



## Frenay, Clare (2014) The Language and Portrayal of Compassion in National Health Service Hospital Advertising. [Dissertation (University of Nottingham only)] (Unpublished)

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## Appendices

### Appendix 1. Physicality Checklist

Location	Entrance hall Food concourse/shopping area Corridor Corridor near entrance to ward/clinic Alcove to ward/clinic entrance Base of stairwell Public waiting/resting area Reception/visitor help desk Other (detail)
Style	Wall signage Vinyl banner Pull-up banner Other pop-up signage Large poster (A2 and larger) Medium poster (A4-A2) Small poster (A4 and smaller) Leaflet Flyer Booklet/brochure Other (detail)
Other dimension notes (detail)	
Message distribution (detail)	
Logo/s (detail)	
Slogan/s (detail)	
Poster repeats	

## Appendix 2. Compassionate Attribute Checklist

'Compassion' and its 28 attributes, and examples of their lexical variants (Crawford et al., 2013)

(COMPASSION - Compassionate - Compassionately)	RESPECTFUL - Respectfully - Respect	VALIDATING - Validate - Validation
KIND - Kindly - Kindness	UNDERSTANDING - Understandably - Understands	GIVING - Give - Gives
GENTLE - Gently - Gentleness	SOOTHING - Soothes - Soothed	LOVING - Love - Lovingly
WARM - Warmth - Warming	SUPPORTIVE - Supportiveness - Support	ENCOURAGING - Encourage - Encouragement
AFFECTIONATE - Affection - Affectionately	PATIENT - Patiently - Patience	OPEN - Openly - Openness
CARING - Care - Cares	FRIENDLY - Friendliest - Friendliness	TOLERANT - Tolerate - Tolerance
SENSITIVE - Sensitively - Sensitivity	CALMING - Calm - Calmly	NONJUDGMENTAL
EMPATHIC - Empathy - Empathise	REASSURING - Reassured - Assuring	ATTENTIVE - Attentively - Attentiveness
HELPFUL - Helpfully - Helpful	COMFORTING - Comforts - Comforted	CONCERNED - Concern - Concerns
CONSIDERATE - Considerately - Consideration	SYMPATHETIC - Sympathy - Sympathetically	

Appendix 3. Demographics (Signifier/Denoted) Checklist

DEMOGRAPHICS (SIGNIFIER/DENOTED) CHECKLIST				
Represented participant/s	1	2	3	4 Group (4+) (average)
Gender	Male			
	Female			
Age estimation	0-17			
	18-29			
	30-49			
	50-64			
	65-79			
	80+			
Ethnicity estimation	White			
	Mixed			
	Asian or Asian British			
	Black or Black British			
	Chinese or other ethnic group (detail)			
Hospital staff occupation estimation	Clinical Lead Nurse/Matron			
	Specialist Nurse			
	Deputy/Ward Sister			
	Staff Nurse			
	Healthcare Assistant/Auxiliary Nurse			
	Nursing staff			
	Midwife			
	Medical Professional/Doctor			
	Executive/Medical Director			
	Allied Health Professional			
Non-Medical Hospital Staff				
Other (e.g. student, volunteer)				

Appendix 4. Semiotics (Signified/Connoted) Checklist

<b>SEMIOTICS (SIGNIFIED/CONNOTED) CHECKLIST</b>			
Facial Expressions			
Movements/Actions			
Location of photographic scene			
	Distance	Intimate (close) Intimate (far) Personal (close) Personal (far) Social (close) Social (far) Public (close) Public (far)	
	Contact	Demand Offer	
	Interactions with the Viewer	Perspective	Frontal angle Horizontal/Oblique angle Vertical angle (Represented participant/s above camera lens) Vertical angle (Represented participant/s below camera lens)
Compositional Meaning	Information Value	Left Right Top Bottom Central Marginal	
		Framing	Connection Disconnection
	Salience		Pictorial size Pictorial colour Pictorial visual effects Branding size Branding colour Branding visual effects Text size Text colour Text visual effects

