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BA-Thesis

Framing and news values in domestic and foreign
crime news

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Abstract

Through new technologies, events that occur around the whole world can become news in the Netherlands. The fact that these stories are about events that occurred in foreign countries might have an effect on the news values that were used to select the story and the frame that was used to cover the story. 30 articles from each type of news (domestic, foreign, and domestic in foreign) were analyzed on frames and news values. Findings show that the type of news may indeed be of influence on the news values, as proximity was most often found in foreign and domestic in foreign news. Also, news frames might be influenced by the type of news, as the human interest frame was most often found in the domestic in foreign type news and the responsibility frame most often in domestic news. Beginning journalists might use this information in their learning process, to learn what news values to select a story on and what frames to use for an article. The news audience could use this knowledge to understand how the news is selected and portrayed by journalists.

Introduction

News events happen in great abundance. Our world is very interlinked through the development of new technologies and the news distribution channels that allow access from over the whole world (Clausen, 2004). Even news events that happen in faraway countries can become news stories in the Netherlands. However, not all events can be created into news stories, because we simply cannot process all that information. These events have to be filtered and selected by journalists and other news people, because we cannot register everything that happens in the world (Galtung & Ruge, 1965).

This process has many different aspects, which will be outlined in further detail later. However, one of these aspects is the cultural and geographical distance between the place the event occurred in and the news audience. NOS (a popular news broadcasting platform in the Netherlands) published a background story about three Dutch people who were killed in the recent terrorist attacks in Brussels (NOS, 2016), which shows a perceived importance in people from the same country, who are naturally culturally close. The same phenomenon occurred in the reports on the attacks in Paris (AD, 2015; Telegraaf, 2015; Nu.nl, 2015). Many newspapers in the Netherlands covered the attacks, emphasizing the amount of Dutch people injured or dead. Knowledge of international relations between countries and an understanding of the audience is essential in framing and presenting a news story to a national audience (Clausen, 2004). This study will investigate the influence that cultural and geographical distance, from now on referred to as proximity, have on the news values and frames detected in news articles.

What is news?

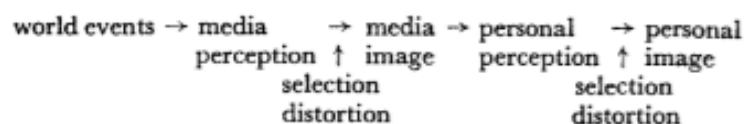
There are many ways for a journalist to decide what is included in a story, or excluded, or what parts of an event are emphasized. In today's life, people continuously come across multiple forms of media through digital and mobile technology (Vliegenhart & Van Zoonen, 2011). However, many more stories occur, but are not written about, because journalists did not consider them as newsworthy. Because "news is literally for sale" (Allern, 2002, p. 142), news is commercial and the selection of news is oriented towards the audience. News has to be entertaining and giving in to popular tastes of the audience. Therefore, news is selected and packaged in a way that adheres to the audience's demands.

News values are one of the concepts journalists can use to filter through all the events to select their stories (Palmer, 1998). This makes news everything that is considered by journalists to be newsworthy. O'Neill and Harcup (2009) give many different taxonomies of news values. All concentrate on the following six items: status (elite), relevance (consequences), identification (distance and emotion), valence (values), consonance (predictability) and dynamics (unpredictability). The selection process journalists use has been learnt through practise until they can make those decisions rapidly (Randall, 2000, p. 24). This means that these news values are almost professionally engraved in the minds of the journalists when making decisions on which events to write about and what parts to include and emphasize.

Next to these values, journalists also use implicit assumptions and a realistic eye within the context of their occupation (Golding & Elliot, 1979). Three determinants a journalist considers when deciding if a story is newsworthy enough, are amongst other things audience, accessibility, and fit. This can be described as: "whether an event/issue was important to the audience, would hold their attention, be understood, enjoyed, registered or perceived as relevant; the extent to which an event was known to the news organization and the resources it would require to obtain; and whether the event fitted the routines of production and made sense in terms of what was already known about the subject" (O'Neill and Harcup, 2009, p. 165). Moreover, co-option, predictability and pre-fabrication are also important for news selection (Bell, 1991). Co-option is the "tangentially related[ness]" of a story. The closer the story is to an audience, the more likely it would be for a journalist to write a continuing story about it. This could be one of the reasons why there is less foreign news in popular news papers (Palmer, 1998), as culturally and geographically close events are usually more popular.

