOTIATIONS TAKING PLACE?  
1. No reference at all in item to negotiations  
2. Reference to negotiations that took place in the past only  
3. Specific reference indicating that no negotiations are taking place  
4. Attempts to get negotiations started  
5. Negotiations currently taking place  
6. Resolution of conflict reached following negotiations
70. IS THERE REFERENCE IN ITEM TO REJECTION OF NEGOTIATIONS, COMPROMISE OR RESOLUTION?  
1. Nobody rejects negotiations, compromise or resolution  
2. At least one party rejects negotiations, compromise or resolution  
3. Two or more parties reject negotiations, compromise or resolution
71. IS THERE VERBALLY *REPORTED* PHYSICAL VIOLENCE AGAINST PEOPLE?  
1. No  
2. Yes
72. IS THERE VISUALLY *SHOWN* PHYSICAL VIOLENCE AGAINST PEOPLE?  
1. No  
2. Yes
73. IS THERE VERBALLY *REPORTED* KILLING OF AT LEAST ONE PERSON?  
1. No  
2. Yes, indicate specific number of people [\_\_\_][\_\_\_][\_\_\_] (999 for 1000 or more)  
3. Yes, but specific mention of number
74. IS THERE VISUALLY *SHOWN* KILLING (INCLUDING DEAD BODIES OR PARTS OF BODY/BODIES) OF AT LEAST ONE PERSON?  
1. No  
2. Yes, indicate specific number of people [\_\_\_][\_\_\_][\_\_\_] (999 for 1000 or more)  
4. Yes, but cannot specify number

75. IS THERE VERBALLY *REPORTED* WOUNDING OF AT LEAST ONE PERSON?
1. No
  2. Yes, indicate specific number of people [\_\_\_][\_\_\_][\_\_\_] (999 for 1000 or more)
  3. Yes, but cannot specify number
76. IS THERE VISUALLY *SHOWN* ONE WOUNDED PERSON OR MORE?
1. No
  2. Yes, indicate specific number of people [\_\_\_][\_\_\_][\_\_\_] (999 for 1000 or more)
  3. Yes, but cannot specify number
77. IS THERE VERBALLY *REPORTED* PHYSICAL DAMAGE TO PROPERTY?
1. No
  2. Yes
78. IS THERE VISUALLY *SHOWN* PHYSICAL DAMAGE TO PROPERTY?
1. No
  2. Yes
79. IS THERE VERBALLY *REPORTED* OTHER CONSEQUENCE OF VIOLENCE?
1. Yes
  2. No
80. IS THERE VISUALLY *SHOWN* OTHER CONSEQUENCE OF VIOLENCE?
1. Yes
  3. No

## **CODING OF ACTORS**

Actors are defined as people who appear in the item (as individuals or as representing some entity, e.g., country, commercial firm, social group etc.). Actors can appear as speaking or as being quoted (directly or indirectly – e.g., “The president said: ‘we will not give in’” or “the president said that the United States would not give in”).

We will code all the identifiable actors. There are two forms of identification: (1) Actors who are verbally identified by reference to their name and/or with a visual caption on the screen; (2) well-known persons such as the country’s president where sometimes no formal identification is provided but the assumption is that the coder can identify this person with certainty.

We will not code actors who are only seen but not quoted. The assumption is that in most cases if an actor is seen but not heard (in his/her voice) there would at least be some reference to his/her identity. This would also be the case for groups of people (e.g.,



CODEBOOK FOR FOREIGN TV NEWS STUDY  
APPENDIX A – TOPIC CODES

Internal politics

- 101 Legislative activities (e.g., discussion of a new law)
- 102 Executive activities (e.g., announcement by the president)
- 103 Judicial decisions
- 104 Constitutional issues
- 105 Elections
- 106 Political fundraisers and donations
- 107 Political appointments
- 108 Statements and activities of individual politicians
- 109 Inter-party relations
- 110 Internal party relations
- 111 Activities of interest groups
- 112 Referendum
- 113 Public opinion/polling
- 114 Abuse of political power, corruption
- 115 Abortion
- 116 Commission of inquiry
- 117 Resignation of politician
- 118 Fall of government – vote of no confidence
- 199 Other

International politics

- 201 Activities of international political organizations
- 202 Activities of individual politicians
- 203 Activities of political parties
- 204 Diplomatic visits
- 205 Diplomatic negotiations and agreements
- 206 Promises of aid or cooperation
- 207 Policy statements
- 208 Wars between countries
- 209 International tensions and disagreements
- 210 International terrorism
- 211 Embargo
- 299 Other

Military and defense

- 301 Military activities
- 302 Appointments and firings in the military
- 303 Government defense policy and action
- 304 Protest at government defense policy
- 399 Other

