

BCST 110 TV Content Analysis Assignment

Content analysis is a method for summarizing any form of content by counting various aspects of the content. You will watch a TV show and note instances of either sex, drugs, violence and language **or** ethnic and gender representation. You will turn in the numerical data in some chart form as well as a **3 page paper** (dbl spaced, 1" margins) answering the questions below and formulating your own conclusion.

Content analysis is a quantitative method. The results of content analysis are based on numbers. Include the following information in your paper.

I. Program Description

- ◆Name of Show
- ◆Title of Episode
- ◆V chip Rating
- ◆Date & Day of Week
- ◆Air time
- ◆Summary of story line (include what city the show is set in).

EVERYONE does parts I & III. For part II, choose to count instances of SDVL or Representation.

II. Sex, Drugs, Violence, Language (SDVL)

Each time the program depicts or discusses sex, drugs, violence, or foul language, you will make a note of it and its context.

As a reminder, SDVL includes physical visual depiction AND dialogue. A physical gesture could count as foul language.

	# of instances	Description/Characters	Consequences Shown?
Drug Use	2	minor characters smoked pot in two scenes	none
Violence	3	1 Domestic violence 2 Gun fights, 1 death	Only showed pain victim experiences, no legal or moral consequences.
Sex	0		
Language	0		

Questions for SDVL

1. How much screen time, in minutes and seconds, did SDVL get?
2. What was the nature/context of the action (violence, sex, drugs, obscenity)?
3. How graphic or realistic was the SDVL content?
4. What were the effects of the SDVL on the characters?
5. Who did the SDVL act: heroes or villains? Gender, age, socio-economic status, race, religion, education, occupation.
6. Were there victims? Who were they? Gender, age, socio-economic status, race, religion, education, occupation.
7. To what extent did the SDVL seem provoked or justified?

All the answers to the questions are available from watching the program. Notice that some of the criteria are subjective.

OR.....

II. Representation - Character Roles

Definitions:

Representation Group: Ethnic orientation and gender of character.

Opening/Primary: Character appeared in the opening sequence and was integral to the plot.

Primary Non-recurring: Character did not appear regularly but was vital to the episode or plot.

Secondary Recurring: Character did not appear in the opening sequence but appeared regularly and contributed to the plot.

Secondary Non-recurring: Character did not appear regularly but played a supporting role in the episode or plot.

Tertiary: Character spoke but did not appear regularly and did not move the plot.

Include GENDER in ALL categories.

Representation	Opening/Primary		Primary Non-recurring		Secondary Recurring		Secondary Non-recurring		Tertiary	
	M	F	M	F	M	F	M	F	M	F
Black	3	1	1	2	1	3	2	1	3	1
White	1	1	3	3		1	1			
Chinese		1								

Questions for Representation

1. Who is most and least represented?
2. What were the ages, social class, education, and occupations of main characters?
3. Do representation patterns reflect American population? Bay Area population?
4. Which representations are most and least likely to appear in primary roles?
5. For any type of representation (race, gender, sexual orientation), do any stereotypes emerge? (this is sometimes related to the character's occupation, behavior, dress).
6. Were other types of representation portrayed - sexual orientation, handicap, religion?
7. In your opinion, were any portrayals realistic? Were any unrealistic? Describe.

III. Conclusions

Summarize all data counts and briefly discuss. For example, if you counted five instances of violence and two instances of drug use and no instances of sex or foul language, then you could discuss the context in which the violence and drug use occurred AND what you thought of it as a viewer. Was the violence or drug use glamorized? Did the show depict the consequences of the action?

Describe the audience that you think this show appeals to.

What impact do you think the SDVL or Representation of this particular episode might have on the audience? What impressions might a viewer get about such actions (SDVL) or people (Representation)?