Foreign news

The process an event goes through to become news, is explained by



Galtung and Ruge (1965) as is shown in figure 1. World events become news through media perception that is influenced by selection. If the news is not about a culturally close event, the audience will be less likely to identify themselves with an unknown person than with a celebrity or elite individual (Galtung & Ruge, 1965). A news story has to be more relevant to the audience for it to be covered, if it occurs in a culturally distant location than if it occurs in the Netherlands. If not, the chance that other news events that occurred more culturally or geographically close are considered to be more newsworthy is highly possible. For a news story from a culturally distant location to be covered, it will have to be a story about more negative news, more elite oriented, and more relevant to the audience. The event will also have to be less ambiguous and more consonant with other news. Particular international stories can also be of importance for the audience of a newspaper, for example by having a large impact on the national economy.

Story coverage gets less 'professional', the more national it becomes (Nossek, 2004). News values become subordinate to national loyalties when selecting a story, although these values are rooted into the profession of journalism through repeated use. Journalists hardly ever consciously think about the news value a story has. The selection process through news values has become an unconscious, quick decision. When journalists are culturally closer to the news event, they are less likely to adhere to professional news values. However, when deciding what international stories to run, there are other factors involved in the selection process next to the news values. These include how available information from abroad is, how costly it is to cover the international news event, and economic interest (WU, 2000; Allern, 2002). The type of audience and geographical coverage area are also of influence on this decision. The geographical coverage area includes, but is not limited to, events that happen nearby which are more interesting to the national audience.

Moreover, journalists determine whether the story is 'ours' or 'theirs', and that influences the selection of stories (Nossek, 2004). Journalists cannot disjoin their national context from occupational reasoning. The location of the news event is not particularly important when selecting it as a news story. There is often also a national frame in play. The national frame is the viewpoint of the writer which is inseparable with thoughts, ideas and beliefs of his or her own country. A Dutch journalist, for example, would feel a stronger connection to an event that has occurred in Suriname than Guyana, although these are neighboring countries. The Dutch journalist would be influenced because of the history between the Netherlands and Suriname.

Framing

Besides news values, communicators, including journalists, use framing decisions in the selection process as well, following frames or schemata that organize their own thoughts and beliefs (Entman, 1993). Framing is “to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation” (Entman, 1993, p 52). To make something more salient is to make it more noticeable, meaningful, or memorable. Frames conceptualize problems, identify what is the cause of the proposed problem, evaluate moral judgments, and offer recommendations while discussing their plausible effects. The text or article then includes or excludes key words, stereotypes, certain sources, and stock phrases that shape and strengthen facts or judgments. A text can become more salient through the repeating of words or images and association with culturally similar characteristics. A frame influences what the audience notices in the text and how its members will interpret and recall the issue. Also, the frame will influence how the audience evaluates and pursues the problem. Because people cannot possibly think of everything concerning a topic of issue, there are possibilities for persuasion (Entman, Matthes & Pellicano, 2009). This already occurs when the journalist successfully changes or expands the sets of beliefs and thoughts a person has when thinking about a certain topic. That is a considerable danger for the news audience that is not aware of this.

Framing “is an individual psychological process, but it is also an organizational process and product, and a political strategic tool” (Entman, Matthes & Pellicano, 2009, p. 175). It is a concept that repeatedly calls upon the same characteristics and objects. Writers can achieve this through the use of similar or interchangeable symbols and words in a definite time through a series of communication media. The coverage of the refugee situation in Europe is an example of this. These people are represented as refugees and not, for example, as fortune seekers. This is how the media chose to portray them. People in the Netherlands are exposed to various media channels that report on these people as refugees. They are exposed to similar images during news broadcastings and in the newspapers. The same concept is repeated over and over again. The function of a frame is defined as a means to “promote an interpretation of a problematic situation or actor and (implicit or explicit) support of a desirable response, often along with a moral judgment that provides an emotional charge” (Entman, Matthes & Pellicano, 2009, p. 177). In practice, frames are used to select and highlight particular aspects of a news event or story.

Framing has a diachronic form, as through the repeated use of frames the audience will notice the frame, understand it, store it for future reference, and recall and apply the frame at future associations (Entman, Matthes & Pellicano, 2009). It increases the chance of a particular

reaction in the future, while decreasing the chance of thinking about other potentially applicable characteristics and objects. This is for example what happens when people think about the refugee situation, as described above. When the frame is repeated often enough, it is stored in the minds of the audience to be called upon for later use, even years later through the use of one word (9/11). In the case of the coverage of the refugee crisis, 'Syria' is one of the words that calls upon this frame.

