

# Exemplification in Communication

## The Influence of Case Reports on the Perception of Issues

Dolf Zillmann  
*University of Alabama*

and

Hans-Bernd Brosius  
*University of Munich*



2000

LAWRENCE ERLBAUM ASSOCIATES, PUBLISHERS  
Mahwah, New Jersey      London

# Contents

Preface	vii
1 Exemplification in Communication	1
Conceptual Considerations	3
Definition of the Exemplification Process	6
Exemplification of Known Event Populations	6
Exemplification of Unknown Event Populations	11
Exemplification in Different Domains of Communication	12
Exemplification in Personal Experience	15
The Interface Between Direct and Mediated Experience	17
2 Exemplification in Practice	19
American News	19
News Magazines	20
Television News	21
Media Comparison	22
Non-American News and Advertising	23
Television-News Magazines	23
Television Commercials	28
Magazine Advertisements	29
Comparison of Information Domains	30
De Facto Exemplification in Fiction and in Quasi-Fiction	31
3 Information Processing	34
The Function of Schemata	35
Heuristics and Their Influence	39
The Representativeness Heuristic	41
The Availability Heuristic	43
Vividness and Salience	43

Chronic Accessibility	46
Emotion as a Mediator	47
Empathic and Counterempathic Reactivity	49
Differently Diminishing Accessibilities	51
Contingency Processing	52
The Informative Function	53
Affect Enhancement	55
Model-Observer Affinity	56
 4 Exemplification Effects of the News	 57
Foci of Exploration	58
The Research Evidence	61
Exemplar-Counterexemplar Distributions	62
Base-Rate Influence	84
Citation as Exemplar Enhancement	86
Qualitatively Distorted Exemplification	89
Emotional Displays in Exemplars	93
Threatening Images in Exemplification	98
Effects of Innocuous Images	106
Incidental Pictorial Exemplification	110
 5 Exemplification Effects of Fiction and Quasi-Fiction	 114
Correlational Demonstrations	117
Experimental Demonstrations	120
 6 Toward Exemplification Literacy	 126
Exemplification Literacy for Information Providers	129
Exemplification Literacy for the Citizenry	131
Closing Remarks	133
 References	 135
 Author Index	 147
 Subject Index	 153