

Research Proposal

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Cycle	XXXVII
Curriculum:	Text and communication sciences

Title:	Effect of emotions in online journalism during Pandemic period
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Date:	20-August-2021
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Abstract

This research study would explore the emotional landscape of the Corona virus outbreak in online news brands. By examining the content of articles according to the eight primary emotions (fear, surprise, sadness, disgust, anger, joy/happy, trust, anticipation), of online news brands, in order to understand to what extent did the online newspapers use the emotional words and which are the most dominant in their articles during the Corona virus outbreak. The chosen research period would be from 16th March to 16 Aug 2021. It was selected due to the high amount of articles that were written at the early stage of the outbreak but also concerning the lockdown situation of the country after 23rd of March 2020. A content analysis was conducted to answer the above research study. Many articles were gathered from few online media and emotions corresponding were used. As it can be summarized, media had two major emotions 'joy/happy' and 'fear' the two opposite feelings for the same topic of Corona virus. Last but not least, the thesis analyze and understand the use of the most dominant emotions from news brands which are, 'joy/happy', 'fear' and 'sad'. The existence of these words is to embrace emotional journalism, in a way to move beyond the individual level and bring the story closer to the reader in an emotional way.

Keywords: Corona virus, emotions, media, news, emotional journalism.

Introduction

“Clearly diseases do not recognize national borders” (Cottle 2008:8). Regardless of local efforts to contain the outbreak of Corona virus in Wuhan, a city in China, the virus still found its way to neighboring countries and even farther. As the World Health Organization announced, this virus (covid - 19) was recognized as a pandemic, causing fatal flu. As of 16 August 2021, more than 211,244,063 cases of Corona virus have been reported in over 184 countries and territories, resulting in more than 4,423,695 deaths worldwide so far (Worldometer, 2021). In order to respond to the highly contagious nature of the virus, several countries globally have launched emergency measures to the crisis, and whole nations have shut down. Some countries have applied stricter control methods by asking people to stay at home and only to go out if there is an important need. Researching the Corona virus outbreak in connection with media representation, it is apparent that the novel Corona virus has received extensive media attention, covering topics that respond to the uncertainty of the situation. During this period, online articles have played a vital role in daily information since people rely mostly on mainstream print and online media for news

about Corona virus (Perry, 2020). The use of language in news articles is critical in conveying human emotions, as a dimension of communication to the background of the delivering messages (Tolochko & Boomgaarden, 2017). Emotions become a functional substance in news production, and the language used in newspaper articles has also the ability to emotionally affect the reader (Beckett, 2019). For example, fear is an emotion that humans frequently experience by reading the news. Fear can also be moved around groups and communities, and shape readers' reactions to ongoing happenings. Like other emotions, fear is contagious and can spread swiftly (Neri, 2009). With the intensive coverage that the outbreak was attracting globally, has motivated this study to explore the way journalism represents Corona virus. According to Hermida (2014), emotions play a vital part in the social transmission of news and information. Specifically, trust, happiness, disgust, surprise, sadness, anger, fear and anticipation, eight basic emotions as mentioned by Robert Plutchik (1988), affect how some stories catch on and travel. Moreover Wahl-Jorgensen, Professor at the Cardiff School of Journalism, Media and Culture, referred that emotions are essential to news storytelling and are set of institutionalized practices that embed emotion into journalistic storytelling (Wahl-Jorgensen, 2020). With the motives above, this study is based on the representation of emotions, by using Karin Wahl-Jorgensen (2016) and Robert Plutchik (1988). The study would be used few online newspapers as a case study in this research. Digitized copies of those newspapers were accessed through their websites. Content analysis was done on Corona virus articles that were published on newspapers as of 16th March to 6 of April. This period is selected due to high volume of news regarding the Corona virus and the lockdown announcement of 23rd of March. Regarding the articles collection it will be interesting to investigate the use of emotions during that emergency period of the outbreak and the safety measurements of staying at home that applied to the country. Most single state or comparative studies about media are focused on the global journalism and media crisis. This study contributes to filling this gap by comparing different media, public newspapers, and the private one, from the same country by counting and reporting the use of emotions. The selected media will be analyzed in order to capture the use of emotions, find similarities and differences regarding the use of emotions and understand whether the emotional journalism exists in covering the Corona virus theme, during a three week period.

