

Distinguished Lectures

Spring 2025



Dr. Daniela Dimitrova

University Professor
Greenlee School of Journalism and
Communication
Iowa State University

Connecting Visual Framing with Computational Communication Science

Thursday, May 1, 2025

Reception with Refreshments: 10:30 a.m.

Lecture: 11:00 - 12:00 noon

Lory Student Center - University Ballroom

What Is Visual Framing?

Friday, May 2, 2025

Lecture: 11:00 - 12:00 noon

Lory Student Center - Room 300

Sponsored by

Colorado State University's Information Science
and Technology Center (ISTeC)

In conjunction with the

Department of Journalism and Media Communication,

Department of Computer Science and

Department of Electrical and Computer Engineering Seminar Series

Abstracts

Connecting Visual Framing with Computational Communication Science

While framing is a well-established theoretical perspective in the social sciences, visual framing remains underexplored. Understanding framing through a journalistic lens, the talk will provide an overview of the main aspects of visual framing analysis, discussing both quantitative and qualitative approaches to studying visuals. A four-tiered model of visual framing will be summarized and new ways of connecting each level of visual framing with Computational Communication Science (CCS) approaches will be proposed.

What Is Visual Framing?

Media framing is a well-established theoretical perspective, but visual framing remains underexplored. What are the main aspects of visual framing? How can images be studied in the field of journalism and mass communication? Dr. Dimitrova will provide an overview of the main aspects of visual framing analysis, discussing both quantitative and qualitative approaches to studying visuals. The speaker will also present a four-tiered model of visual framing and suggest different ways to capturing content and meaning in visual communication.

Speaker Biography

Daniela V. Dimitrova (Ph.D., University of Florida) is a University Professor at Iowa State University and LAS Dean's Professor in the Greenlee School of Journalism and Communication. She serves as the Editor-in-Chief of Journalism & Mass Communication Quarterly, the flagship journal of AEJMC. Her research interests include political communication, cross-cultural journalism studies, and refugee communications. Dimitrova's research has been published widely in leading journals such as Communication Research, Journalism & Mass Communication Quarterly, New Media & Society, Press/ Politics, International Communication Gazette, Journalism Studies, and the Journal of Computer-Mediated Communication and cited more than 7,000 times. Her edited volume titled Global Journalism: Understanding World Media Systems is now in its second edition. Dimitrova is the recipient of multiple grants and awards, including Fulbright-University of Vienna Professor of Social Sciences, AEJMC Senior Scholar, Arthur W. Page Center for Integrity in Public Communication Legacy Scholar, and LAS International Service and Excellence in Graduate Mentoring awards. URL: <https://greenlee.iastate.edu/danielad/>

To arrange a meeting with the speaker, please contact Prof. Samuel Tham <Samuel.Tham@colostate.edu>.