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Aligning Expectations: On Leaders Conveying Emotions in Crisis Communication

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Aligning Expectations
On Leaders Conveying Emotions in Crisis Communication

Master Thesis
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Aligning Expectations

On Leaders Conveying Emotions in Crisis Communication

1. Introduction

1.1 The stakes are high

Any of us can become a crisis victim. We might not know when, how or where. Whether it is due to a natural disaster, a car accident, a plane crash, a terrorist attack or a viral outbreak. What we do know is that everyone, although not to the same degree, is susceptible. We can all in the matter of instants become victims of a crisis, victims to an abrupt “unexpected, surprising and unpredictable” event that can in a matter of moments change the course of our lives (Roux-Dufort, 2007, p. 107). This is why we need systems and structures in place that help us prevent, mitigate and deal with the consequences of a disastrous event. We all have a stake in making crisis management as effective as possible.

As extended periods of instability and uncertainty, crises are major emotional events that can threaten the existence of a community, organisation, services, political stability and our own lives (Boin & Hart, 2003; Coombs, 2010; Coombs, 2021; Fearn-Banks, 1996; t’Hart, 1993). After such an event, people go through countless different emotions. Victims might feel fear and resentment. Family members of those affected might still be waiting anxiously for news about their loved ones. Parents might be grieving over the loss of their child.

Our commonality as a people is that in times of a disastrous event we all feel something. During and after a crisis “emotions are one of the anchors in the publics’ interpretation of what is unfolding, changing, and shaping” (Jin, Pang & Cameron, 2007, p. 83). Whether these feelings are personal or shared, emotions form a substantial and undeniable part of human behaviour as well as an integral part of crisis situations.

In times of a crisis, who do we look up to reduce our uncertainty, to calm us, to inform us, to show compassion and give us hope? Some of us would reply that this responsibility lies with our elected officials. Our political leaders.

In the aftermath of a critical event, public leaders take the centre stage. They are at the forefront of press conferences, strategic meetings and memorial visits. As key representatives, one of the main tasks of a leader in the aftermath of a crisis is to address their people. However, their statements and speeches do not always get through to their citizens and sometimes even generate negative reactions. A possible explanation is that their communication strategies “do not take into account the emotional upheavals these publics face” (Jin & Pang, 2010, p. 677).

Crisis communication is an essential and intrinsic part of effective crisis management. Indeed, “family, friends, and ourselves, can benefit when crisis communication is effective, or suffer when it is flawed” (Coombs & Holladay, 2010, p. 28). Therefore, in order to improve crisis communication efforts and fine-tune an alignment between communication and public expectations, it seems highly relevant to explore whether there is a gap between the emotions leaders show during their communication in times of crises and how audiences respond to these emotions.

1.2 Problem statement and research question

Crisis communication refers to “the collection, processing, and dissemination of information required to address a crisis situation” and is a critical part of successful crisis management (Coombs, 2010, p. 20). It is a rhetorical process in which strategies are used in order to influence the audience’s behaviour, emotions and thoughts (Wang, 2016). Hence, since crisis communication is one of the most important processes within crisis management, it is essential to identify what elements to incorporate or avoid in order to design and deliver effective communication. Especially since “one wrong move may create mistrust and exacerbate the prevailing risk; therefore, crafting a compelling message with sentiment may bring the public and leaders together which will help to communicate effectively” during critical times (Kaur et al., 2021, p. 368).

There has been a slowly yet steadily growing body of literature on emotions in crisis communication, especially in the organisational corporate sphere. Despite its importance, studies on this subject and the emotional rhetoric of public leaders remain scarce (Jong, 2017). Most of the research executed in the field of emotional crisis communication is based in corporate crisis settings (Schoofs & Claeys, 2021). Therefore, there persists a gap of research on emotions in the public domain, as well as a lack of focus on the relationship, interaction and expectations between political leaders and the public.

Accordingly, literature should shift from the predominant corporate-leader-focused approaches to emotional crisis communication towards the public realm, allowing for a greater understanding of crucial and under-researched aspects of crisis management. Thus, in a quest to deepen the comprehension on the mechanisms of emotional crisis communication, a leader-centric analysis on the effects of different emotions in crisis communication is warranted. In light of this, this paper advances the following research questions:

RQ1. Do public leaders show emotion in the aftermath of a crisis and if so what type of emotions do they most commonly express?

RQ2. How does the public respond to the emotions shown by public leaders?

1.3 Theoretical purpose and societal relevance

The theoretical purpose of this thesis is to understand how emotional elements in crisis communication impact different areas in crisis management as well as the leader-public relationship. The results of this paper carry practical and societal implications for communication strategists, speech writers and public leaders addressing crowds in the aftermath of a crisis. This is especially important, since “[l]eaders must excel in this communication dimension of crisis management”, for which emotional delivery might be important (Boin et al., 2005, pp. 69-70). The results might also carry benefits for the publics impacted by the crisis, as effective communication improves the success of crisis management and psychosocial responses.

Some research shows that the use and expression of different emotions, whether verbal or non-verbal, might affect the likelihood of successful communication, which is one of the core tasks of crisis leadership (Boin et al., 2005). Thus, there is a need to improve our understanding on “the emotionally segmented publics in crises and tailor [...] crisis responses to facilitate publics’ effective crisis coping” (Coombs & Holladay, 2012, p. 681). Increased awareness helps shape the appropriate crisis strategy to ensure the effectiveness of the response and communication (Jin, Pang & Cameron, 2007). Since not only leadership and emotions, but also “crisis and leadership are closely intertwined phenomena” it is necessary to analyse different crisis-related emotional aspects and emotional expectations in more detail (Boin & Hart, 2003, p. 544; Dasborough & Ashkanasy, 2002).

“[E]motion detection is a critical area of study in leadership communication during crisis” that needs further exploring (Kaur et al., 2021, p. 364). In order to expand our knowledge on crisis communication and improve our understanding of the public’s expectations and leadership delivery, this thesis will provide a literature review outlining different theoretical streams and academic gaps. Drawing from existing research, theoretical arguments, propositions, expectations and conceptualizations will be advanced in the literature review and theoretical framework sections. A detailed explanation of the comparative small-N analysis, case selection and methodology will follow in the research design. Lastly, a systematic assessment of the results, an in-depth analysis and discussion of the findings as well as some concluding remarks will be provided.

2. Literature Review and Theoretical Framework

2.1 Leadership and emotional crisis communication

When it comes to political crisis communication “each and every detail of words, pictures, gestures, and performance matters” (Boin et al., 2005, pp. 69-70). For leaders to be effective in their crisis management, they must excel in crisis communication first (Boin et al., 2005). This not only requires the effective delivery of facts but also the appropriate rhetorical skills to match (Jong 2021). Dasborough and Ashkanasy (2002) argue that leadership is essentially an emotionally-charged process in which leaders express and deliver emotions in an attempt to evoke feelings in their audience. Indeed, there exists a “socioemotional bond between leaders and citizens” (Boin & t’Hart, 2003, p. 550). Furthermore, crises and their pertaining “trauma memories are often encoded in the context of overwhelming emotion and confusion” as well as fear and uncertainty (Coombs, 2015; Hobfoll et al., 2007, p. 286). Therefore, Coombs (2005) argues that in order to calm the public and help individuals regain a sense of control, adopting appropriate and efficient communication strategies during times of crises is crucial. This is especially paramount, since emotions play an essential role in communication, as they can both positively or negatively influence message reception (Schoofs & Claeys, 2021). Hence, research highlights how emotions are not only an integral part of leadership but also of crisis and by extension should be considered accordingly in crisis communication strategies (Hobfoll et al., 2007, p. 286; Stephens et al., 2019).

2.2 Processing emotions

With the field of crisis communication gaining momentum in the last few years, academia has increasingly focused on the impact of communication as a crisis response strategy and as a way to establish a sense of control (Coombs, 2007; Coombs, 2015). An emerging stream of literature has inquired on the effects of emotional behaviour and tone on crisis responses (Ndone & Park, 2022; Schoof and Claeys, 2021; Van de Meer & Verhoeven, 2014). Sadness and anger are especially linked to leaders and are proven to be the two most dominant emotions during a crisis (Jin & Pang, 2010; Kim & Cameron, 2011; Madera & Smith, 2009; Sandlin & Gracyalny, 2018). Anger and sadness are the most investigated emotions in crisis

research, highlighting the scarcity of research on other emotions and their effects (Blair, 2005; Claeys et al., 2013; Kim & Cameron, 2011; Madera & Smith, 2009).

Several scholars concluded that in times of crises, emotions can act as information sources, thereby guiding decision-making and judgements (Loewenstein et al., 2001). From a corporate perspective, Lu and Huang (2018) suggest that the emotional experiences of publics play a critical role during organisational crises and determine the degree to which organisations are able to successfully devise communications that help them deal with such crises” (p. 98). Similarly, Nabi (2003) found support for the idea that emotions promote message processing at different levels. Her findings provide relevant insights into how “discrete, context relevant emotions selectively affect information processing, recall, and judgement”, serve as framing functions as well as impact information accessibility (Nabi, 2003, p. 228). Indeed, Wang (2006) advocates the importance of recognizing and understanding the impact of emotions in decision-making. Systematic research on “understanding how publics’ emotional experience in crisis influence their crisis information processing and behavioural tendencies” eventually determining the (in)effectiveness of a crisis communication strategy, remains scarce (Jin & Pang, 2010, p. 677).

This is important to highlight since information accessibility and understanding is crucial, especially during the sense- and meaning-making stage of crisis communication as well as impacts their reactions to the crisis messages.

2.3 Meeting public expectations

From an ethical point of view Jong and Brataas (2021) argue that crisis communication should be victim- and public-oriented with the duty of supporting the victims. Indeed, “victims can be influential stakeholders who sometimes voice their specific needs” (Jong & Brataas, 2021, p. 75). Even though these might differ from one individual to another, on some level they can be generalised (Jong & Brataas, 2021). Nonetheless, “little is known about their expectations and the interactions with government when confronted with major crises or disasters” (Jong & Dücker, 2019, p. 15). This highlights not only the lack of inquiry on the effects of emotions in crisis communication but also the public’s expectations vis-à-vis their

leaders. Especially since according to Jong and Dückers (2019) public leaders need to be aware and understand the needs of the public in order to fulfil these and meet expectations.

Wang (2016) estimates that in order to appeal to the audience's pathos, the spokesperson needs to assess the psychological and emotional state of the public "and then decide which emotions of the audience he should try to trigger with words" (Wang, 2016, p. 101). In his article discussing literary theorist Kenneth Burke's work on rhetorics, Schwartz (1966) posits that the speaker should employ the rhetorical method of identification, namely achieving some type of social cohesion within the audience (p. 211). Wang (2016) more closely defines "this process as a kind of emotional 'identification'" (p. 101). Likewise, Higgins and Walker (2012) refer to this as similitude, meaning "the appeal to similarities between the [...] speaker and the audience" (p. 197). According to this logic, leaders should therefore mirror the emotions of the public in their own crisis communication with the aim of creating a form of emotional similitude and unity. Thus, these rhetorical processes require leaders to assess and understand what the values, desires, expectations and needs of the public are and reflect them.

Furthermore, Hobfoll and his colleagues (2007) developed a model for supporting individuals in the direct aftermath of a crisis. Their approach outlines five essential psychosocial principles of intervention following traumatic events, namely preserving a "sense of safety, calming, self- and communal efficacy, connectedness, and hope" (Hobfoll et al., 2007, p. 301). Jong and Brataas (2021) argue that these psychosocial principles should be applied in crisis communication, as they claim that crisis communication also has a duty in lowering psychosocial stress which might emerge from crises. Drawing from this, it can be argued that this sense of connectedness and hope that embody essential post-crisis elements could potentially also incorporate emotional connectedness. Although their article makes no mention of emotional connection between leadership and the public, the idea that connectedness also comes from sharing similar feelings and empathising as well as reflecting the audience's emotions - as illustrated by the above-mentioned emotional 'identification' or similitude theories - can be advanced (Higgins & Walker, 2012; Schwartz, 1966; Wang, 2016). Thereby, part of these intervention principles could be transferred into the emotional

realm of crisis communication to create the idea of emotional connectedness (Hobfoll et al., 2007). The latter can be characterised “as having empathy and value, help and support, presence, and vulnerability” (Bender et al., 2021, p. 445). Thus, exercising emotional connectedness during crisis communication would be a way of supporting individuals after a crisis whilst also showing the leader's own vulnerability, empathetic qualities and meeting the public's expectations on emotional behaviour.

In his article dedicated to outlining the ten best crisis communication strategies, Seeger (2006) mentions the importance of listening to the audience's concerns and understanding them. Comprehending the public's expectations is related to effective communication and helps establish positive relationships in the face of a critical event. Furthermore, showing “honesty, candour and openness” as well as communicating with concern, empathy and compassion are also among the best practices (Seeger, 2006, p. 240). Hence, during a crisis, the public judges leaders' reactions to the situation, meaning that any showcasing of emotions can influence the reaction of the audience (Bucy & Bradley, 2004; Stewart et al., 2009). Thus, a main takeaway from these results is that in times of crisis, expressing empathy, concern, compassion and sadness in different forms as well as understanding the audience's needs seem to be adequate strategies. Thereby, elucidating that leaders “should not be afraid to express genuine emotions in their voices in times of crisis” (De Waele et al., 2020, p. 350).

2.4 On the ambiguity of expressing emotions

Schoof and Claeys (2021) conducted experiments researching how visually and verbally expressed emotions, more specifically sadness, by company leaders affect the reputation of an organisation in the aftermath of a crisis. Their findings reveal that conveying sadness in crisis communication increases public empathy feelings toward the CEO, resulting in a positive reputational outcome for the organisation. However, ‘sad’ communication also simultaneously reduces the public's perception on the CEO's competence, which in turn is harmful to the company's reputation (De Waele et al., 2020; Schoof & Claeys, 2021, p. 271). Indeed, during a crisis “emotions can get in the way of demonstrating competence and reassuring” the public (Schoofs & Claeys, 2021, pp. 271-72). These results illustrate the ambiguity of employing sadness in crisis communication, as it presents nuanced results.

Claeys and colleagues (2013) argue that whether expressing sadness is beneficial or not depends on crisis timing strategy. Congruent with Schoofs and Claeys' (2021) results, the ambiguity of sadness is further illustrated by Stephens, Waller and Sohrab (2019). Their findings suggest that while some degree of sadness during crisis communication might increase people's perception of the spokesperson's sincerity it negatively affects reputation. Indeed, "[e]xpressing too much emotion, or over-emoting, is problematic (Stephens et al., 2019, p. 1).

Additional research illustrates that rather than the problem being over-emoting, the delivery of certain emotions should suit the type of crisis and context. Jong (2017) argues that in a context of electricity outage or smaller crises or disturbances "the situation usually asks for a different and less emotional tone of voice" (p. 1030). The idea being that since society does not respond in a highly emotionally-charged manner, the public leader is also not expected or encouraged to. The author argues that in case of a low communal psychosocial impact, meaning making and crisis messages cater towards providing the public with a factual explanation of the situation rather than expressing or explaining the emotions present (Jong, 2017, p. 1030). While Jong (2017) illustrates a crisis example with a low tow of casualties, Wang's (2016) results indicate that in the case of a tragic disaster with fatalities, such as the 2015 Tianjin explosion, emotionally-loaded expressions are warranted. More specifically, in disaster situations of high psychosocial impact "sadness of depression is the very emotion that the speakers should convey to the audience so as to win a good impression from them" and convey to them the leader's understanding of their grief (Wang, 2016, p. 104).

To summarise, this section illustrates the ambiguity of scientific results on emotions and their impact on the public. Some authors posit that conveying more specifically the emotion of sadness in crisis communication has beneficial outcomes, such as positively impacting an organisation's reputation and increasing public empathy towards the spokesperson (De Waele et al., 2020; Schoof & Claeys, 2021). The same scholars as well as others argue the exact opposite, namely conveying sadness being reputationally harmful (Schoofs & Claeys, 2021; Waller & Sohrab, 2019). Results are far from being congruent, as there seems to be an academic dissonance on this topic. Nonetheless, digging deeper and controlling for factors,

research shows that whether expressing emotions is an optimal crisis strategy that should be employed depends on crisis timing strategy, crisis type as well as context (Claeys et al., 2013; Jong, 2017; Wang, 2016). Rather than employing a one-size-fits all approach to emotional crisis communication, leaders should consider the public's expectations and potentially mirror these. Nonetheless, according to Stephens and colleagues (2019) expressing too much emotion is generally problematic.

2.5 To feel or not to feel

De Waele, Schoofs and Claeys (2020) conducted an experiment on the effect of emotional voice during different crisis stages in an organisational context. Their results, although in direct opposition to their later results indicating that conveying sadness has negative effects on reputation, highlight the positive effect of expressing sadness and empathy throughout every crisis stage (Schoofs & Claeys, 2020; Schoofs & Claeys, 2021). These elements enhance the credibility of the communication, as “efforts to maintain professionalism are often perceived by the public to be cold and uncaring”, which can undermine the effectiveness of the messages (Seeger, 2006, p. 241).

Displays of lack of compassion have “caused severe political problems” in the past, since any inappropriate display or lack of emotional expression may have a negative effect and be regarded as a sentiment of not caring (Boin et al., 2005, p. 80; Kaur et al., 2021). For instance, one example would be the one of the Belgian Minister, Nothomb. His failure to express emotion and visit the site of tragedy, after the Heysel stadium disaster, was seen as a display of complete lack of compassion and caused immediate political ramifications, to the point where he was almost forced out of office (Boin et al., 1999, p. 94). The importance of a public leader visiting the site of a disaster should not be underestimated, as this so-called ritual of solidarity portrays a public display of empathy and compassion (de Roy van Zuijdewijn, 2021). Similarly Hoondert and colleagues (2021) posit that rituals and symbolic actions “are one way to express emotions in the aftermath of disaster. Grief and loss can be channelled and discharged through ritual and ritual-like activities” (p. 107). They refer to this as “channelling emotions into symbolic form” (Hoondert et al., 2021, p. 107).

2.5.1 It is the emotion that counts

Continuing this train of thought and drawing from the above-mentioned authors, the following idea can be advanced: The question is not whether leaders are expressing emotions, as there is a wide range of emotions. The difficulty or success of crisis communication could rather lie within the intricacies of expressing the right type of emotion. The authors mentioned in this theoretical framework have argued that the presence or absence of emotions in crisis communication is tied to the context, the timing and the type of crisis. However, it could be argued that although important details that need to be considered when designing or executing crisis communication strategies, a crucial element if not the most important one is whether leaders are expressing the right type as well as the right degree and proportionality of emotion. Hence, the specific emotion should fit the context, timing, and type of crisis. For instance, scholars highlight the positive effect of expressing sadness and empathy throughout every crisis stage (Schoofs & Claeys, 2020; Schoofs & Claeys, 2021). However, conveying deep sadness or grief during an electrical outage would probably be ill-suited for the situation. Nonetheless it can be questioned whether those cases of crisis communication should solely rely on a factual explanation (Jong, 2017). That does not signify that emotional communication would not be appropriate in a case of electrical outage, rather expressing a different set of emotions would simply be more adequate. For instance, since communities are nonetheless impacted, showing compassion and empathy for those affected would probably be appropriate.

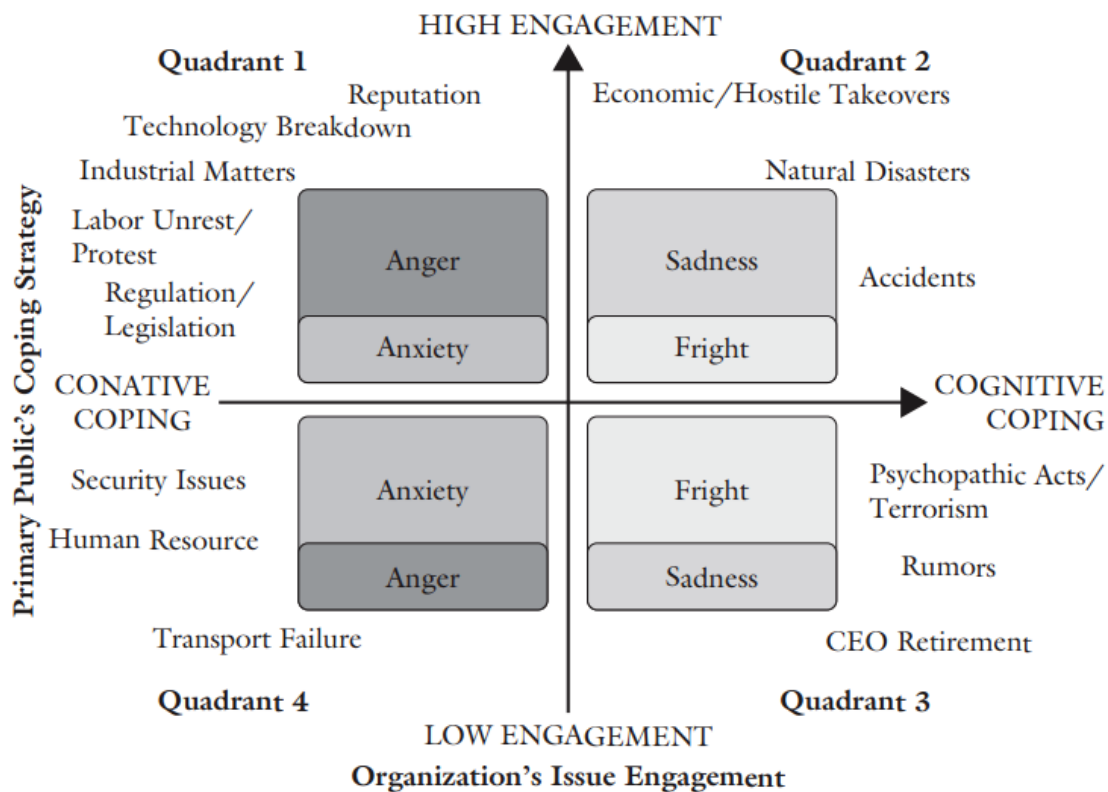
So the problem is not only to avoid “[e]xpressing too much emotion, or over-emoting” as Stephens and colleagues (2019, p. 1) put it, but rather expressing the appropriate type of emotion, one that suits the situation and aligns with expectations.

2.5.2 Dominant emotions after a crisis

Scholars Jin, Pang and Cameron (2007) developed an integrated crisis mapping (ICM) model (Figure 1), a method developed for the purposes of researching and understanding emotions in crisis communication. This model is partly based on Lazarus’ (1991) appraisal model of emotion. Although this framework was set up in the context of corporate crises, it might

support the current research in its focus on the relevance of expressing emotions in a public context.