Aim of the Study

The aim is to be examined similarities and differences, between major news online brands, in terms of emotion used during media coverage of the Corona virus outbreak and the meaning of dominant emotions.

Research Question

To what extent do news brands, use emotions in their articles during the Corona virus outbreak and which is the meaning of the most dominant emotions? Drawing on theoretical notions of affordance theory and postcolonial studies, I would conduct a comparative analysis of major news brands, focusing on the utilization of emotions and interpreting their implications in an emotional journalism context. My aim is to take an inclusive, intersectional approach to the material. As an online reader, the Corona virus outbreak caught my attention in news representation, due to its intensive way of appearing in the news feed of my social media. I decided to focus EU, with a huge journalism reputation on a global scale, and analyze the way public and private media organizations spread the news to the citizens regarding the Corona virus outbreak, focusing on the use of emotions. It will be interesting to investigate how the biggest public media in organizations rely on emotions and compare it to the private one, which also has a strong reputation in journalism. In order to answer this question, I am testing the hypothesis that “journalists tend to use emotional language in the online news”. Therefore, I would conduct exploratory research, used content analysis following the Neo-Positive paradigm, and created categories in which I arrange data (articles, number of emotions, emotions, etc.) collected from both news brands during the period of 16th of March 2020 to 16 of August 2021. I interpret the data and give meaning to the dominant emotions. I believe that, by starting with the subject of emotions in journalism, the analysis will open a road into exploring further characteristics of the articles, published during emergency crises and interpret the most dominant.

Background

The History of Corona virus Outbreak

According to McIntosh (1974), Corona virus was firstly identified in Africa in 1930 and after three decades the virus was identified in humans. Corona viruses are actually a family of hundreds of viruses. The virus got its name from the distinctive spikes with rounded tips that decorate their surface, which reminded virologists of the appearance of the sun's atmosphere, known as corona (Williams,2020). By the end of 2019 Corona virus appeared as COVID-19 (use of Corona virus name in the research but also in the media), in the city of Wuhan China, as a cluster of pneumonia cases and in the upcoming days the official World Health Organization, called WHO, published the first announcement for the disease (WHO, 2020). This was a flagship technical publication to the scientific and public health community, as well as, in global media. It contained a risk assessment and advice and reported on what China had told the organization about the status of patients and the public health response on the cluster of pneumonia cases in Wuhan. Later on, by the end of January of 2020, WHO announced that the outbreak constituted a Public Health Emergency of International concern. After the alarming levels of spread and severity in China, and by the alarming levels of inaction, WHO made the assessment on the 11th of March 2020 that the virus can be characterized as a pandemic (WHO, 2020). The virus had appeared all over the world and caused fatal flu. This virus caused typical cold symptoms such as a sore throat, cough, and stuffy nose, and they seemed to be very common in the early stage. Due to the seriousness of the situation, on the 23rd of March 2020, most of the European countries announced the official lockdown (Walker, 2020). More than 379.236 cases of COVID-19 have been reported in over 184 countries and territories, resulting in more than 16,671 deaths worldwide (Corona virus Cases, 2020). In order to respond to the highly contagious nature of the virus, several countries globally have launched emergency measures to the crisis, and whole nations have shut down. Some countries have applied stricter control methods by asking people to stay at home, and only to go out, if there was an important need (Walker, 2020). Concerning the situation in the Italy, 3,500 cases were reported on the 9 March 2020 (Corona virus Cases, 2020). On the same day, the Prime Minister Conte and public services advised people to stay at home and avoid going out without a reason. There has been a gradual increase in restrictions, urging people to work from home if possible and avoid pubs and other crowded places Schools and nurseries being closed and forced closure of pubs, clubs, restaurants, gyms, and other communal businesses. However, the information on physical distancing has thus far been framed as advice. Media played a vital role in the information process for the public since people rely mostly on mainstream print and online media for news about Corona virus (Perry, 2020).