Internal order

- 401 Civil war
- 402 Peaceful demonstrations
- 403 Violent demonstrations

- 404 Terrorism
- 405 Crime levels
- 406 Petit/small crimes
- 407 Police management
- 408 Espionage
- 409 Fire brigade
- 410 Prison conditions
- 411 Corruption (not political)
- 412 Police behavior
- 413 White collar crime
- 414 Judicial decisions
- 415 Child abuse
- 416 Pedophilia
- 417 Violence against women/wives
- 418 Violence against husbands
- 419 Political assassinations
- 420 Murder
- 421 Robbery
- 422 Crime investigation
- 423 Assault
- 424 Rape
- 425 Criminal association (e.g., Mafia)
- 426 Fraud
- 427 Political corruption
- 428 Libel suit
- 499 Other

#### Economy

- 501 State of economy
- 502 Economic indexes (e. g. , domestic production numbers)
- 503 Job market
- 504 Appointments
- 505 Fiscal measures
- 506 Budget issues
- 507 Natural resources
- 508 Monopolies
- 509 Tariffs
- 510 Economic legal issues
- 511 Donations
- 512 Stock market situation
- 599 Other

#### Labor and industrial relations

- 601 Union activities (e g , lobbying)
- 602 Disputes
- 603 Strikes
- 604 Legal measures and policy
- 605 Foreign/guest workers – policy
- 606 Relations between employer associations and workers
- 607 Foreign/guest workers – condition of workers

699 Other

Business, commerce, industry

- 701 Business activities
- 702 Legal measures and policy
- 703 International business
- 704 Globalization
- 705 Stock market
- 706 Mergers and acquisitions
- 707 E-commerce
- 708 Technology
- 709 Tourism
- 710 Agriculture
- 711 Trade with foreign countries
- 712 Appointments and firings
- 799 Other

Transportation

- 801 Transportation infrastructure/transportation systems
- 802 Public transportation issues
- 803 Automobiles
- 804 Driving behavior
- 805 Driving conditions
- 806 Parking issues
- 807 Aviation
- 808 Railway/trains/subway
- 809 Transportation-related construction
- 899 Other

Health, welfare, social services

- 901 State of health system
- 902 Health policies and legal measures
- 903 Health insurance issues
- 904 Health epidemic
- 905 New medications
- 906 New health technology or medical practice
- 907 Social services – policy
- 908 Social services – conditions
- 909 Social services – payments
- 910 Non-profit organizations
- 911 Benefit events for a good cause
- 912 Health malpractice suits
- 913 Poverty level
- 914 Poverty conditions
- 915 Health advice
- 916 Success in rehabilitation
- 917 Drug problems
- 918 Prostitution, women trafficking
- 999 Other

## Population

- 1001 General population statistics
- 1002 Immigration
- 1003 Emigration
- 1004 Visa issues
- 1099 Other

## Education

- 1101 General educational policy
- 1102 Funding of education
- 1103 Educational reform
- 1104 Preschool education
- 1105 Secondary education
- 1106 Higher Education (colleges and universities)
- 1107 Teacher training
- 1108 Teacher wages
- 1109 Students
- 1110 Parental issues
- 1111 Level of teaching and teaching standards
- 1112 School curriculum
- 1113 Relations between teachers and parents
- 1114 Relations between teachers and students
- 1115 Registration for school
- 1116 Opening and closing of schools
- 1117 Sectorial education (e. g., religious vs. secular)
- 1199 Other

## Communication

- 1201 Industry-wide issues and statistics
- 1202 Journalism and media in general
- 1203 Newspapers
- 1204 Network television
- 1205 Cable television
- 1206 Radio
- 1207 Magazines
- 1208 Internet
- 1209 Phones/cell phones/mobile phones
- 1210 Media regulation
- 1211 Technical aspects of communication
- 1299 Other

## Housing

- 1301 Housing supply
- 1302 Living conditions
- 1303 Construction
- 1304 Mortgages
- 1305 Building permits
- 1306 City planning
- 1307 Housing demolition
- 1399 Other

## Environment

- 1401 Threats to environment (e.g., pollution)
- 1402 Activities of environmental organizations
- 1403 Garbage collection
- 1404 Conservation
- 1499 Other

## Energy

- 1501 Energy supply
- 1502 Energy costs
- 1503 Technology development
- 1599 Other

## Science and technology

- 1601 Standards
- 1602 Inventions
- 1603 Individual scientists
- 1604 Scientific organizations
- 1605 Computer issues
- 1606 Multimedia issues
- 1607 Space exploration
- 1608 Problems related to science/technology
- 1699 Other

## Social relations

- 1701 Gender relations
- 1702 Sexual orientation issues
- 1703 Ethnic relations
- 1704 Class relations
- 1705 Age differences
- 1706 Family relations
- 1707 Minority-majority relations
- 1799 Other