## Appendix 5. Literature Review Search Categories

1<sup>st</sup> category: 'compassion', 'caring' and 'patient care'

2<sup>nd</sup> category: 'poster', 'advertising', 'corporate image', 'public image' and 'semiotic'

3<sup>rd</sup> category: 'NHS', 'hospital', 'healthcare' and 'nurse'

## Appendix 6. Group Criteria

Group 1: publications which contain at least one of the 28 attributes of compassion or the word 'compassion' (or one of their lexical variants) within the text (Crawford et al., 2013) *and* one or more clear photographic elements featuring at least one person (with their face visible).

Group 2: publications which *either* contain at least one of the 28 attributes of compassion or the word 'compassion' (or one of their lexical variants) within the text (Crawford et al., 2013) *or* one or more clear photographic elements featuring at least one person (with their face visible).

Group 3: publications which *neither* contain one of the 28 attributes of compassion or the word 'compassion' (or one of their lexical variants) within the text (Crawford et al., 2013) *or* a photographic element featuring at least one person (with their face visible).

## Appendix 7. Physicality Checklist Category Definitions

(Not all categories require further definition. Category titles not included here are considered self-explanatory)

1 or more values (categories) selected from each variable (section) of checklist per publication.

*Public waiting/resting area:* a designated or probable vicinity for the use of persons waiting or wishing to break e.g. by lifts, public seating area

*Wall signage:* printed publications made from wooden plates fixed to the wall

*Vinyl banner:* a long strip of vinyl material bearing an advertisement hung for display

*Pull-up banner:* a long strip of standalone publication material held vertically by banner stands

*Other pop-up signage:* standalone printed publications made from wooden or metal plates (may be held up by a stand)

*Large poster:* measuring at least 42.0cm x 59.4cm (A2)

*Medium poster:* measuring between 21.0cm x 29.7cm (A4) and 42.0cm x 59.4cm (A2)

*Small poster:* measuring at most 21.0cm x 29.7cm (A4)

*Leaflet:* a standalone folded single advertisement sheet (not included as publication in sample if a constituent of/attached to another publication, or displayed alongside more than 3 other leaflets/flyers/booklets/brochures)

*Flyer:* a standalone advertisement sheet (not included as publication in sample if a constituent of/attached to another publication, or displayed alongside more than 3 other flyers/leaflets/booklets/brochures)

*Booklet/brochure:* a standalone small, thin book providing information or advertising a product or service

*Other:* e.g. newspaper (slides of presentations on digital monitors not included as intermittent displays of publications)

Other dimension notes (approximate dimensions of publications noted for further analysis):

*Message distribution* (detail required if publications contain content which is part of an apparent wider or stronger message spread by other publications of the same collection or campaign in the hospital)

*Logo/s* (detail branding in publication e.g. trust name, Department of Health)

*Slogan/s* (detail signature mottos or phrases often repeatedly used in publications within sample)

*Poster repeats*: frequency of publication occurrence (numerical data only used in further analysis)

### Appendix 8. Demographics Checklist Category Definitions

(Not all categories require further definition. Category titles not included here are considered self-explanatory)

Depictions of represented participants (persons within the image)

1 value (category) selected from each variable (section) of checklist per represented participant/as average of group of more than 4 represented participants.

All classifications based on subjective estimations

Age estimations:

*0-17*: children

*18-29*: young adults

*30-49*: middle-aged adults

*50-64*: older adults

*65-79*: retiree-aged adults

*80+*: older persons



Classifications of some hospital staff occupations based on trusts' independent uniforms:

*Clinical lead nurse/matron* e.g. black tunic with white pinstripes and trim

*Specialist nurse* e.g. navy tunic with pinstripes and royal blue trim

*Deputy/ward sister* e.g. royal blue/navy tunic with white trim

*Staff nurse* e.g. metro blue tunic with white trim

*Healthcare assistant/auxiliary nurse* e.g. turquoise tunic with white trim

*Midwife* e.g. lilac tunic with white trim

*Medical professional/doctor* e.g. smart office dress

*Executive/medial director* e.g. suit

*Allied health professional* e.g. white tunic with coloured trim

*Non-medical hospital staff* e.g. receptionist (blue blouse with white trim)

*Other* e.g. student nurse (pale blue tunic with white trim)

#### Appendix 9. Semiotics Checklist (Kress and van Leeuwen, 1996 and Jewitt and Oyama, 2001) Category Definitions

1 (or sometimes more) values selected from each variable (section) of checklist per publication.