Media, Pandemic and Literature Review

Throughout the history, periodic outbreak of infectious disease has spread rapidly through the human population, outbreak such as SARS, Ebola and the recent Corona virus have become national and international pandemic. The media play an important role of disseminating information whenever an outbreak occurs. In the time of outbreaks of serious infectious diseases, (such as SARS, Influenza, NH1, and Ebola etc.) many individuals closely follow media reports and as a result, take precautions to protect themselves against the disease. These precautions may include staying home, getting vaccinated, avoiding crowds, using disinfectants, canceling travel plans and wearing face masks which are suitable for that particular time (WHO, 2020). According to mathematical modeling researchers at Georgia Institute of Technology and Marshall University, the sooner the media coverage of a pandemic begins, the fewer individuals would ultimately be infected. Based on their modeling, almost any media coverage is helpful at reducing the extent of a pandemic. The more forcefully the media provides information about pandemic infections and deaths, the more the total number of infections is reduced. For these researchers, informing the audience about the outbreak impact/precaution always contributes in order to be protected, but the longer anyone waits, the less it helps, if the time period is too long, the effect of media coverage is essentially negligible (Georgia Institute of Technology, 2010). Researching the outbreak in connection with media representation, it is apparent that the novel Corona virus has received extensive media attention, covering topics that respond to the emergency of the situation and the need of taking safety measurements as soon as possible. As discussed early in the introduction, the media has a vital role in collecting and disseminating information to the public during emergency situations. A news story written or aired usually is depending on the delivering the appropriate message to make that aspect of an issue more or less prominent. During public health pandemics, research shows that news coverage generally focuses predominantly on the impact of an pandemic, such as victims and social impact. The more the news about Corona virus becomes frequently and prominent, the more the public (audience) is likely to perceive it as a pressing issue. News media has an essential role in giving publicity and meaning to numerous health crises of global suffering because people around the world can perceive health crises through news coverage, given that news frames lead to various interpretations of health crises by highlighting certain features, but overlooking other features. Similarly, news media are primarily used to inform the public of what health-related institutions are doing and how they are addressing and resolving situational crises. In any pandemic or public health crisis, health organizations such as the World Health Organization need to deliver information to the public which will be accurate and will include details about treatments and risks. Past studies also suggested that individuals use media coverage as a form of heuristics or as a cognitive short-cut to make sense of complex issues. This might especially be the case for fatal diseases with a pandemic potential, because people usually do not have direct experience in coping with them. For example, a research of 2009 regarding H1N1 (swine flu) also used content analysis on news stories, from UK online

newspapers. This investigation revealed that during the beginning of the flu, reporters wrote uncertainties about the new virus of the 21st century and compared it to the deadly Spanish flu of 1918-19. A merit number of articles targeted at people who were at high risk of contamination. The general feeling for Britain's articles was focusing on dramatic health stories coming from the flu rather than analyzing ongoing health cases, such as obesity, that statistically have a greater impact on health (Hilton, & Hunt, 2010). By the same token, research regarding the nature, prevalence of the threat, and effective communication in news coverage of the virus, were conducted on the United States' online news. Research showed that these American articles referred to H1N1 as a fatal threat. In terms of emotion, the research showed that the number of stories references about anxiety and threat regarding the virus was up to 38% and only 18% of the articles mentioned a 12 potential solution, as a consequence for stress relief that audiences may had (Goodall, Sabo, Cline, & Egbert, 2012). Last example referred to Wahl-Jorgensen, Professor at the Cardiff School of Journalism, Media and Culture, regarding her research about Corona virus. She realized in her research, during the earliest phase of the pandemic – when it seemed a distant grim drama unfolding in Asia – that much of the media coverage in Western media was dominated by fear. In an early small-scale study of news about the Corona virus, she found that much of the coverage resorted to frightening and sensationalist speculation, in the absence of known facts about the disease (Wahl-Jorgensen, 2020). As it seems from the past research, media representation plays a vital role. Journalism is conducting articles by specific logic styles and is following specific commercial strategies in order to make audiences read the news and interact. Writers, columnists and producers have the experience to create, select and publish content according to the market needs, which are influenced by contemporary society. When the story refers to a physical disaster or pandemics, journalists tend to write stories which are characterized with stronger emotions (Pantti, Wahl- Jorgensen, & Cottle, 2012)