## Accidents and disasters

- 1801 Natural disasters – earthquakes
- 1802 Natural disaster – floods
- 1803 Natural disaster – famine
- 1804 Natural disaster – other weather
- 1805 Car accidents
- 1806 Plane crash
- 1807 Plane near accident
- 1808 Train accident
- 1809 Fire
- 1810 Work accident
- 1811 Military-related accident
- 1812 Home accident
- 1813 Crowd accident
- 1899 Other

## Sports

- 1901 Results
- 1902 Training
- 1903 Records
- 1904 Individual athletes/coaches/teams
- 1905 Leagues
- 1906 Fans/supporters behavior
- 1907 Legal measures
- 1908 Appointments and firings
- 1909 Politics
- 1910 Olympic training
- 1911 Championships
- 1999 Other

## Culture

- 2001 Classical music
- 2002 Popular music
- 2003 Theatre
- 2004 Opera
- 2005 Dance
- 2006 Film
- 2007 Photography
- 2008 Literature and poetry
- 2009 Painting and sculpturing
- 2010 Television shows
- 2011 Radio shows
- 2012 Museums
- 2013 General exhibits
- 2014 Festivals and competitions
- 2015 Prizes and awards
- 2016 Celebrities
- 2099 Other

## Fashion

- 2101 Fashion shows
- 2102 Beauty contests
- 2103 Models
- 2104 Fashion products
- 2105 Fashion trends (e. g., trend colors, body piercing)
- 2199 Other

## Ceremonies

- 2201 Official government/political ceremonies
- 2202 National holidays/ceremonies
- 2203 Ethnic ceremonies/commemorations
- 2204 Anniversaries of events
- 2299 Other

## Human interest

- 2301 Celebrities
- 2302 Non-celebrities
- 2303 Animal stories
- 2304 Travel stories
- 2305 Record attempts
- 2306 Supernatural or mystical stories
- 2307 Mystery
- 2308 Food
- 2309 Advice (e.g., on love, insurance, stock)
- 2310 Lottery results
- 2399 Other












































#### Weather

- 2401 Weather maps and statistics
- 2402 Weather forecasting
- 2403 General weather stories (e.g., coldest winter)
- 2499 Other













































#### Religion








- 2501 Religious holidays/ceremonies
- 2502 Religious proclamations by senior religious leaders
- 2503 Conflict between religious groups
- 2504 Religious tourism
- 2505 Holy places (conditions of)
- 2506 Holy places (archeological findings)
- 2599 Other

















































CODEBOOK FOR FOREIGN TV NEWS STUDY  
APPENDIX B – COUNTRY LIST

- 001  [Abkhazia](#) – Republic of Abkhazia
- 002  [Afghanistan](#) – Islamic Republic of Afghanistan
- 003  [Akrotiri and Dhekelia](#) – Sovereign Base Areas of Akrotiri and Dhekelia (UK)
- 004  [Åland](#) – Åland Islands (*Autonomous province of Finland*)
- 005  [Albania](#) – Republic of Albania
- 006  [Algeria](#) – People's Democratic Republic of Algeria
- 007  [American Samoa](#) – Territory of American Samoa (*US territory*)
- 008  [Andorra](#) – Principality of Andorra
- 009  [Angola](#) – Republic of Angola
- 010  [Anguilla](#) (*UK overseas territory*)
- 011  [Antigua and Barbuda](#)
- 012  [Argentina](#) – Argentine Republic
- 013  [Armenia](#) – Republic of Armenia
- 014  [Aruba](#) (*Self-governing country in the Kingdom of the Netherlands*)
- 015  [Ascension Island](#) (*Dependency of the UK overseas territory of Saint Helena*)
- 016  [Australia](#) – Commonwealth of Australia
- 017  [Austria](#) – Republic of Austria
- 018  [Azerbaijan](#) – Republic of Azerbaijan
  
- 019  [Bahamas, The](#) – Commonwealth of The Bahamas
- 020  [Bahrain](#) – Kingdom of Bahrain
- 021  [Bangladesh](#) – People's Republic of Bangladesh
- 022  [Barbados](#)
- 023  [Belarus](#) – Republic of Belarus
- 024  [Belgium](#) – Kingdom of Belgium
- 025  [Belize](#)
- 026  [Benin](#) – Republic of Benin
- 027  [Bermuda](#) (*UK overseas territory*)
- 028  [Bhutan](#) – Kingdom of Bhutan
- 029  [Bolivia](#) – Republic of Bolivia
- 030  [Bosnia and Herzegovina](#)
- 031  [Botswana](#) – Republic of Botswana
- 032  [Brazil](#) – Federative Republic of Brazil
- 033  [Brunei](#) – Negara Brunei Darussalam
- 034  [Bulgaria](#) – Republic of Bulgaria
- 035  [Burkina Faso](#)
- 036  [Burundi](#) – Republic of Burundi
  
