

CODEBOOK FOR FOREIGN TV NEWS STUDY  
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, moslem 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