

Abstract

This thesis explores multimodal data articles discussing the COVID-19 pandemic from 2020 to 2022. Its main aim is to analyze the strategies of slow and longform journalism, the issues of data storytelling, cognitive container, and multimodal digital journalism, and their impact on reader perception and engagement. Special emphasis is placed on studying narrative techniques in journalism and their application in multimodal articles. The analytical section, examining sixteen articles from The New York Times, combines the analysis of narrative techniques and their impact on reader engagement with the visual components of the articles. Narrative journalistic techniques are analyzed primarily based on insights presented in the research of Kobie van Krieken. The depiction of people and the coronavirus and their representational, interactive, and compositional meanings are analyzed using methods from social semiotic analysis by Gunther Kress and Theo van Leeuwen. As a result, the thesis provides a comprehensive overview of how the various components of multimodal communication interact, focusing particularly on methods that increase reader engagement.