

Table 1. Comparison of Coughlin and O'Reilly on the frequency of using propaganda devices.

Variable	Coughlin		O'Reilly	
	Sum	Incidents per minute	Sum	Incidents per minute
Name calling	113	3.42	2209.00	8.88
Glittering generality	94	2.85	737.00	2.96
Transfer	20	.61	26.00	.10
Plain folks	13	.39	10.00	.04
Bandwagon	21	.64	167.00	.67
Testimonial	3	.09	61.00	.25
TOTAL	264	8.00	3210.00	12.91
DURATION (minutes)	33.00		248.65	

Table 2. The identity of role-players

Identity	Frequency	%	Rank
Red	36	7.30	
Bush and his administration	21	4.30	10
Republicans	10	2.00	14
Political right	5	1.00	19
Blue	63	12.78	
Democrats	27	5.50	8
Political left	36	7.30	4
Generic politician/government	17	3.40	12
U.S. Military	26	5.30	9
Criminal justice	33	6.70	5
Media	115	23.33	
Right	9	1.80	15
Left	64	13.00	1
No affiliation	42	8.50	3
Foreigners	28	5.70	7
Illegal aliens	20	4.10	11
Criminals	10	2.00	14
Terrorists	15	3.00	13
Academics	28	5.70	7
Celebrities	7	1.40	17
Christians	8	1.60	16
Non-Christians	6	1.20	18
Americans	75	15.21	
Individuals	32	6.50	6
As a group	43	8.70	2
Other	6	1.20	18
TOTAL	493	100.00	

Table 3. Victims, villains, and the virtuous.

Identity	Victim %	Villain		Virtuous	
		Bad %	Evil %	Good %	Hero %
Red	22.20	47.20	0	25.00	5.60
Bush and his administration	28.60	33.30	0	33.30	4.80
Republicans	10.00	60.00	0	20.00	10.00
Political right	20.00	80.00	0	0	0
Blue	1.60	90.50	7.90	0	0
Democrats	3.70	96.30	0	0	0
Political left	0	86.10	13.90	0	0
Generic politician/government	0	70.60	11.8	17.60	0
U.S. Military	30.80	26.90	0	42.30	0
Criminal justice	12.10	54.50	6.10	27.30	0
Media	5.20	85.20	0	8.70	.90
Right	22.20	11.10	0	55.60	11.10
Left	0	96.90	0	3.10	0
No affiliation	9.50	83.30	0	7.10	0
Foreigners	14.30	50.00	25.00	10.70	0
Illegal aliens	0	15.00	75.00	10.00	0
Criminals	0	50.00	50.00	0	0
Terrorists	0	20.00	80.00	0	0
Academics	7.10	71.40	17.90	3.60	0
Celebrities	28.60	57.10	0	14.30	0
Christians	25.00	25.00	0	37.50	12.50
Non-Christians	16.70	66.70	16.70	0	0
Americans	53.3	28.00	2.7	14.7	1.3
Individuals	62.50	28.10	6.30	3.10	0
As a group	46.50	27.90	0	23.30	2.30
Other	16.70	33.30	0	50.00	0

Figure 1. Prominent victims and reasons.

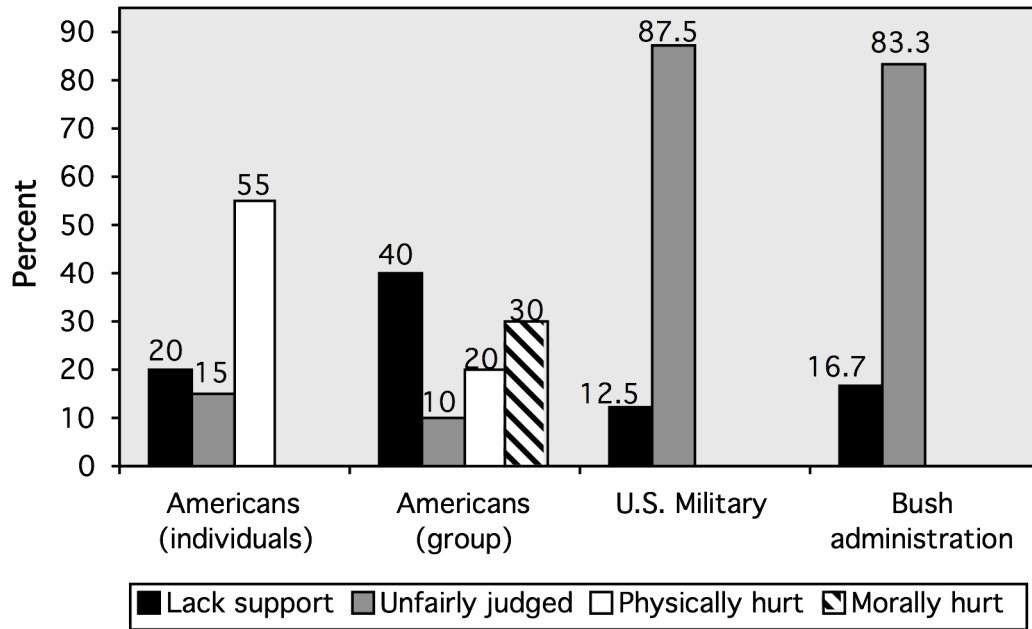


Figure 2. Prominent bad role-players and reasons.