Research Questions

Even though there are many studies that focus on news values, the nature of international news, and framing, there seems to be a lack of research for these three topics combined. Certainly in a world where framing is used in international settings and stories (e.g. fortune tellers or refugees), this combination of aspects is interesting. This study intends to close this gap in the existing information by investigating the question:

To what extent do the frame and news values differ in relation to the location of the news (national or foreign)?

The research question was divided into separate sub questions. Each aspect is looked at separately first. Firstly, O'Neill and Harcup (2009) investigated the process of selection of news stories and how news values influence this. They proposed a new set of news values, and concluded that all such taxonomies should remain a subject of analysis, and that future research is necessary to look into the influence news values have in other societies and how they might change over time. Therefore, this study will investigate the relation between the nature of news and news values. Secondly, Semetko and Valkenburg (2000) investigated the differences in frames that occurred in Dutch sensationalist and serious media. While looking into differences in framing of certain topics (e.g. crime), they did not investigate the difference that the nature of the news could make on the frame. Finally, research has not yet given a precise answer to the question whether or not there is a relation between the news values that were used to select the story and the frame that is used to cover the story. This has a twofolded relevance. For one, this might be insightful for journalists trying to adhere to a standard. This knowledge might help beginning journalists, for example, to better understand the selection process of news values and which frame fits best with a story. However, it is also important for the receiving audience, to better understand the frames that are used to portray the news and the news values that are used to select the news. To investigate these topics, the following sub questions were formulated:

SQ1 – Is there a difference between foreign news reports, domestic news reports and domestic in foreign news reports in terms of news values used to select news?

SQ2 – Is there a difference between foreign news reports, domestic news reports and domestic in foreign news reports in terms of the use of frames?

SQ3 – Is there a connection between the news values that were used to select the story/event and the frame used to report the story/event?

Method

Materials

To answer the research questions, a corpus of 90 Dutch newspaper articles from the year 2013-2014 taken from the corpus of A. Rafiee was analyzed. Each corpus for a type of news (domestic, foreign, or domestic in foreign) consisted of 30 articles. To rule out differences between topics in newspaper articles, all articles were about crime news. These articles were found by using key words: child abuse (*kindermishandeling*), kidnapping (*ontvoering*), murder (*moord*), rape (*verkrachting*), and crime (*misdaad*). Articles were found both online as well as in press newspapers. The most famous national newspapers were chosen to select articles from, namely *Algemeen Dagblad (AD)*, *Telegraaf*, *NRC*, and *Volkskrant*. These four newspapers are very popular quality papers and have the highest amount of readers, with *Telegraaf* having the largest amount of readers with 452.390, followed by *AD* with 343.791, *Volkskrant* with 216.254, and *NRC* with 153,654 readers (Marketing Tribune, 2005).

Procedure

The news articles were analyzed on their news values and frames. Firstly, it was determined whether the article was about domestic, foreign or domestic in foreign news. Articles about stories that occurred in the Netherlands were defined as domestic news and articles about stories that happened outside of the Netherlands were defined as foreign news. However, there are also news events that happen outside of the Netherlands, yet involve Dutch inhabitants. These were defined as a third category, namely domestic in foreign news. In the Dutch newspapers that were analyzed, this last item is usually covered as '*binnenlands*', meaning domestic news.

Secondly, the taxonomy given by O'Neill and Harcup (2009) was used to analyze the news values probably used during the selection process. Their taxonomy consists of: Power Elite, Celebrity, Entertainment, Surprise, Bad News, Good News, Magnitude, Relevance, Follow-Up, and Newspaper Agenda. However, to more precisely analyze the aspect of the nature of the news, proximity was added as a news value, taken from Golding and Elliott's taxonomy of news values (1979). Proximity was defined when an event is about either cultural and geographical nearness within the experiences of both the writer and the reader or close to the reader or correspondent in the literal way. However, proximity is not in place IN events that happened

within the national borders, in this case the Netherlands. In the coverage of the recent Paris attacks, proximity is a prominent news value as Paris is both culturally close and geographically close to the Netherlands. Also, because news articles about crime news were analyzed, the values of Bad News and Good News were omitted. The value of Newspaper Agenda was also omitted, because it was seen as not relevant in the case of crime news. Thus, the news values power elite, celebrity, entertainment, surprise, magnitude, relevance, follow-up, and proximity were used to analyze the articles.