Figure 1. Integrated Crisis Mapping Model (Jin et al., 2007)



The scholars identified four out of Lazarus' (1991) six negative emotions that are most likely to be experienced at different levels by the public during a crisis, these being anger, fright, anxiety and sadness (Jin & Pang, 2010, p. 678). They developed a crisis matrix with the x-axis presenting the public's coping strategy, meaning how they deal with the crisis situation, and the y-axis representing the level of organisational involvement (Jin et al., 2007). Accordingly, "this model may shed light on how to identify the diverse and varied emotions likely to be experienced by the key stakeholders in a crisis" (Jin et al., 2007, p. 92). The different quadrants represent different types of crisis catalogued under the same category.

According to the model anger and anxiety go hand in hand, with one of them being the dominant one depending on the situation, and sadness and fright are tied, also one dominating depending on the crisis (Jin et al., 2007).

Contrastingly to what Jin and colleagues (2007) assess as the two dominant emotions in the aftermath of a terrorist attack, Høeg (2015) distinguishes that based on the 2011 terrorist attack in Norway, uncertainty and despair are the first emotional responses (p. 198). They argue that fear and anger were less common in the direct aftermath (Hoondert et al., 2011).

2.6 Theoretical expectations

Drawing from the above-mentioned arguments, one could therefore argue that in order to produce effective crisis communication one should meet the public's expectations as well as reflect similar sentiments and emotions as the audience. The leader should align and even mirror the emotions reflected in the audience, in order to successfully reinforce emotional identification as well as establish positive relationships during times of heightened uncertainty. For this to occur, it is necessary for communication experts and advisors to understand the role, expectations and effects of aligning the emotions expressed by the leader with those of the public. Furthermore, drawing from Seeger (2006) I argue that in order to meet the public's expectations a leader should express compassion and empathy rather than remaining emotionally-neutral or cold. Indeed, when there is a crisis in which a part of society is affected, there is an expectation for the public leader to show compassion (De Waele et al., 2020; Jin, 2010; Jong, 2017; Seeger et al., 2003). Taking these arguments into consideration, I assume that if the crisis at hand has for instance caused fatalities, then the public would have a highly charged emotional experience and therefore the leader should align their crisis communication to fit the emotional situation and express similar emotions in their crisis communication. Notwithstanding, research suggests that expressing empathy and compassion for the affected can be useful in any type of crisis, while more emotionally-heightened reactions, such as grief, are most probably only convenient in crises with a high impact on the well-being of the community and with fatalities. Hence, I posit the following:

Proposition 1.a: *In times of crisis, the likelihood of leaders expressing emotions is relative to the type of crisis, impact on the community and the amount of fatalities. The higher the amount of fatalities, the higher the likelihood of the leader expressing emotions. The lower the amount of fatalities, the higher the likelihood of emotionally-neutral crisis communication.*

Proposition 1.b: *In times of crisis, it is likely that leaders' most commonly expressed emotions are ones of sadness, fear and anger.*

Indeed, the more disastrous the situation, the more emotion and understanding is expected from the leader. The type of emotions employed should be dependent on the type of crisis and its psychosocial impact on a community. Hence, I expect the public and by extension leaders to especially express sadness, followed by fright during a natural disaster context and fright followed by sadness in the terrorism context.

Proposition 2: *The likelihood of the public responding positively to the emotions shown by public leaders increases when the emotions conveyed are similar or correspond to the public sentiment and expectation. In the case of a mismatch between expectations and delivery, the likelihood of the public responding positively to the emotions shown by the public leader decreases.*

Therefore, it can be argued that leaders should align their emotional delivery with the public's expectation and collective sentiment. According to numerous researchers, leaders should especially focus on portraying empathy (De Waele et al., 2020; Jin, 2010; Seeger et al., 2003).

2.7 Minding the gap

Overall, a vast majority of the literature on emotions in crisis situations has focused on organisational and corporate crisis communication as well as focused on CEOs or other company leaders as their units of analysis (Claeys et al., 2013; De Waele et al., 2020; Kom & Cameron, 2011; Lu & Huang, 2018; Madera & Smith, 2009; Ndone & Park, 2022; Schoofs &

Claeys, 2021; Stephens et al., 2019; Van der Meer & Verhoeven, 2014). Hence, this theoretical overview shows how the analysis of emotions conveyed by public leaders and the subsequent effects on the population are largely under-researched.

While the current body of research has established emotions, such as anger and or sadness, to be of importance in crisis communication, more research into this field of subject is warranted (De Waele & Claeys, 2017). Indeed, as Jin and Pang (2010) argue, “there remains a lack of a systematic and integrated approach to understanding how publics’ emotional experience in crisis” impacts their behaviour and information processing, in turn determining the successfulness of leaders’ crisis communication (Jin & Pang, 2010, p. 677). This literature review shows that, while literature on leadership highlights the significance of leader emotion and a “emotion detection [being] a critical area of study in leadership communication during a crisis” (Kaur et al., 2021, p. 364), a notable gap on analysing the effects of showcasing emotions exists. Indeed, “what is missing [...] is a systematic understanding of the specific challenges of crisis communication in the public sector” (Boin et al., 2005, p. 70), which this paper aims to address from an emotion- and leader-centric perspective.

3. Research Design

3.1 Small-N comparative research and units of analysis

In order to ensure that the effects and results found are not country, leader or crisis specific, a comparative cross-sectional research design will be adopted. More specifically, a qualitative leader-centric small-N comparative analysis will be conducted. This method is well-suited for the analysis of emotions, combining some of the benefits of case study analysis as well as large-N designs, allowing for the detailed investigation of theoretical anomalies and possible generation of new theories and hypotheses (Halperin & Heath, 2017, p. 154).

Concerning the units of analysis, this thesis will focus on public leaders to generate data for the first research question. Public leadership is a disputed and multifaceted concept and phenomenon (Broussine & Callahan, 2015). In this paper, public leadership - synonymous with public leaders - refers to a person holding a top public office position, more specifically the main leadership role, namely the head of state. This can refer to Presidents, Prime Ministers, Chancellors or other forms of public democratic leadership. To gather answers for the second research question, the focus will be on the public as a unit of analysis, more specifically their response to their leaders' statements.

3.2 Case Selection

The case selection follows a combination of practical and theoretical reasonings. To allow for comparison, two types of crisis - floods and terrorist attacks - in different countries will be considered. Cross-country case selection allows for the comparison of diverse crisis communications, leaders, and emotions (Seawright & Gerring, 2008, p. 296). One of the reasons for opting for terrorist and flood cases, is that the public leader of the respective country bears no political responsibility, which would reduce alternative explanations concerning the second research question. The selection is further based on Jin, Pang and Cameron's (2007) crisis model (Figure 1). Their model will be partly applied to this research to test whether their statements of sadness and fright being dominant emotions during natural disasters (quadrant 2) and terrorism (quadrant 3), hold under different contexts. Moreover,

quadrants 2 and 3 are selected as guidelines for this paper's case selection, as they refer to cases in which public leadership is important (Jin et al., 2007).

The more narrow selection of floods within the natural disasters category is based on the fact that floods are the most recurrent type of natural hazard in Europe (Statista, 2022). Furthermore, due to practical considerations, the case selection is based on European countries in which national languages comprise English, French, German or Spanish. Since emotion detection has to be assessed and analysed through discourse analysis as well as video evidence, it would be more accurate to analyse information the author can decipher and understand without the help of translation tools. This proves to be both a limitation and a strength, since justification of case selection partly relies on the author's language skills, but also enhances reliability, as the information can be analysed directly from the primary source as well as be situated in its cultural context.

Hence, the cases will be based on large-scale crises having heavily impacted European communities and due to video availability purposes the crisis has to have occurred within the last 10 years (2012-2022). The selection of these cases is also based on fatalities, each case has to have experienced a minimum of ten fatalities, as this would most likely heighten the emotional reactions of the public leaders and citizens. Hence, these cases could potentially reveal relationships between the public and public leaders during times of crises (Geddes, 2003; Halperin & Heath, 2017). For time and word limitation purposes six cases will be analysed in detail. In the terrorist attack category, the Manchester Arena attack, the Nice truck attack and the Hanau shootings will be analysed. Furthermore, concerning the floods, the German and Belgian cases of the 2021 European floods as well as the France case of the 2018 European Floods will be investigated.

Table 1. Overview of case selection

Type	Name	Date & Country	Description of event	Deaths	Public Leader*
Terrorist attack	Manchester Arena Bombing	22/05/2017 England	An Islamist extremist suicide bomber detonated an explosive device as people were leaving Manchester Arena after the end of a concert.	22	Theresa May
Terrorist attack	Nice Truck attack	14/07/2016 France	An Islamist extremist deliberately drove a truck into crowds of people celebrating Bastille Day on the Promenade des Anglais in Nice, France.	86	François Hollande
Terrorist attack	Hanau shootings	19/02/2020 Germany	A far-right extremist went on a shooting spree, targeting two bars in Hanau.	11	Angela Merkel
Flood	2018 European Floods ¹	15/10/2018- 16/10/2018 France	In October 2018, heavy floods affected Europe. Some were catastrophic, causing deaths and widespread damage.	16 ²	Emmanuel Macron
Flood	2021 European Floods ³	12/07/2021- 15/07/2021 Belgium	In July 2021, several European countries were affected by severe floods.	31 ⁴	Alexander De Croo

¹ The European Floods 2018 affected numerous European countries, namely: Spain, France, Italy, United Kingdom, and Portugal.

² Fatalities only in France, overall the death toll was 69.

³ The European Floods 2021 affected numerous European countries, namely: Austria, Belgium, Croatia, Germany, Italy, Luxembourg, the Netherlands, and Switzerland, and the United Kingdom.

⁴ Fatalities only in Belgium, overall the death toll was 209.

			Some were catastrophic, causing deaths and widespread damage.		
Flood	2021	12/07/2021-	In July 2021, several	196 ⁵	Angela
	European	15/07/2021	European countries were		Merkel
	Floods	Germany	affected by severe floods. Some were catastrophic, causing deaths and widespread damage.		

*at the time of the crisis

3.3 Methodology: data collection and content analysis

The general research methodology that will be employed is content analysis. This method allows for the systematic analysis of material as well as “clues to decision-makers’ perceptions and attitudes” (Halperin & Heath, 2017, p. 161). Indeed, it helps understand and explore peoples’ preferences, attitudes and beliefs. Content analysis is the most adequate way to investigate emotions, as it provides evidence about subjectivity, such as thoughts, desires and feelings (Halperin & Heath, 2017, p. 160).

Within content analysis, different types will be used, tailored to each of the research questions.

3.3.1 Leaders’ emotions

Addressing the first research question, in order to assess the different types of emotions expressed as well as their absence or presence in leaders’ crisis communication, discourse analysis will be used. Through discourse and content analysis the presence or absence of emotional indicators and coding units on the first televised statement of the leader will be evaluated. Since research underlines that gestures and tone are one of the most important means of emotional communication, this should be reflected in the operationalization of emotions (Ben-David et al., 2016). Therefore, the scope of analysis will be extended to not

⁵ Fatalities only in Germany, overall the death toll was 209.

only include a textual analysis, but also account for video and audio evidence, to include body language, facial expressions and vocal cues (Ekman, 1993; Jacob et al., 2014; Shrivastava et al., 2019). It must be noted that this part of the analysis relies on a combination of systematic efforts as well as subjective and intuitive analytical methods. Nonetheless, research confirms that emotion recognition and “ascertaining human emotions using personal skills” is a valid approach (Sailunaz, 2018).

3.3.1.1 Defining and measuring emotions

Emotions can be defined as mental states that are prone to vary in degree of intensity and that form an intrinsic part of communication (Ortony et al., 1988; Stephens et al., 2019). Distinguishable universal emotions comprise anger, disgust, sadness, fear, surprise, happiness and neutrality as well as contempt, shame, embarrassment and guilt (Ekman & Friesen, 1971; Ekman, 1999; Izard & Buechler, 1980). These expressions are “easily recognized, with high agreement across cultures”, meaning they embody characteristics that transcend culture and are therefore universally recognizable (Ekman, 2005, p. 215; Izard & Buechler, 1980; Wierzbicka, 1986). Although there exists evidence that the decoding of emotions through facial expressions is cross-cultural, not much research has been executed on specific emotions and their physical and audio expression. Hence, it is complicated to find highly specific physical, audio and textual indicators for each of the studied emotions.

More specific to the domain of crisis, Lazarus (1991) posits that there are six predominant negative emotions, these being anger, fright, anxiety, guilt, shame and sadness (pp. 87-88). According to Jin and colleagues (2007) that in times of crisis four out of those six are dominant, namely anger, fright, sadness and anxiety. In agreement with Jin and colleagues (2007), since as outlined in the research design, only cases bearing no responsibility are analysed, guilt and shame will be excluded from the operationalization. As Lazarus (1991) and Jin and colleagues (2007) argue, during a crisis negative emotions rather than positive ones dominate.

Hence, drawing from numerous scholars and cross-cultural research this thesis will focus on the negative emotions of: anger, fear, disgust, anxiety and sadness. Also, the emotion of

‘neutrality’ is added, as absence of emotions in a situation in which emotions might be expected, can be regarded as negative. In order to be as systematic and transparent as possible about the different emotions observed and analysed during the research, operationalization of the different indicators - textual, physical and audio - is essential (Table 2).

Table 2. Operationalization of crisis emotions

Emotion	Description	Indicators	Sources
Anger	Universal emotion. One of the six predominant negative emotions. Dominant during a crisis.	<i>Textual indicators</i>⁶: Angry, enraged, furious, resentful, offended, mad, hate, pissed off, hate. <i>Physical indicators</i>: frowning, clenched jaw, reddened face. <i>Audio indicators</i>: yelling, arguing, heightened voice, change of voice.	Barlett et al., 1999 Ekman & Friesen, 1971 Izard & Buechler, 1980 Jin et al., 2007 Lazarus, 1991 McHugo, 1985 Qadir & Riloff, 2014
Disgust	Universal emotion.	<i>Textual indicators</i>: Antipathy, aversion, dislike, hate, loathing, repulsion, repel, bother, displeasure, revolted, appalled. <i>Physical indicators</i>: lowered eyebrows, wrinkled nose, raised upper lip. <i>Audio indicators</i>: N/A	Barlett et al., 1999 Ekman & Friesen, 1971 Izard & Buechler, 1980

⁶ These are specific coding units, but each language has different expressions and idioms of anger.

Fear	Universal emotion. Dominant during a crisis.	<i>Textual indicators:</i> Afraid, petrified, scared, fright, nightmare, freaked out, angst, horror, terror, panic. <i>Physical indicators:</i> raised and pulled eyebrows, raised eyelids, dropped jaw. <i>Audio indicators:</i> voice tremor, quiet voice.	Barlett et al., 1999 Douiji et al., 2016 Ekman & Friesen, 1971 Izard & Buechler, 1980 Jin et al., 2007 Lazarus, 1991 Qadir & Riloff, 2014
Anxiety	One of the six predominant negative emotions. Dominant during a crisis.	<i>Textual indicators:</i> Anxious, worried, stressed, distressed, concern, dread, uncertainty, doubt, mistrust, nervousness, panic, restlessness, unease, worry, tension, paranoid. <i>Physical indicators:</i> restless body posture and hands, sweating. <i>Audio indicators:</i> voice tremor.	Barlett et al., 1999 Jin et al., 2007 Lazarus, 1991 Qadir & Riloff, 2014
Sadness	One of the six predominant negative emotions.	<i>Textual indicators:</i> Saddened, sad, grieving, grief, heartbroken, mourn, mourning, sorrow, sorrowful, heartsick, heavy-hearted, down, hurt, regrettable, miserable, suffering, Sad, depressed, unhappy. <i>Physical indicators:</i> tears, trembling, watery eyes, eyebrows pulled up and	Barlett et al., 1999 Izard & Buechler, 1980 Jin et al., 2007 Lazarus, 1991 Qadir & Riloff, 2014

together, lip corners pulled downward.

Audio indicators: voice tremor.

Neutrality Universal emotion. Emotional neutrality is Ekman & Friesen, 1971 operationalized as the lack of emotional indicators. The absence of the other emotions indicates the presence of neutrality.

Notes:

- * A person can feel two things at the same time, feeling one does not exclude the other.
- * Each language has specific lingual expressions that can be attributed to an emotion, these cannot be systematically coded. Nonetheless, their presence or absence will be evaluated in the coding scheme on an interpretative basis.
- * The indicators and coding units are given in English, the author will translate each to have language-specific coding units per case.

Although this research aims at being as systematic as possible, “the measurement [of emotions] is still an open question” as most research on emotions relies on survey data and the respondents’ own report of their emotional states, rather than emotional measurement by for instance behavioural experts (Ciuk, Troy & Jones, 2015). Nonetheless, McHugo and colleagues’ (1985) research shows that when it comes to watching emotional reactions and display of emotions, viewers of a political leader’s emotional display accurately describe the presented emotions with little effect of prior political attitudes towards them (p. 1514). This serves as justification for conducting research on emotions without an academic psychological background.

3.3.2 Public response

In regards to the second research question, in order to analyse the responses and expectations of the public in regards to the emotions expressed by the public leader, a social media analysis, more specifically a comment section content analysis, will be employed. The public

statements for each of the cases have a video record on either the Youtube or Facebook social media platforms. Comment sections offer a publicly-available tool to analyse “opinions, stories and emotions” directly and present a “huge potential [...] for text-based emotion detection” (Douiji, Hajar & Hassan, 2016, p. 292). Indeed, since comment sections offer audiences the opportunity to share their opinions directly and instantly, they present “are a rich resource of natural expressions of feelings, thoughts and opinions” (Douiji et al., 2016, p. 295).

Thus, the data collection for the second research question will be based on a content analysis of the first 100 comments - including, text, emoticons, smileys and likes - under the respective videos. The evaluation will include the number of likes under the selected 100 comments, since liking the comment indicates a person agreeing and sharing that opinion.

In order to get a representative sample size, the first 100 comments under each of the videos will be analysed. This will be done with the help of ‘Export Comments’, a tool which automatically downloads the first 100 comments of a video together with the dates and likes into an excel sheet. Then, the selection criteria (Table 3) will be systematically applied. After undergoing a screening process - removing comments published more than a week after the publication of the video as well as those comments that do not mention the leader or their speech and the exclusion of irrelevant comments - the remaining data is evaluated and divided into negative, neutral and positive comments (Excel sheet). Hence, analysing comment sections and supplying the material with more traditional news outlets provides a way to analyse the societal impact, the emotional upheavals as well as perception of leaders’ speeches directly (Christensen & Lægreid, 2020, p. 715).

Table 3. Search strategy & selection criteria for comments

1. Comment section sample size N = 100.

2. Screening procedure:

Key words: Name of the crisis, name of the public leader, emotions (& anything related to the speech).

Time period: Published within the first week of the statement.

3. Comment section likes: A liked comment counts as many times in the evaluation as there are likes.

3.4 Limitations on reliability and validity

Although small-N studies can be extremely useful for generating new ideas and investigating propositions, they also present problems. Careless selection or selection bias can result in misleading and inaccurate results. Furthermore, relating to the theoretical framework, a shortcoming is that the field in which this paper is based is heavily dominated by certain authors, such as Jin, Pang, Cameron, de Waele and Ekman. This is potentially problematic as their findings might lack some diversity or might incorporate subconscious biases, thereby limiting the scope and literary variety of this topic.

Another limitation is the fact of conducting research partly based on interpretative, subjective and intuitive work, namely one of discerning emotions. “Recognizing human emotions accurately is a laborious task due to their versatility and ambiguity. Same emotions may be expressed in multiple ways, and multiple emotions sometimes have the same expression” (Sailunaz et al., 2018, p. 27). Subsequently, the resulting perception of the video material potentially lacks reliability. However, to prevent these limitations as much as possible and allow for the generalizability of the findings, this paper follows a systematic, transparent and consistent application of textual coding units, data collection as well as a highly justified research design, thereby increasing its reliability (Halperin & Heath).

Moreover, some validity issues might be present. Since the thesis will execute qualitative research, the generalizability of the results can be questioned (Halperin & Heath, 2017). However, this is somewhat avoided by resorting to a small-N comparative approach and conducting a transparent content analysis, thereby increasing the external validity of the study (Halperin & Heath, 2017). As with most studies, considering or controlling for numerous variables and alternative explanations is extremely difficult, thereby impacting the internal validity of the study (Halperin & Heath, 2017). Indeed, alternative factors such as the gender

of the public leader, gender biases and emotional sincerity are left unstudied and could potentially have an effect on the results (de Vaus, 2001, p. 28; Halperin & Heath, 2017, p. 149).

4. Terrorist attacks Results

4.1 Nice Truck Attack

4.1.1 Context

What is now known as the Nice truck attack, was a terrorist attack carried out in France on 14th July 2016 by the 31-year old Islamic extremist Mohamed Lahouaiej-Bouhlel (BBC News, 2016). He deliberately drove a truck at full speed into a large crowd that was watching the fireworks in Nice during the Bastille Day Holiday. This happened in Nice, France. 86 people, including many children were killed and hundreds were injured (BBC, 2016).

The President at the time François Hollande released a 9-minute televised speech the day after the attack, on the 15th July 2016 (Présidence de la République, 2016). This excerpt will be the subject of analysis as it was the main and first longer crisis communication from Hollande, addressing the nation (*Déclaration de M. François Hollande, Président de la République, sur l'attentat terroriste à Nice, à Nice le 15 juillet 2016*, 2016) (Annex 1 & 2).

4.1.2 Hollande results: first research question

The general content analysis of Holland's speech shows that although some indicators for sadness and occasionally for disgust are present, there is mainly an absence of emotions, especially in the second half of his speech (Annex 3). The accentuated, paused and slow pace of the speech as well as instances of drawn-together eyebrows heighten the emotionality of his speech and indicate instances of sadness. Rather than textually expressing emotions, Hollande seems to express more emotion through facial expressions and tone. Nonetheless, an overarching presence of neutrality. A slight degree of fear and anxiety is also present, but limited (para. 4). Through expressions, such as "unspeakable act" (para. 1) he accentuates his disgust. In the few occasions in which emotions are textually expressed, Hollande uses the personal pronoun 'we' rather than 'I', indicating communal language rather than limiting it to himself (para. 4).

Although beyond the scope of this paper, the most expressed emotion in Hollande's speech is the positive emotion of gratitude (para. 6, 7, 8, 9). Also, rather than expressing his personal emotions, the focus of the speech lies on transmitting a unifying message (para. 11, 12) as well as the use of imagery to provoke emotions in the public (para. 4, 9). For instance, in only a few sentences he paints the following images: "wounded, the many wounded", "terrible images", "suffer in their flesh, suffer", "psychological burn", "physical trauma, "trauma for these images of horror", "shredded bodies" (para. 4).