Journalism and effects

Journalism in this sense, is strongly associated with the sharing of information. It is an indispensable element in a just and open society and beyond in the world. In literature review, it was mentioned that through media coverage, for several cases, the audience was informed for emergency situations and took actions. Journalism holds a vital role in the social life, as a tool of spreading the news to the citizens it can shape society's actions (Blaagaard, 2013). As Allan (2013) reconstruction of the arguments in favor of journalism, by the people for the people, suggests that its power lies precisely in its subversion of the ways of knowing – or epistemology – of traditional journalism, which focuses on maintaining objectivity, checking up on officials, and neutrally providing information to audiences. With its raw, immediate, independent and unapologetically subjective approach, it challenges the norms of objectivity so closely aligned with conventional journalistic storytelling. Instead, it is shaped by 'arational' motivations and 'breaks with deliberative democratic formats in that emotions, affect and passion are introduced into the deliberative space through

technology' (Blaagaard, 2013: 72). On the other hand based on the sociological aspect, according to Barbalet (2002), a well- developed appreciation of emotions is absolutely essential because no action can occur in a society without emotional involvement. By society, it means an interactive system. The smallest society in this sense, then, is a single human person choosing between alternatives, for such a choice requires an internal dialogue. And choice itself must include the choice to do nothing. Everything, then, in the human universe, requires emotional involvement. Consider the issue of social order, for example, arguably a key concern in sociology. Another interesting point for the social aspect is the following, from Papacharissi and Fatima Oliveira (2012), is that the news streams have been characterised as effective because they blended opinion, fact, and emotion into expressions uttered in anticipation of events that had not yet attained recognition through mainstream media. Combined with the networked and, always on the affective aspects of messages nurture and sustain involvement, connection, and cohesion. Previous studies have emphasized the role of shared topics, interests, and locality. To the extent of this work, they are advancing the concept of affective news streams, to describe how news is collaboratively constructed out of subjective experience, opinion, and emotion within an ambient news environment (Papacharissi and de Fatima Oliveira, 2012, p. 279). The idea of effective news streams highlights the fact that in today's ambient news environment, forms of authors' expression are no longer tightly regulated by professional norms shaped by an allegiance to the ideal of objectivity. Instead, they are using the affordances of the new medium to establish emotional connections to their audiences in a way that would not be possible using the conventional 'objective' journalistic style. To Matheson, the writing represented a 'more "raw", less "cooked", source of information, allowing users to participate more in constructing knowledge about events in the world' (Matheson, 2004, p. 455). This echoes the language around the 'new authenticity' afforded by the technologies used by citizen journalists and demonstrates that the practices of professional journalists are also shifting in response to the affordances of digital media, possibly enabling forms of expression which may be more partial, embodied and emotional.

