Definition of the unit of analysis

The unit of analysis is a <u>newspaper article</u> that mainly focuses of the leaders' debate.

- ➢ We define an "article" as a continuous text with a title and signature that distinguish it from other articles.
- ➢ We select articles with a title and introduction/beginning paragraphs showing that the main topic is the televised leaders' debate or a subject related to the debate (the organisation of the debate, any element part of the debate [an issue, an argument used by a protagonist, something having come up during the debate, etc.], its reactions or its consequences.
- ➢ Texts written by journalists only.
   - ○ We exclude readers' letters, opinion pieces written by specialists or other people who are not journalists. We focus on journalistic production on leaders' debates.
- ➢ In the case of certain columns that touch upon different themes and that were distinguished from the others by sub-titles and that still speaks of the debate, we only analyse the portion of the column dedicated to the debate.

Definition of the subunit of analysis

We examine a set of characteristics for <u>each paragraph</u> of the selected articles.
- ➢ We define "paragraph" as a textual group that begins by an indentation and finished by a period.
- ➢ The title of the article, the subtitles, highlighted excerpts and thumbnails below pictures are not considered "paragraphs" that we take into consideration.

PART I – ARTICLE CHARACTERISTICS

VARIABLES	CATEGORIES	CODES	DESCRIPTIONS
ID			Number identifying the article. Format: YYYYJAAA (year, journal code, sequential number of the article). Example : a first article in *La Presse* for the 1968 debate : 19681001.
Journal	La Presse Le Devoir Globe and Mail Toronto Star	1 2 3 4	
Date			Specify the date of publication. Format: YYYYMMDD
Page			Specify the page number on which the article begins (can include letters).
Title			Title of the article
Author			Name of the author

PART II – PARAGRAPH CHARACTERISTICS

VARIABLES	CATEGORIES	CODES	DESCRIPTIONS
ID			Number identifying the article. Format: YYYYJAAA.
ID_Parag			Number identifying the paragraph. Format: YYYYJAAAPP
Beginning			Specify the first two words of the paragraph
Discourse (categorisation from Charron and Saint-Pierre, pp. 30-31). *We code according to the principal function of the discourse as can be seen throughout the paragraph.*	Factual discourse	1	Presentation of facts or another's discourse; the factual statements are mainly the journalist's responsibility. *If the discourse is reported in order to support an analysis or an evaluation, we code 3 or 4.*
	Analytical discourse	3	The journalist (either by himself or with the help of another observer) mainly explains, interprets or puts into context facts, statements, situations, without making value judgments. As soon as there is an analysis, this category is to take precedence on the first.
	Judgmental discourse	4	Paragraph containing a value judgment or a position statement *by the journalist* (and not the evaluation of another individual reported by the journalist). We keep appreciations that pull journalists into the political arena. For example, when he positively or negatively qualifies a leader's performance. However, we do not keep fact-based appreciations which are directly observable (example: "the public in the studio enjoyed Jean Chrétien's performance"). As soon as there is an evaluative statement, this category takes precedence over the other two.

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Frame	Governance	1	Paragraph insisting on a dimension of political life linked to governance: description of a social or economic problem with which society is faced; party promises to fix a problem or to improve a situation; party achievements; criticism of promises, opponent's achievements or arguments, etc.
	Strategy	2	Paragraph insisting on strategic motivations or party/candidate tactics, on the state of competition between parties, on anecdotal events related to the campaign, etc. This category also includes the debate format and organization (moderator's performance and bio, etc.), leaders's preparation to the debate, as well as the actual or hypothesized impact of the debate on voters, discussion about its relevance, the size of the audience, etc.
	Other	3	Paragraph insisting on a dimension of political life other than governance or strategy (ex: leader's personality). Please specify.

Issue1 Issue2 Issue3 *(If more than three issues, consider the first three mentioned; write them in order of mention)*	Foreign affairs	1	International cooperation, international francophony, Canadian-American relations (*Free Trade belongs to the "economy" category*), personal mines treaty, etc. *Military actions fall under the "defense" category*.
	Agriculture, fisheries and natural resources	2	Farmers and fishermen support, forest, staple food price management (eg: Canadian Wheat Board), mines, etc.
	Natives	3	Help to indigenous communities, indigenous rights, indigenous and federal relations, etc.
	Women	4	Salary equality/equity, status of women
	Constitution	5	Constitutional Law reform projects (eg: Meech Lake Accord), power structure, Canadian unity (including Quebec sovereignty, Quebec's right to auto-determination, recognition of "distinct society", etc.)
	Crime and public safety	6	Gun control, civil liberties, fight against drugs, fight against domestic violence, police.
	Culture and heritage	7	Bilingualism and Canadian francophony, communications,

multiculturalism, cultural Crown corporations (National Film Board, Telefilm, CBC, etc.), arts funding, etc.

Defense	8	Military spending, military intervention in Canada or abroad (eg. : Afghanistan).
Economy	9	Unemployment, jobs, inflation, Free Trade, currency, productivity, mortgage rates, business development support.
Education	10	Scholarships, university research support, federal support to provinces.
Energy	11	Nuclear energy, creation/privatisation of Petro-Canada. *We are interested in the government's energy policies: if one energy issue is mainly treated in its environmental dimension, code the "environment" category.*
Environment	12	International agreements related to the environment, acid rain, global warming, etc.
Public finance and tax systems	13	Budget deficit, public debt, taxes, surplus, etc. We include the carbon tax (2008) in this category.
Government formation	14	Coalition, prospect of minority government, etc.
Immigration	15	Admission of newcomers, immigrant support, etc.
Ethics	16	Corruption, party financing, partisan nominations, etc.
Justice	17	Right to abortion, gay rights, etc.; the functioning of courts, marijuana legalisation, etc. *We focus here on the functioning of justice and the recognition of rights (eg: legalisation of marijuana); ways of fighting against crime belong to the "crime and public safety" category" (eg: fight against drug trafficking). Exception: indigenous rights are in the "indigenous" category.*
Social welfare	18	Family allowance, employment insurance, daycare, old-age pension.
Health care	19	Access to health care, health care financing (role of private sector, federal support to provinces), quality of health care, etc.
Transport	20	Air Canada, roads, rails, harbours or airport infrastructures, Via Rail, etc. (*Subsidies granted to a private company in the transportation sector [ex: Bombardier] belong in the "economy" category". The gaz price coded under "energy".*)
Other sector	99	Please specify