Hollande's content analysis suggests that rather than expressing emotions his focus lies on evoking them in the public. Indeed, he mostly remained emotionally neutral throughout his speech, yet recurrently used affective expressions and imagery.

4.1.3 Hollande results: second research question

Out of the initial 100 comments under the televised speech on Youtube, 36 comments had to be removed from the analysis for not having been published within the first week, another 32 comments were removed as their content did not pass the screening procedure and 2 were added due to likes, resulting in a total of 34 comments (FRANCE 24, 2016). The subsequent evaluation shows that 28 of those comments are negative, 3 are neutral, and 3 are positive (Annex 18, Excel sheet).

The negative comments include statements such as: "François you bring bad luck", "shut up and stop talking and making excuses", "I feel like I'm listening to the same old record...it's scratched I think", "Am I the only one who thinks it's ridiculous to always just say: We're sorry to the families!!", "I am ashamed to be represented by a man who is just good at giving bereaved speeches, inaugurations and commemorative plaques", "the shame [...] empty words" and "shut up!". A limited amount of positive comments included "what charisma!" and "François Hollande is one of the best presidents that the republic has known".

The evaluation suggests that the public did not react positively to Hollande's speech, expecting something else, with only 8.5% positive responses and a large majority, namely

83% of comments being assessed as negative (Table 5). A recurrent comment was the suggestion that Hollande recycles his speeches, making it feel less heartfelt and sincere.

A few days after the attack, a survey was conducted on the French population. According to this survey, conducted from the 19th to 21st July sampling 1025 adults, only 20% of those questioned reported to trust the head of state, meaning Hollande (Le Point Politique, 2016). The confidence rating in Hollande remained stagnant vis-à-vis the previous month. Hence, although the comments under the video were mostly evaluated as negative, the speech did not seem to positively nor negatively impact the public's perception of Hollande (Le Point Politique, 2016).

4.2 Manchester Arena Bombing

4.2.1 Context

As people were leaving the Manchester Arena (England) after the end of a concert on the 22nd of May 2017, there was an explosion. Reports determined that an Islamist extremist suicide bomber detonated his explosive device near one of the arena exits. Twenty-three people, including the 22-year old perpetrator died that day with many left injured (BBC News, 2020). The Islamic State claimed responsibility for the terrorist attack known as the Manchester Arena Bombing.

The following day on May 23rd, the Prime Minister (PM) Theresa May released an 8-minute televised statement addressing the nation, which will be the subject of the following content analysis (BBC News, 2017; *PM Statement, 2017*) (Annex 4).

4.2.2 May results: first research question

The general analysis of the presence of textual, audio and physical indicators in Theresa May's speech shows that throughout the statement there was a general absence of emotion, with neutrality dominating (Annex 5). Audio-wise, the PM held a rather monotonous and neutrally-toned speech, without much voice variation. The rare variation in voice that does occur is not related to the expression of emotion but rather is used to accentuate certain words

or phrases, such as “to hit - the North - of England”⁷ (para. 2), “and will - never - be broken” (para. 11) as well as “will always - prevail” (para. 12).

There are barely any physical indicators present suggesting emotion. Throughout the speech, May keeps the same stance, standing straight with the arms lowered as well similar hand movements and facial expression. In an instance that can be characterised as sadness, May’s eyebrows are slightly raised when mentioning the death of “many children and young people” (para. 4). Furthermore, repeatedly looking down at her speech reinforces the absence of emotion and enforces the presence of neutrality.

The textual content analysis indicates a consistency throughout the speech of not expressing personal emotions. There is no mention of emotion in combination with the first-person pronoun ‘I’. She focuses heavily on repetitions to illustrate the severity of the attack, for instance in paragraph 2 within only a few sentences these words are repeatedly used: “terrorist attack”, “attack”, “worst terrorist incident”, “worst attack [...] ever”, “worst attack” and “worst ever”. The main emotion is neutrality, however the adjectives used to describe the terrorist attack could also hint to a slight presence of disgust and anger, such as “appalling” (para. 1), “callous” (para. 2), “cold calculation” (para. 2), “maximum carnage” (para. 3), “sickening” (para. 3), cowardice (para. 3). In the second paragraph there is also an extreme focus on location: “Manchester”, “this country”, “our society”, “United Kingdom”, “Manchester”, “the city” and “North of England”.

The focus of the speech lies more in creating unity through the use of ‘we’ and ‘our’ pronouns (para. 1, 2, 5, 8, 12). Although the PM does not express emotions herself, she evokes emotive imagery in her language. Through sentences, such as “[w]e struggle to comprehend the warped and twisted mind that sees a room packed with young children not as a scene to cherish, but as an opportunity for carnage” (para. 5).

She presents an extreme focus on creating unity in the country, the repetitions on the location and creating the stark contrast between the terrorist’s cowardice and the united people of

⁷ - = pause

England. Elections were close, there was a focus on creating unity by referring to the location numerous times (Manchester, North of England, England, the city, this country), “we”, “us” “our”, communal grieving for the innocents, and focus on a common threat/enemy. In her speech she also mentions that she put the electoral campaign on hold, meaning elections were close and creating a sense of unity could have been also for political and electoral reasons.

4.2.3 May results: second research question

Out of the 100 initial comments on the video, the screening criteria was applied and the likes were considered, leaving a total of 50 comments for the analysis (BBC News, 2017). Out of these 50 data points, 43 were evaluated as negative comments towards May and her speech, 5 were neutral and 2 were deemed positive responses (Annex 19). The negative comments included statements such as “FAKE”, “bullshit speech”, “Enough talk. Talk doesn’t protect the nations youth.”, “Theresa May’s facial expressions don’t inspire confidence at all.”, “our supposed ‘leadership’ is as dangerous as the terrorists”, “May is all talk, a liar can’t be trusted”, “she’s using this as an opportunity to stop elections”, “sick of boring statements. Time to take actions.” and “her eyes are creepy could give nightmares”. The two only positive comments suggested she is “I’m glad they elected someone more reasonable than Corbyn is” and “the best prime Minister since the 80s. Strong and determined like only a leader should be”.

This shows the highly negative response she obtained from her citizens. Indeed, 86% of her speech has been evaluated as negative, with merely 4% positive responses (Table 5). Many of the comments insinuating her to be a liar and codeming her speech.

4.3 Hanau Shootings

4.3.1 Context

The terrorist attack in Germany, known as Hanau shootings, was carried out on the 19th February 2020 by 43-year old far-right extremist Tobias Rathjen. He targeted two bars in Hanau and opened fire. Ten people died that day (BBC News, 2020).

One day after the mass shooting, Angela Merkel, the German chancellor, released a televised statement addressing the German population (Ihr Programm, 2020). This speech is the unit of analysis and was three minutes long (*Pressestatment*, 2020) (Annex 6, 7).

4.3.2 Merkel results: first research question

This speech is comparatively shorter to the other ones. There are some indicators, mainly textual ones, at the start of Merkel's speech (Annex 8). She refers to the "deep grief [...] that [she] feel[s]" (para. 1) and mourns with the families (para. 2). Indications of sadness are restricted to textual observations. The physical and audio indicators did not detect any emotions and rather highlight the presence of neutrality. Indeed, throughout the speech, neutrality is reinforced by Merkel keeping a monotonous tone paired with constantly looking down and reading from her speech. With the exception of the very start, the speech mostly relies on factual explanations. Throughout her speech only three instances of sadness, and since only on a textual basis, as they are also accompanied by neutrality due to the absence of physical and audio indicators (Table 4). However, it must be mentioned that in comparison to the speeches from other leaders, her statement is relatively short, providing an explanation for the reduced amount of emotional indicators.

4.3.3 Merkel results: second research question

Youtube videos with Merkel speech cannot be analysed through Youtube, as all her statement videos have the comment sections turned off (Tagesschau, 2020). Hence, a Facebook comment section content analysis was undertaken. From the initial 100, 70 comments are left after the screening procedures and multiplication of comment likes. The evaluation shows that out of those comments 60 are negative comments, 5 are neutral and another 5 are positive comments (Annex 20).

The limited amount of positive responses include statements such as "Merkel♥", "Well done!!!", "Well said Angela Merkel 😞" (sorrowful frown emoticon), "Respect, clear words" and "Thank you Angela Merkel for the clear words".

Contrastingly, the negative comments confront Merkel with: “How dare you speak of compassion”, “she can’t even find her own words and has to read a prescribed text, how pathetic”, “the cow should shut up”, and “If she spontaneously gave an unscripted speech, she would be more believable! She hasn’t said anything about our survivors today!”. A large majority of the negative comments refer to her reading off of her speech, rather than speaking ‘from the heart’. The audience seems to find it disingenuous and insincere. Indeed, she is criticised for being hypocritical as well as exuding a lack of compassion and empathy. Indeed, numerous comments negatively criticise that while a horrific incident happened, “Mrs. Merkel reads her lines bluntly with no apparent compassion” and “no empathy for her people”. She is denounced for having the speech “MEMORIZED again” and for showing “as much sympathy as she did in Berlin! There she only showed up a year later 🙄🙄🙄 (angry emoticons)”.

Overall, 86% of her speech received a negative response, with only 6.5% showing positive language (Table 5).

5. Floods Results

5.1 2018 European Floods (France)

5.1.1 Context

In early-October 2018, heavy rainfalls affected Italy, France, Spain, the United Kingdom and Portugal. The subsequent floods caused immense damages and casualties. France was heavily affected from the 15th till the 16th of October and suffered the loss of sixteen people.

On the 22nd of October, about a week after the floods, Macron travelled to the affected region. Here, he addressed the nation in a live broadcasted statement (Emmanuel Macron, 2018) (Annex 9, 10). This twenty-minute speech is the unit of this content analysis (Annex 11) (*Déclaration de M. Emmanuel Macron, Président de la République, sur l'action de l'Etat en faveur des victimes des inondations dans l'Aude, à Trèbes le 22 octobre 2018*, 2018).

5.1.2 Macron results: first research question

The general analysis of Macron's speech after the inondation crisis, shows that although some instances of sadness and anger - to a fairly limited degree - are present, the speech is mostly devoid of textual, physical and audio indicators of emotion. This suggests an overall absence of emotions, with neutrality dominating. Almost half of Macron's speech (para. 8-18) is focused on the financial aspects, more specifically the economic measures being implemented. These factual explanations account for an underlying neutral tone, as there was an absence of emotional indicators.

Nonetheless, Macron expresses sadness on limited occasions. He only briefly deals with the emotional part of the crisis, stating he felt "saddened by" (para. 2) the situation. His speech only briefly focuses on the deaths and the accompanying sadness. Indeed, the emotion most present in this speech is actually one of gratitude (para. 3, 4, 5). However, this emotion is not part of the operationalization and its presence not analysed in-depth. However, it presents an interesting outcome of a positive emotion being expressed more than so-called negative emotions.

“I have heard the criticism. The people who said: it didn't go fast enough, we didn't do enough! They are welcome to come and help and do more” (para. 3). During this passage, Macron's heightened voice, slight frowning and the word combination indicates a degree of anger on all three types of indicators.

Close to the end of the speech, Macron mentions emotions. However, he does not refer to his own emotions, but rather the victims' emotions, depicting victims' emotional state of mind as well as “the confusion of our fellow citizens, the trauma that is resurfacing, the fears that must be addressed, the buried traumas that must also be repaired” (para. 22).

Rather than emotions, political messages were heavily present, highlighting the actions and responsibilities Macron adopted in response to the crisis. He does not use the first-person pronoun to describe his own emotions, but rather his actions. Most times he uses the first singular pronoun ‘I’ is when conveying a political message, amongst others such as: “I have come to say thank you” (para. 5), “I have had the opportunity” (para. 6), “I have demanded” (para. 7) and “I do not see why I would apply an obsolescence coefficient” (para. 11). Furthermore, the political imagery is reinforced by the President's closing sentence: “Long live the Republic and long live France” (para. 26).

Furthermore, it is important to mention that although not a formal part of the analysis, after the conclusion of the speech, Macron started singing France's national anthem together with the public. Waterman (2020) argues that the sole purpose of singing a national anthem is to evoke patriotism, emotions of unity as well as raise feelings of pride. This matches Macron's rhetorical strategy and his consistent use of political language and unifying messages.

5.1.3 Macron results: second research question

For the Macron case, the official video was uploaded and livestreamed on Emmanuel Macron's own Facebook website. Hence, the comments of that video will be analysed (Emmanuel Macron, 2018). After the screening procedures on the comment section, a total of 36 comments were evaluated.

Overall, the content analysis and assessment show that 21 comments were positive responses and 15 negative responses (Annex 21). Overall, Macron received a 58% positive response rate, with the remaining 42% being assessed as negative responses (Table 5). The positive responses included numerous emoticons, such as “😍” (heart eyes, love) and “👍” (thumbs up). Other positive reactions were: “Congratulations Mr. President! Constant and unwavering support for you and your government! Long live the Republic! Long live France!”, “Great!”, “A good talker!”, “Mr. President, I find you young and courageous as it is not easy to lead such a great and beautiful nation as is France” and “Thank you Mr. President for paying tribute to all these people and for being so devoted to our country!!”.

The more negative evaluated responses referred to his speech being insincere and acted, as “Everything you say rings false and empty. We know you well now, still not ashamed?”, “Macron!! really a president who hates his people!!” and “What a beautiful comedian...let’s award an oscar”.

However, although this analysis shows that the positive responses outweigh the negative ones, according to an opinion poll, Macron’s approval ratings and public perception decreased in the days following the floods. 71% of French people reported no confidence in his leadership, which is 4% higher as compared to the month before the crisis (Schaart, 2018). Although not mentioned, it can be questioned whether the President’s late arrival and public addressment, namely a week after the disaster, caused negative reactions among the people. This could be considered as compassionless, since visiting the site of tragedy only a week after has been seen in other cases as a complete lack of compassion, causing immediate political ramifications (Boin et al., 1999, p. 94).

5.2 2021 European Floods (Belgium)

5.2.1 Context

In July 2021, heavy rain fell on numerous European countries, creating a flood crisis known as the European Floods 2021 affected numerous European countries, namely: Austria,

Belgium, Croatia, Germany, Italy, Luxembourg, the Netherlands, and Switzerland, and the United Kingdom (Lehmkuhl et al., 2022). From the 12th to the 15th of July 2021, Belgium suffered catastrophic damage and the loss of 39 people.

On the 16th of July, Alexander De Croo, the Belgian Prime Minister at the time, addressed the nation in a bi-lingual - Flemish and French - televised opening statement before the commencement of a press conference (Annex 12, 13) (*Introduction à l'issue de la conférence de presse dédiée aux intempéries extrêmes*, 2021). This 8-minute speech will be the subject of this analysis (Alexander De Croo, 2021) (Annex 14).

5.2.2 De Croo results: first research question

Although not necessarily a result of emotions, it is worth mentioning that De Croo delivered a bilingual speech. Varying from French to Flemish multiple times across the speech, which might indicate understanding and compassion towards his people, ensuring that everyone feels understood.

Overall, besides expressing some “anxiety” and “uncertainty” (para. 3), De Croo mostly expresses feelings of sadness, while still having an overarchingly neutral public statement. There are barely any physical or audio indicators present indicating emotion. Indeed, De Croo takes no brakes and does not accentuate, flowing from one paragraph to another without a second of pause. This gives the speech a neutral undertone, since every word and sentence seem to bear the same significance as no specific passages are accentuated.

This paired with looking down at his speech a lot reinforces the sense of neutrality. Textual indicators of sadness include: “Our country is going through a painful ordeal” (para.1) and “Our thought go out today, first and foremost to the victims and their loved ones. We can see that there is a real surge of compassion running through our country” (para. 2).

Similar to May and Hollande, De Croo juxtaposes negative and positive imagery, for instance when saying: “What were supposed to be beautiful summer days suddenly turned into dark

and extremely sad days for many compatriots” (para. 3). These types of juxtapositions are probably used with evoking emotions in the public.

5.2.3 De Croo results: second research question

The first 100 comments were all within the selected timeframe of his Facebook video (Alexander De Croo, 2021). After deleting the comments that did not refer to the speech or De Croo as well as adding the liked comments, 60 data points were left for evaluation. The evaluation came up with 33 negative comments, 12 neutral comments and 15 positive evaluations (Annex 22).

Referring to the positive comments, reactions included the following: “Great Mr Minister”, “Super man Alexander de Croo 🥰🥰🥰🥰🥰🥰” (heart eyes emoticon, love), “the best 1st minister” and “the great Alexander”.

The negative responses include “Liar”, “Shameful”, “compassion should not only be restricted to crisis situations!”, “You are late to react to this catastrophe!!! Had no time yesterday Bunch of amateurs. Not a dignified Prime Minister?”, “Rather than organising conferences, put on your boots and go help the victims” and “Get out imposter 😡 (angry emoticon)”. Hence, overall De Croo received a predominant negative response, with 55% being negative comments, 25% being neutral comments and the remaining 20% being positive (Table 5).

5.3 2021 European Floods (Germany)

5.3.1 Context

This case refers to the same crisis as outlined in De Croo’s analysis. However, it more specifically refers to Germany. From the 12th to the 15th of July 2021, Germany suffered catastrophic and widespread damage caused by heavy rainfall. Germany claimed 196 deaths during this crisis.

On the 15th of July, German Chancellor Angela Merkel, who was still on a diplomatic mission in the United States, gave her first televised public statement in a three-minute long speech (WELT, 2021).

5.3.2 Merkel results: first research question

In general Merkel shows several instances of sadness. And two instances of fear. The remainder of the speech was neutral, yet not overwhelmingly neutral. In her opening statement addressing the German people, Merkel says: “My thoughts are [...] with the people [...]. With the people in the flooded areas” (para. 1) and wishes to “send them a sign of sympathy and solidarity” (para. 1). She also expresses sadness: “I grieve” (para 5), “my deepest, heartfelt sympathy” (para. 5). These textual expressions indicate the presence of sadness. Furthermore, the presence of sadness is reinforced by Merkel’s brows being drawn together for a large part of the speech, her sounding slightly out of breath and slightly teary eyes can be observed. She repeatedly expresses sadness through statements, such as “I am deeply shocked / profoundly shaken” (para. 4).

Although she remains still, with very little gesturing, her facial expression throughout the speech indicates the presence of sadness. Nonetheless, she looks down on her speech and reads off of it consistently throughout the speech, reinforcing some sense of neutrality. However, in this case, due to the more pronounced facial expression of sadness, reading from her speech does not highlight neutrality as much as it did in her speech after the terrorist attack in Hanau.

Moreover, fear is also observed when the Chancellor refers to the “people in the greatest need have rescued themselves by climbing on the roofs of their houses and that hopefully will be rescued” (para. 4). This uncertainty could indicate fear of no rescue appearing in time to save those people. Furthermore, she also refers to “so many, who we still have to fear for” (para. 6).

Besides the out of breath tone that at the start does indicate some form of sadness, heavy breathing, heavy being paired with the textual and physical indicators. The tone at some point

turns more monotone and neutral when proceeding to give thanks to the emergency services and provide more factual explanations about the on-goings of crisis management.

5.3.3 Merkel results: second research question

Out of the initial 100 comments under her recorded speech, comments that did not fit the timeframe or selection criteria were deleted, leaving 69 comments (BILD, 2021). This number rose to 319 after adding the liked comments. Different from the other five evaluations, Merkel's second speech is the only one not receiving a single positive response. Indeed, 318 reactions were negative with the remaining one being neutral.

Comments included, "A chancellor has to read from a cheat sheet, sad. Her eyes and breath tell you every time that it doesn't come from the heart!!". This comment was liked 54 times, the most liked comment of that section, showing what people deemed Merkel and her speech to be 'cold'. Other responses included: "Save your hypocrisy", "You're a pathetic amateur actress", "You are zero credible", "the woman has no feelings. Someone who cannot even speak freely without reading from a piece of paper has no feelings", "She is reading her compassion and gratitude off of a sheet. At 1:04 that leaves!", "Madame soulless. Speaking with feeling looks different", "no talk of empathy, this woman is ice cold", "Germany is drowning, but mom makes a tour of the US", "this lady is so dehumanized", "her cold performance is devoid of any empathy". Most comments referred to her being emotionless, 'heartless' and emotionally 'cold' in her speech. Furthermore, these angry reactions were also due to the fact that while there was an on-going crisis in Germany, Angela Merkel was still in the United States, making many believe that "If she were a real Chancellor with a heart, she would have flown to Germany immediately".

Overall, her speech received 99.7% of negative comments and backlash from the audience.

6. Analysis and Discussion

6.1 Crisis communication in the wake of terrorist attacks: leader emotions and public responses

6.1.1 Leader emotions

The research questions about whether leaders publicly express emotions and if so which ones, does not have a clear answer. Although leaders clearly expressed some emotions in the form of words, gestures and tone, the overarching emotion was one of neutrality. Indeed, content analyses of all three terrorism cases highlight that leaders remained emotionally neutral for the most part of their speeches, focusing rather on providing the public with factual explanations.

Rather than expressing his own emotions, Hollande's focus lies on evoking them in the public. Similarly, May does not express emotions herself, yet resorts to emotive imagery in her language. She does so by directly juxtaposing positive imagery of children, to extremely negative words, such as "carnage" (para. 5). May and Hollande's speeches also resemble each other in their focus on expressions and word selections conducive to a feeling of unity. Hence, although their speeches are highly neutral, the two leaders want their audiences to be moved and to share feelings of grievance, unity and gratitude.

Overall, Hollande's slow pace paired with not looking down and reading from a speech potentially ensure his emotional expression to be viewed as more sincere as compared with Merkel and May for instance.

Table 4. Number of emotion indicators in each speech

Emotion	Terrorist attack				Flood		Results		
	May	Hollande	Merkel	Macron	De Croo	Merkel	F	T	&
Anger	1	/	/	2	/	/	1	2	3
Disgust	3	1	/	1	/	/	4	1	5

Fear	/	1	/	/	/	2	1	2	3
Anxiety	/	1	/	/	1	/	1	1	2
Sadness	1	4	3	6	6	7	8	19	27
Neutrality	12	10	8	26	19	8	30	53	83

*F=flood; T=terrorism; &= general results (terrorism and flood)

The most commonly expressed emotion in this public statement and crisis communication is one of neutrality. Anger, disgust and sadness are only present in very limited instances and in a fairly low degree as it is barely perceivable (Table 4). Hollande and Merkel share a similar amount of indicators for sadness, that being their most common emotion. By contrast, May's most common emotion apart from neutrality is one of disgust. In Jin, Pang and Cameron's (2007) crisis model (Figure 1) identifies that during acts of terrorism as portrayed in quadrant 3, the main emotion experienced by key stakeholders in a crisis are mainly fright, followed by sadness. However, the results on terrorism, do not seem to corroborate the emotion of fear, at least experienced and expressed by public leaders. Indeed, sadness is the dominant one, followed by disgust. However, the emotion of disgust being dominant during a crisis is not generalizable as indicators for this emotion were only present in May's statement. Out of anger, disgust, fear, anxiety and sadness, the most displayed and expressed emotion is sadness. Hence, the second most dominant emotion of the authors' (2007) matrix corresponds to this analysis.

