Visual deductive conflict frame (War Coverage)

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KEYWORDS
war coverage, frame, visual frame

BRIEF DESCRIPTION
This variable describes how a war is depicted in the photos published by a news organization. It thereby suggests what interpretation or perspective on a war is promoted through the visual layer of news discourse. Visual frame analyses of war coverage have largely relied on deductive analyses. As such, studies measure frames that have been derived from the existing literature or small pilot studies (cf. Jungblut & Zakareviciute, 2019). Some of these deductive frames have been applied in multiple studies that are focused on a variety of conflict cases (e.g. Schwalbe, 2013; Schwalbe & Dougherty, 2015).

FIELD OF APPLICATION/THEORETICAL FOUNDATION
Visual frame analysis is grounded in the framing approach that describes a media frame as the result of a journalistic process of selecting some aspects of a given social reality and making them more salient than others (Entman, 1993). As such, visual framing is often measured to analyze how a war is depicted in the news. Research thus aims to unravel what image of a war is transported to the audience and thereby seeks to understand if there is a bias towards one of the involved conflict parties. As a result, visual frames usually tend to be conceptualized as the dependent variable within a research design (cf. Jungblut & Zakareviciute, 2019; Schwalbe, 2013).

REFERENCES/COMBINATION WITH OTHER METHODS OF DATA COLLECTION
Experimental research designs have been used to analyze the effect of different visual frames. In this, research examines whether visual framing can affect recipients’ attitude towards conflict parties and whether frames can evoke an emotional response in the audience (Brantner, Lobinger & Wetzstein, 2011).

SAMPLE OPERATIONALIZATION
Please indicate which of these frames is present in the photo. In each photo, multiple frames can be present at the same time.

<table>
<thead>
<tr>
<th>Frame</th>
<th>Description</th>
<th>Measurement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conflict Frame</td>
<td>Depiction of the combatants, inclu-</td>
<td>0 = frame is absent</td>
</tr>
<tr>
<td></td>
<td>ding weapons, troops, POWs, and</td>
<td>1 = frame is present</td>
</tr>
<tr>
<td></td>
<td>combat</td>
<td></td>
</tr>
<tr>
<td>Human Interest Frame</td>
<td>Depiction of noncombatants, such</td>
<td>0 = frame is absent</td>
</tr>
<tr>
<td></td>
<td>as civilians and humanitarian relief</td>
<td>1 = frame is present</td>
</tr>
<tr>
<td></td>
<td>workers</td>
<td></td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Frame</th>
<th>Description</th>
<th>Measurement</th>
</tr>
</thead>
</table>
| Violence of War Frame    | Depiction of the results of conflict, such as injury, death, and destruction | 0 = frame is absent  
1 = frame is present |
| Anti-War Protest Frame   | Depiction of anti-war demonstrations and protests | 0 = frame is absent  
1 = frame is present |
| Media Self-Reference Frame | Depiction of journalists at home and in the conflict zone | 0 = frame is absent  
1 = frame is present |
| Politicians Frame        | Depiction of politicians and negotiations     | 0 = frame is absent  
1 = frame is present |
| Looting Frame            | Depiction of looting                          | 0 = frame is absent  
1 = frame is present |
| Oil Resources Frame      | Depiction of oil fields and refineries        | 0 = frame is absent  
1 = frame is present |

**INFORMATION ON SCHWALBE, 2013**

**Author:** Carol B. Schwalbe  
**Research question/research interest:** Visually Framing of the Iraq War in TIME, Newsweek, and U.S. News & World Report  
**Object of analysis:** Three News Magazines (TIME, Newsweek and U.S. News & World Report)  
**Timeframe of analysis:** Time frame starts with the opening day of the U.S.-led invasion of Iraq (March 19, 2003) and ended with the transfer of limited sovereignty to the provisional Iraqi government (June 28, 2004).  

**INFO ABOUT VARIABLE**  
**Variable name/definition:** Deductive visual conflict frame  
**Level of analysis:** Image  
**Values:** 0 = absent, 1= present (for each of the described frames)  
**Scale:** binary (nominal)  
**Reliability:** Scott’s pi = 0.93  

**REFERENCES**  
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