- 037  [Cambodia](#) – Kingdom of Cambodia
- 038  [Cameroon](#) – Republic of Cameroon
- 039  [Canada](#)
- 040  [Cape Verde](#) – Republic of Cape Verde
- 041  [Cayman Islands](#) (*UK overseas territory*)
- 042  [Central African Republic](#)
- 043  [Chad](#) – Republic of Chad

- 044  [Chile](#) – Republic of Chile
- 045  [China](#) – People's Republic of China
- 046  [Christmas Island](#) – Territory of Christmas Island (*Australia*)
- 047  [Cocos \(Keeling\) Islands](#) – Territory of Cocos (Keeling) Islands (*Australia*)
- 048  [Colombia](#) – Republic of Colombia
- 049  [Comoros](#) – Union of the Comoros
- 050  [Congo](#) – Democratic Republic of the Congo
- 051  [Congo](#) – Republic of the Congo
- 052  [Cook Islands](#) (*Associated state of New Zealand*)
- 053  [Costa Rica](#) – Republic of Costa Rica
- 054  [Côte d'Ivoire](#) – Republic of Côte d'Ivoire
- 055  [Croatia](#) – Republic of Croatia
- 056  [Cuba](#) – Republic of Cuba
- 057  [Cyprus](#) – Republic of Cyprus
- 058  [Czech Republic](#)
  
- 059  [Denmark](#) – Kingdom of Denmark
- 060  [Djibouti](#) – Republic of Djibouti
- 061  [Dominica](#) – Commonwealth of Dominica
- 062  [Dominican Republic](#)
  
- 063  [East Timor](#) – Democratic Republic of Timor-Leste
- 064  [Ecuador](#) – Republic of Ecuador
- 065  [Egypt](#) – Arab Republic of Egypt
- 066  [El Salvador](#) – Republic of El Salvador
- 067  [Equatorial Guinea](#) – Republic of Equatorial Guinea
- 068  [Eritrea](#) – State of Eritrea
- 069  [Estonia](#) – Republic of Estonia
- 070  [Ethiopia](#) – Federal Democratic Republic of Ethiopia
  
- 071  [Falkland Islands](#) (*UK overseas territory*)
- 072  [Faroe Islands](#) (*Self-governing country in the Kingdom of Denmark*)
- 073  [Fiji](#) – Republic of the Fiji Islands
- 074  [Finland](#) – Republic of Finland
- 075  [France](#) – French Republic
- 076  [French Polynesia](#) (*French overseas collectivity*)
  
- 077  [Gabon](#) – Gabonese Republic
- 078  [Gambia, The](#) – Republic of The Gambia
- 079  [Georgia](#)
- 080  [Germany](#) – Federal Republic of Germany
- 081  [Ghana](#) – Republic of Ghana
- 082  [Gibraltar](#) (*UK overseas territory*)
- 083  [Greece](#) – Hellenic Republic
- 084  [Greenland](#) (*Self-governing country in the Kingdom of Denmark*)
- 085  [Grenada](#)
- 086  [Guam](#) – Territory of Guam (*US organized territory*)
- 087  [Guatemala](#) – Republic of Guatemala
- 088  [Guernsey](#) – Bailiwick of Guernsey (*British Crown dependency*)
- 089  [Guinea](#) – Republic of Guinea

- 090  [Guinea-Bissau](#) – Republic of Guinea-Bissau
- 091  [Guyana](#) – Co-operative Republic of Guyana
  
- 092  [Haiti](#) – Republic of Haiti
- 093  [Honduras](#) – Republic of Honduras
- 094  [Hong Kong](#) – Hong Kong (Special Administrative Region of China)
- 095  [Hungary](#) – Republic of Hungary
  
- 096  [Iceland](#) – Republic of Iceland
- 097  [India](#) – Republic of India
- 098  [Indonesia](#) – Republic of Indonesia
- 099  [Iran](#) – Islamic Republic of Iran
- 100  [Iraq](#) – Republic of Iraq
- 101  [Ireland](#) - Republic of Ireland
- 102  [Isle of Man](#) (*British Crown dependency*)
- 103  [Israel](#) – State of Israel
- 104  [Italy](#) – Italian Republic
  
- 105  [Jamaica](#)
- 106  [Japan](#)
- 107  [Jersey](#) – Bailiwick of Jersey (*British Crown dependency*)
- 108  [Jordan](#) – Hashemite Kingdom of Jordan
  
- 109  [Kazakhstan](#) – Republic of Kazakhstan
- 110  [Kenya](#) – Republic of Kenya
- 111  [Kiribati](#) – Republic of Kiribati
- 112  [Korea, North](#) – Democratic People's Republic of Korea
- 113  [Korea, South](#) – Republic of Korea
- 114  [Kuwait](#) – State of Kuwait
- 115  [Kyrgyzstan](#) – Kyrgyz Republic
  