The aim of the repetitions, accentuation on certain words and language imagery employed seems to be to evoke emotions in the public rather than show Hollande's and May's own emotions. Indeed, although May and Hollande do not seem to express or display emotions themselves, yet there is nonetheless an underlying focus on emotions. The language tools and imagery she uses are to provoke emotions in the audience. Hence, in agreement with Dasborough and Ashkanasy (2002), leadership is essentially an emotionally-charged process in which leaders attempt to evoke feelings in their audience.

Since, these statements are on the factual side rather than the emotions one, which might explain why there is not much showcasing of emotion. However, paradoxically the imagery used is there to evoke feelings in the citizens and spectators. Even though May and Hollande do not express personal emotions, the words and lingual tools they use are employed to establish an emotional connection with the public. Although beyond the scope of this analysis, the use of language tools such as alliterations, repetitions and imagery are used to incite feelings within the audience, feelings of unity and sadness. It seems that although not providing emotional responses themselves, May and Holland expect one from the public.

6.1.2 Public responses

The comment section evaluations suggest that the public did not react positively to either of the three post-terrorist attack speeches. The content analysis indicates that all three speeches were met with a 83% to 86% negative response rate (Table 5). This might mean that people were expecting a different type of speech. Recurrent comments for all speeches included “she can’t even find her own words” (Merkel), “empty words” (Hollande) and “sick of boring statements” (May). Furthermore, compared to Hollande and May, Merkel received more backlash for being ‘cold’ with “no apparent compassion” and was criticised for a lack of “sympathy”. In agreement with Seeger (2006), “efforts to maintain professionalism are often perceived by the public to be cold and uncaring”, which can undermine the effectiveness of the messages (p. 241). This reinforces the idea that “honesty, candour and openness” as well as communicating with concern, empathy and compassion are among the best practices (Seeger, 2006, p. 240). Indeed, the criticism of a leader's lack of compassion seems to cause a negative public response which can turn into a “political problems” (Boin et al., 2005, p. 80; Kaur et al., 2021).

Table 5. Data and Results (%) on Comment Content Analysis

Leader and Crisis	Evaluated comments*			
	N	Negative	Positive	Neutral
<i>Terrorist attack Results</i>				
May (Manchester Attack)	50	43 86%	2 4%	5 10%
Hollande (Nice Attack)	34	28 83%	3 8.5%	3 8.5%
Merkel (Hanau Shootings)	70	60 86%	5 7%	5 7%
<i>Floods Results</i>				
Macron (2018 European Floods)	36	15 42%	21 58%	- 0%
De Croo (2021 European Floods)	60	33 55%	15 25%	12 20%
Merkel (2021 European Floods)	319	318 99.7%	- 0%	1 0.3%
<i>General Results</i>				
Terrorist attacks Results		85%	6.5%	8.5%
Floods Results		65.5%	27.5%	7%
General Results		75%	17%	8%

* from initial N = 100

Most comments for all three leaders imply that the leaders and their speeches exude a general sentiment of not caring (Boin et al., 2005, p. 80; Kaur et al., 2021). That they recycle

their speeches for different occasions and merely read from their piece of paper. Overall, the statements are being condemned. This might be due to a general lack of emotions in Hollande, Merkel and May's speeches. It questions whether if the expression of emotions was more present and deemed sincere and heartfelt, the public response would have been more positive.

Thought-provokingly, Merkel and May express less sadness as compared to Holland and their negative responses are slightly higher than Hollande's. He is also criticised less for lack of compassion and empathy. Hence although it is only a 3% difference in the evaluation of negative responses, there nonetheless seems to be a slight difference. Expressing sadness might affect public responses in a more effective and successful way.

6.2 Crisis communication in the wake of catastrophic floods: leader emotions and public responses

6.2.1 Leader emotions

The results of the research questions about whether leaders publicly express emotions and if so which ones are slightly ambiguous. The content analysis of the three cases highlights that Macron, De Croo and Merkel expressed about the same amount of emotions. More specifically, they had an almost identical number of sadness indicators. It is noteworthy that although Macron's speech was 20 minutes, he had around the same amount of indicators as De Croo's 8-minute speech and Merkel's three-minute statement. Hence, although the three discourse analyses observe an almost identical number of sadness indicators, they are not proportional to the lengths of the crisis communication. Therefore, accounting for proportionality, Merkel's speech was the speech displaying the most emotionality. Nonetheless, in all three speeches indicators highlighting neutrality were more present than those suggesting the presence of emotions.

Overall, these cases show that in the aftermath of a flood, the most expressed emotion is sadness. This result is partly in agreement with Jin and colleagues (2007) crisis model, which

posits that sadness is the dominant emotion during a natural catastrophe, followed by fright. This model completely fits with the results found for Merkel, as her second most dominant emotion was fear. However, in the cases of Macron and De Croo, although sadness is the main observed emotion, there was a general absence of fear.

6.2.2 Public responses

Although the responses to Macron's and De Croo's speeches obtained 42% and 55% negative responses respectively, Merkel's results were very different. The reactions to her speech included an almost 100% negative response. The stark difference and variation in public reactions cannot be explained by this paper. It is possible that Merkel's case is an outlier. However, since this is a small-N analysis, it is not possible to verify it under the scope of this paper's research design. The comments suggest that Merkel's emotions were considered insincere, cold and acted out, comments that the counterparts Macron and De Croo received less. Although people were not completely pleased with their speeches, the comments make less allusions to lack of empathy and emotionlessness.

7. On Leaders Conveying Emotions in Crisis Communication

7.1 Proposition 1.a: leaders' expression of emotions is relative to the type of crisis and the amount of fatalities

In the theoretical framework two propositions were advanced concerning the first research question. Proposition 1.a followed the idea that the likelihood of leaders expressing emotions was relative to the type of crisis and amount of fatalities, expecting that the higher the toll of deaths, the higher the likelihood of emotion being shown. This hypothesis holds in respect to Merkel's crisis communication in the aftermath of the 2021 European Floods. Indeed, 196 people died during that crisis and her speech is proportionally-seen as the most emotional one. The second case with the highest rate of fatalities is the Nice Truck attack. Although within the terrorist attack cases, Hollande's speech is the most emotionally-charged one, within the larger scope of the comparative analysis this proposition does not hold in regards to the Nice Truck Attack. Indeed, Macron and De Croo's speeches in the aftermath of floods, presented a higher amount of indicators of sadness, while those crises presented a lower fatality rate.

Nonetheless, in the context of this analysis Proposition 1.a holds in respect to the likelihood of leaders expressing emotions being relative to the type of crisis. The findings of this comparative research indicate that in the aftermath of a flooding catastrophe, the emotions of leaders are heightened and more present in their crisis communication compared to in the aftermath of a terrorist attack. Indeed, the content analysis on public reactions shows that the responses to the public statements after a terrorist attack contained 20,5% more negative reactions than the responses during the flood context (85% after terrorist attack; 65,5% after floods) (Table 5).

7.1.1 *Dominant neutrality*

Reiterating the first research question, it can be argued that although leaders express emotions, neutral crisis communication is more dominant. A possible explanation for leaders' emotional neutrality during crisis messages is that they do not want to be perceived as

‘overly’ emotional. For instance, under a corporate-crisis setting framework, findings of recently conducted research suggest that although ‘sad’ crisis communication might increase public empathy feelings towards a CEO, it simultaneously reduces the perception on the CEO competence, negatively affecting reputation (De Waele et al., 2020; Schoof & Claeys, 2021). Transferring this idea into the public domain, leaders expressing sadness under a crisis communication context, might harm their reputation. Reputation is a crucial component of leadership as it is directly linked to trust and legitimacy. In case of a declining reputation, legitimacy and trust issues might surface, directly affecting the leaders’ position as head of state as well as potentially influencing their next elections. These considerations provide a potential explanation of why leaders avoid displaying large amounts of emotion during their public appearances, since “[e]xpressing too much emotion, or over-emoting [might be considered] problematic” (Stephens et al., 2019, p. 1). Thus, leaders opt for maintaining a sense of neutrality in order to avoid the potential negative impact of emotional expression on their reputation.

7.2 Proposition 1.b: leaders’ most common emotions during crisis communication are ones of sadness, fear and anger

The above-mentioned findings are congruent with the idea that sadness is especially linked to leaders, yet departs from the assumption that anger is one of the dominant emotions during a crisis (Kim & Cameron, 2011; Madera & Smith, 2009; Sandlin & Gracyalny, 2018). This table shows that a large proportion of the speeches suggested an absence of textual, physical and audio indicators relating to the display and expression of emotions. Concerning terrorist attacks, findings suggest that the main emotion, not accounting for neutrality, is sadness. Similarly, the crisis context of floods seems to indicate the same main emotions besides neutrality. However, it is noticeable that during the crisis communication in the aftermath of a flood, the indicators show that sadness is more prevalent than in the aftermath of a terrorist attack. Especially if we compare both Merkel speeches, which had similar lengths, the observed indicators for sadness are three in the aftermath of a terrorist attack, compared to seven in the context of floods.

One possible explanation for sadness being more prevalent in the aftermath of a flood as opposed to a terrorist attack is a difference in the scale of impact. Whereas, terrorist attacks are usually confined to a specific location, extreme weather events impact larger parts of a community, country or even continent. Although taking the death toll into consideration, this paper did not account for other types of damages. The 2018 and 2021 European Floods had disastrous consequences, including deaths, missing people, injuries, evacuations, permanent relocations due to collapsed houses, disruption of potable water and electricity supply, and other vast destructions to critical infrastructures (United Nations, 2022). The cumulation of all these factors might provide an explanation for the variation in emotionality. Since a larger part of the community is directly affected by the floods as compared to an act of terrorism, a heightened presence of emotion in leaders' crisis communication can be expected.

Table 5 shows that after neutrality, the category with most indicators is sadness, followed by disgust - especially present in May's speech - and in the third position anger and fear are tied. The least expressed emotion in the six cases was anxiety. Notwithstanding, regardless of crisis and leader the emotions anger, fear and anxiety, are barely present.

A thought-provoking finding is that, although it was assumed in the research design that in times of crisis, mostly negative emotions dominate, Hollande, Macron and May seem to focus on expressing gratitude towards all the emergency services and helping organisations involved (Lazarus, 1991).

7.3 Proposition 2: positive responses are more likely when leaders' emotions align with public expectations.

The case with the largest amount of positive public responses was Macron's speech, with 58% of the analysed comments being positive. The comments indicate that in contrast to other leaders' speeches, people felt more supported. The direct mention of financial measures and ways to help the people, might have followed the public expectations. As opposed to the terrorism speeches,

However, in the case of Merkel there seems to be a heavy mismatch between public expectations and her speech delivery. Although her second speech, concerning the floods, incorporated numerous sadness indicators, this study does not account for whether the expressed emotions are considered sincere. This seems to have been the reason for the 99.7% rate of negative reactions to her speech. People were expecting more compassion, more emotion and more heartfelt words. Instead, Merkel read off of the speech and according to the comments her insincerity and cold-heartedness generated a largely negative reaction. Hence, Merkel might not have understood the needs and desires of her audience, thereby not being able to meet emotional expectations accordingly (Jong & Dückers, 2019).

The general results indicate that 75% of the total reaction to the six speeches are negative responses, with only 17% being evaluated as positive (Table 5). There was a consistency between the comment sections of the different speeches concerning the role of compassion. Indeed, throughout most of these speeches a general criticism was the lack of compassion and emotional delivery. Hence, congruent with previous research communication with concern, empathy and compassion are also among the best crisis communication practices (Boin et al., 1999; de Roy van Zuijdewijn, 2021; De Waele et al., 2020; Jin, 2010; Jong, 2017; Seeger, 2006; Seeger et al., 2003)

7.4 Merkel versus Merkel

Although Merkel had a larger amount of emotion indicators in her speech after the 2021 European Floods, an almost 14% increase in negative comments was observed as compared to her speech after the Hanau Shootings. One of the explanations could be that her second speech was broadcasted from the United States, which according to the comment analysis, angered people. Another possible explanation is that 196 people died as a consequence of the inundations compared to 11 during the terrorist attack. Hence, people might have been expecting a much less neutral speech, perhaps also a statement longer than three minutes as well as would have expected her to fly to Germany as soon as possible and broadcast from the homeland. Indeed, visiting the site of disaster is part of an emotional ritual between leaders and their citizens, as it portrays a public display of empathy and compassion and “are

one way to express emotions in the aftermath of disaster” (Boin et al., 1999; Hoondert et al., 2021, p. 107).

Perhaps if as De Waele and colleagues (2020) argued Merkel would not have been “afraid to express genuine emotions in [her] voices in times of crisis” the responses would have been different and presumably negative (p. 350). Indeed, Jin (2010) confirms empathy to be “the most important emotion for the leaders, [as it] is a key contributor of public relations leadership across different styles” (Jin, 2010, p. 175)

7.5 Emotional identification

Although beyond the scope of this paper, a relevant observation throughout the six analysed speeches is that while most of the leaders do not express much emotion themselves, and mostly remain neutral, emotions are still highly present. The speakers included a considerable amount of political imagery in their speeches. A possible explanation is that rather than playing on or displaying their own emotional state of mind, they are trying to get emotional responses from the public and play on that “socioemotional bond between leaders and citizens” (Boin et al., 1999, p. 10). By juxtaposing positive images with negative ones they might be trying to evoke something emotional in the public. Indeed, for instance Macron’s singing of the national anthem or May’s use of the communal pronoun ‘we’ might be rhetorical methods employed to achieve social and emotional cohesion within the audience as well as emotional identification (Schwartz, 1966, Wang, 2016). Hence, rather than creating emotional similitude and unity by mirroring the emotions of the public, the focus seems to lie in employing specific imagery and linguistic expressions in order to evoke communal emotions within the audience (Higgings & Walker, 2012)

8. Conclusion

8.1 Aligning expectations

Drawing from existing literature on crisis communication, emotions, leadership and public reactions, this thesis put forward a leader-centric and emotion-based approach to improve the understanding of the impact emotions have in crisis communication. Furthermore, following the idea that “emotions are one of the anchors of the publics’ interpretation of the unfolding and evolving events”, this paper also inquired on whether emotional delivery and expectations have to align in order to form a successful communication method (Jin et al., p. 268, 2012).

Reiterating the research questions, it can be argued that although leaders express emotions, neutral crisis communication is more dominant. This could be due to the fact that leaders might assume that “over-emotioning” could be problematic and be perceived by the public as a general lack of competence (Stephens et al., 2019, p. 1). The propositions put forward in the theoretical framework partly hold true. Indeed, apart from neutrality, which strictly seen is the absence of emotion, sadness was the dominant emotion across all the cases and types of crisis. Notwithstanding, anger and fear were less present than initially assumed. Furthermore, in agreement with previously mentioned scholars, these results confirm that a crucial factor influencing public responses are the expectations the audience bears and whether the political speaker is able to recognize these and implement them into their crisis communication (Bucy & Bradley, 2004; Jong & Brataas, 2021, Jong & Dückers, 2019, Stewart et al., 2009).

Another relevant finding enabled through the comparative aspect of the research design underlines that the speeches of the public leaders were more emotionally heightened during the flood cases as opposed to the terrorist attacks, even though in the case of the Nice Truck Attack the fatality rate was the second highest overall. This might be due to the difference in the scale of impact of the events. Since a larger part of the community is directly affected by the floods as compared to an act of terrorism, a heightened presence of emotion in leaders’ crisis communication can be expected.

8.2 Lessons for crisis communication

Crises and their pertaining “trauma memories are often encoded in the context of overwhelming emotion and confusion” as well as fear and uncertainty (Coombs, 2015; Hobfoll et al., 2007, p. 286). Therefore, in agreement with Coombs (2005), in order to provide the public with effective communication and calm audiences, adopting appropriate and efficient communication strategies during times of crises is crucial. This research shows that emotions are not only an integral part of leadership but also of crisis and by extension should be considered accordingly in crisis communication strategies (Hobfoll et al., 2007, p. 286; Stephens et al., 2019). Sincere emotional connectedness should be prioritised during crisis messages in order to receive more positive public responses and facilitate coping mechanisms to the public. Indeed, exercising emotional connectedness during crisis communication would be a way of supporting individuals after a crisis whilst also showing the leader's own vulnerability, empathetic qualities and meeting the public's expectations on emotional behaviour.

8.3 Limitations of the research

Notwithstanding this papers' strengths, it is also important to recognize its weaknesses. While the analysed cases are similar in geographical location, they each have over ten fatalities and occurred over a five year period (2016-2021), their historical and socio-political contexts are vastly different. These crises happened in different countries with distinctive social, cultural and political norms and processes. Especially for the second research question, the socio-political context is extremely important and most probably influences the audience's reactions, opinions, feelings and responses towards the public leader speeches. Hence, there is a high chance that alternative explanations that have not been considered under the scope of this research might have influenced the results of this study. Therefore, the generalizability of the results is limited. Nonetheless, this small-N analysis allowed for a detailed and in-depth examination of the different cases, the emotions present and the public-leader relationship.

Although some limitations concerning validity and reliability were already mentioned under the research design section, other disadvantages should be mentioned post-analysis. Firstly,

although the paper included a systematic operationalization of the different emotions, including textual, physical and audio indicators, a vast majority of the analysis relied on interpretation and subjective evaluations. This was also the case for the Youtube and Facebook comment sections analyses. These factors have the potential of negatively impacting the reliability of this study, as youtube comments might not represent the needs, desires, opinions and feelings of all viewers and audiences. Furthermore, negative comments might be motivated by political motives rather than a more objective take on the public leaders' speech and display of emotions.

8.4 Suggestions for future research

There is still a necessity for more emotion-based studies in crisis communication. Further empirical research is warranted to test this paper's propositions within different contexts as well as accounting for a different range of emotions in order to provide a more precise understanding of the expectations and needs of the public. Additional inquiries should look into the notions of positive emotions during times of crisis, since gratitude was consistently expressed during various of the analysed speeches. The results would provide a more precise understanding on the relationship between leaders and outcomes. Under a crisis communication framework, future research should also be conducted on whether comment section analyses present a reliable and truthful representation of societal opinions, perceptions and feelings. Moreover, it would be relevant to analyse public reactions from other sources rather than solely relying on social media comment sections. Finally, more research is also needed to extend the scope of this analysis in order to include an evaluation on the perceived sincerity of the speeches, subsequently contrasting it with the public's reaction in order to see whether perceived sincerity influences public responses.

Concludingly, in order to enhance our understanding and improve current crisis communication efforts, a considerable amount of research remains to be done in the crisis and emotion domain in order for leaders to effectively align their crisis communication and meet public expectations.

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9.2 Annex List

9.2.1 *Speech transcripts and coding schemes*

Annex 1. Speech François Hollande (15.07.2016)

Je voulais venir à Nice ce matin après avoir tenu un Conseil de Défense avec le Premier ministre et les principaux ministres engagés dans ce que doit être notre réponse face à cet acte innommable qui a consisté pour un individu à s'emparer d'un camion et de l'utiliser à des fins meurtrières. Pourquoi Nice ? Parce que c'est une ville mondialement connue, une des plus belles villes de la planète. Pourquoi le 14 juillet ? Parce que c'est la fête de la Liberté et c'est bien donc pour toucher la France que cet individu a commis cette attaque terroriste.

Avec le Premier ministre, le ministre de l'Intérieur, la ministre des Affaires sociales et les élus qui nous ont accompagnés, nous avons voulu d'abord prendre en compte l'organisation aujourd'hui de ce que nous devons faire pour l'ensemble du département et de la ville pour lui assurer une pleine sécurité pour éviter que -s'il devait y avoir des complices- il puisse y avoir la moindre menace pour la population mais nous avons aussi voulu exprimer notre compassion à l'égard des victimes, de leurs familles.

Au moment où je m'exprime, 80 personnes sont mortes, 84 exactement et il y a une cinquantaine de personnes qui sont encore en urgence absolue, c'est-à-dire entre la vie et la mort. Parmi ces victimes, il y a des Français, il y a aussi beaucoup d'étrangers venus là-encore de tous les continents et il y a beaucoup d'enfants, de jeunes enfants qui étaient venus assister à un feu d'artifice en famille, pour avoir de la joie, pour partager un bonheur, un éblouissement, et qui ont été ainsi frappés, frappés à mort pour simplement satisfaire la cruauté d'un individu et peut-être d'un groupe.

Nous avons aussi vu les blessés, les nombreux blessés qui ont surtout des images effroyables encore dans la tête et qui, s'ils souffrent dans leur chair, souffrent encore davantage pour cette brûlure psychologique. Il y a même des personnes qui n'ont pas eu de traumatisme physique mais qui porteront longtemps, toute leur vie le traumatisme pour ces images d'horreur qu'ils ont hélas dû partager. Beaucoup m'ont dit qu'ils ne se rappelaient plus de rien, de ce qui avait pu causer leurs blessures mais en revanche, ils se souvenaient de ces corps déchiquetés qu'ils avaient sous les yeux. Voilà pourquoi nous devons, la France tout entière, partager cette émotion, cette solidarité avec les victimes, avec leurs proches, avec leurs familles.

Puis, il y a aussi l'engagement, le courage que nous avons pu une fois encore relever parmi les forces de sécurité toutes mobilisées qui avaient pris toutes les dispositions pour que ce feu d'artifice puisse être autant qu'il était possible protégé -comme cela avait été le cas d'ailleurs pendant l'Euro, ici à Nice- et qui se sont engagées pour neutraliser l'assassin.

J'ai encore là à l'esprit ces jeunes policiers qui ont agi pour que le tueur puisse être tué et ainsi en finir avec le carnage. Oui, ces forces de sécurité pleinement investies, pleinement engagées, n'en pouvant plus par rapport à toutes les sollicitations de ces derniers mois depuis notamment les attentats de janvier et de novembre 2015 à Paris et à Saint-Denis.

Je veux ici toutes les saluer, ces forces-là qui sont la fierté de la France, la police, la gendarmerie, les services de renseignements, tous ceux qui contribuent à l'investigation, à l'identification. Et puis, il y a les sapeurs-pompiers qui ont fait un travail extraordinaire avec les services de secours pour évacuer et pour conduire les blessés dans les hôpitaux de la ville et en dehors-même de la ville puisque, le «Plan blanc» ayant été déclenché, de nombreux établissements ont accueilli les blessés.

