

Brantner, C., Lobinger, K., & Wetzstein, I. (2011). Effects on visual framing on emotional responses and evaluations of news stories about the Gaza conflict 2009. *J&MC Quarterly*, 88(3), 523-540.

Synopsis:

Brantner, Lobinger, and Wetzstein discussed how visual framing affected and influenced readers of news media. In this article, the authors discussed the concepts of priming, framing, the effects of framing, visual frames, and the importance of photos in news reporting. They highlighted framing and framing effects, which enable individuals to “locate, perceive, identify, and label information” (p. 524). Brantner, Lobinger, and Wetzstein stressed the importance of visual framing through photos, which they found has an influence on readers’ evaluation of a news story (p. 533). Their study indicated that the presence of visuals made reading news texts more entertaining and engaging, thereby increasing the article’s communicative quality. Brantner, Lobinger, and Wetzstein identified the scope of their study – they wanted to see the effects of a visual human-interest frame, a visual political frame, and articles without image framing in relation to an article about the Gaza conflict. They found that although the visual framing evokes emotions, not all images automatically stimulate emotional effects.

Key Concepts:

- **Priming Effects:** “ideas and feelings retain some residual activation potential, making them more likely to be activated and used in making subsequent evaluations” (p. 525).
- **Framing:** “the observation that different media report on the same topic in different ways, emphasizing or neglecting particular evaluations or particular parts of the issue” (p. 524).
- **Stimuli:** “visual images that evoke emotions that attract the readers’ attention because they are perceived quickly and easily” (p. 526).

Key Quotes:

- “images are more salient than verbal texts because they are more able to generate the recipients’ attention as they, among other things, connote witnessing and increase emotional participation” (p. 525).
- “If, at the times when judgments are to be made, images or image-text integrations avail themselves from memory more readily than text alone, images will exert a disproportional influence on judgment” (p. 526).
- “reactions to featured photographs shift the primarily text-based perceptions and evaluations of issues in the direction suggested by the photographs” (p. 527).

Essential Question:

- How are recipient’s views and personal experiences impacted by the exposure of techniques like framing and priming by news media organizations?