

COM 200 Chapter Twelve Worksheet

The purpose of these worksheets is to provide brief application of the more important concepts in each chapter. You MUST read the entire chapter to be successful in the course! However, completing the chapter worksheets will prepare for you upcoming class activities and touch pad quizzes. You should have written responses to the questions offered ready to discuss with classmates and hand in if called upon.

1. For each project below indicate whether it is best understood as a content analysis project (CA) or an interaction analysis project (IA).

- A. _____ Transcript of grade appeal conversations between faculty and students.
- B. _____ Verbs of reconciliation winning presidents use to try and unite the country after an elections that typically has Democrats and Republicans attacking one another.
- C. _____ Analysis of communication choices made when college female ask out college males.

2. Use the “Select Units for Coding” list on pages 222-223 of our text to help determine what is most likely being coded in the following examples.

- A. Coding FOX News and MSNBC broadcasts for amount of time devoted to any type of coverage of the Planned Parenthood scandal. _____
- B. Coding of the number of times Obama’s tendency to compromise is the source of humor on SNL, The Daily Show and other comedy news shows. _____

3. Use this same list to identify and describe three ways you could code for media coverage of alternative energy. At least one example must be traditional journalism and one example must be popular culture.

Units of Analysis	Example for Analysis of Media and Alternate Energy
Physical unit	
Referential unit	
Propositional unit	

4. Go here to the link below and watch the video (there are few cuss words used in humorous fashion—sorry) and then answer the following questions:

1) Identify two variables he coded and the level was each coded? (NOIR)

Variable	Level Coded

2) What other method(s) of research such as survey, experiment, focus group, etc. were used in addition to content analysis. _____

Here’s the link: <http://vimeo.com/9669721>