Je me suis rendu dans cet hôpital qui a fait face, là-encore, avec des services d'urgence admirables, des médecins qui sont venus alors même qu'ils n'étaient pas en service toute la nuit pour opérer, pour intervenir, pour traiter, pour sauver des vies. D'autres n'ont pas pu l'être mais jusqu'au dernier moment tout a été fait. Et saluer tous les personnels de ces hôpitaux qui ont été d'un dévouement exemplaire.

Puis, il y a tous ces bénévoles, toutes ces associations qui immédiatement se sont également engagés. L'engagement est une leçon que nous devons tirer aussi de cette tragédie, de ce drame, de cette attaque terroriste, une de plus après déjà plusieurs autres ces cinq dernières années.

Nous sommes devant un combat qui va être long parce que nous avons un ennemi qui va continuer à frapper tous les peuples, tous les pays qui ont les libertés comme valeur essentielle. Alors dans ce combat-là, nous devons compter sur l'engagement de nos forces, de nos services publics, de l'Etat tout entier. J'ai, avec le Premier ministre, depuis plusieurs mois pris les décisions qui étaient nécessaires pour renforcer les effectifs qui hélas avaient été parfois dégradés dans le passé. Mais nous n'en avons pas terminé, et donc nous continuerons à mettre notre vigilance et notre protection au service des Français.

L'engagement, c'est aussi d'être fort. Le monde entier nous regarde une fois encore, nous exprime sa solidarité, nous dit avec des mots de grande amitié, de grande affection à l'égard de la France ce que le monde pense de nous. Le monde pense que nous sommes un pays fort, un pays

capable de surmonter toutes les épreuves. Et il y en a eu des épreuves ces derniers mois. Nous avons donné un bel exemple au monde parce que nous avons été capables d'unité, de cohésion. Et c'est mon rôle, c'est ma responsabilité de ne pas me laisser détourner de l'engagement que j'ai pris au nom des Français, de les protéger, de ne pas m'abaisser à je ne sais quelle outrance, excès, quand il s'agit de répondre et de répondre juste aux défis qui nous sont lancés, en y mettant tous les moyens nécessaires.

C'est à cette unité, à cette cohésion, à cette force-là que j'appelle aujourd'hui à Nice pour que la France soit plus forte que ceux qui nous veulent du mal, qui pensent lui faire du mal, qui lui infligent des souffrances, mais c'est eux le mal que nous sommes capables de vaincre, parce que nous sommes la France rassemblée. Merci.

Annex 2. Translated Speech François Hollande

I wanted to come to Nice this morning after having held a Defense Council with the Prime Minister and the main ministers involved in what must be our response to this unspeakable act which consisted of an individual taking a truck and using it for murderous purposes. Why Nice? Because it is a world-famous city, one of the most beautiful cities in the world. Why July 14th? Because it is the celebration of Freedom and it is therefore to affect France that this individual committed this terrorist attack.

With the Prime Minister, the Minister of the Interior, the Minister of Social Affairs and the elected officials who accompanied us, we wanted first of all to take into account the organization today of what we must do for the whole department and the city to ensure full security to avoid that - if there were accomplices - there could be the slightest threat to the population, but we also wanted to express our compassion for the victims, for their families.

As I speak, 80 people are dead, 84 to be exact, and there are about 50 people who are still in absolute emergency, that is to say between life and death. Among these victims, there are French people, there are also many foreigners coming from all continents and there are many children, young children who had come to attend a fireworks display with their family, to have joy, to share a happiness, a dazzle, and who were thus struck, struck to death to simply satisfy the cruelty of an individual and perhaps of a group.

We have also seen the wounded, the many wounded who, above all, still have terrible images in their heads and who, if they suffer in their flesh, suffer even more for this psychological burn. There are even people who have not had any physical trauma but who will carry for a long time, all their life, the trauma for these images of horror that they unfortunately had to share. Many of them told me that they no longer remembered

anything that could have caused their injuries, but they did remember the shredded bodies that they saw before their eyes. That is why we, the whole of France, must share this emotion, this solidarity with the victims, with their loved ones, with their families.

Then, there is also the commitment, the courage that we have once again seen among the security forces, all of whom were mobilized and who had taken all the necessary measures to ensure that this fireworks display would be protected as much as possible - as was the case during the Euro, here in Nice - and who committed themselves to neutralizing the assassin.

I still have in mind these young police officers who acted so that the killer could be killed and thus end the carnage. Yes, these security forces fully invested, fully committed, no longer able to withstand all the demands of these last months since in particular the attacks of January and November 2015 in Paris and Saint-Denis.

I want to salute all of them, these forces that are the pride of France, the police, the gendarmerie, the intelligence services, all those who contribute to the investigation, to the identification. And then, there are the firemen who have done an extraordinary job with the emergency services to evacuate and to bring the injured to the hospitals of the city and even outside the city since, the "White Plan" having been triggered, many establishments have received the injured.

I went to this hospital, which again had admirable emergency services, doctors who came even though they were not on duty all night to operate, to intervene, to treat, to save lives. Others were not able to be there but until the last moment everything was done. And to salute all the staff of these hospitals who were of exemplary dedication.

Then, there are all these volunteers, all these associations that immediately committed themselves. Commitment is a lesson that we must also learn from this tragedy, this drama, this terrorist attack, one more after several others in the last five years.

We are facing a fight that will be long because we have an enemy that will continue to strike at all peoples, all countries that have freedom as an essential value. So in this fight, we must count on the commitment of our forces, our public services, the entire State. For several months now, I have, with the Prime Minister, been taking the necessary decisions to reinforce the workforce, which unfortunately had sometimes been degraded in the past. But we are not done yet, and we will continue to put our vigilance and protection at the service of the French people.

Commitment also means being strong. The whole world is once again looking at us, expressing its solidarity, telling us with words of great friendship, of great affection towards France what the world thinks of us. The world thinks that we are a strong country, a country capable of overcoming all trials. And there have been many trials in recent months. We have set a fine example to the world because we have been capable of unity, of cohesion. And it is my role, it is my responsibility not to let myself be diverted from the commitment I have made in the name of the French people, to protect them, not to stoop to any excesses, when it comes to responding and responding fairly to the challenges we face, by putting in place all the necessary means.

It is to this unity, to this cohesion, to this strength that I am calling today in Nice, so that France will be stronger than those who wish us harm, who think they are harming us, who inflict suffering on us, but it is they who are the evil that we are capable of defeating, because we are France gathered together. Thank you.

Annex 3. Coding Scheme François Hollande Speech: Emotion-detection

Content - meaning unit & coding unit	Type	Indicators and emotions					
Paragraph 1		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Je voulais venir à Nice ce matin après avoir tenu un Conseil de Défense avec le Premier ministre et les principaux ministres engagés dans ce que doit être notre réponse face à cet acte innommable qui a consisté pour un individu à s'emparer d'un camion et de l'utiliser à des fins meurtrières. Pourquoi Nice? Parce que c'est une ville mondialement connue, une des plus belles villes de la planète. Pourquoi le 14 juillet ? Parce que c'est la fête de la Liberté et c'est bien donc pour toucher la France que cet individu a commis cette attaque terroriste.		☐	☒	☐	☐	☒	☒
	<i>Textual</i>	Not many textual indicators for emotions, so it is mostly neutral, however the description of this attack as “acte innommable - unspeakable act” might hint at the presence of disgust.					
	<i>Physical</i>	Not much movement, hand are still, standing straight. The brows are drawn together - which might indicate some sadness.					
	<i>Audio</i>	Accentuation on certain words and variation in tone. Not really indicating the presence of emotion however. Neutrality.					
		Comment:					

Video Timestamp: 00:01-00:56		Imagery language - French unity					
Paragraph 2		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Avec le Premier ministre, le ministre de l'Intérieur, la ministre des Affaires sociales et les élus qui nous ont accompagnés, nous avons voulu d'abord prendre en compte l'organisation aujourd'hui de ce que nous devons faire pour l'ensemble du département et de la ville pour lui assurer une pleine sécurité pour éviter que -s'il devait y avoir des complices- il puisse y avoir la moindre menace pour la population mais nous avons aussi voulu exprimer notre compassion à l'égard des victimes, de leurs familles. Video Timestamp: 00:57-1:36		☐	☐	☐	☐	☒	☒
	Textual	The sharing of compassion shows a hint of sadness “Nous avons aussi voulu exprimer notre compassion à l’égard des victimes, de leurs familles - we also wanted to express our compassion for the victims, for their families”. The rest of the text is neutral. Uses the plural to express emotion rather than first person singular pronoun ‘I’.					
	Physical	Some limited hand movement, but not indicative of emotion. More blinking and narrower eyes when saying the last part of the last sentence (in bold), indicating sadness.					
	Audio	Mostly neutral, at the very end he makes more pauses, sounds compassionate.					
Paragraph 3		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Au moment où je m'exprime, 80 personnes sont mortes, 84 exactement et il y a une cinquantaine de personnes qui sont encore en urgence absolue, c'est-à-dire entre la vie et la mort. Parmi ces		☐	☐	☐	☐	☒	☐
	Textual	No literal or first-person expression of sadness. However the imagery and focus on children and families shows some form of sadness.					

victimes, il y a des Français, il y a aussi beaucoup d'étrangers venus là-encore de tous les continents et il y a beaucoup d'enfants, de jeunes enfants qui étaient venus assister à un feu d'artifice en famille, pour avoir de la joie, pour partager un bonheur, un éblouissement, et qui ont été ainsi frappés, frappés à mort pour simplement satisfaire la cruauté d'un individu et peut-être d'un groupe. Video Timestamp: 1:37-2:39	<i>Physical</i>	Not much movement. Eyebrows drawn together indicate sadness.					
	<i>Audio</i>	At the start of the paragraph he talks about how many fatalities there were and his tone of voice is heavy, could indicate sadness. He takes brakes and pauses that seem to heighten the emotionality of this speech.					
		Comment: Juxtaposition of positive and negative images, possibly to evoke emotions in the public.					
Paragraph 4		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Nous avons aussi vu les blessés, les nombreux blessés qui ont surtout des images effroyables encore dans la tête et qui, s'ils souffrent dans leur chair, souffrent encore davantage pour cette brûlure psychologique. Il y a même des personnes qui n'ont pas eu de traumatisme physique mais qui porteront longtemps, toute leur vie le traumatisme pour ces images d'horreur qu'ils ont hélas dû partager. Beaucoup m'ont dit qu'ils ne se rappelaient plus de rien, de ce qui avait pu causer leurs blessures mais en revanche, ils se souvenaient de ces corps déchiquetés qu'ils avaient sous les yeux. Voilà pourquoi nous devons, la France tout entière, partager cette		☐	☐	☒	☒	☒	☐
	<i>Textual</i>	The emotions corresponding to the imagery and the the victims can be attributed to fear, anxiety and sadness. In his last sentence, Hollande says “That is why we, the whole of France, must share this emotion, this solidarity with the victims, with their loved ones, with their families.” -- expressing emotion					
	<i>Physical</i>	Apart from eyes drawn together suggesting some degree of sadness, no indicators.					
	<i>Audio</i>	Slow talking rather than fast talking could also indicate some emotion.					
		Comment: Imagery used to evoke emotions in the public: “wounded, the					

émotion, cette solidarité avec les victimes, avec leurs proches, avec leurs familles. Video Timestamp: 2:40-3:50		many wounded”, “terrible images”, “suffer in their flesh, suffer”, “psychological burn”, “physical trauma, “trauma for these images of horror”, “shredded bodies”.					
Paragraph 5		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Puis, il y a aussi l'engagement, le courage que nous avons pu une fois encore relever parmi les forces de sécurité toutes mobilisées qui avaient pris toutes les dispositions pour que ce feu d'artifice puisse être autant qu'il était possible protégé -comme cela avait été le cas d'ailleurs pendant l'Euro, ici à Nice- et qui se sont engagées pour neutraliser l'assassin. Video Timestamp: 3:51-4:28		☐	☐	☐	☐	☐	☒
	<i>Textual</i>	No indicators - neutrality.					
	<i>Physical</i>	Some hand movement, but not an indicator of emotion - neutrality.					
	<i>Audio</i>	Similar speed as rest, no emotional tone indicators - neutrality.					
Paragraph 6		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
J'ai encore là à l'esprit ces jeunes policiers qui ont agi pour que le tueur puisse être tué et ainsi en finir avec le carnage. Oui, ces forces de sécurité pleinement investies, pleinement engagées, n'en pouvant plus par rapport à toutes les sollicitations de ces derniers mois		☐	☐	☐	☐	☐	☒
	<i>Textual</i>	No indicators - neutrality.					
	<i>Physical</i>	No indicator of emotion - neutrality.					
	<i>Audio</i>	Similar speed as rest, no emotional tone indicators - neutrality.					

depuis notamment les attentats de janvier et de novembre 2015 à Paris et à Saint-Denis. Video Timestamp: 4:29-5:03		Comment: Thanking the police and emergency services. Expresses gratitude, but not really a specific emotion.					
Paragraph 7		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Je veux ici toutes les saluer, ces forces-là qui sont la fierté de la France, la police, la gendarmerie, les services de renseignements, tous ceux qui contribuent à l'investigation, à l'identification. Et puis, il y a les sapeurs-pompiers qui ont fait un travail extraordinaire avec les services de secours pour évacuer et pour conduire les blessés dans les hôpitaux de la ville et en dehors-même de la ville puisque, le «Plan blanc» ayant été déclenché, de nombreux établissements ont accueilli les blessés. Video Timestamp: 5:04-5:43		☐	☐	☐	☐	☐	☒
	<i>Textual</i>	No indicators.					
	<i>Physical</i>	Some hand movement, but not an indicator of emotion.					
	<i>Audio</i>	Similar speed as rest, no emotional tone indicators.					
		Comment: Thanking all the services involved in helping. Expresses gratitude, but not really a specific emotion.					
Paragraph 8		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Je me suis rendu dans cet hôpital qui a fait face, là-encore, avec des services d'urgence admirables,		☐	☐	☐	☐	☐	☒

des médecins qui sont venus alors même qu'ils n'étaient pas en service toute la nuit pour opérer, pour intervenir, pour traiter, pour sauver des vies. D'autres n'ont pas pu l'être mais jusqu'au dernier moment tout a été fait. Et saluer tous les personnels de ces hôpitaux qui ont été d'un dévouement exemplaire. Video Timestamp: 5:44-6:15	<i>Textual</i>	No indicators.					
	<i>Physical</i>	No indicator of emotion.					
	<i>Audio</i>	Similar speed as rest, no emotional tone indicators. However, content could be seen as wanting to evoke emotions in the public.					
		Comment: Comment: Thanking all the services involved in helping. Expresses gratitude, but not really a specific emotion.					
Paragraph 9		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Puis, il y a tous ces bénévoles, toutes ces associations qui immédiatement se sont également engagés. L'engagement est une leçon que nous devons tirer aussi de cette tragédie, de ce drame, de cette attaque terroriste, une de plus après déjà plusieurs autres ces cinq dernières années. Video Timestamp: 6:16-6:42		☐	☐	☐	☐	☐	☒
	<i>Textual</i>	No indicators.					
	<i>Physical</i>	No indicator of emotion.					
	<i>Audio</i>	Similar speed as rest, no emotional tone indicators. However, content could be seen as wanting to evoke emotions in the public.					
		Comment: Comment: Thanking all the voluntary services involved in helping. Expresses gratitude, but not really a specific emotion. The last sentence is very heavy and probably used to evoke emotions in the public: "this tragedy, this drama, this terrorist attack, one more after several others in the last five years."					
Paragraph 10		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality

Nous sommes devant un combat qui va être long parce que nous avons un ennemi qui va continuer à frapper tous les peuples, tous les pays qui ont les libertés comme valeur essentielle. Alors dans ce combat-là, nous devons compter sur l'engagement de nos forces, de nos services publics, de l'Etat tout entier. J'ai, avec le Premier ministre, depuis plusieurs mois pris les décisions qui étaient nécessaires pour renforcer les effectifs qui hélas avaient été parfois dégradés dans le passé. Mais nous n'en avons pas terminé, et donc nous continuerons à mettre notre vigilance et notre protection au service des Français. Video Timestamp: 6:43-7:34		☐	☐	☐	☐	☐	☒
	<i>Textual</i>	No indicators.					
	<i>Physical</i>	No indicator of emotion.					
	<i>Audio</i>	Similar speed as rest, no emotional tone indicators.					
		Comment: Unifying message - to evoke trust in the government and unity sentiments within the country.					
Paragraph 11		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
L'engagement, c'est aussi d'être fort. Le monde entier nous regarde une fois encore, nous exprime sa solidarité, nous dit avec des mots de grande amitié, de grande affection à l'égard de la France ce que le monde pense de nous. Le monde pense que nous sommes un pays fort, un pays capable de surmonter toutes les épreuves. Et il y en a eu des épreuves ces derniers mois. Nous avons donné un bel exemple au monde parce que nous avons été capables d'unité, de		☐	☐	☐	☐	☐	☒
	<i>Textual</i>	No indicators.					
	<i>Physical</i>	No indicator of emotion.					
	<i>Audio</i>	Similar speed as rest, no emotional tone indicators.					
		Comment: Talks about his <i>role as the elected protector of France</i> .					

cohésion. <i>Et c'est mon rôle, c'est ma responsabilité de ne pas me laisser détourner de l'engagement que j'ai pris au nom des Français, de les protéger, de ne pas m'abaisser à je ne sais quelle outrance, excès, quand il s'agit de répondre et de répondre juste aux défis qui nous sont lancés, en y mettant tous les moyens nécessaires.</i>							
Video Timestamp: 7:35-8:42							
Paragraph 12		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
C'est à cette unité, à cette cohésion, à cette force-là que j'appelle aujourd'hui à Nice pour que la France soit plus forte que ceux qui nous veulent du mal, qui pensent lui faire du mal, qui lui infligent des souffrances, mais c'est eux le mal que nous sommes capables de vaincre, parce que nous sommes la France rassemblée. Merci.		☐	☐	☐	☐	☐	☒
Video Timestamp: 8:43-9:08	Textual	No indicators.					
	Physical	No indicator of emotion.					
	Audio	Similar speed as rest, no emotional tone indicators.					
		Comment: Message of strength at the end, no mention of emotions. Unity message.					
General Comments - Full speech							
- Does not look down, seems like either he knows it by speech or that it is very improvised - The very slow pace of the speech seems to give a more emotional tone overall - Rather than expressing emotions, the tone is slightly emotional and the face -- more to evoke emotions in the citizens.							

Annex 4. Theresa May Speech (23.05.2017)

I have just chaired a meeting of the government's emergency committee COBR, where we discussed the details of – and the response to – the appalling events in Manchester last night.

Our thoughts and prayers are with the victims and the families and friends of all those affected. It is now beyond doubt that the people of Manchester and of this country have fallen victim to a callous terrorist attack. An attack that targeted some of the youngest people in our society, with cold calculation. This was among the worst terrorist incidents we have ever experienced in the United Kingdom, and although it is not the first time Manchester has suffered in this way, it is the worst attack the city has experienced and the worst ever to hit the North of England.

The police and security services are working at speed to establish the complete picture. But I want to tell you what I can at this stage. At 10.33 last night, the police were called to reports of an explosion at Manchester Arena in Manchester City centre, near Victoria train station. We now know that a single terrorist detonated his improvised explosive device near one of the exits of the venue, deliberately choosing the time and place to cause maximum carnage and to kill and injure indiscriminately. The explosion coincided with the conclusion of a pop concert, which was attended by many young families and groups of children. All acts of terrorism are cowardly attacks on innocent people, but this attack stands out for its appalling, sickening cowardice, deliberately targeting innocent, defenceless children and young people, who should have been enjoying one of the most memorable nights of their lives.

As things stand, I can tell you that in addition to the attacker, 22 people have died and 59 people have been injured. Those who were injured are being treated in eight different hospitals across Greater Manchester, many are being treated for life threatening conditions. And we know that among those killed and injured were many children and young people.

We struggle to comprehend the warped and twisted mind that sees a room packed with young children not as a scene to cherish, but as an opportunity for carnage. But we can continue to resolve to thwart such attacks in future, to take on and defeat the ideology that often fuels this violence, and if there turnout to be others responsible for this attack, to seek them out and bring them to justice.

The police and security services believe that the attack was carried out by one man. But they now need to know whether he was acting alone or as part of a wider group. It will take some time to establish these facts, and the investigation will continue. The police and security services will be given all the resources they need to complete that task.

The police and security services believe they know the identity of the perpetrator, but at this stage of their investigations we cannot confirm his name. The police and emergency services have as always acted with great courage and on behalf of the country I want to express our gratitude to them. They acted in accordance with the plans they have in place, and the exercises they conduct to test those plans and they performed with the upmost professionalism. 400 police officers were involved in the operation through the night, and many paramedics, doctors and nurses have worked valiantly amid traumatic and terrible scenes to save lives and care for the wounded.

Significant resources have been deployed to the police investigation, and there continues to be visible patrols around Manchester, which include the deployment of armed officers. For people who live and work in Manchester, there remains a large cordon in place around Manchester Arena and Victoria station, which will be in place for some time. The station is closed, and will remain closed while a detailed forensic search is underway. We know that many friends and relatives of people caught up in the attack are still trying to find out what has happened to their children, brothers and sisters, parents and loved ones. So please, think of those people who are experiencing unimaginable worry, and if you have any information at all relating to the attack please contact Greater Manchester police.

The threat level remains at severe. That means that a terrorist attack remains highly likely. But the independent joint terrorism analysis centre, which sets the threat level on the basis of the intelligence available to them, will continue to assess this throughout today and in the days ahead.

Later today I will travel to Manchester to meet the Chief Constable of Manchester Police, Ian Hopkins, the Mayor of Greater Manchester, Andy Burnham and members of the emergency services who have come to Manchester's aid in its moment of need. And, as I announced last night, the general election campaign has been suspended. I will chair another meeting of Cobra later today.

At terrible moments like these, it is customary for leaders, politicians and others to condemn the perpetrators and declare that the terrorists will not win. But the fact that we have been here before, and the fact that we need to say this again, does not make it any less true. For as so often

while we experience the worst of humanity last night, we also saw the best. The cowardice of the attacker met the bravery of the emergency services and the people of Manchester. The attempt to divide us met countless acts of kindness that brought people closer together. And in the days ahead, those must be the things we remember. The images we hold in our minds should not be those of senseless slaughter, but of the ordinary men and women who put concerns about their own safety to one side and rushed to help, of the men and women of the emergency services, who worked tirelessly to bring comfort, to help and to save lives, of the messages of solidarity and hope of all those who opened their homes to the victims, for they are the images that embody the spirit of Manchester and the spirit of Britain. A spirit that through years of conflict and terrorism has never been broken and will never be broken.

There will be difficult days ahead. We offer our thoughts and prayers to the family and friends of those affected. We offer our full support to the authorities, the emergency and the security services as they go about their work. And we all, every single one of us, stand with the people of Manchester at this terrible time. And today let us remember those who died, and let us celebrate those who helped, safe in the knowledge that the terrorists will never win and our values, our country and our way of life, will always prevail.