These values were analyzed by answering yes/no-questions. For example, “Does this article cover an event about a celebrity?”, or “Does this article cover a story about the unexpected?” The complete list of news values and questions is included in the appendix. However, it is possible for an article to cover more than one news value. This was often the case with proximity and surprise, as these news values were often found in combination with another news value. Proximity and surprise are thus treated differently, as those combinations of news values (e.g. ‘proximity-relevance’ or ‘surprise-magnitude’) were collapsed in either the proximity or surprise category, because these combinations were infrequent. However, the celebrity, entertainment, and follow-up news values were not found in the corpus, which means these values will not be taken into consideration.

Thirdly, the frames were coded by the use of the frames concluded in Semetko and Valkenburg (2000), namely conflict frame, human interest frame, economic consequences frame, morality frame, and responsibility frame (Table 1).

Table 1 Frames as defined by Semetko and Valkenburg (2000).

Frame	Definition
Conflict frame	Stresses a conflict between either groups, individuals, or organizations to catch the reader’s interest
Human interest frame	Provides an emotional view or human touch to the coverage of an issue or event
Economic consequence frame	Emphasizes the economically consequences on a nation, group, individual, or organization
Morality frame	Places the event in a religious context or within moral guidelines
Responsibility frame	Assigns responsibility to the government, a group, or an individual for either a problem or a solution

Following Semetko and Valkenburg (2000), the articles were also analyzed on frames through the use of 20 yes/no-questions. An example would be “Does this story emphasize the

conflict between groups, individuals, or organizations?”. A complete list is included in the appendix. However, the economic consequence frame was found in the corpus. Consequently, this has not been taken into consideration.

To increase reliability, two independent coders were used to code the corpus. Each coded 60 percent of the corpus, with a 10 percent overlap to ensure interrater reliability. This means 30 articles (10 from each type of news) were coded by both coders. A matrix was made of these codings. A Cohen’s κ was calculated to determine if there was an agreement between the two independent coders’ judgement on news values and frames in these 30 articles. The interrater reliability of the variable ‘frames’ was good: $\kappa = .88, p < .001$. The interrater reliability of the variable ‘news values’ was also good: $\kappa = .93, p < .001$. This means the coding system and coders were found reliable and could be implemented.

Statistical treatment

To analyse the coded data on interrater reliability, a matrix was made of the codings of 10 articles in each type of news that were coded by both coders. A Cohen’s κ test was used to calculate to determine if the coding system and coders were reliable. To answer the research questions, a chi-square was used to analyze the answers given on the yes/no-questions to compare data between foreign, foreign in domestic and domestic news. This test was used to calculate a correlation between news values and the type of news and frames and the type of news. A chi-square test was also used to determine the correlation between the news value and the frame of an article. However, one of the assumptions of the chi-square test was not met, as some cells had a count less than 5. This is why a Fisher’s exact test was used to calculate a significance in the relation between the variables.

Results

The questions in this article aimed to answer whether the type of news, it being about domestic, foreign, or domestic in foreign events is of influence on the news values and frame of a text. Firstly, it was investigated whether the type of news is of influence on the news values used to select the event. Table 2 shows the distribution of news values among the types of news.

Table 2 Distribution of news values over the types of news (percentages and standardized residuals)

News value	Type of news			Total
	Domestic	Foreign	Domestic in Foreign	
Surprise	11 (36.7%, +1.2)	5 (16.7%, -1.0)	7 (23.3%, -0.2)	23 (25.6%)

Magnitude	11 (36.7%, +1.1)	11 (36.7%, +1.1)	2 (6.7%, -2.1)	24 (26.7%)
Relevance	8 (26.7%, 1.8)	1 (3.3%, -1.6)	4 (13.3%, -0.2)	13 (14.4%)
Proximity	0 (0%, -2.6)	9 (30%, +0.8)	12 (40%, +1.9)	21 (23.3%)
Proximity-Surprise	0 (0%, -1.7)	4 (13.3%, +0.6)	5 (16.7%, +1.2)	9 (10%)
Total	30 (100%)	30 (100%)	30 (100%)	90 (100%)

A Fisher's exact test showed a significant relation between news values and the type of news ($p < .001$). As can be seen in table 2, proximity was mostly found in articles about domestic in foreign events (40%), as well as the combined news value of proximity and surprise (16.7%). Magnitude was equally often found in domestic and foreign news, with 36.7%. Another news value that often occurred in the domestic news type, was surprise (36.7%). An analysis of the standardized residuals shows that there were relatively few articles with the proximity news value in domestic news and few articles with the magnitude news value in domestic in foreign type news.