- 116  [Laos](#) – Lao People's Democratic Republic
- 117  [Latvia](#) – Republic of Latvia
- 118  [Lebanon](#) – Republic of Lebanon
- 119  [Lesotho](#) – Kingdom of Lesotho
- 120  [Liberia](#) – Republic of Liberia
- 121  [Libya](#) – Great Socialist People's Libyan Arab Jamahiriya
- 122  [Liechtenstein](#) – Principality of Liechtenstein
- 123  [Lithuania](#) – Republic of Lithuania
- 124  [Luxembourg](#) – Grand Duchy of Luxembourg
  
- 125  [Macao](#) – Macao Special Administrative Region of the China
- 126  [Macedonia](#) – Republic of Macedonia
- 127  [Madagascar](#) – Republic of Madagascar
- 128  [Malawi](#) – Republic of Malawi
- 129  [Malaysia](#)
- 130  [Maldives](#) – Republic of Maldives
- 131  [Mali](#) – Republic of Mali
- 132  [Malta](#) – Republic of Malta
- 133  [Marshall Islands](#) – Republic of the Marshall Islands

- 134  [Mauritania](#) – Islamic Republic of Mauritania
- 135  [Mauritius](#) – Republic of Mauritius
- 136  [Mayotte](#) – Departmental Collectivity of Mayotte (*French*)
- 137  [Mexico](#) – United Mexican States
- 138  [Micronesia](#) – Federated States of Micronesia
- 139  [Moldova](#) – Republic of Moldova
- 140  [Monaco](#) – Principality of Monaco
- 141  [Mongolia](#)
- 142  [Montenegro](#) – Republic of Montenegro
- 143  [Montserrat](#) (*UK overseas territory*)
- 144  [Morocco](#) – Kingdom of Morocco
- 145  [Mozambique](#) – Republic of Mozambique
- 146  [Myanmar](#) – Union of Myanmar (formerly Burma)
  
- 147  [Nagorno-Karabakh](#) – Nagorno-Karabakh Republic
- 148  [Namibia](#) – Republic of Namibia
- 149  [Nauru](#) – Republic of Nauru
- 150  [Nepal](#) – State of Nepal
- 151  [Netherlands](#) – Kingdom of the Netherlands
- 152  [Netherlands Antilles](#) (*Self-governing in the Kingdom of the Netherlands*)
- 153  [New Caledonia](#) – Territory of New Caledonia and Dependencies (*French*)
- 154  [New Zealand](#)
- 155  [Nicaragua](#) – Republic of Nicaragua
- 156  [Niger](#) – Republic of Niger
- 157  [Nigeria](#) – Federal Republic of Nigeria
- 158  [Niue](#) (*Associated state of New Zealand*)
- 159  [Norfolk Island](#) – Territory of Norfolk Island (*Australian overseas territory*)
- 160  [Northern Cyprus](#) – Turkish Republic of Northern Cyprus
- 161  [Northern Mariana Islands](#) – Commonwealth of Northern Mariana Islands (*US*)
- 162  [Norway](#) – Kingdom of Norway
  
- 163  [Oman](#) – Sultanate of Oman
  
- 164  [Pakistan](#) – Islamic Republic of Pakistan
- 165  [Palau](#) – Republic of Palau
- 166  [Palestine](#) – proposed [State of Palestine](#)
- 167  [Panama](#) – Republic of Panama
- 168  [Papua New Guinea](#) – Independent State of Papua New Guinea
- 169  [Paraguay](#) – Republic of Paraguay
- 170  [Peru](#) – Republic of Peru
- 171  [Philippines](#) – Republic of the Philippines
- 172  [Pitcairn Islands](#) – Pitcairn, Henderson, Ducie, and Oeno Islands (*UK*)
- 173  [Poland](#) – Republic of Poland
- 174  [Portugal](#) – Portuguese Republic
- 175  [Puerto Rico](#) – Commonwealth of Puerto Rico (*US commonwealth*)
  
- 176  [Qatar](#) – State of Qatar
  
- 177  [Romania](#)