Annex 5. CodingScheme Theresa May Speech: Emotion-detection

Content - meaning unit & coding unit	Type	Indicators and emotions					
Paragraph 1		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
		☐	☒	☐	☐	☐	☒
I have just chaired a meeting of the government's emergency committee COBR, where we discussed the details of – and the response to – the appalling events in Manchester last night.	<i>Textual</i>	She doesn't say "I am appalled" she says the events is appalling - she removes herself, which is why although a hint of disgust and disappointment might be present, she is kind of removed from the situation, which seems to give way to neutrality. Disgust indicator is not that present, but is reflected slightly in the words used to describe the attack (e.g. appalling).					

Video Timestamp: 0:08-0:21	<i>Physical</i>	Not much facial movement, no hand movement, standing straight - no facial or behavioural movement when saying appalling. Looking at text.					
	<i>Audio</i>	Neutral tone, not much variation, rather monotone - mentioning appalling sounds like the rest of the speech					
Paragraph 2		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Our thoughts and prayers are with the victims and the families and friends of all those affected. It is now beyond doubt that the people of Manchester and of this country have fallen victim to a callous terrorist attack. An attack that targeted some of the youngest people in our society, with cold calculation. This was among the worst terrorist incidents we have ever experienced in the United Kingdom, and although it is not the first time Manchester has suffered in this way, it is the worst attack the city has experienced and the worst ever to hit the North of England. Video Timestamp: 00:21- 1:04		☐	☒	☐	☐	☐	☒
	<i>Textual</i>	Disgust indicator is not that present, but is reflected slightly in the words used to describe the attack (e.g. callous, cold calculation). However, since there is mostly an absence of emotional expression, neutrality is predominantly present.					
	<i>Physical</i>	Not much facial movement, no hand movement, standing straight - no facial or behavioural movement. Looking at text. Neutral - no moves, no changes.					
	<i>Audio</i>	Neutral, but accentuates certain words and articulates very clearly Monotone - neutral. Accentuates: to hit - the North - of England (- = pause)					
		Comment: Although Theresa May does not seem to express or display emotions herself and has a calm and seemingly neutral tone, there is still a focus on emotions. The language tools and imagery she uses are to provoke emotions in the audience, use of words (repeated) such as suffering. Indeed, the highlighted section especially shows the three-time					

		repetition (with synonyms) of the same phrase: - Location and Unity imagery- to create sense of unity: Manchester, this country our society, United Kingdom, Manchester, the city, North of England - Severity of attack: terrorist attack, attack, worst terrorist incident, worst attack [...] ever, worst attack, worst ever - Focus on word 'worst' - Alienation of terrorist: fallen victim, callous, cold calculation - Focus on innocence: victims, families and friends, targeted the youngest people					
Paragraph 3		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
The police and security services are working at speed to establish the complete picture. But I want to tell you what I can at this stage. At 10.33 last night, the police were called to reports of an explosion at Manchester Arena in Manchester City centre, near Victoria train station. We now know that a single terrorist detonated his improvised explosive device near one of the exits of the venue, <u>deliberately</u> choosing the time and place to cause maximum carnage and to kill and injure indiscriminately. The explosion coincided with the conclusion of a pop concert, which was attended by many young families		☒	☒	☐	☐	☐	☒
	<i>Textual</i>	Again no real textual indicators on emotion expression, However, the words used are very heavy, i.e. maximum carnage, appalling, sickening, deliberately targeting innocents, cowardice - these could indicate some form of disgust and anger. However, neutrality is mostly present.					
	<i>Physical</i>	Neutral - no moves, no changes. Looking at text.					
	<i>Audio</i>	Monotone - neutral.					
		Comment: Only time she uses first-person pronouns is when she wants to factual, giving a description of the event and how the situation was and is being handled.					

and groups of children. All acts of terrorism are cowardly attacks on innocent people, but this attack stands out for its appalling, sickening cowardice, <u>deliberately</u> targeting innocent, defenceless children and young people, who should have been enjoying one of the most memorable nights of their lives. Video Timestamp: 1:05-2:16		- Severity of attack: explosive device, maximum carnage, kill, injure, explosion, acts of terrorism, attack, appalling, sickening - Contrasting the terrorist with the people injured - image on innocence: indiscriminately, many young families, groups of children, innocent people, innocent, defenceless children, young people					
		Comment: Here she uses first person pronoun, but to situate herself as the person bearing all of the information and the one sharing it with the public.					
Paragraph 4		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
As things stand, I can tell you that in addition to the attacker, 22 people have died and 59 people have been injured. Those who were injured are being treated in eight different hospitals across Greater Manchester, many are being treated for life threatening conditions. And we know that among those killed and injured were many children and young people. Video Timestamp: 2:16-2:43		☐	☐	☐	☐	☒	☒
	<i>Textual</i>	No textual indicators.					
	<i>Physical</i>	Very light furrowing of brows - could indicate some sadness. Nevertheless, the expression is predominantly neutral. No tears nor trembling nor watery eyes. Slightest eyebrow raise at the mention of children.					
	<i>Audio</i>	Monotone - neutral - no voice variation.					

Paragraph 5		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
We struggle to comprehend the warped and twisted mind that sees a room packed with young children not as a scene to cherish, but as an opportunity for carnage. But <u>we</u> can continue to resolve to thwart such attacks in future, to take on and defeat the ideology that often fuels this violence, and if there turnout to be others responsible for this attack, to seek them out and bring them to justice. Video Timestamp: 2:44 - 3:11		☐	☒	☐	☐	☐	☒
	<i>Textual</i>	Words employed: twisted mind & carnage might indicate some disgust - but as other paragraphs mostly neutral					
	<i>Physical</i>	No changes, stands still, no hand movement, no shaking. Looking at text.					
	<i>Audio</i>	Monotone and neutral, sometimes accentuates certain words and introduces pauses.					
		Comment: Not much emotion but imagery used that is probably meant to provoke emotion in the public: “twisted mind that sees a room packed with young children not as a scene to cherish, but as an opportunity for carnage.”					
Paragraph 6		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
The police and security services believe that the attack was carried out by one man. But they now need to know whether he was acting alone or as part of a wider group. It will take some time to establish these facts, and the investigation will continue. The police and security services will be given all the resources they need to complete that task.		☐	☐	☐	☐	☐	☒
	<i>Textual</i>	Very factual, so no expression of emotion detected.					
	<i>Physical</i>	Very factual, so no expression of emotion detected. No bodily, facial or hand movement. Looking at text.					
	<i>Audio</i>	Very factual, so no expression of emotion detected. Monotone - factual.					

Video Timestamp: 3:12 - 3:35							
Paragraph 7		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
		☐	☐	☐	☐	☐	☒
The police and security services believe they know the identity of the perpetrator, but at this stage of their investigations we cannot confirm his name. The police and emergency services have as always acted with great courage and on behalf of the country I want to express our gratitude to them. They acted in accordance with the plans they have in place, and the exercises they conduct to test those plans and they performed with the upmost professionalism. 400 police officers were involved in the operation through the night, and many paramedics, doctors and nurses have worked valiantly amid traumatic and terrible scenes to save lives and care for the wounded. Video Timestamp: 3:36 - 4:24	Textual	“I want to express my gratitude to them” - the only time in this speech that the PM verbally expresses or acknowledges any kind of emotion is a positive emotion and un-related to the victims or herself. Nonetheless, mostly neutral and gratitude is not one of the negative emotions this paper has operationalized. Furthermore, she is the one expressing, but not necessarily for herself but “on behalf of the country”.					
	Physical	Very factual, so no expression of emotion detected. No bodily, facial or hand movement.					
	Audio	Very factual, so no expression of emotion detected. Monotone - factual.					

Paragraph 8		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Significant resources have been deployed to the police investigation, and there continues to be visible patrols around Manchester, which include the deployment of armed officers. For people who live and work in Manchester, there remains a large cordon in place around Manchester Arena and Victoria station, which will be in place for some time. The station is closed, and will remain closed while a detailed forensic search is underway. We know that many friends and relatives of people caught up in the attack are still trying to find out what has happened to their children, brothers and sisters, parents and loved ones. So please, think of those people who are experiencing unimaginable worry, and if you have any information at all relating to the attack please contact Greater Manchester police. Video Timestamp: 4:25 - 5:18		☐	☐	☐	☐	☐	☒
	<i>Textual</i>	Talks and expresses other people's emotions " think of those people who are experiencing unimaginable worry ", but not her own. No textual indicators of emotions present, therefore neutrality dominates.					
	<i>Physical</i>	Very factual, so no expression of emotion detected. No bodily, facial or hand movement. Looking at text.					
	<i>Audio</i>	Very factual, so no expression of emotion detected. Monotone - factual.					
Paragraph 9		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality

The threat level remains at severe. That means that a terrorist attack remains highly likely. But the independent joint terrorism analysis centre, which sets the threat level on the basis of the intelligence available to them, will continue to assess this throughout today and in the days ahead. Video Timestamp: 5:19 - 5:37		☐	☐	☐	☐	☐	☒
	<i>Textual</i>	Very factual, so no expression of emotion detected.					
	<i>Physical</i>	Very factual, so no expression of emotion detected. No bodily, facial or hand movement. Looking at text.					
	<i>Audio</i>	Very factual, so no expression of emotion detected. Monotone - factual.					
Paragraph 10		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Later today I will travel to Manchester to meet the Chief Constable of Manchester Police, Ian Hopkins, the Mayor of Greater Manchester, Andy Burnham and members of the emergency services who have come to Manchester's aid in its moment of need. And, as I announced last night, the general election campaign has been suspended. I will chair another meeting of Cobra later today.		☐	☐	☐	☐	☐	☒
	<i>Textual</i>	Very factual, so no expression of emotion detected.					
	<i>Physical</i>	Very factual, so no expression of emotion detected. No bodily, facial or hand movement. Looking at text.					
	<i>Audio</i>	Very factual, so no expression of emotion detected. Monotone - factual.					

Video Timestamp: 5:38 - 6:02							
Paragraph 11		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
At terrible moments like these, it is customary for leaders, politicians and others to condemn the perpetrators and declare that the terrorists will not win. But the fact that we have been here before, and the fact that we need to say this again, does not make it any less true. For as so often while we experience the worst of humanity last night, we also saw the best. The cowardice of the attacker met the bravery of the emergency services and the people of Manchester. The attempt to divide us met countless acts of kindness that brought people closer together. And in the days ahead, those must be the things we remember. The images we hold in our minds should not be those of senseless slaughter, but of the ordinary men and women who put concerns about their own safety to one side and rushed to help, of the men and women of the emergency services, who worked tirelessly to bring comfort, to help and to save lives, of the messages of solidarity and hope of		☐	☐	☐	☐	☐	☒
	Textual	Although powerful imagery, no expression of emotion detected.					
	Physical	No expression of emotion detected. No bodily, facial or hand movement. Looking at text.					
	Audio	No expression of emotion detected. Monotone. Accentuation on last words with pause “and will - never - be broken.”					
		Comment: Imagery					

all those who opened their homes to the victims, for they are the images that embody the spirit of Manchester and the spirit of Britain. A spirit that through years of conflict and terrorism has never been broken and will never be broken. Video Timestamp: 6:03 - 7:33							
Paragraph 12		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
There will be difficult days ahead. We offer our thoughts and prayers to the family and friends of those affected. We offer our full support to the authorities, the emergency and the security services as they go about their work. And we all, every single one of us, stand with the people of Manchester at this terrible time. And today let us remember those who died, and let us celebrate those who helped, safe in the knowledge that the terrorists will never win and our values, our country and our way of life, will always prevail.		☐	☐	☐	☐	☐	☒
	<i>Textual</i>	Although powerful imagery, no expression of emotion detected.					
	<i>Physical</i>	No expression of emotion detected. No bodily, facial or hand movement. Looking at text.					
	<i>Audio</i>	No expression of emotion detected. Monotone. Accentuation on last words with pause “will always - prevail”					

Video Timestamp: 7:34 - 8:14		
General Comments - Full speech		
• Repetitions and focus on imagery of: carnage, innocent - children - young people • Barely uses the singular, first-person pronoun - focuses more on 'we' and 'our' • No actual expression of emotion in first-person pronoun "I feel sad" "I am angry" • Elections were close, there was a focus on creating unity by referring to the location numerous times (Manchester, North of England, England, the city, this country), "we", "us" "our", communal grieving for the innocents, and focus on a common threat/enemy • Very factual statement - not much emotion showcased, however almost paradoxically the imagery used is there to evoke feelings in the citizens and spectators • The only facial expression sometimes visible is a slight hint of a smile • Although May does not express many emotions herself and out of the theoretical scope of this research, the analysis seems to show that although she does not seem to express or display emotions herself, the words and lingual tools she uses are used to try and establish an emotional connection with the public. What my hypotheses and research design did not as much acknowledge or take into consideration is that the use of language tools such as alliterations, repetitions (e.g. innocent, children, attack, worst, cowards/cowardice) show her point of view, her way of thinking about the situation as well as are probably used to incite feelings within the audience, feelings of unity, sadness over the loss of children and anger over the attack and perpetrators. This speech is an instance of how language in contrast to mere emotions, matters. ◦ Instead of giving an emotional response, is she hoping for one from the public? Did she sought for an emotional response? • Constantly looking at the speech also gives a sense of neutrality - not speaking from the heart • Seems like the exact archetype of a crisis message: and follows the strategic part of reflex communication as argued by Vanderbiest (2016): we know (factual), , we do (action), we care (empathy), we will be back (continuity and follow-up) - however, the empathy and continuity part are not very present		

Annex 6. Speech Angela Merkel (20.02.2020)

Meine Damen und Herren, heute ist ein überaus trauriger Tag für unser Land. Der tiefe Schmerz über den gewaltsamen Tod so vieler Mitbürger, den die Menschen in Hanau heute empfinden, den empfinde ich und den empfinden Menschen in ganz Deutschland.

Ich denke jetzt vor allem an die Familien und Freunde der Ermordeten. Niemand von uns kann ermessen, welches Leid der Täter über sie gebracht hat. Ich trauere mit ihnen und spreche ihnen meine tiefe Anteilnahme aus. Ich hoffe, dass die Anteilnahme unzähliger Menschen in Deutschland und auch darüber hinaus ihnen ein wenig Kraft geben möge.

Ich denke auch an die Verletzten und wünsche ihnen, dass sie nicht nur die körperlichen Folgen überwinden können, sondern auch die seelischen - das schreckliche Erlebnis, das hinter ihnen liegt.

Ich habe mich seit dem frühen Morgen über den Stand der Ermittlungen in Hanau unterrichten lassen. Dafür habe ich Gespräche mit dem Bundesinnenminister Horst Seehofer, mit der Bundesjustizministerin Lambrecht, dem hessischen Ministerpräsidenten Bouffier und Hanaus Oberbürgermeister Kaminsky geführt. Auch während des Europäischen Rates in Brüssel werde ich fortlaufend über den weiteren Gang der Ermittlungen und über den Zustand der Verletzten informiert werden. Ich hatte auch Gelegenheit, mit dem Herrn Bundespräsidenten über diese entsetzliche Tat zu sprechen.

Für eine abschließende Bewertung ist es noch zu früh. Es wird alles unternommen, um die Hintergründe dieser entsetzlichen Morde bis ins Letzte aufzuklären. Doch weist derzeit Vieles darauf hin, dass der Täter aus rechtsextremistischen, rassistischen Motiven gehandelt hat, aus Hass gegen Menschen mit anderer Herkunft, anderem Glauben oder anderem Aussehen.

Rassismus ist ein Gift. Der Hass ist ein Gift. Dieses Gift existiert in unserer Gesellschaft, und es ist schuld an schon viel zu vielen Verbrechen - von den Untaten des NSU über den Mord an Walter Lübcke bis zu den Morden von Halle.

Die Bundesregierung und alle staatlichen Institutionen stehen für die Rechte und Würde eines jeden Menschen in unserem Land. Wir unterscheiden Bürger nicht nach Herkunft oder Religion.

Wir stellen uns denen, die versuchen, in Deutschland zu spalten, mit aller Kraft und Entschlossenheit entgegen.

Ich danke Ihnen!

Annex 7. Translated Speech Angela Merkel

Ladies and gentlemen, this is an extremely sad day for our country. The deep pain that people in Hanau feel today after the violent death of so many fellow citizens weighs heavy on my heart and on the hearts of people throughout Germany.

In saying this, I am thinking above all about the families and friends of those who were murdered. None of us can truly sense how much sorrow the perpetrator has brought upon them. I mourn with them and convey my deepest sympathy. I hope the countless messages of condolence from people in Germany and beyond will give them at least some strength.

I am also thinking of those who have been injured and hope that not only their bodily injuries, but also the psychological ones they sustained from this horrible experience, will heal.

Since early this morning, I have been briefed on the state of investigations in Hanau. I have spoken with Interior Minister Horst Seehofer, with Justice Minister Lambrecht, with Minister-President Bouffier of Land Hesse, and with Hanau's Mayor Kaminsky. I will continue receiving updates on the investigation and the condition of the injured – also during the European Council meeting in Brussels. Moreover, I have had an opportunity to speak with the Federal President about this appalling act.

It is still too early to draw any conclusions. We are making every possible effort to understand exactly what lies behind these horrible murders. Much, however, points to the perpetrator having had an extremist right-wing, racist mindset, to this being an act of hatred against people with a different origin, a different faith or a different appearance.

Racism is a poison. Hatred is a poison. This poison is in our society, and it has already caused far too many heinous crimes – from those perpetrated by the NSU to the murder of Walter Lübcke to the murders in Halle.

The Federal Government and all state institutions embody the rights and dignity of each and every person in our country. We do not distinguish between citizens of different origins or religions.

We most strongly and determinedly take a stand against all those who attempt to cause division in Germany.

Thank you.

Annex 8. Coding Scheme Angela Merkel Speech: Emotion-detection

Content - meaning unit & coding unit	Type	Indicators and emotions					
Paragraph 1		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Meine Damen und Herren, heute ist ein überaus trauriger Tag für unser Land. Der tiefe Schmerz über den gewaltsamen Tod so vieler Mitbürger, den die Menschen in Hanau heute empfinden, den empfinde ich und den empfinden Menschen in ganz Deutschland.		☐	☐	☐	☐	☒	☒
	<i>Textual</i>	Indicators for grief/sadness. “Sad day”, “deep grief [...] that I feel”					
	<i>Physical</i>	Keeps looking at notes. No indicators of emotion.					
	<i>Audio</i>	Although textual indicator indicates sadness, the tone stays neutral.					

Video Timestamp: 0:15-0:32							
Paragraph 2		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Ich denke jetzt vor allem an die Familien und Freunde der Ermordeten. Niemand von uns kann ermessen, welches Leid der Täter über sie gebracht hat. Ich trauere mit ihnen und spreche ihnen meine tiefe Anteilnahme aus. Ich hoffe, dass die Anteilnahme unzähliger Menschen in Deutschland und auch darüber hinaus ihnen ein wenig Kraft geben möge. Video Timestamp: 0:33-0:59		☐	☐	☐	☐	☒	☒
	Textual	Textual indicator of sadness “I mourn/grief with them and convey my deepest sympathy”					
	Physical	No indicators - no movement.					
	Audio	No indicators - monotone voice.					
		Comment: In the sentence before the bold one, she mentions emotions but talks about the emotions of the families of the victims.					
Paragraph 3		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Ich denke auch an die Verletzten und wünsche ihnen, dass sie nicht nur die körperlichen Folgen überwinden können, sondern auch die seelischen - das schreckliche Erlebnis, das hinter ihnen liegt. Video Timestamp: 1:00-1:13		☐	☐	☐	☐	☒	☒
	Textual	Slight indicator for sadness: “I am also thinking of those who have been injured”					
	Physical	No indicators - no movement.					
	Audio	No indicators - monotone voice.					

Paragraph 4		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Ich habe mich seit dem frühen Morgen über den Stand der Ermittlungen in Hanau unterrichten lassen. Dafür habe ich Gespräche mit dem Bundesinnenminister Horst Seehofer, mit der Bundesjustizministerin Lambrecht, dem hessischen Ministerpräsidenten Bouffier und Hanaus Oberbürgermeister Kaminsky geführt. Auch während des Europäischen Rates in Brüssel werde ich fortlaufend über den weiteren Gang der Ermittlungen und über den Zustand der Verletzten informiert werden. Ich hatte auch Gelegenheit, mit dem Herrn Bundespräsidenten über diese entsetzliche Tat zu sprechen. Video Timestamp: 1:14-1:49		☐	☐	☐	☐	☐	☒
	<i>Textual</i>	No indicators - Factual explanation.					
	<i>Physical</i>	No indicators - no movement.					
	<i>Audio</i>	No indicators - monotone voice.					
Paragraph 5		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Für eine abschließende Bewertung ist es noch zu früh. Es wird alles unternommen, um die Hintergründe dieser entsetzlichen Morde bis ins Letzte aufzuklären. Doch weist derzeit Vieles darauf hin, dass der Täter aus rechtsextremistischen, rassistischen Motiven gehandelt hat, aus Hass gegen		☐	☐	☐	☐	☐	☒
	<i>Textual</i>	No indicators - Factual explanation.					
	<i>Physical</i>	No indicators - no movement (besides looking at her paper/speech).					
	<i>Audio</i>	No indicators - monotone voice.					

Menschen mit anderer Herkunft, anderem Glauben oder anderem Aussehen. Video Timestamp: 1:50-2:16							
Paragraph 6		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Rassismus ist ein Gift. Der Hass ist ein Gift. Dieses Gift existiert in unserer Gesellschaft, und es ist schuld an schon viel zu vielen Verbrechen - von den Untaten des NSU über den Mord an Walter Lübcke bis zu den Morden von Halle. Video Timestamp: 2:16-2:37		☐	☐	☐	☐	☐	☒
	<i>Textual</i>	No indicators - Factual explanation.					
	<i>Physical</i>	No indicators - no movement (besides looking at her paper/speech).					
	<i>Audio</i>	No indicators - monotone voice.					
		Comment: political imagery and metaphores.					
Paragraph 7		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Die Bundesregierung und alle staatlichen Institutionen stehen für die Rechte und Würde eines jeden Menschen in unserem Land. Wir unterscheiden Bürger nicht nach Herkunft oder Religion.		☐	☐	☐	☐	☐	☒
	<i>Textual</i>	No indicators - Factual explanation.					
	<i>Physical</i>	No indicators - no movement (besides looking at her paper/speech).					
	<i>Audio</i>	No indicators - monotone voice.					