Table 3 Distribution of frames over types of news (percentages and standardized residuals)

Frame	Type of news			Total
	Domestic	Foreign	Domestic in foreign	
Responsibility	17 (56.7%, +1.2)	14 (46.7%, +0.4)	7 (23.3%, -1.6)	38 (42.2%)
Human Interest	9 (30%, -0.9)	8 (26.7%, -1.2)	19 (63.3%, +2.0)	36 (40%)
Conflict	4 (13.3%, -0.3)	7 (23.3%, +1.1)	3 (10%, -0.8)	14 (15.6%)
Morality	0 (0%, -0.8)	1 (3.3%, +0.4)	1 (3.3%, +0.4)	2 (2.2%)
Total	30 (100%)	30 (100%)	30 (100%)	90 (100%)

Note. The economic frame was not found in the corpus, hence has not been taken into consideration in this calculation.

Secondly, it was examined whether the type of news is of influence on the frame used to cover the event. A Fisher's exact test showed a significant relation between frames and the type of news ($p = .024$). As can be seen in table 3, the human interest frame was mostly used in the domestic in foreign type articles (63.3%). Overall, the responsibility frame was most often found, with 42.2%. The responsibility frame was the frame that occurred most often in the domestic type news (56.7%) and the foreign type news (46.7%). An analysis of standardized residuals shows that there were relatively many articles with the human interest frame in the domestic in foreign type news.

Table 4 Distribution of news values over frames (percentages and standardized residuals)

News value	Frame				Total
	Responsibility	Human Interest	Conflict	Morality	
Surprise	7 (18.4%, -0.9)	9 (25%, -0.1)	6 (42.9%, +1.3)	1 (50%, +0.7)	23 (25.6%)
Magnitude	12 (31.6%, +0.6)	6 (16.7%, -1.2)	5 (35.7%, +0.7)	1 (50%, +0.6)	24 (26.7%)
Relevance	9 (23.7%, +1.5)	3 (8.3%, -1.0)	1 (7.1%, -0.7)	0 (0%, -0.7)	21 (23.3%)
Proximity	7 (18.4%, -0.6)	12 (33.3%, +1.2)	2 (14.3%, -0.7)	0 (0%, -0.7)	21 (23.3%)
Proximity-Surprise	3 (7.9%, -0.4)	6 (16.7%, +1.3)	0 (0%, -1.2)	0 (0%, -0.4)	9 (10%)
Total	38 (100%)	36 (100%)	14 (100%)	2 (100%)	90 (100%)

Finally, it was investigated if there is a relation between the news value that was used in the selection and the frame that was used in the coverage of an event. A Fisher's exact test showed no significant relation between the news values used and the used frame of the article ($p = .175$).

Conclusion and discussion

This article aimed at investigating to what extent frame and news values are influenced by the type of news (domestic, foreign, or domestic in foreign).

Firstly, it was investigated whether or not there was a difference between the types of news and the used news values. It can be concluded that there is a significant relation between the two,

which means that the news values that are used to select a news story might be influenced by the type of news. For example, the news value proximity was found more often in the foreign in domestic type than in the foreign type. The news value surprise was often found in the domestic type news. The news value magnitude was found most overall with 26.7%, of which equal counts in the domestic type news and the foreign type news.

Secondly, it was investigated whether or not there was a differences between foreign news reports and domestic news reports and the used frames. Again, it can be concluded that there was a significant relation, which means the type of news might influence the type of frame that is used to define the angle of the story. The responsibility frame was mostly found in the domestic type news and foreign type news, while the human interest frame was mostly seen in the domestic in foreign type of news. Overall, the responsibility frame was found most often with 42.2%.

Finally, this article examined whether or not there was a relation between the news values and frame that were used. This was not the case, which means the news values that were used to select the story do not influence the frame that is used to cover the story.

Surprise and magnitude were often found as a news values. An event has to be perceived as relevant or important to the audience to be selected (O'Neill & Harcup, 2009). The high count of the news value magnitude might be explained by this, as magnitude refers to the relevance of the story to the news audience. However, an event that is perceived as enjoyable or something that would hold the news audience's attention is also likely to be chosen for coverage (O'Neill & Harcup, 2009). This might explain the high count of surprise, as surprise holds the attention of the news audience. Also, the high amount of proximity in the foreign and foreign in domestic type news show that many articles in this type of news have a geographical or cultural relevance to the Netherlands. This confirms that an event that occurred outside of the Netherlands has to have a high relevance to be covered (Galtung & Ruge, 1965).