- 178  [Russia](#) – Russian Federation
- 179  [Rwanda](#) – Republic of Rwanda
  
- 180  [Sahrawi Arab Democratic Republic](#)
- 181  [Saint-Barthélemy](#) – Collectivity of Saint-Barthélemy (*French*)
- 182  [Saint Helena](#) (*UK overseas territory*)
- 183  [Saint Kitts and Nevis](#) – Federation of Saint Christopher and Nevis
- 184  [Saint Lucia](#)
- 185  [Saint Martin](#) – Collectivity of Saint Martin (*French overseas collectivity*)
- 186  [Saint Pierre and Miquelon](#) – Collectivity of Saint Pierre & Miquelon (*French*)
- 187  [Saint Vincent and the Grenadines](#)
- 188  [Samoa](#) – Independent State of Samoa
- 189  [San Marino](#) – Most Serene Republic of San Marino
- 190  [São Tomé and Príncipe](#) – Democratic Republic of São Tomé and Príncipe
- 191  [Saudi Arabia](#) – Kingdom of Saudi Arabia
- 192  [Senegal](#) – Republic of Senegal
- 193  [Serbia](#) – Republic of Serbia
- 194  [Seychelles](#) – Republic of Seychelles
- 195  [Sierra Leone](#) – Republic of Sierra Leone
- 196  [Singapore](#) – Republic of Singapore
- 197  [Slovakia](#) – Slovak Republic
- 198  [Slovenia](#) – Republic of Slovenia
- 199  [Solomon Islands](#)
- 200  [Somalia](#)
- 201  [Somaliland](#) – Republic of Somaliland
- 202  [South Africa](#) – Republic of South Africa
- 203  [South Ossetia](#) – Republic of South Ossetia
- 204  [Spain](#) – Kingdom of Spain
- 205  [Sri Lanka](#) – Democratic Socialist Republic of Sri Lanka
- 206  [Sudan](#) – Republic of the Sudan
- 207  [Suriname](#) – Republic of Suriname
- 208  [Svalbard](#) (*Territory of Norway*)
- 209  [Swaziland](#) – Kingdom of Swaziland
- 210  [Sweden](#) – Kingdom of Sweden
- 211  [Switzerland](#) – Swiss Confederation
- 212  [Syria](#) – Syrian Arab Republic
  
- 213  [Taiwan](#) – Republic of China
- 214  [Tajikistan](#) – Republic of Tajikistan
- 215  [Tanzania](#) – United Republic of Tanzania
- 216  [Thailand](#) – Kingdom of Thailand
- 217  [Togo](#) – Togolese Republic
- 218  [Tokelau](#) (*Overseas territory of New Zealand*)
- 219  [Tonga](#) – Kingdom of Tonga
- 220  [Transnistria](#) - Transnistrian Moldovan Republic
- 221  [Trinidad and Tobago](#) – Republic of Trinidad and Tobago
- 222  [Tristan da Cunha](#) (*Dependency of the UK overseas territory of Saint Helena*)
- 223  [Tunisia](#) – Tunisian Republic
- 224  [Turkey](#) – Republic of Turkey
- 225  [Turkmenistan](#)

- 226  [Turks and Caicos Islands](#) (*UK overseas territory*)
- 227  [Tuvalu](#)
  
- 228  [Uganda](#) – Republic of Uganda
- 229  [Ukraine](#)
- 230  [United Arab Emirates](#)
- 231  [United Kingdom](#) – United Kingdom of Great Britain and Northern Ireland
- 232  [United States](#) – United States of America
- 233  [Uruguay](#) – Eastern Republic of Uruguay
- 234  [Uzbekistan](#) – Republic of Uzbekistan
  
- 235  [Vanuatu](#) – Republic of Vanuatu
- 236  [Vatican City](#) – State of the Vatican City
- 237  [Venezuela](#) – Bolivarian Republic of Venezuela
- 238  [Vietnam](#) – Socialist Republic of Vietnam
- 239  [Virgin Islands, British](#) – British Virgin Islands (*UK overseas territory*)
- 240  [Virgin Islands, United States](#) – United States Virgin Islands (*US*)
  
- 241  [Wallis and Futuna](#) – Territory of Wallis and Futuna Islands (*French*)
  
- 242  [Yemen](#) – Republic of Yemen
  
- 243  [Zambia](#) – Republic of Zambia
- 244  [Zimbabwe](#) – Republic of Zimbabwe
- 245  Kosovo – Republic of Kosovo
- 246 Tibet
  
- 250 Europe
- 251 Asia
- 252 Africa
- 254 North America
- 255 South (and Central) America
- 256 Middle East
- 257 North Africa

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APPENDIX C – INTERNATIONAL ORGANIZATIONS

**Worldwide**

- 300 U.N. (as organization)
- 301 U.N. General Assembly
- 302 U.N. Security Council
- 303 U.N. Food and Agriculture Organization (FAO)
- 304 U.N. Educational, Scientific and Cultural Organization (UNESCO)
- 305 U.N. Children’s Emergency Found (UNICEF)
- 306 U.N. High Commissioner for Refugees (UNHCR)
- 307 U.N. Environment Programe
- 308 U.N. Development Programa
- 309 U.N. Forces in Lebanon (UNIFIL)
- 310 World Health Organization (WHO)
- 311 World Trade Organization (WTO)
- 312 World Toursim Organization (WTO)
- 313 World Food Program
- 314 World Conservation Union
- 315 World Customs Organization
- 316 World Bank
- 317 World Bank Group
- 318 World Intellectual Property Organization
- 319 World Meteorological Organization
- 320 International Monetary Fund
- 321 International Atomic Energy Agency
- 322 International Civil Aviation Organization
- 323 International Labor Organization
- 324 International Organization for Migration
- 325 International Telecommunication Union
- 326 International Court of Justics
- 327 International Criminal Court
- 328 International Fund for Agricultural Development
- 329 INTERPOL – International Police Organization
- 330 Inter-Parliamentary Union
- 331 G8 Nations
- 332 G7 Nations
- 333 Universal Postal Union
- 334 Ecological organization (e.g., Greenpeace)
- 335 Anti-Globalization organization
- 336 Amnesty International
- 337 UNRWA (UN Relief Works Agency)
- 399 Other