Rationale for selecting the BBC, Deutsche Welle (DW), The Telegraph media news, Agence France-Presse (AFP) and The Agenzia Nazionale Stampa Associata (ANSA)

The new technologies have definitely affected the news media and this, in turn, affects the way the institutions operate and the content of the messages they transmit. Most importantly, the new technology has increased the speed with which the news is gathered and dispersed, thus reducing the cost. Due to the revolutionary nature of the telecom industry today, we are witnessing a proliferation of global news media all over the world. In studies carried out by media watchdogs, it is recommended that the media should follow the ideals of attention journalism and this shall be discussed in detail in the theoretical base of this study. But briefly, the way an event is covered, especially one that is characterized by an emergency crisis, the media are advised to opt for a more responsible and restrained demeanor in reporting it to the masses so as

to avoid any further deterioration of the situation. For media with global reach, this principle is ever more central to their reporting because if the media choose to portray the situation as emotionally charged then they not only discourage the possibility of a peaceful solution being discussed but also risk fuelling the conflict further. The media can be reached by audiences all over the world (especially through the web-based services). It can be argued that all the networks have a somewhat global reach through their web-based news services. Concerning the selection of the country, the United Kingdom has a vital role in the industry of news content. The sector includes online media, radio, TV, and broadcast. All of them are consumed from all the channels. It is the sector that informs the public about issues of public interest. This contribution is supported by investments in journalism. The United Kingdom's online news media industry provides a plurality of views. Most of the national newspaper titles per capita are referring to Italy and UK. National news brands present unique editorial standpoints, while local news brands generally cover a breadth of opinions from the local market. While the United Kingdom news brands have historically had a strong print circulation, users started using the content through the brands' websites. The digital audiences of news media organizations are now larger than the print audiences, demonstrating a high appetite for news. Thirty-five million Great Britain adults read a newspaper every month, while 39 million access new brands via digital platforms. The internet is now the second most popular medium to access news after TV, ahead of newspapers and radio (Highfield & Dinsmore, 2016). The selected media brands have a wide range of daily activities in the EU. Also, they are pretty different in the way they are working. British Broadcasting Corporation as a British public service broadcaster, it is the world's oldest national broadcaster and the largest broadcaster in the world by the number of employees. Citizens of the country often refer to the BBC as the world's best or most admired, broadcasting organization (Tunstall, 2010). Today, website contains international news coverage, as well as British, entertainment, science, and political news. Many reports went along with audio and video from the BBC's television and radio news services. Furthermore, the BBC has the status of public broadcaster but at the same time, it has clauses in its charter that make it open to government scrutiny. Nonetheless, it claims to maintain its independence and objectivity in news reporting (BBC, 2017). On the other hand, The Telegraph is a private national British broadsheet newspaper that was established in 1855. It has been described as a newspaper of record and generally had an international reputation in the twentieth century for quality, described by Rajan (2016). Additionally, The Telegraph has a remarkable role during the War. Some of the contestants are contacted by the War Office and asked to come and work in the code-breaking division at Bletchley Park where they attempt to break German military code. Later on, the organization began looking for a way to achieve real-time, actionable results to react to the changing market faster. As The Telegraph prepared to launch its premium subscription service, the company compared the reading habits of its most engaged customers to general audiences (Telegraph Media Group Case Study, 2020). Nowadays, it has a wide range of media services, an electronic news channel, radio services, and web-based

news service. The Daily Telegraph has been named the National Newspaper of the Year in 2009, 1996, and 1993 and holds a reputation of a media that provides accurate information to the public (The Telegraph, 2020). Therefore the different backgrounds, public and private organization of each of the selected news networks, will present an interesting opportunity to conduct a comparative analysis of the news reports. BBC has a great history in journalism and therefore the way the organization presents the news makes me want to investigate how the journalists present Corona virus as a public representator. Additionally, the private organization, The Telegraph also has a great history in the media sector. Both of them strive for higher views on the articles and have hired professional journalists. Moreover they aim to serve the public with objective news and accurate information. Deutsche Welle (DW) is Germany's international broadcaster and one of the most successful and relevant international media outlets. In 2020 this multimedia content in 30 languages reaches 249 million weekly users contact, thus significantly exceeding the company's target for 2021. In comparison with the previous year, the number of user contacts increased by 52 million which is highest growth rate to date. The Agenzia Nazionale Associate the leading wire service in Italy. ANSA is not-for-profit based cooperative, whose members own 36 leading news organization in Italy. I am curious to see if they use any emotional pattern in order to present and inform people about the virus and if so which is the amount of emotions they use and which are the differences or the similarities. Last but not least a tremendous amount of media attention; events are keenly followed all over the world, as the emergency crisis of health issues was important enough for global attention. In this study the advantage of English language, which is the international language. Due to language international expansion, it can put you in a position to get the best variety of collecting articles, capture emotional language and compare in between them.