*Distance* (Hall, 1969): the social relationship between the represented participant/s and the interactive participant, created by the distance between the represented participant/s and the camera lens

- *Intimate (close phase)* - 0-6 inches/anything less than head and shoulders or isolated body part visible
- *Intimate (far phase)* - 6-18 inches/only head and shoulders visible
- *Personal (close phase)* - 1.5-2.5 feet/only waist upwards visible
- *Personal (far phase)* - 2.5-4 feet/only knees up visible
- *Social (close phase)* - 4-7 feet/full figure just visible

- *Social (far phase)* - 7–12 feet/full figure occupying half the height of the frame
- *Public (close phase)* – 12-25 feet/ full figure occupying less than half the height of the frame
- *Public (far phase)* – more than 25 feet

*Contact*: the way in which the represented participant/s interact with the interactive participant

- *Demand*: making eye contact – direct contact/engagement
- *Offer*: looking astray – source of observation/information for the interactive participant

*Perspective*: the social relationship (in terms of level of power and involvement) created between represented participant/s and the interactive participant as a result of the angle between represented participant/s and the camera lens

- *Frontal angle* – involvement
- *Horizontal/oblique angle* - detachment
- *Vertical angle (represented participant/s above camera lens)* – dominating/powerful/authoritative
- *Vertical angle (represented participant/s below camera lens)* – subservient/submissive

*Information value*: the qualities assigned to the structured placements of compositional elements of the advertisement

- *Left* – given/already known
- *Right* – new/not yet known
- *Top* - idealistic
- *Bottom* - realistic
- *Central* – core theme/controls marginal elements
- *Marginal* – subservient to central elements

The following categories are used to prompt details of semiotic analysis:

*Facial expressions* (of represented participant/s)

*Movements/actions* (of represented participant/s)

*Location of photographic scene*

*Framing (connection and disconnection)*: the visual relationship between the publications' compositional elements through the manipulation of media e.g. borders, empty space

*Salience (branding, text and pictorial size, colour and visual effects)*: the significance of compositional elements through the manipulation of media e.g. emboldened text, bright colours.

Appendix 10. Number of advertising publications adhering to different group and sample criteria in the established and new hospitals

<b>Group/sample</b>	<b>Frequency (n) of publications</b>	
	<b>Established hospital</b>	<b>New hospital</b>
Group 1	36	74
Semiotic analysis sample	9	20
Group 2	91	76
Group 3	63	40