Video Timestamp: 2:38-2:52							
Paragraph 8		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Wir stellen uns denen, die versuchen, in Deutschland zu spalten, mit aller Kraft und Entschlossenheit entgegen. Ich danke Ihnen! Video Timestamp: 2:53-3:05		☐	☐	☐	☐	☐	☒
	Textual	No indicators - Factual explanation.					
	Physical	No indicators - no movement (besides looking at her paper/speech).					
	Audio	No indicators - monotone voice.					
		Comment: Unity Imagery					
General Comments - Full speech							
- Looks at notes all throughout - Very monotone voice - not much emotion from the voice - Short speech compared to the other terrorism speeches							

Annex 9. Emmanuel Macron Speech (22.10.2018)

Mesdames et Messieurs les Ministres, Monsieur le Maire, Madame la Présidente du Conseil régional, Monsieur le Président du Conseil départemental, Mesdames et Messieurs les Parlementaires, Mesdames et Messieurs les Elus, Mesdames, Messieurs, membres des forces de secours, des forces de sécurité, militaires, Mes chers amis, Je tenais à ce que nous puissions nous retrouver quelques instants ici, dans ce

gymnase de Trèbes, pour vous dire avant toute chose merci. Merci à toutes et tous pour ce que vous avez fait il y a une semaine, quasiment heure pour heure, dans cette nuit qui a commencé, de dimanche à lundi, et pendant les heures et les jours qui ont suivi.

Merci parce que votre mobilisation collective est celle qui a permis de sauver tant de vies. Alors oui, comme vous, je porte la tristesse des 14 personnes décédées, des 76 blessés, des près de 2.000 personnes évacuées. Mais quel bilan aurions-nous eu si vous n'aviez pas été là ?

Ce merci, c'est celui de la Nation tout entière que je veux ici adresser à toutes celles et ceux qui ont conduit les plus de 1.500 interventions qui se sont tenues. J'ai entendu les critiques. Les gens qui disaient : ça n'est pas allé assez vite, on n'a pas fait suffisamment ! Ils sont les bienvenus pour venir aider et faire davantage.

Ce que je vois ici, c'est cette solidarité exceptionnelle qui, jour et nuit, dès les heures qui ont suivi et sans jamais cesser, ont permis de sauver tant de vies. Vous, les 450 sapeurs-pompiers professionnels et volontaires de l'Aude, qui êtes intervenus les premiers et continuez sans relâche depuis de soutenir les Audois ; vous, les 400 sapeurs-pompiers de toute la France, qui êtes venus prêter main forte à vos camarades pour sauver et secourir ; vous, les 360 jeunes sapeurs-pompiers qui distribuent de l'eau et participent au nettoyage ; vous, les 250 gendarmes et policiers qui avez été en première ligne pour assurer la sécurité de nos concitoyens, notamment celle de leurs biens et qui ont sauvé tant de vies ; vous, les 85 élèves de la 47e promotion de gardiens de la paix, leurs encadrants de l'Ecole nationale supérieure d'application de la police nationale, qui vise à apporter une aide aux autorités locales pour porter secours aux populations sinistrées ; vous, militaires du 3e RPIMa, basés à Carcassonne et qui sont venus en appui pour les actions de sécurisation dès les premières heures ; vous, les 150 militaires de la Sécurité civile qui faites en sorte que le jour d'après constitue un horizon rassurant pour les populations éprouvées ; vous, les équipages des 7 hélicoptères de la sécurité civile, qui dans la tempête, avez permis de sauver plusieurs centaines de sinistrés ; vous, les bénévoles des associations agréées de sécurité civile qui, n'écoulant que votre cœur, avez arpenté les rues, les maisons inondées, portant assistance à tous ceux qui étaient restés là, souvent désorientés ; vous, policiers municipaux, agents de toutes les communes touchées et des communes voisines ; vous, agents de l'Etat et de tous les services - de tous les services - qui avez été présents, de la DREAL, de la DDT, en passant par préfecture et sous-préfecture, mobilisés sans relâche ; vous, les agents et salariés des entreprises publiques et privées, qui oeuvrez sans discontinuer pour rétablir l'électricité, le gaz, l'eau, le téléphone, tout ce dont les victimes ont besoin. Et vous tous, chers élus, maires, élus municipaux, élus départementaux et régionaux, parlementaires qui n'avez pas compté votre temps et votre énergie, qui vous êtes engagés, dès les premières heures parfois au risque de votre vie propre, qui avez assisté, aidé, secouru, pansé les plaies et essayé d'atténuer les peines ; à vous tous, je suis venu dire merci. Merci.

C'est ce que vous avez fait durant ces jours qui nous permet de nous tenir debout, de nous regarder tels que nous sommes. Merci de cela.

Alors je sais que beaucoup est attendu de l'Etat - et c'est légitime dans un moment tel que celui-ci. J'ai eu l'occasion d'échanger ces dernières heures, ces derniers jours, avec vos élus et je sais que dans de telles circonstances, il nous faut agir vite et de manière pragmatique. J'ai demandé au Premier ministre qui s'est rendu dans le département dès les premières heures et au gouvernement où plusieurs ministres m'accompagnent encore aujourd'hui, d'enclencher avec célérité les dispositifs de soutien nécessaires, de débloquent les crédits et d'accélérer les procédures. Les ministres y reviendront et je veux ici vous donner un cap, clair : sans attendre, un premier arrêté portant reconnaissance de l'état de catastrophe naturelle, a été pris et concerne 126 communes. Il a été publié jeudi dernier au Journal officiel. Cette liste n'est pas définitive et les nouvelles demandes qui seront formulées dans les prochains jours seront traitées dans le cadre d'une procédure accélérée. La commission catastrophe naturelle se réunira dès la semaine prochaine pour ajouter les communes qui en feront la demande.

La Fédération Française des Sociétés d'Assurances, dont je salue le président, a pris l'engagement de ne pas exiger le paiement [*des pénalités] de franchises et de porter de 10 à 30 jours le délai de dépôt de dossiers et de mobiliser tous les experts nécessaires dans les délais les plus rapides. J'ai aussi demandé au gouvernement que ce dispositif soit réformé sous 6 mois afin de le rendre encore plus simple.

Concernant les secours aux personnes, le fonds de secours d'extrême urgence a été rapidement débloquent pour verser des aides individuelles et l'Etat, avec le département, ont mobilisé ainsi un guichet unique, simple qui, depuis vendredi dernier, fonctionne. 500 euros par adulte, 200 euros par enfant et il continuera à fonctionner pour tous nos concitoyens qui en ont besoin.

Nous allons déclencher les mécanismes pour aussi accompagner les commerçants, les artisans, les agriculteurs en permettant un moratoire sur les Urssaf - c'est ce qui est attendu et ce qui est légitime - et en permettant que les calamités agricoles viennent suivre la reconnaissance d'une catastrophe naturelle. C'est ce que nous devons aussi à nos agriculteurs et je sais combien c'est important dans le département.

Les dépenses d'hébergement et d'assistance engagées par les collectivités locales seront couvertes par le fonds d'aide au relogement d'urgence, avec un taux de remboursement de 100% des dépenses engagées. Concernant les biens non assurables des collectivités, la dotation de solidarité en faveur de l'équipement des collectivités territoriales touchées par des événements climatiques, a été activée. Mais là, au fond, et j'ai entendu vos demandes, nous devons faire simple. On ne peut pas dire que sur le terrain, les gens sont en charge quand la catastrophe est là et qu'ensuite, tout devrait être décidé à Paris et tout redevient compliqué quand le quotidien reprend ses droits. Ce n'est pas la République que je veux et ce n'est pas la République à laquelle vous croyez non plus. Et donc je souhaite que nous puissions avoir une réponse rapide, simple, pragmatique.

C'est donc le préfet représentant l'Etat dans le département, qui aura à gérer, avec l'ensemble des maires, avec le département et la région les dispositifs. Concernant ce qu'on appelle le coefficient de vétusté - j'ai découvert ça peut être comme vous - ça veut dire qu'on ne rembourse bien les choses que si elles sont récentes et qu'on rembourserait mal les équipements des collectivités quand elles sont anciennes - eh bien il appartiendra au préfet de ne pas l'appliquer à chaque fois que la situation de la commune l'exige ou que les circonstances l'imposent. On va faire simple. Je crois qu'aucune commune ici présente n'a choisi de voir son pont bousculé, son école détruite, son gymnase massacré, aucune ; je ne vois pas pourquoi je leur appliquerais un coefficient de vétusté.

De la même manière, l'Etat remboursera 100% sur décision du préfet et par conséquent pourra déroger à la règle de l'obligation de participation minimale de la commune ou du département ou de la région, normalement de 20%. Je ne peux pas demander à des communes déjà en difficulté financière, à un département qui a tant de défis qu'il n'a pas choisis et qu'il affronte courageusement, d'aller payer parce que ce serait le principe, 20% des dépenses à engager. Là aussi, nous ferons les choses de manière simple, efficace et directe.

Et de la même manière, pour que les choses aillent vite, j'ai souhaité que nous puissions mettre en place un fonds de roulement qui sera géré directement par le préfet ; il sera évidemment dans son montant final, fonction de l'ensemble des constats qui seront faits et des chiffres définitifs mais d'ores et déjà, nous savons que ce seront au moins 80 millions d'euros qui seront à déboursier et c'est donc un tel fonds qui, dans les prochains jours, sera mis à disposition du préfet pour que l'Etat apporte son soutien à l'ensemble des élus. Un engagement clair, rapide, des règles simples pour ne pas demander à ceux qui souffrent et qui ont déjà tant de difficultés, d'avoir les complexités à gérer ou la bureaucratie à accompagner.

De la même manière, je veux que nos concitoyens qui ont tout perdu, en plus d'une réponse rapide des assurances, puissent avoir un accompagnement clair, rapide là aussi, que leurs papiers, leurs titres personnels, la carte d'identité, les papiers nécessaires au quotidien, bancaires, les différentes cartes dont ils ont besoin et que l'administration délivre, leur soient redonnés de manière rapide et gratuite.

Concernant les déchets, je sais que c'est un souci pour nombre d'élus ici présents et pour une bonne partie des forces de secours également, les détachements militaires de la Sécurité civile continueront à participer aux reconnaissances d'embâcles, sur les secteurs désignés par le préfet, en appui du syndicat mixte. Tous les déchets sont acheminés vers des plateformes de Carcassonne et de Narbonne pour être traités. Et là-dessus, nous mobiliserons, au-delà des éco-organismes déjà mobilisés pour reprendre gratuitement ce qui est trié, nous mobiliserons l'ensemble des

crédits d'Etat nécessaires, en particulier ceux de l'ADEME. Pour le reste, les mesures ont été prises pour que la décharge de Narbonne puisse accepter ce volume exceptionnel de déchets.

Concernant les réseaux d'eau et d'assainissement, l'Agence de l'eau Rhône-Méditerranée-Corse augmentera le taux de subventions pour les opérations de reconstruction dans le cadre de ce 11e programme et je souhaite que le comité de bassin puisse prendre une délibération conduisant jusqu'à 50% l'engagement qui sera le sien.

Au-delà de la gestion de crise et pour la reconstruction, la section Génie et appuis des formations militaires de la sécurité civile viendra en appui des moyens civils du SMMAR et je vous confirme que les travaux engagés seront éligibles à la dotation de solidarité. Les collectivités enfin, par décret, bénéficieront d'un versement anticipé du Fonds de compensation de la TVA.

Voilà quelques-unes des mesures d'urgence et elles seront complétées par les membres du gouvernement dans les prochaines heures et prochains jours pour accompagner de manière légitime nos habitants, nos exploitants agricoles, nous commerçants, nos élus dans ce combat qui va durer. Et j'ai souhaité aussi que les ministres puissent revenir dans les prochaines semaines de manière régulière pour s'assurer que tout s'effectue de manière normale. Nous donnerons aussi à la préfecture, les moyens de faire ce qui est nécessaire en termes humains pour pouvoir gérer ce fonds.

Il est évident que dans les prochaines semaines et les prochains mois, il faudra sans doute aussi tirer toutes les conséquences de ce qui s'est passé. Des inspections administratives ont été demandées afin de pouvoir comprendre, éventuellement identifier les responsabilités, corriger ce qui doit l'être et aussi prendre de manière rapide, avec les collectivités compétentes, les décisions indispensables. Nous proposons donc sans attendre et dès cette année en loi de finances, de doubler le taux de subventions apportées par le fonds Barnier pour financer tous les travaux de mise en sécurité des bâtiments en zone inondable lorsqu'ils sont prescrits par les plans de prévention des risques d'inondations aux habitations. Et nous apporterons de manière accélérée toutes les modifications à ces plans si les analyses l'imposent.

J'ai aussi demandé au ministre de la Transition écologique et solidaire de renforcer notre dispositif de prévision des pluies intenses pour qu'il soit plus réactif, plus robuste et pour que les alertes puissent être déclenchées de manière plus fine encore. Et le ministre de l'Intérieur fera aussi des propositions pour améliorer l'efficacité de notre dispositif d'alerte à l'égard de toutes les collectivités.

Nous devons ensemble construire une véritable société de la vigilance, c'est-à-dire aussi éduquer davantage les populations, l'ensemble des acteurs, à ce type de risques, sans doute procéder à des entraînements, nous améliorer collectivement dans la conscience que chacun doit avoir

des premiers gestes, des réflexes, de l'organisation collective en cas d'événement comparable. Et il nous faudra, là aussi, peut-être un peu changer nos habitudes et tirer toutes les conséquences de ce que nous venons de vivre.

Bien évidemment, nous avons également déclenché depuis le premier jour, les mécanismes d'aide aux victimes indispensables : des cellules sont mises en place et commune par commune, seront présentes partout où c'est nécessaire ; le dispositif départemental est activé et la déléguée interministérielle nous accompagne aujourd'hui pour accompagner l'ensemble de celles et ceux qui travaillent sur ce sujet. Et je veux ici rendre un hommage particulier à France victimes.

Il ne faudra pas négliger dans les prochains jours, les prochaines semaines le désarroi de nos concitoyens, le traumatisme qui remonte, les peurs auxquelles il faut répondre, les traumatismes enfouis qu'il faudra aussi réparer ; il faudra de la patience et nous serons là.

Mesdames, Messieurs, mes chers amis, tous ce que je viens d'énumérer et qui n'est pas exhaustif, de l'engagement de l'Etat, c'est ce que celui-ci doit aux courageux que vous êtes et à nos concitoyens. Mais je veux ici vous dire peut-être autre chose et au fond bien davantage et je vous le dis ici à Trèbes, Monsieur le Maire, cette ville qui a déjà eu à subir les drames que nous connaissons, au printemps dernier ; une ville que j'ai vue debout, courageuse et vous au premier chef et qui aujourd'hui à nouveau est mordue par le destin. Trèbes, c'est une ville de la République et la République, c'est vous.

Ce que vous avez fait ces derniers jours, ces dernières heures, c'est la République ; c'est cette solidarité exceptionnelle qui fait qu'on n'a plus peur de rien parce qu'il y a une vie à sauver, qu'on ne sait plus si c'est alors le jour ou la nuit parce qu'on doit être là, qui fait qu'on ne craint plus parce qu'on doit faire, qui fait qu'on tient debout parce que tant d'autres s'accrochent à nous et en ont besoin. La République, c'est cette vague plus forte que toutes les vagues qui ont frappé vos communes, celle de la solidarité nationale, d'une cohésion qui nous tient et que depuis ce matin, j'ai senti, vu chez tous nos concitoyens. Ils ont tous dit merci, merci à vous pour ce que vous avez fait ; ils ont tous senti ça. Et dans la France entière, vous avez vu se lever cette vague de solidarité nationale ; vous avez vu des jeunes et moins jeunes venir de la France entière pour aider, secourir, débayer ; c'est cela la République. Et donc au-delà de toutes les aides, de tout ce que nous allons continuer à faire dans notre département de l'Aude pour les mois qui viennent, pour reconstruire, rebâtir, réparer, vous avez donné un formidable visage de la République. Et cela, nul ne peut le décréter.

Et moi je suis venu vous le dire et vous dire combien je suis fier de vous et vous dire combien la France tout entière peut être fière de ce qu'elle est dans des moments comme celui-ci et combien tous nos concitoyens peuvent être fiers que dans des moments où tout bascule, il y ait les courageux et les courageuses que vous êtes et qui avez tenu, parce que nous tiendrons et nous tiendrons jusqu'au bout.

Alors merci pour cela. Je suis fier de vous. Je suis fier de nous.
Vive la République et vive la France.

Annex 10. Translated Speech Emmanuel Macron

Ministers, Mr. Mayor, Madam President of the Regional Council, Mr. President of the Departmental Council, Members of Parliament, Elected Officials, Ladies and Gentlemen, members of the rescue forces, security forces, military, My dear friends, I wanted us to be able to meet for a few moments here in this gymnasium in Trèbes, to thank you first of all. Thank you all for what you did a week ago, almost hour for hour, during the night that began, from Sunday to Monday, and during the hours and days that followed.

Thank you because your collective mobilization is what saved so many lives. So yes, like you, I am saddened by the 14 people who died, the 76 injured, and the nearly 2,000 people evacuated. But what would we have had if you had not been there?

I would like to express the gratitude of the entire nation to all those who led the more than 1,500 interventions that took place. I have heard the criticism. The people who said: it didn't go fast enough, we didn't do enough! They are welcome to come and help and do more.

What I see here is this exceptional solidarity that, day and night, from the very first hours and without ever ceasing, allowed so many lives to be saved. You, the 450 professional and volunteer firefighters of the Aude, who were the first to intervene and have continued to support the people of the Aude ever since; you, the 400 firefighters from all over France, who came to lend a hand to your comrades in order to save and rescue; you, the 360 young firemen who distributed water and participated in the clean-up; you, the 250 gendarmes and police officers who were on the front line to ensure the safety of our fellow citizens, especially their property, and who saved so many lives; you, the 85 students of the 47th class of peacekeepers, their supervisors from the National Police Training School, who aim to provide assistance to the local authorities to help the affected populations; you, the soldiers of the 3rd RPIMa, based in Carcassonne, who came to support the security actions from the very first hours; you, the 150 soldiers of the Civil Security who ensured that the day after was a reassuring horizon for the affected populations; you, the

crews of the 7 Civil Security helicopters, who in the storm, helped save several hundred victims; you, the volunteers of the approved Civil Security associations who, listening only to your heart, walked the streets, the flooded houses, bringing assistance to all those who were left there, often disoriented; You, municipal police officers, agents of all the affected communes and neighboring communes; you, agents of the State and of all the services - of all the services - who were present, from the DREAL, the DDT, through the prefecture and the sub-prefecture, mobilized without respite; you, agents and employees of public and private companies, who worked without interruption to restore electricity, gas, water, telephone, everything that the victims needed. And all of you, dear elected officials, mayors, municipal elected officials, departmental and regional elected officials, members of parliament, who have not counted your time and energy, who have committed yourselves from the very first hours, sometimes at the risk of your own lives, who have assisted, helped, rescued, dressed the wounds and tried to alleviate the pain; to all of you, I have come to say thank you To all of you, I have come to say thank you.

C'est ce que vous avez fait durant ces jours qui nous permet de nous tenir debout, de nous regarder tels que nous sommes. Merci de cela.

Alors je sais que beaucoup est attendu de l'Etat - et c'est légitime dans un moment tel que celui-ci. J'ai eu l'occasion d'échanger ces dernières heures, ces derniers jours, avec vos élus et je sais que dans de telles circonstances, il nous faut agir vite et de manière pragmatique. J'ai demandé au Premier ministre qui s'est rendu dans le département dès les premières heures et au gouvernement où plusieurs ministres m'accompagnent encore aujourd'hui, d'enclencher avec célérité les dispositifs de soutien nécessaires, de débloquer les crédits et d'accélérer les procédures. Les ministres y reviendront et je veux ici vous donner un cap, clair : sans attendre, un premier arrêté portant reconnaissance de l'état de catastrophe naturelle, a été pris et concerne 126 communes. Il a été publié jeudi dernier au Journal officiel. Cette liste n'est pas définitive et les nouvelles demandes qui seront formulées dans les prochains jours seront traitées dans le cadre d'une procédure accélérée. La commission catastrophe naturelle se réunira dès la semaine prochaine pour ajouter les communes qui en feront la demande.

La Fédération Française des Sociétés d'Assurances, dont je salue le président, a pris l'engagement de ne pas exiger le paiement [*des pénalités] de franchises et de porter de 10 à 30 jours le délai de dépôt de dossiers et de mobiliser tous les experts nécessaires dans les délais les plus rapides. J'ai aussi demandé au gouvernement que ce dispositif soit réformé sous 6 mois afin de le rendre encore plus simple.

Concernant les secours aux personnes, le fonds de secours d'extrême urgence a été rapidement débloqué pour verser des aides individuelles et l'Etat, avec le département, ont mobilisé ainsi un guichet unique, simple qui, depuis vendredi dernier, fonctionne. 500 euros par adulte, 200 euros par enfant et il continuera à fonctionner pour tous nos concitoyens qui en ont besoin.

Nous allons déclencher les mécanismes pour aussi accompagner les commerçants, les artisans, les agriculteurs en permettant un moratoire sur les Urssaf - c'est ce qui est attendu et ce qui est légitime - et en permettant que les calamités agricoles viennent suivre la reconnaissance d'une catastrophe naturelle. C'est ce que nous devons aussi à nos agriculteurs et je sais combien c'est important dans le département.

Les dépenses d'hébergement et d'assistance engagées par les collectivités locales seront couvertes par le fonds d'aide au relogement d'urgence, avec un taux de remboursement de 100% des dépenses engagées. Concernant les biens non assurables des collectivités, la dotation de solidarité en faveur de l'équipement des collectivités territoriales touchées par des événements climatiques, a été activée. Mais là, au fond, et j'ai entendu vos demandes, nous devons faire simple. On ne peut pas dire que sur le terrain, les gens sont en charge quand la catastrophe est là et qu'ensuite, tout devrait être décidé à Paris et tout redevient compliqué quand le quotidien reprend ses droits. Ce n'est pas la République que je veux et ce n'est pas la République à laquelle vous croyez non plus. Et donc je souhaite que nous puissions avoir une réponse rapide, simple, pragmatique.

It is therefore the prefect representing the State in the department, who will have to manage, with all the mayors, with the department and the region the devices. Concerning what is called the obsolescence coefficient - I discovered this perhaps like you - it means that we only reimburse things well if they are recent and that we would reimburse badly the equipment of the communities when they are old - well it will be up to the prefect not to apply it each time that the situation of the commune requires it or that the circumstances impose it. Let's keep it simple. I believe that no municipality here present has chosen to see its bridge knocked down, its school destroyed, its gymnasium massacred, none; I do not see why I would apply a coefficient of obsolescence to them.