**Regional**

- 400 North Atlantic Treaty Organization (NATO)
- 401 Kyoto Protocol
- 402 Community of Portuguese speaking countries (CLIP)
- 403 Organization of the Islamic Conference
- 404 Organization of Economic Cooperation and Development

- 405 Organization of the Petroleum Exporting Countries (OPEC)
- 406 Caribbean Community and Common Market
- 407 NGO for Human Rights
- 408 NGO for Ecology
- 409 NGO for Anti-Globalization
- 410 NGO for Development and Cooperation
- 499 Other

### **Africa**

- 500 African Union
- 501 Economic Community of West African States
- 502 Arab Magreb Union
- 503 African Development Bank
- 504 African Developing States
- 505 Southern African Development Community (SADC)
- 506 NGO for Human Rights
- 507 NGO for Ecology
- 508 NGO for Anti-Globalization
- 509 NGO for Development and Cooperation
- 599 Other

### **Americas**

- 600 North American Free Trade Agreement (NAFTA)
- 601 Organization of American States
- 602 Inter American Development Bank
- 603 Pan American Health Organization
- 604 South American Common Market (MERCOSUR)
- 605 NGO for Human rights
- 606 NGO for Ecology
- 607 NGO for Anti-Globalization
- 608 NGO for Development and Cooperation
- 699 Other

### **Europe**

- 700 European Union
- 701 Council of Europe
- 702 European Commission
- 703 European Parliament
- 704 European Central Bank
- 705 European Investment Bank
- 706 European Bank for Reconstruction and Development
- 707 Commonwealth of Independent States (CIS)
- 708 European Free Trade Association
- 709 Organization for Security and Cooperation in Europe (EOSEC)
- 710 European Court of Human Rights
- 711 NGO for Human Rights
- 712 NGO for Ecology
- 713 NGO for Anti-Globalization
- 714 NGO for Development and Cooperation
- 799 Other

**Asia**

- 800 Association of South East Asian Nations (ASEAN)
- 801 Asian Development Bank
- 802 Asian Regional Forum
- 803 Arab League
- 804 Asia Pacific Economic Cooperation
- 805 Organization of Arab Petroleum Exporting Countries (OAPEC)
- 806 South Asian Association for Regional Cooperation
- 807 NGO for Human Rights
- 808 NGO for Ecology
- 809 NGO for Anti-Globalization
- 810 NGO for Development and Cooperation
- 899 Other
  
- 900 International terror organizations (e.g., Al Qaeda)

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APPENDIX D – ACTORS

Each Actor code consists of 4 digits. The first two digits represent the topic area of the item. The 3<sup>rd</sup> digit represents the function or professional sector of the actor. The 4<sup>th</sup> digit (ranging from 1-3) represents the level of the actor in his/her topic area: 1 being the highest status and 3 being the lowest status.

Important: This coding system allows you to add additional codes so feel free to do so, if necessary; but please do not change the existing codes.

Internal Politics

- 3001 Head of State (president, king)
- 3011 Head of Parliament
- 3021 Prime minister
- 3031 Minister
- 3041 Parliamentary leaders, political party leader
- 3042 Member of parliament, regional political leaders
- 3043 Local political leaders, members of political parties
- 3051 Head of regional government (or equivalent in each country)
- 3052 Member of regional government (or equivalent in each country)
- 3061 Mayors of large city
- 3062 Mayors of small towns and other responsible for municipal affairs
- 3071 Head of regulatory agency
- 3081 Head of commission of inquiry
- 3082 Member of commission of inquiry
- 3083 Official of commission of inquiry
- 3091 National candidate in election
- 3092 Regional candidate in election
- 3093 Local candidate in election
  
- 3099 Other

International Politics

- 3101 Foreign Head of State, senior minister or politician
- 3102 Foreign government spokesperson
- 3103 Citizen of foreign country but not as in 47xx
- 3121 Ambassador
- 3122 Other diplomat
- 3131 Military leader in international forces
- 3132 High level of Army Officials
- 3133 Other officials and soldiers
- 3141 Head of international organization
- 3142 High ranking official of international organization
- 3143 Volunteers or activist in international organization
- 3151 Leader in group of people professing violence to achieve goals (e.g., terror)
- 3152 Spokesperson of group professing violence to achieve goals (e.g., terror)
- 3153 Member of group professing violence to achieve goals (e.g., terror)
- 3161 Head of regional group of countries (e.g., European Union)
- 3162 Deputies or high-ranking staff members of regional group of countries