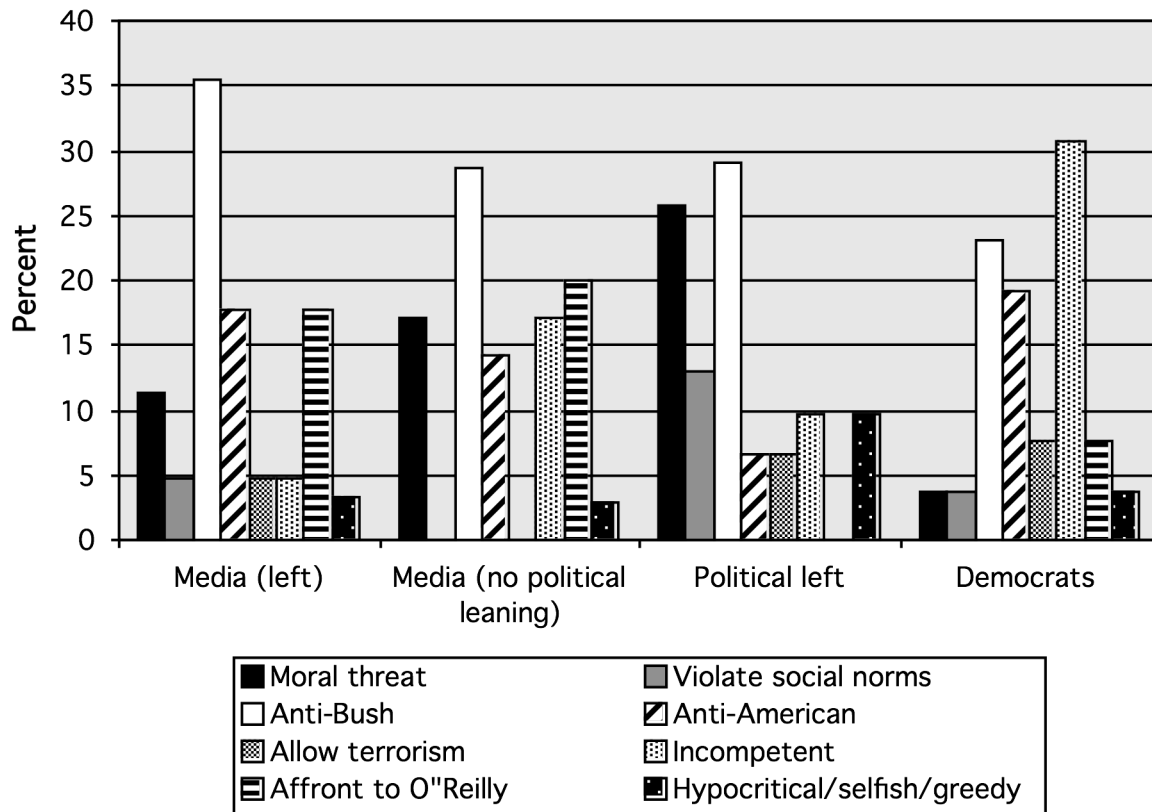


Figure 3. Prominent sources of evil and the reasons for being that.

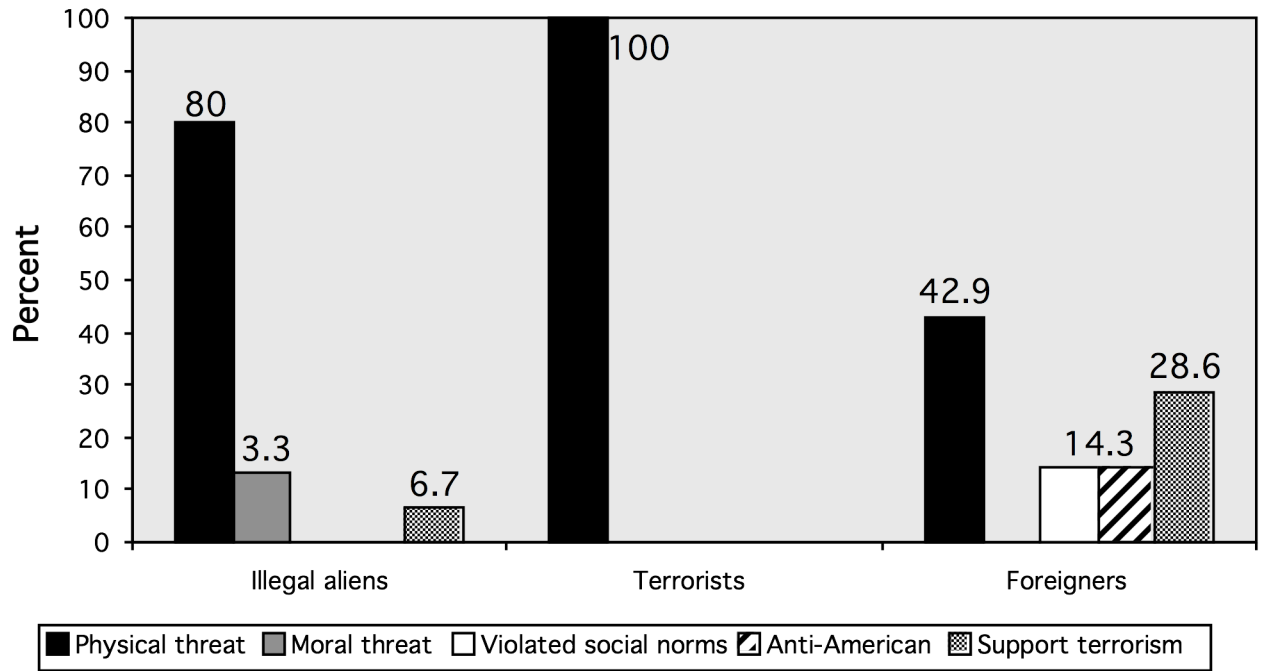


Figure 4. Prominent good role-players and reasons.