The relation between frames and the type of news might be explained by the 'national frame' (Nossek, 2004). This frame is inseparable from the viewpoint of the writer, which might colour his writing, as frames are used to select and emphasize some pieces of the story (Entman, 1993). This means that when covering an event that occurred in the Netherlands, the Dutch journalist might be more interested in writing about the responsible actor, whereas if the event happened abroad the journalist might be more interested in giving a "human face" to the story.

This study has various limitations. Only crime news was investigated in this study. This means that more research is needed, since it is possible that this relation differs between different topics of news. Moreover, all relations investigated in this study might be coloured by merely

examining crime news. It could be interesting to see if further research shows consistent or contradicting findings when investigating different genres with respect to the types of news.

Also, these relations might differ between countries. As only Dutch news paper articles were examined, these findings cannot be generalized over borders. A Dutch journalist might, for example, work differently than a French or Chinese journalists. These intercultural differences might be of great influence on the selection and writing process and therefore the news values and frames. The Dutch culture is feminine for example, which could result in more human interest framed articles, since a feminine culture is characterised by modesty, caring for quality of life and caring for the weak (Hofstede & Bond, 1984).

Another subject of frame-related research is the effect the type of news paper (sensationalist or serious) might have on the used frame (Semetko & Valkenburg, 2000). A threefolded research looking into the type of outlet, the frame and the type of news (domestic, foreign, or domestic in foreign) might give insights in this relation that have not yet been examined.

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Appendix

Appendix a

Verklaring geen fraude en plagiaat

Ondergetekende [Voornaam, achternaam en studentnummer],

.....

bachelorstudent Communicatie- en Informatiewetenschappen aan de Letterenfaculteit van de Radboud Universiteit Nijmegen,

verklaart dat deze scriptie volledig oorspronkelijk is en uitsluitend door hem/haarzelf geschreven is. Bij alle informatie en ideeën ontleend aan andere bronnen, heeft ondergetekende expliciet en in detail verwezen naar de vindplaatsen. De erin gepresenteerde onderzoeksgegevens zijn door ondergetekende zelf verzameld op de in de scriptie beschreven wijze.

Plaats + datum

Handtekening

Appendix b

The questions used to investigate the news values in the articles.

1. Power elite: Is the article about powerful organisations, companies, or individuals?
2. Celebrity: Is the article about already famous people?
3. Entertainment: Is the article about sex, animals, human interest, unfolding drama, or is a witty or entertaining tone used?
4. Surprise: Is the article about contrast, surprise, or the unexpected?
5. Magnitude: Is the article about an event that is significant for the Dutch audience, for example because of the number people involved in the event or the possible influence of the event reported?
6. Relevance: Is the article about groups, people, organisations, nations, or issues that are relevant to the Dutch audience?
7. Follow-up: Is the article about an event that has been previously covered?
8. Proximity: Is the article about an event that took place somewhere either culturally or geographically near and not in the Netherlands (e.g. in Europe or the United States)?

Appendix c

The questions used to investigate the frames in the articles, taken from Semetko and Valkenburg (2000).

Responsibility frame

1. Does the story suggest that some level of gov't has the ability to alleviate the problem?
2. Does the story suggest that some level of the government is responsible for the issue/problem?
3. Does the story suggest solution(s) to the problem/issue?
4. Does the story suggest that an individual (or group of people in society) is responsible for the issue/problem?
5. Does the story suggest the problem requires urgent action?

Human interest frame

1. Does the story provide a human example or "human face" on the issue?
2. Does the story employ adjectives or personal vignettes that generate feelings of outrage, empathy-caring, sympathy, or compassion?
3. Does the story emphasize how individuals and groups are affected by the issue/problem?
4. Does the story go into the private or personal lives of the actors?
5. Does the story contain visual information that might generate feelings of outrage, empathy-caring, sympathy, or compassion?

Conflict frame

1. Does the story reflect disagreement between parties, individuals, groups, countries?
2. Does one party, individual, group, or country reproach another?
3. Does the story refer to two sides or to more than two sides of the problem or issue?
4. Does the story refer to winners and losers?

Morality frame

1. Does the story contain any moral message?
2. Does the story make reference to morality, God, or other religious tenets?
3. Does the story offer specific social prescriptions about how to behave?

Economic frame

1. Is there a mention of financial losses or gains now or in the future?
2. Is there a mention of the costs/degree of expense involved?
3. Is there a reference to economic consequences of pursuing or not pursuing a course of action?