



UvA-DARE (Digital Academic Repository)

Multimodal news framing effects

Powell, T.E.

Publication date

2017

Document Version

Other version

License

Other

[Link to publication](#)

Citation for published version (APA):

Powell, T. E. (2017). *Multimodal news framing effects*.

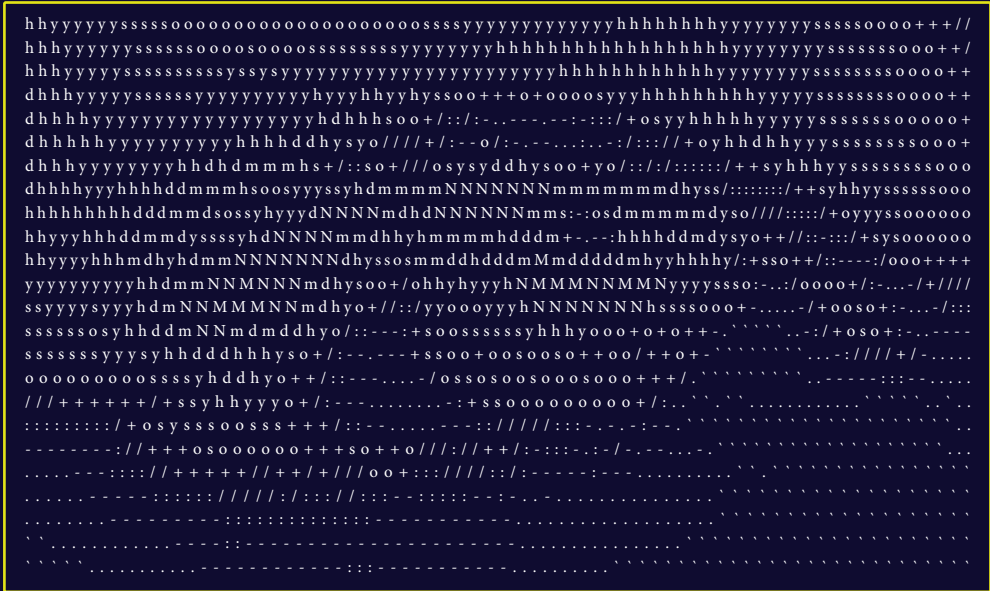
General rights

It is not permitted to download or to forward/distribute the text or part of it without the consent of the author(s) and/or copyright holder(s), other than for strictly personal, individual use, unless the work is under an open content license (like Creative Commons).

Disclaimer/Complaints regulations

If you believe that digital publication of certain material infringes any of your rights or (privacy) interests, please let the Library know, stating your reasons. In case of a legitimate complaint, the Library will make the material inaccessible and/or remove it from the website. Please Ask the Library: <https://uba.uva.nl/en/contact>, or a letter to: Library of the University of Amsterdam, Secretariat, Singel 425, 1012 WP Amsterdam, The Netherlands. You will be contacted as soon as possible.

Multimodal News Framing Effects



© Thomas E. Powell

Table of Contents

Chapter 1 Introduction

Framing politics visually and verbally

Chapter 2 A clearer picture

The contribution of visuals and text to framing effects

Chapter 3 Framing fast and slow

The processing of visual and textual framing effects

Chapter 4 Video killed the news article?

Comparing multimodal framing effects in news videos and articles

Chapter 5 Conclusion

To multimodality and beyond

Multimodal News Framing Effects

Thomas E. Powell

Colophon

© Thomas E. Powell

ISBN: 978-94-92801-02-9

Cover design and layout: proefschrift-aio.nl

MULTIMODAL NEWS FRAMING EFFECTS

ACADEMISCH PROEFSCHRIFT

ter verkrijging van de graad van doctor
aan de Universiteit van Amsterdam
op gezag van de Rector Magnificus
prof. dr. ir. K.I.J. Maex
ten overstaan van een door het College voor Promoties ingestelde commissie,
in het openbaar te verdedigen in de Agnietenkapel
op donderdag 21 september 2017, te 10:00 uur

door Thomas Edward Powell
geboren te Aldershot, Verenigd Koninkrijk

Promotiecommissie

Promotor:	Prof. dr. C.H. de Vreese	Universiteit van Amsterdam
Copromotoren:	Prof. dr. H.G. Boomgaarden	Universiteit van Amsterdam
	Dr. K. De Swert	Universiteit van Amsterdam
Overige leden:	Prof. dr. M.E. Grabe	Indiana University
	Dr. S. Geise	Universität Münster
	Prof. dr. E.S.H. Tan	Universiteit van Amsterdam
	Prof. dr. R. Vliegthart	Universiteit van Amsterdam
	Dr. B.N. Bakker	Universiteit van Amsterdam
Faculteit:	Faculteit der Maatschappij- en Gedragwetenschappen	

Table of Contents

List of Figures and Tables		6

Chapter 1	Introduction: Framing politics visually and verbally	9
Chapter 2	A clearer picture: The contribution of visuals and text to framing effects	27
Chapter 3	Framing fast and slow: The processing of visual and textual framing effects	51
Chapter 4	Video killed the news article? Comparing multimodal framing effects in news videos and articles	77
Chapter 5	Conclusion: To multimodality and beyond	97

References		112
Appendix A		123
Appendix B		131
Appendix C		145

English summary		149
Nederlandse samenvatting		152
Acknowledgements on authorship		155
Acknowledgements / Dankwoord		156

List of Tables and Figures

Table 1	Mean support for intervention and behavioural intention ratings per frame condition.	38
Figure 1	Conceptual overview of the dissertation	23

Figure 2.1	Moderation of text framing effects on support for intervention by issue-specific knowledge.	38
Figure 2.2	Mean differences between the image-text combination conditions for (a) support for intervention and (b) intention to donate.	39
Figure 2.3	Mediation models showing the indirect effects of emotions on framing effects	42

Figure 3.1	Mean differences between the text frame and processing pathway conditions for (A) support for intervention, and (B) donation.	61
Figure 3.2	Moderation of framing effects by individual differences in (A) need for affect and (B - C) visual-verbal processing style.	63
Figure 3.3	Interaction between the image frame and processing pathway conditions for probability of donation.	67
Figure 3.4	Moderation of framing effects by individual differences in (A-B) need for cognition, (C) need for affect, and (D) visual-verbal style of processing.	69

Figure 4.1	Mean differences in behavioural intentions between the frame conditions across different media.	88
Figure 4.2	Mean differences between the text frame conditions on behavioural intentions by article and video mediums.	89
Figure 4.3	Path analysis models showing the (conditional) indirect effects of processing depth on framing effects	90