Research Methodology

This includes three sections wherein I must present my research approach, the chosen research methodology, the data analysis methods and limitations that emerged in the study.

Research approach

In this research, I focus on the investigation of the primary emotions, in the articles of the referred media. Based on the findings, the present study aims to examine how journalists of online news articles use emotions in a pandemic situation. Also, I would analyze the frequency of these emotions and try to interpret the most dominant. For instance, online media news in the UK or Italy is basically focusing on two main topics which are: Corona virus and the lockdown of the United Kingdom and Italy, so the main question is, to what extent the journalists are using emotion

language. I want to go beyond the counting and interpret which are the dominant emotions in the time of crisis in these two media brands. To identify the emotions that are included in the online media articles, and in order to explore the possible interpretations, I would conduct a quantitative exploratory analysis. Exploratory (or as otherwise called descriptive) research, as mentioned by Ritchie et al. (2013). This approach is the most suitable when identifying and exploring an understanding of particular phenomena. Therefore, I believe that this function is the most appropriate for the purpose and the development of the research. Moreover, in terms of the research paradigm, I followed the interpretative approach. The primary reason for this choice is associated with the philosophical origins and the nature of this approach. First, Blaikie and Priest (2017) note that interpretivism emphasizes the explanation of a social phenomenon that needs to be understood. In alignment with that, I consider this paradigm suitable for this research, since I explore emotions, which are a contemporary phenomenon in journalism writing style. The neo-positive paradigm may have been suitable considering the quantitative nature of content analysis (ibid) and I chose to approach the research under the lens of data counting. Additionally, the interpretive paradigm adopts different assumptions according to Blaikie and Priest (2017). The ontological stances are bound with the idealism, and this is related to the epistemological stances of constructionism. As the articles underscore, social reality coexists with social actors and researchers that constantly produce and reproduce interpretations of everyday life (ibid). In that essence, the perception and reflection upon the “use of emotions” are tightly associated with the way journalists as individuals perceive and interpret the social reality and phrase it in the text including their personal emotional opinion. It is important to highlight that one of the distinctive characteristics of the interpretative paradigm is that the theory comes from the constant interplay between the collected data (ibid). Relying on that, I attempt an iterative and closed approach to the reading of articles, based on a continuous investigation of emotions. In order to moderate those disadvantages, both Macnamara (2005) and Krippendorff (2004) suggest a mixed method of those two as the ideal approach. Specifically, as Krippendorff (2004) stated, it is wrong to distinguish qualitative and quantitative methods. While Mayring (2000) argues that qualitative content analysis attempts to preserve the strengths of quantitative analysis. Having in mind these statements, this study is conducted with both quantitative and qualitative content analysis. The ultimate goal is to conduct research that provides not only reliability but also an interpretative insight that reflects upon the uniqueness of the text. As it was mentioned, the focus area of this study is to examine the use of emotions and compare the few media brands in terms of emotional language. To begin with, I will first conduct quantitative content analysis in order to identify the overall emotions and see if there are any emotions which appeared more times in the articles. These emotions will rely on eight basic emotions according to Plutchik (1988). According to Plutchik, (1988) presents emotions and their various ways they relate to one another, including which ones are opposites and which ones can easily turn into another one. Many diagrams help to understand emotions with clarity but also to easily connect which ones can turn into another. In

the primary sector, there are eight emotions: anger, anticipation, joy/happiness, trust, fear, surprise, sadness, and disgust. These eight primary emotions will be like codes for quantitative analysis. I will create a table of similarities and differences between the selected media and phase the pattern between the two news brands. Then I will follow the quantitative approach, in order to justify the dominant emotion that came out from the research (Mayring, 2000). Last but not least, I will try to interpret the use of these dominant emotions and their meaning in text.