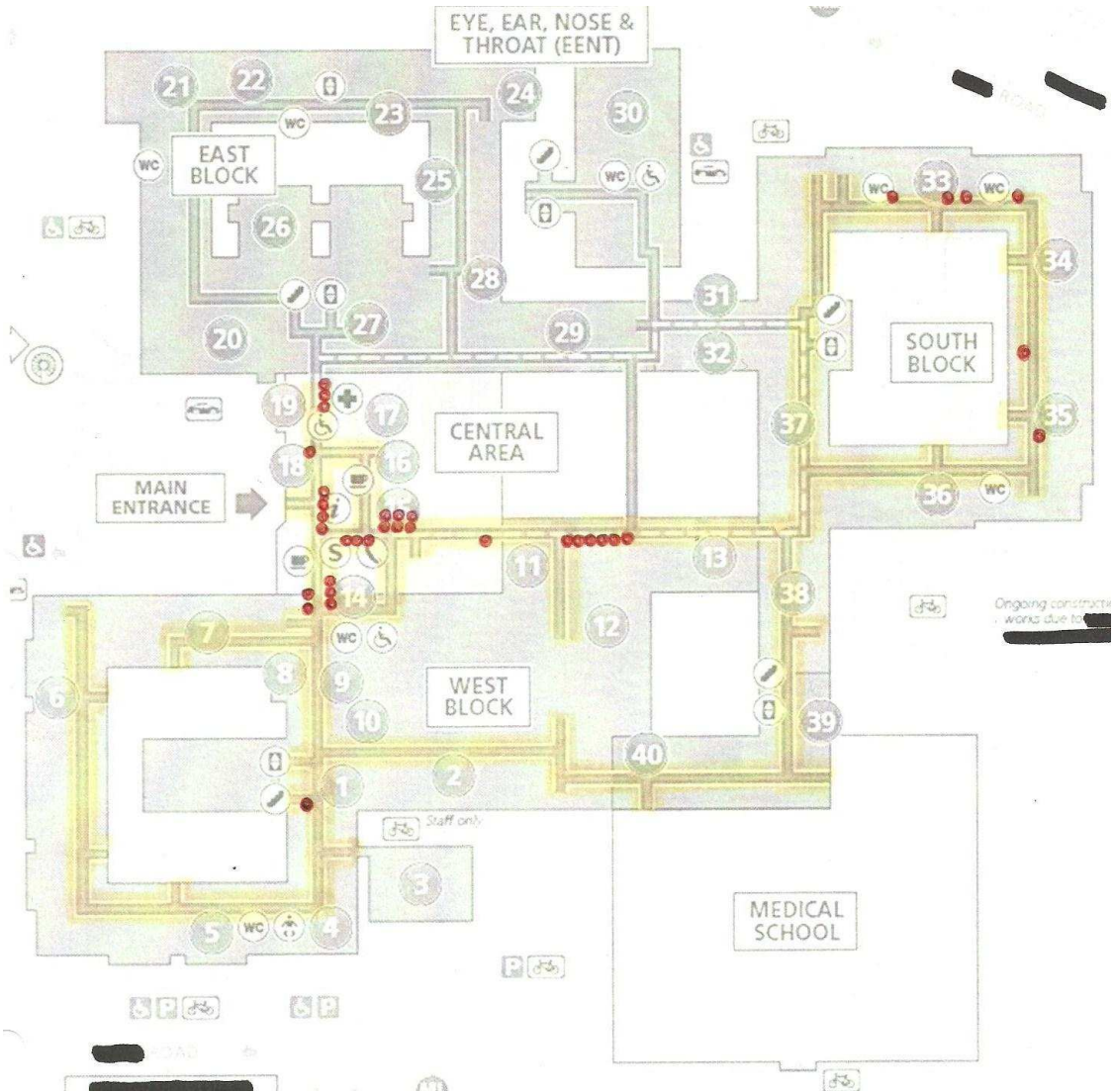
Appendix 11. Number of Group 1 publications of each location and style in the established and new hospitals

<b>Variable</b>	<b>Value</b>	<b>Frequency (n) of Group 1 publications</b>	
		<b>Established hospital (36)</b>	<b>New hospital (74)</b>
Location	Entrance hall/food concourse/shopping area	6	26
	Corridor	12	37
	Near/within alcove to ward/clinic entrance	8	2
	Public waiting/resting area	12	12
	Reception/visitor help desk	3	6
Style	Wall signage	6	0
	Pull-up banner	1	25
	Large poster (A2 and larger)	9	6
	Medium poster (A4- A2)	10	6
	Small poster (A4 and smaller)	7	6
	Leaflet	1	8





Appendix 14. A main entrance floor plan of the established hospital edited to display the approximate locations of Group 1 publications and floor coverage by researcher