- 3163 Other members or experts of regional group of countries
- 3171 Head of ad hoc international mission (e.g., peace keepers)
- 3172 Journalists/observers reporting on ad hoc international mission
- 3173 Rank and file member of ad hoc international mission (e.g., peace keeper)
- 3199 Other

#### Military and Defense

- 3201 Military Leader, Chief of Staff (of single country)
- 3202 Officer
- 3203 Soldier (non-officer)
- 3299 Other military or defense person

#### Internal Order

- 3301 Head of police, fire fighters or other security/emergency service
- 3302 Senior ranking persons in security/emergency organization
- 3303 Rank and file person in security/emergency organization
- 3311 Chief of highest court
- 3312 Other judges
- 3313 Officials of court/judicial system
- 3321 Chief prosecutor
- 3322 High level attorney in prosecution
- 3323 Clerks in prosecution
- 3331 Senior defense attorney
- 3332 Medium level attorney
- 3333 Clerk in law office
- 3341 Head or superintendent of jail
- 3342 Corrections officer
- 3343 Prisoner, suspect, defendant
- 3399 Other

#### Business, commerce and industry

- 3401 Head or high ranking officials of company
- 3402 Sales personnel, employee of large company
- 3403 Consumers
- 3411 Head of regulatory agency of business, commerce and industry
- 3412 Journalists/advocates of regulation in business, commerce and industry
- 3423 Investors
- 3431 Small business owner
- 3432 Employee of small business
- 3433 Tourists
  
- 3499 Other

#### Labor

- 3501 Leader of trade union
- 3502 High ranking official of trade union
- 3503 Rank and file member of trade union or worker
- 3599 Other

### Transportation

- 3601 Head or ranking official of transportation company (e.g., airline, Metro)
- 3602 Expert in transportation
- 3603 Passenger, user of transportation
- 3612 **Driver, pilot, crew member**
  
- 3699 Other

### Health, welfare and social services

- 3701 Head of health or medical system (e.g., chief doctor or nurse; scientist)
- 3702 Health workers
- 3703 Patient
- 3711 Head of drug company
- 3712 Worker in drug company or drug sales
- 3713 Consumer of drugs
- 3721 Head of social service agency or NGO
- 3722 Worker in social service agency or NGO
- 3723 Consumer of social service agency or NGO
- 3799 Other

### Population

- 3801 Expert on demography
- 3811 Leader of immigrant or foreign community
- 3812 Official responsible for dealing with immigrants or foreigners
- 3813 Immigrant
- 3823 **Refugee**
- 3899 Other

### Education

- 3901 Head of university
- 3902 Dean or department head
- 3903 Rank and file faculty members
- 3911 School principal
- 3912 School teacher
- 3913 Student
- 3999 Other

### Communication

- 4001 Head of media organization, publisher
- 4002 Editor, head of department
- 4011 Journalist, photographer
- 4099 Other

### Environment

- 4101 Head of organization dealing with environment, animal protection, etc.
- 4102 Expert on environment
- 4103 Environmental activists
- 4199 Other

### Science and Technology

- 4201 National or international leader in science and technology
- 4202 Scientist or technology expert
- 4203 Technician
- 4299 Other

#### Social Relations

- 4301 Head of social relations organization (ethnic, religious, sex, elderly, etc.)
- 4302 Expert in the area of social relations
- 4303 Person involved in some social relations matter
- 4399 Other

#### Sports

- 4401 Head of major team or sports federation
- 4402 Head of other sports organizations or teams
- 4403 Supporters
- 4411 Very famous athletes, coaches and referees
- 4412 Moderately famous athlete
- 4413 Amateur athlete
- 4499 Other

#### Culture

- 4501 Head of cultural organization
- 4502 Leading (internationally acclaimed) artists and performers (film, theatre, music, art)
- 4503 Artists and performers (film, theatre, music, art)
- 4511 Spectators
- 4599 Other

#### Religion

- 4601 Top religious leader
- 4602 Religious official (priest, rabbi, muslim cleric)
- 4603 Worshipper, believer
- 4699 Other

#### Royalty

- 4701 King, queen
- 4702 Prince, princess, heir to throne
- 4703 Lower level member of royal family
- 4799 Other

#### Celebrities

- 4801 Celebrities of great notoriety
- 4802 Less famous celebrities
- 4899 Other

#### Citizens

- 4903 Clearly identified "Man in the Street" opinion statement ("vox populi")
- 4913 Person presented as "victim" of some event (crime, act of terror)
- 4923 Person presented as "survivor" of some event (fire, storm)
- 4933 Anonymous person
- 4943 **Relative or close friend of victim**

4953 Relative or close friend of protagonist

4999 Other