Content Description checklist for portrayals on Doordarshan

Instructions

1. Consider action taking place in one location as one scene. As and when a location changes, consider it as change of scene.

2. Use frequency tally marks to indicate male and female presence.

3. Consider male or female presence in a scene, and not the number of men and women. This checklist aims to collect "frequency of presence of male and female characters" and not "actual number of male and female characters"

A. (1) Name of the Programme

(2) Nature of programme (e.g. Serial, panel discussion etc.)

(3) Month/Year of telecast of the programme.

(4) Number of episodes viewed for content description.

B. (1) Data of observation.

(2) Observers name & address

C. Episode content (A brief description of the episode in 10-15 lines)

D. Name/identification of major and supporting characters of the episode -

Major   Supporting

1.

2.

3.

4.

E. Male - Female Presence   (use frequency tally marks)

(scene wise)   Male   Female

1.

2.

3.

4.

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F. Role Significance   (Use frequency tally marks)

                                   Male   Female

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1. Major Role

2. Supporting Role

3. Minor Role

4. Bit portion

G. Locations Seen in
   1. Home

   2. Office

   3. Other places (Shops, Market, Hotel etc.)

   4. Open areas

   5. Any other

   6. Cannot code

H. Social Class   (use frequency tally marks)
                                   Male   Female

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1. Urban rich class

2. Urban middle class

3. Urban poor

4. Rural poor

5. Rural middle class

6. Rural poor

7. Tribal (higher class)

8. Tribal (lower class)

9. Cannot code

G. Role portrayed   Male   Female

1. Wife/husband

2. Mother father

3. Daughter - Son

4. Sister - Brother

5. Mother-in-law - Father-in-law

6. Sister-in-law - Brother-in-law

7. Grand mother - Grand father

8. Aunt - Uncle

9. Acquaintance

10. Friend

11. Lover

12. Associate in work situation

13. Superior in work situation

14. Inferior in work situation

15. Subject expert

16. Interviewer

17. Announcer

18. News caster

19. Silent performer

20. Any other (specify)

21. Cannot code

I. Occupation	Male	Female
1. Unemployed		
2. Labourer		
3. House wife		
4. Servant		
5. Clerical		
6. Sale person		
7. Care taker of children/elder		
8. Artist		
9. Teacher		
10. Social worker		
11. Religious person		
12. Executive		
13. Managerial		
14. Entrepreneur		
15. Professional		

J. Age ranges	Male	Female
1. Childhood (0 -12 yrs.)		
2. Adolescence (13 - 19 yrs.)		
3. Early adulthood (20 - 34)		
4. Middle adulthood (35 - 49)		
5. Late adulthood (50 - 64)		
6. Old age (65 <)		

K. Marital Status	Male	Female
1. Single		
2. Married (living together)		
3. Married (living separately)		

4. Separated / Divorced

5. Widowed

6. Cannot code

_____

L. Physical traits (mentioned traits) Male   Female
    _____
    (e.g. Good looking, untidy, active
    etc.)

M. Psychological traits (mentioned traits) Male   Female
    _____
    (e.g. intelligent, submissive, cheerful
    etc.)

    1.

    2.   .

    3.

    4.

N. Personal comments