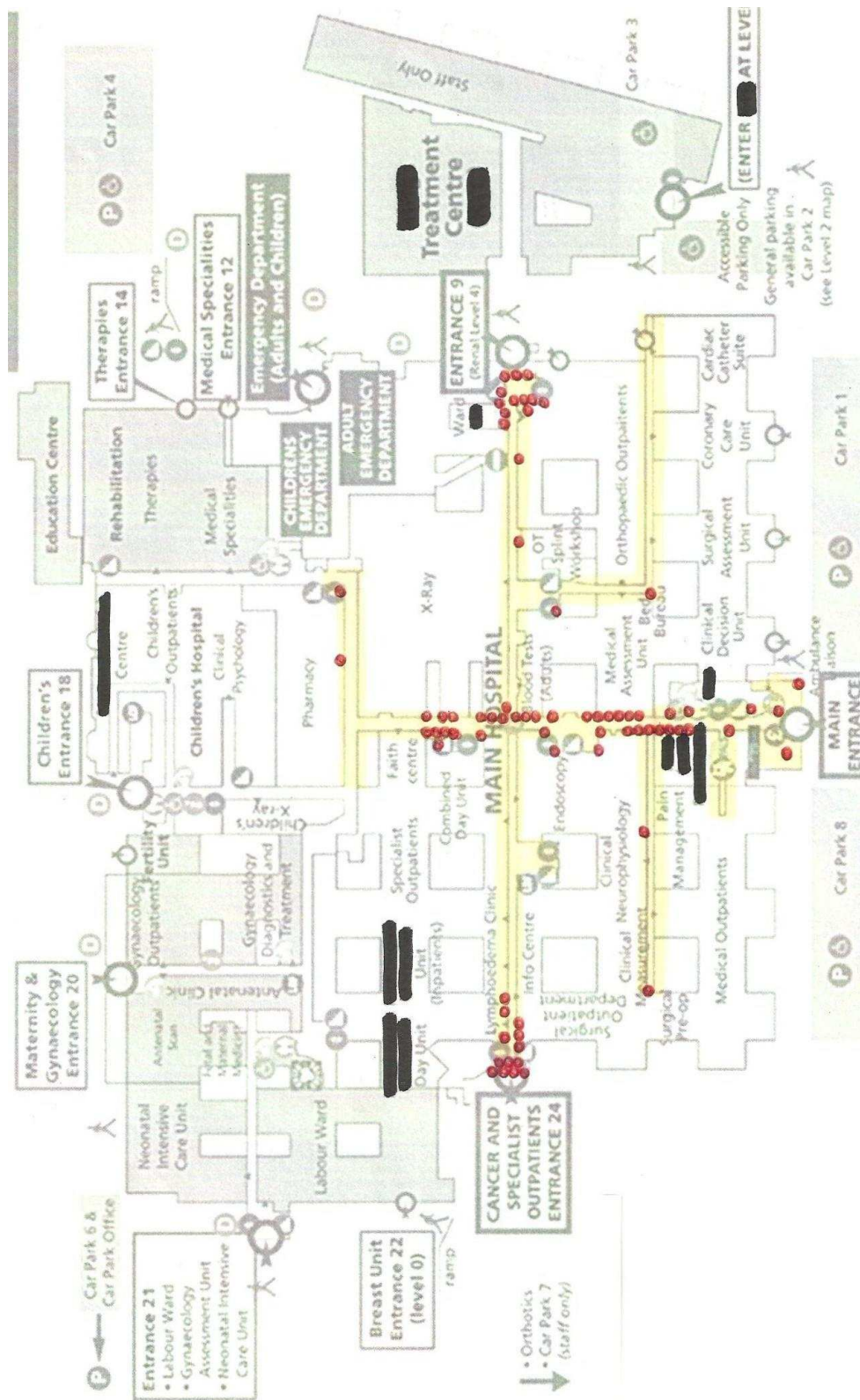
Key:

● Group 1 publication

■ Floor coverage by researcher



Appendix 15. A main entrance floor plan of the new hospital edited to display the approximate locations of Group 1 publications and floor coverage by researcher



Key:

● Group 1 publication

■ Floor coverage by researcher