Data collection and analysis method

For this research, content analysis was conducted for understanding of the number of emotions. This analysis is considered as one of the numerous research methods to analyze text data (Hsieh and Shannon, 2005). In particular, content analysis is presented by Macnamara (2005) who followed the thought of Neuendorf, as the fastest growing technique into the realm of mass communication research over the past 20 years. Based on White and Marsh (2006), there are several definitions of content analysis. For this study is used the statement of Macnamara (2005) who respectively cited Bergen : “Content analysis ... is a research technique that is based on measuring the amount of something (eight basic emotions) in a representative sampling of some mass-mediated popular form ” (Macnamara, 2005, p. 2). Furthermore, according to Berelson (1952) content analysis is a technique for objective research and the systematic approach which offers a scientific method for critical observation of a text, by using a quantitative tool. On the other hand, Havemann (1999) mentioned that the reading of the data should be understood as an event and not repeated in the same way. Moreover, there must be a subjective interpretation of the coding categories, either during the process of their creation or within the definition of which instances constitute a certain category. In this case, as code will be set the eight primary emotions, settled as: “fear”, “surprise”, “sad”, “disgust”, “anger”, “joy/happy” (it will be considered as one emotion since the definition is really close), “trust”, “anticipation” which will be searched through the articles. However, Hsieh and Shannon (2005) mentioned that a content analysis that also embraces a qualitative direction goes beyond the counting word to investigate underlying assumptions and to examine language with the objective to classify data into categories. According to that, after collecting the data i will proceed into a qualitative analysis, trying to interpret the most dominant emotions. It is also important to have in mind the weakness of qualitative analysis. As Macnamara (2005) mentioned qualitative analysis relies on the researcher reading and his/her understanding. I will process the analysis, trying to be objective in my analysis.

All in all content analysis, qualitative and quantitative, seems to be relevant for this study and thus it usually includes small samples (ibid). But, due to small sampling, some researchers believe that this method is unreliable. As a general note, quantitative content analysis can produce reliable findings, whereas the use of qualitative may prove impossible to produce scientific reliability, yet it is essential to understand the deeper meanings of media texts (ibid). However, content analysis is

suggested, as a flexible method for analyzing text data. It belongs to a family of analytic approaches (Rosengren, 1981). It has an explanatory and naturalistic approach and it is characterized from its observational and narrative method.

Data Analysis

Selection Process the results from the content analysis study (digital accessed) with the intention to respond to the research study that was used as guidance. By taking a comparative approach, the study would focus on the main aim at exploring the notion of emotions in BBC and The Telegraph as a news style and analyze the meaning of the most dominant emotions. Considering the research question, in order to reach to an understanding point of the number of emotions within articles, I should first look at the coding process underneath the content analysis which set off the emotion categories: “fear”, “surprise”, “sadness”, “disgust”, “anger”, “joy/happy”, “trust”, “anticipation”. The results will give an understanding of emotional volume in accordance with the articles of both, the BBC and The Telegraph of the United Kingdom. The period of gathering those articles was identified over the peak days, that the assembling of the articles with regards to Corona virus was in between the 16th of March 2020 to the 16th August 2021. On 23rd of March the prime minister of the UK, Boris Johnson, announced the lockdown of the country due to the outbreak of the virus (Stewart, Mason & Dodd, 2020). During those days, numerous articles had as a main subject the Corona virus and its consequences. The selection of articles would be collected by most “suggested” from Google Advanced Settings. This approach was used in order to identify the most suggested articles that users probably had read online, from the mentioned media, during the outbreak of the virus.

The next step is to gather each article from Google search manually. The articles had several different titles, with regard to the topic of Corona virus. They were themes such as: safety, economy, education, hobbies, news about cases of Corona virus, suggestions for pleasure time, etc.

