Erratum

The following figures were inadvertently left out of Echo E. Field's article "Qualitative Content Analysis of Television News: Systematic Techniques" published in Volume 11, Number 3, Fall 1988, pp. 183-193 of *Qualitative Sociology*.

Figure 1
Sample Transcript of a Television News Broadcast

(excerpt taken from ABC "World News Tonight," September 25, 1980)

VISUALS	TEXT CATEGORIES	SCRIPT	SPEAKER I.D.
[1] standard anchor introduction. At desk. CSD		[1] Tonight in the final part of our special assignment report on <u>politics</u> and the <u>pulpit</u> correspondent James <u>Wooten</u> looks at the evangelical movement's <u>involvement</u> in <u>Congressional</u> <u>racism</u> and a <u>question</u> of <u>credibility</u> concerning one of the movement's <u>leaders</u> .	(Max Robinson)
[2] Robison at pulpit. From Below. FPD to CPD and freeze frame: DRAMA/ suggests EXTREMISM	Extremism.	[2] <u>We</u> the <u>people</u> of <u>God</u> make a commitment to <u>God</u> and bring our nation <u>back</u> to <u>God</u> for this nation is <u>finished</u> .	(James Robison, ^{SOFTEN} ^{LOUDER} ^{call.})
[3] Reagan seated on podium, listening and smiling. FSD. EFFECTIVENESS	Activism	This is James Robison. He's a preacher. I thank <u>God</u> Mr. Reagan was willing to come here tonight.	(James Wooten; (Robison)
	Power	And he's also a <u>politician</u> , one of the <u>right</u> wing, calling	(Wooten)

Figure 1 (continued)

[4] Pans audience, sea of uplifted arms. PD.	Polariza- tion	millions of the faithful to the polls to [4] vote
HOMOGENEITY,	Hedge	its way, { the moral way. } But they really aren't all
EFFECTIVENESS	Hedge	that new, these pulp ^{rall} it politicians.

Key to symbols:

[1]	Scene change and number
ID	Intimate distance
CPD	Close personal distance
FPD	Far personal distance
CSD	Close social distance
FSD	Far social distance
PD	Public distance

Prosodic coding symbols (from Bennett, 1982:211-212)

	Minor tone group boundary
	Major tone group boundary

Vocal pitch "tunes"

falling from high to low	word
falling from low to lower	word
rising from high to higher	word
rising from low to high	word
rising then falling	word
falling then rising	word
rising then falling then rising	word
Upward vocal register shift	Now is the time for people
Downward vocal register shift	Now is the time for people
Increased speech tempo	acc. (accelerando)
Decreased speech tempo	rall. (rallentando)
Very high stress	WORD
High stress	WORD
Low stress	word

Figure 2
Facial Expression Notation

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1)		: raised eyebrows
2)		: smile
3)		: chuckle, laughter
4)		: frown
5)		: head tilt--left, right, down
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Figure 3
Sample Facial Expression Analysis

(excerpt from NBC "Nightly News," January 29, 1981)

<u>VISUALS</u>	<u>TEXT CATEGORIES</u>	<u>SCRIPT</u>	<u>SPEAKER I.D.</u>
1 Anchor story format. J.C. reads to camera, photo of Falwell matted in behind. Smiles and irony. FPD.	Celebrity	1 Reverend Jerry Falwell, founder of Moral Majority, recently was interviewed by two <u>freelance writers</u> and in the interview he <u>attacked</u> former President Jimmy Carter for giving an interview to <u>Playboy</u> magazine. Well, the Falwell interview has turned up in all things in <u>Penthouse</u> magazine.	(John Chancellor)
	Inconsistency		
	Trivialization		