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The IKMZ Speaker Series presents:

## Visual Framing and Visual Resonance: Image Meaning and Audience Understanding

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16:15-17:15

Room: AND-4-06

Visual frames, now given much more research attention than in previous eras, are still under analyzed for their full persuasive potential. This is because they are almost always connected to verbal frames (text or spoken words) in news, on social media, or in video. Studies of visual memes, multimodal communication, and news rarely consider visual influence separate from the inexorable weight of words. Indeed, images are too often labeled with captions, headlines, and narratives before viewers even have the opportunity to assign their own meaning before being told what to think. In this sense, visuals are easily compromised by textual framing. This paper surveys the results from several original studies of visual framing across topics, modalities, and time to ask what news images of candidates and issues can mean when freed from textual interpretation or suggestion.

**Erik P. Bucy** is the Marshall and Sharleen Formby Regents Professor of Strategic Communication in the College of Media and Communication at Texas Tech University, where he teaches and conducts research on misinformation, news literacy, visual and nonverbal communication, and public opinion about the press. He is the author (with Maria Elizabeth Grabe) of award-winning book, *Image Bite Politics: News and the Visual Framing of Election*. Bucy is currently a U.S. Fulbright Scholar and Fellow of the Institute of Advanced Studies at Loughborough University, and Honorary Fellow of the Mass Communication Research Center at the University of Wisconsin-Madison.