Data presentation

Similarities and Differences Having analyzed the selection process of the articles, the next step is to present the data and identify similarities and differences according to research findings.

Limitation of the Study

Just like any other scholarly study in which each of them has limitations, this study also has some limitations that in one way or the other have determined or shaped the end results of the study. The initial idea was to analyze specifically the few national news brands, that its news reports originating within Corona virus and to compare and contrast the differences between how news media utilise the emotional language with the text. However, after numerous different searches were conducted with articles in English language results to conduct a valid study, the focus had to be adjusted slightly into a handle amount of articles, in order to work manually. Perhaps a bigger variety of media could provide more analytical results. Additionally, the sampling population of about one year for the analysis of the results has limited the results from the national journalism concept. The selection was suitable for analysis of the media representation of the virus since it focused on the early stage of the outbreak, but failed to show more implication on the national journalism as news style at that stage by identifying only articles of the period of the outbreak. Similarly, the research does not use an exhaustive sample of print articles; instead, it seeks out those who are at the top readable online media list of Google, adjusting the ‘advanced search tool’ for each news brand for the referred research period. Ideally, future research could include a wider range of time periods, news brands, and countries to provide a more representative sample, and therefore build on the findings of this study.

Conclusion and further research

This thesis aims at examining similarities and differences, in terms of emotion words used during the Corona virus outbreak and the meaning of dominant emotions, between the media brands of EU. To address these questions, I set some articles under the lens of media journalism, in order to get an insight on media and technology, as well as their impact on society. I conducted an exploratory research and I used content analysis to capture the underlying emotions and their meanings. The findings clearly indicate a positive correlation with the hypothesis that the “journalist tend to use emotional language in the online news”. Also, the nature of the Corona virus pandemic crisis may determine the presence of emotional identity within a fresh moment or later. The emotional identity in the few selected media, defined early in the fresh moment of the outbreak. Online newsrooms conducted articles based on their current emotions of the outbreak. Both of them used emotions and there would be some difference. Additionally, the study would manage to present some similarities and differences, in reference to the emotion words, in the

coverage of the 2020-21 Corona virus. In general, both media used all eight basic emotions. Some emotions would be more dominant, such as 'happy/joy', 'fear', and 'sad'. While the remaining emotions would: anticipation, disgust, surprise and trust. It would be impressive that the emotion of 'happy/joy' was the first one for both news brands and it was controversial that the next one was 'fear'. By writing pleasant news stories journalists tried to make the atmosphere more pleasant and at the same time to inform the audience about sad reverberations of the virus. These emotions cause high arousal and that is the reason they appeared at a high level in media brands. Furthermore, Corona virus is a crucial pandemic worldwide. Due to the seriousness of the cause, many countries, including the EU implemented very strict measures in order to protect their population. As mentioned, no action can occur in a society without emotional involvement. This kind of subjective emotional content is worded not only to inform the reader regarding the situation but also to incorporate a new lifestyle into the society. Also an important role played the economy of emotions and the click - paid for these well-known media brands. By using the trends of the online media and adapt articles into more emotional and raw content, media brands achieve to capture more audiences.

Intending to provide a thorough investigation of this piece, I would like to highlight that the scope of this thesis would allow certain areas to be explored to the extent that they deserved. However, the outbreak of Corona virus remains a main topic on the news, as long as the cure of this illness hasn't been found yet. Therefore, it would be interesting to pick this study up again in order to see how the media covered this matter after a period of time. Moreover, this study offers a comparative look at online journalism visible for the first time, focusing on emotional words. To expand this discourse in a broader scope, it would be very interesting to see whether the same dominant emotions apply to more unconventional ways of news production and distribution. It would be interesting to proceed with a further investigation, comparing more online news media in the same country or comparing online media from different countries. Likely, the results will show that indeed emotional journalism occurs during crucial moments. But I believe that a broader research can take place.

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