In the same way, the State will reimburse 100% on the decision of the prefect and consequently will be able to derogate from the rule of the obligation of minimum participation of the commune or the department or the region, normally of 20%. I cannot ask municipalities already in financial difficulty, a department which has so many challenges that it did not choose and that it faces courageously, to go and pay because it would be the principle, 20% of the expenses to be committed. Here too, we will do things in a simple, effective and direct way.

And in the same way, so that the things go quickly, I wished that we could set up a working fund which will be managed directly by the prefect; it will be obviously in its final amount, according to the whole of the observations which will be made and of the definitive figures but from now on, we know that it will be at least 80 million euros which will be to disburse and it is thus such a fund which, in the next days, will be put at the disposal of the prefect so that the State brings its support to the whole of the elected representatives. A clear commitment, quickly, simple rules not to ask those who suffer and who already have so many difficulties, to have the complexities to manage or the bureaucracy to accompany.

In the same way, I want our fellow citizens who have lost everything, in addition to a quick response from the insurance companies, to have a clear, quick accompaniment, so that their papers, their personal documents, the identity card, the papers necessary for daily life, banking, the different cards they need and that the administration issues, are given back to them in a quick and free way

Concerning waste, I know that it is a concern for many of the elected representatives here present and for a good part of the rescue forces as well, the military detachments of the Civil Security will continue to participate in the reconnaissance of ice jams, on the sectors designated by the prefect, in support of the mixed syndicate. All the waste is transported to platforms in Carcassonne and Narbonne for treatment. And on this, we will mobilize, beyond the eco-organizations already mobilized to take back free of charge what is sorted, we will mobilize all the necessary state credits, in particular those of the ADEME. For the rest, measures have been taken so that the landfill of Narbonne can accept this exceptional volume of waste.

Concerning water and sanitation networks, the Rhone-Mediterranean-Corsica Water Agency will increase the rate of subsidies for reconstruction operations within the framework of this 11th program, and I hope that the Basin Committee can take a decision to increase its commitment to 50%.

Beyond crisis management and for reconstruction, the engineering and support section of the military formations of civil security will support the civilian means of SMMAR and I confirm that the work undertaken will be eligible for the solidarity grant. Finally, by decree, local authorities will benefit from an advance payment of the VAT compensation fund.

These are some of the emergency measures and they will be completed by the members of the government in the next few hours and days in order to legitimately support our inhabitants, our farmers, our shopkeepers and our elected officials in this fight that will last. And I also wished that the ministers could come back in the next weeks in a regular way to make sure that everything is done in a normal way. We will also give the prefecture the means to do what is necessary in human terms to manage this fund.

It is obvious that in the coming weeks and months, all the consequences of what has happened will have to be drawn. Administrative inspections have been requested in order to understand, possibly identify the responsibilities, correct what needs to be corrected and also to take the necessary decisions quickly, with the competent authorities. We are therefore proposing, without delay and as of this year in the Finance Act, to double the rate of subsidies provided by the Barnier Fund to finance all safety work on buildings in flood-prone areas when they are prescribed by flood risk prevention plans for homes. And we will accelerate all modifications to these plans if the analyses require it.

I have also asked the Minister of Ecological Transition and Solidarity to strengthen our intense rainfall forecasting system so that it is more responsive, more robust and so that alerts can be triggered even more precisely. And the Minister of the Interior will also make proposals to improve the effectiveness of our warning system for all communities.

Together we must build a real society of vigilance, that is to say, we must also educate the population, all the actors, more about this type of risk, undoubtedly carry out training, improve collectively in the awareness that everyone must have of the first gestures, reflexes, and collective organization in case of a comparable event. And here again, we will have to change our habits a little and draw all the consequences of what we have just experienced.

Of course, we have also set in motion, since the first day, the necessary mechanisms to help the victims: cells have been set up and commune by commune, will be present wherever necessary; the departmental mechanism has been activated and the interministerial delegate is with us today to accompany all those who are working on this subject. And I would like to pay a special tribute to France's victims.

In the coming days and weeks, we must not neglect the confusion of our fellow citizens, the trauma that is surfacing, the fears that must be addressed, the buried traumas that must also be repaired; patience is needed and we will be there.

Ladies and Gentlemen, my dear friends, all of what I have just enumerated, which is not exhaustive, of the State's commitment, is what it owes to the courageous people that you are and to our fellow citizens. But I want to tell you something else and much more, and I say it here in Trèbes, Mr. Mayor, this city that has already suffered the tragedies we know, last spring; a city that I saw standing, courageous and you in the first place and that today again is bitten by fate. Trèbes is a city of the Republic and the Republic is you.

What you have done in the last few days, in the last few hours, is the Republic; it is this exceptional solidarity that makes us no longer afraid of anything because there is a life to be saved, that makes us no longer know if it is day or night because we have to be there, that makes us no longer afraid because we have to do, that makes us stand up because so many others are clinging to us and need it. The Republic is this wave that is stronger than all the waves that have hit your communities, the wave of national solidarity, of a cohesion that holds us together and that since this morning, I have felt and seen in all our fellow citizens. They all said thank you, thank you for what you have done; they all felt that. And all over France, you have seen this wave of national solidarity; you have seen young and not so young people coming from all over France to help,

to rescue, to clear away; that is the Republic. And so, beyond all the aid, beyond all that we are going to continue to do in our department of Aude for the months to come, to rebuild, to repair, you have given a formidable face to the Republic. And no one can decree that.

And I have come to tell you how proud I am of you and to tell you how proud all of France can be of what it is at times like this and how proud all of our fellow citizens can be that at times when everything is tipping over, there are the courageous men and women that you are and that you have held on, because we will hold on and we will hold on until the end.

So thank you for that. I am proud of you. I am proud of us.
Long live the Republic and long live France.

Annex 11. Coding Scheme Emmanuel Macron Speech: Emotion-detection

Content - meaning unit & coding unit	Type	Indicators and emotions					
Paragraph 1		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Mesdames et Messieurs les Ministres, Monsieur le Maire, Madame la Présidente du Conseil régional, Monsieur le Président du Conseil départemental, Mesdames et Messieurs les Parlementaires, Mesdames et Messieurs les Elus, Mesdames, Messieurs, membres des forces de secours, des forces de sécurité, militaires, Mes chers amis, Je tenais à ce que nous puissions nous retrouver quelques instants ici, dans ce gymnase de Trèbes, pour vous dire avant toute chose merci. Merci à toutes et tous pour ce que vous avez fait il y a une semaine, quasiment heure pour heure, dans cette nuit		☐	☐	☐	☐	☐	☒
	<i>Textual</i>	No textual indicators - neutrality. He's saying thanks.					
	<i>Physical</i>	No indicators for emotions, but a lot of eye contact with the public.					
	<i>Audio</i>	No indicators - neutrality.					

qui a commencé, de dimanche à lundi, et pendant les heures et les jours qui ont suivi. Video Timestamp: 00:00-00:58							
Paragraph 2		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Merci parce que votre mobilisation collective est celle qui a permis de sauver tant de vies. Alors oui, comme vous, je porte la tristesse des 14 personnes décédées, des 76 blessés, des près de 2.000 personnes évacuées. Mais quel bilan aurions-nous eu si vous n'aviez pas été là ? Video Timestamp: 00:59-01:28		☐	☐	☐	☐	☒	☒
	<i>Textual</i>	Textual indicator for sadness: “je porte la tristesse des 14 personnes décédées - I carry the sadness/I am saddened by”. However, there’s also some neutrality due to the numbers “14 personnes décédées, des 76 blessés, des près de 2.000 personnes évacuées - 4 people who died, the 76 injured, and the nearly 2,000 people evacuated.”					
	<i>Physical</i>	A lot of contact with the audience around him, but not necessarily indication for sadness.					
	<i>Audio</i>	Seems to have a saddened tone.					
		Comment: this is the only time in the 20-minute speech that he refers to those that passed away due to the floods. His speech only very briefly focuses on the deaths and sadness accompanying it and then rather talks about emergency services and his gratitude towards them.					
Paragraph 3		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality

Ce merci, c'est celui de la Nation tout entière que je veux ici adresser à toutes celles et ceux qui ont conduit les plus de 1.500 interventions qui se sont tenues. J'ai entendu les critiques. Les gens qui disaient: ça n'est pas allé assez vite, on n'a pas fait suffisamment! Ils sont les bienvenus pour venir aider et faire davantage. Video Timestamp: 01:29-01:55		☒	☐	☐	☐	☐	☐
	Textual	Indicator for anger, not a specific word but the language expression: “J'ai entendu les critiques. Les gens qui disaient: ça n'est pas allé assez vite, on n'a pas fait suffisamment ! Ils sont les bienvenus pour venir aider et faire davantage. - I have heard the criticism. The people who said: it didn't go fast enough, we didn't do enough! They are welcome to come and help and do more.” Also, expresses gratitude, but it is not an emotion related to this analysis.					
	Physical	The slight frowning combined with the textual indicator also indicates some degree of anger.					
	Audio	Heightened voice also indicates anger.					
	Comment: as with any emotion, there is a degree of emotion. Macron is not outright angry or enraged. But his changes in words, tone and facial expression do indicate a small degree of expressed anger.						
Paragraph 4		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Ce que je vois ici, c'est cette solidarité exceptionnelle qui, jour et nuit, dès les heures qui ont suivi et sans jamais cesser, ont permis de sauver tant de vies. Vous, les 450 sapeurs-pompiers professionnels et volontaires de l'Aude, qui êtes intervenus les premiers et continuez sans relâche depuis de soutenir les Audois; vous, les 400 sapeurs-pompiers de toute la France, qui êtes venus prêter main forte à vos camarades pour sauver et secourir; vous, les 360 jeunes sapeurs-pompiers qui distribuent de l'eau et		☐	☐	☐	☐	☐	☒
	Textual	Follows with expressing gratitude to individual groups -- not indicator researched in this context. No indicator for analysed emotions - neutrality.					
	Physical	A lot of eye contact but also looking at the speech a lot. No emotional indicators - neutrality.					
	Audio	No indicators - neutrality.					

participent au nettoyage; vous, les 250 gendarmes et policiers qui avez été en première ligne pour assurer la sécurité de nos concitoyens, notamment celle de leurs biens et qui ont sauvé tant de vies; vous, les 85 élèves de la 47e promotion de gardiens de la paix, leurs encadrants de l'Ecole nationale supérieure d'application de la police nationale, qui vise à apporter une aide aux autorités locales pour porter secours aux populations sinistrées; vous, militaires du 3e RPIMa, basés à Carcassonne et qui sont venus en appui pour les actions de sécurisation dès les premières heures; vous, les 150 militaires de la Sécurité civile qui faites en sorte que le jour d'après constitue un horizon rassurant pour les populations éprouvées; vous, les équipages des 7 hélicoptères de la sécurité civile, qui dans la tempête, avez permis de sauver plusieurs centaines de sinistrés; vous, les bénévoles des associations agréées de sécurité civile qui, n'écoulant que votre coeur, avez arpenté les rues, les maisons inondées, portant assistance à tous ceux qui étaient restés là, souvent désorientés; vous, policiers municipaux, agents de toutes les communes touchées et des communes voisines ; vous, agents de l'Etat et de tous les services - de tous les services - qui avez été présents, de la DREAL, de la DDT, en passant par préfecture et sous-préfecture, mobilisés sans relâche; vous, les agents et salariés des		
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entreprises publiques et privées, qui oeuvrez sans discontinuer pour rétablir l'électricité, le gaz, l'eau, le téléphone, tout ce dont les victimes ont besoin. Et vous tous, chers élus, maires, élus municipaux, élus départementaux et régionaux, parlementaires qui n'avez pas compté votre temps et votre énergie, qui vous êtes engagés, dès les premières heures parfois au risque de votre vie propre, qui avez assisté, aidé, secouru, pansé les plaies et essayé d'atténuer les peines; à vous tous, je suis venu dire merci. Merci. Video Timestamp: 01:56-5:23							
Paragraph 5		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
C'est ce que vous avez fait durant ces jours qui nous permet de nous tenir debout, de nous regarder tels que nous sommes. Merci de cela. Video Timestamp: 05:24-05:40		☐	☐	☐	☐	☒	☐
	<i>Textual</i>	No operationalized indicators present, however the expression evokes some sadness. "C'est ce que vous avez fait durant ces jours qui nous permet de nous tenir debout - it is what you have done during these days that allows us to stand, to look at ourselves as we are."					
	<i>Physical</i>	Eye contact with the crowd and drawn together brows - indicates some sadness.					

	<i>Audio</i>	Voice change, sounds sadder.					
Paragraph 6		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Alors je sais que beaucoup est attendu de l'Etat - et c'est légitime dans un moment tel que celui-ci. J'ai eu l'occasion d'échanger ces dernières heures, ces derniers jours, avec vos élus et je sais que dans de telles circonstances, il nous faut agir vite et de manière pragmatique. J'ai demandé au Premier ministre qui s'est rendu dans le département dès les premières heures et au gouvernement où plusieurs ministres m'accompagnent encore aujourd'hui, d'enclencher avec célérité les dispositifs de soutien nécessaires, de débloquer les crédits et d'accélérer les procédures. Les ministres y reviendront et je veux ici vous donner un cap, clair : sans attendre, un premier arrêté portant reconnaissance de l'état de catastrophe naturelle, a été pris et concerne 126 communes. Il a été publié jeudi dernier au Journal officiel. Cette liste n'est pas définitive et les nouvelles demandes qui seront formulées dans les prochains jours seront traitées dans le cadre d'une procédure accélérée. La commission catastrophe naturelle se réunira dès la semaine prochaine pour ajouter les communes qui en feront la demande.		☐	☐	☐	☐	☐	☒
	<i>Textual</i>	No emotional indicators - neutrality. Factual explanation.					
	<i>Physical</i>	No emotional indicators - neutrality.					
	<i>Audio</i>	No emotional indicators - neutrality.					

Video Timestamp: 05:41-06:52							
Paragraph 7		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
La Fédération Française des Sociétés d'Assurances, dont je salue le président, a pris l'engagement de ne pas exiger le paiement [*des pénalités] de franchises et de porter de 10 à 30 jours le délai de dépôt de dossiers et de mobiliser tous les experts nécessaires dans les délais les plus rapides. J'ai aussi demandé au gouvernement que ce dispositif soit réformé sous 6 mois afin de le rendre encore plus simple. Video Timestamp: 06:53-07:19		☐	☐	☐	☐	☐	☒
	<i>Textual</i>	No emotional indicators - neutrality. Factual explanation.					
	<i>Physical</i>	No emotional indicators - neutrality.					
	<i>Audio</i>	No emotional indicators - neutrality.					
Paragraph 8		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Concernant les secours aux personnes, le fonds de secours d'extrême urgence a été rapidement débloqué pour verser des aides individuelles et l'Etat, avec le département, ont mobilisé ainsi un guichet unique, simple qui, depuis vendredi dernier, fonctionne. 500 euros par adulte, 200 euros par enfant et il continuera		☐	☐	☐	☐	☐	☒
	<i>Textual</i>	No emotional indicators - neutrality. Factual explanation.					
	<i>Physical</i>	No emotional indicators - neutrality.					
	<i>Audio</i>	No emotional indicators - neutrality.					

à fonctionner pour tous nos concitoyens qui en ont besoin. Video Timestamp: 07:20-07:44							
Paragraph 9		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Nous allons déclencher les mécanismes pour aussi accompagner les commerçants, les artisans, les agriculteurs en permettant un moratoire sur les Urssaf - c'est ce qui est attendu et ce qui est légitime - et en permettant que les calamités agricoles viennent suivre la reconnaissance d'une catastrophe naturelle. C'est ce que nous devons aussi à nos agriculteurs et je sais combien c'est important dans le département. Video Timestamp: 07:45-08:11		☐	☐	☐	☐	☐	☒
	<i>Textual</i>	No emotional indicators - neutrality. Factual explanation.					
	<i>Physical</i>	No emotional indicators - neutrality.					
	<i>Audio</i>	No emotional indicators - neutrality.					
Paragraph 10		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Les dépenses d'hébergement et d'assistance engagées par les collectivités locales seront couvertes par le fonds d'aide au relogement d'urgence, avec un taux de remboursement de 100% des dépenses engagées.		☒	☐	☐	☐	☐	☒
	<i>Textual</i>	No emotional indicators - neutrality. Factual explanation.					

Concernant les biens non assurables des collectivités, la dotation de solidarité en faveur de l'équipement des collectivités territoriales touchées par des événements climatiques, a été activée. Mais là, au fond, et j'ai entendu vos demandes, nous devons faire simple. On ne peut pas dire que sur le terrain, les gens sont en charge quand la catastrophe est là et qu'ensuite, tout devrait être décidé à Paris et tout redevient compliqué quand le quotidien reprend ses droits. Ce n'est pas la République que je veux et ce n'est pas la République à laquelle vous croyez non plus. Et donc je souhaite que nous puissions avoir une réponse rapide, simple, pragmatique. Video Timestamp: 08:12-09:07	<i>Physical</i>	During his political message in the last few sentences he makes a hand gesture that can be attributed to a slight degree of anger. For the rest, his body language and facial expressions remain neutral.					
	<i>Audio</i>	No emotional indicators - neutrality.					
		Comment:.. No emotional indicators, but presence of highly political message: “ I have heard your demandes, and we will keep it simple. We cannot say that on the ground, people are in charge when the disaster is there and then, everything should be decided in Paris and everything becomes complicated again when the daily life takes over. This is not the Republic I want and it is not the Republic you believe in either. And so I wish that we could have a quick, simple, pragmatic answer.”					
Paragraph 11		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
C'est donc le préfet représentant l'Etat dans le département, qui aura à gérer, avec l'ensemble des maires, avec le département et la région les dispositifs. Concernant ce qu'on appelle le coefficient de vétusté - j'ai découvert ça peut être comme vous - ça veut dire qu'on ne rembourse bien les choses que si elles sont récentes et qu'on rembourserait mal les équipements des collectivités		☐	☐	☐	☐	☐	☒
	<i>Textual</i>	No emotional indicators - neutrality. Factual explanation.					
	<i>Physical</i>	No emotional indicators - neutrality.					
	<i>Audio</i>	No emotional indicators - neutrality.					
		Comment: Again a political message. “Let's keep it simple. I believe that no municipality here present has					

quand elles sont anciennes - eh bien il appartiendra au préfet de ne pas l'appliquer à chaque fois que la situation de la commune l'exige ou que les circonstances l'imposent. On va faire simple. Je crois qu'aucune commune ici présente n'a choisi de voir son pont bousculé, son école détruite, son gymnase massacré, aucune; je ne vois pas pourquoi je leur appliquerais un coefficient de vétusté. Video Timestamp: 09:08-09:57		chosen to have its bridge knocked down, its school destroyed, its gymnasium massacred, none; I do not see why I would apply an obsolescence coefficient to them.”					
Paragraph 12		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
De la même manière, l'Etat remboursera 100% sur décision du préfet et par conséquent pourra déroger à la règle de l'obligation de participation minimale de la commune ou du département ou de la région, normalement de 20%. Je ne peux pas demander à des communes déjà en difficulté financière, à un département qui a tant de défis qu'il n'a pas choisis et qu'il affronte courageusement, d'aller payer parce que ce serait le principe, 20% des dépenses à engager. Là aussi, nous ferons les choses de manière simple, efficace et directe.		☐	☐	☐	☐	☐	☒
	<i>Textual</i>	No emotional indicators - neutrality. Factual explanation.					
	<i>Physical</i>	No emotional indicators - neutrality.					
	<i>Audio</i>	No emotional indicators - neutrality.					
		Comment: Again a political message. “I cannot ask municipalities already in financial difficulty, a department which has so many challenges that it did not choose and that it faces courageously, to go and pay because it would be the principle, 20% of the expenses to be committed.”					

Video Timestamp: 09:58-10:34							
Paragraph 13		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Et de la même manière, pour que les choses aillent vite, j'ai souhaité que nous puissions mettre en place un fonds de roulement qui sera géré directement par le préfet ; il sera évidemment dans son montant final, fonction de l'ensemble des constats qui seront faits et des chiffrages définitifs mais d'ores et déjà, nous savons que ce seront au moins 80 millions d'euros qui seront à déboursier et c'est donc un tel fonds qui, dans les prochains jours, sera mis à disposition du préfet pour que l'Etat apporte son soutien à l'ensemble des élus. Un engagement clair, rapide, des règles simples pour ne pas demander à ceux qui souffrent et qui ont déjà tant de difficultés, d'avoir les complexités à gérer ou la bureaucratie à accompagner. Video Timestamp: 10:35-11:20		☐	☐	☐	☐	☐	☒
	Textual	No emotional indicators - neutrality. Factual explanation.					
	Physical	No emotional indicators - neutrality.					
	Audio	No emotional indicators - neutrality.					
		Comment: Financial aspects and political discourse/message: “the State brings its support to the whole of the elected representatives”.					
Paragraph 14		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality

De la même manière, je veux que nos concitoyens qui ont tout perdu, en plus d'une réponse rapide des assurances, puissent avoir un accompagnement clair, rapide là aussi, que leurs papiers, leurs titres personnels, la carte d'identité, les papiers nécessaires au quotidien, bancaires, les différentes cartes dont ils ont besoin et que l'administration délivre, leur soient redonnés de manière rapide et gratuite. Video Timestamp: 11:21-11:48		☐	☐	☐	☐	☐	☒
	<i>Textual</i>	No emotional indicators - neutrality. Factual explanation.					
	<i>Physical</i>	No emotional indicators - neutrality.					
	<i>Audio</i>	No emotional indicators - neutrality.					
Paragraph 15		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Concernant les déchets, je sais que c'est un souci pour nombre d'élus ici présents et pour une bonne partie des forces de secours également, les détachements militaires de la Sécurité civile continueront à participer aux reconnaissances d'embâcles, sur les secteurs désignés par le préfet, en appui du syndicat mixte. Tous les déchets sont acheminés vers des plateformes de Carcassonne et de Narbonne pour être traités. Et là-dessus, nous mobiliserons, au-delà des éco-organismes déjà mobilisés pour reprendre gratuitement ce qui est trié, nous mobiliserons l'ensemble des crédits d'Etat nécessaires, en particulier ceux de l'ADEME. Pour le		☐	☐	☐	☐	☐	☒
	<i>Textual</i>	No emotional indicators - neutrality. Factual explanation.					
	<i>Physical</i>	No emotional indicators - neutrality.					
	<i>Audio</i>	No emotional indicators - neutrality.					

reste, les mesures ont été prises pour que la décharge de Narbonne puisse accepter ce volume exceptionnel de déchets. Concernant les réseaux d'eau et d'assainissement, l'Agence de l'eau Rhône-Méditerranée-Corse augmentera le taux de subventions pour les opérations de reconstruction dans le cadre de ce 11e programme et je souhaite que le comité de bassin puisse prendre une délibération conduisant jusqu'à 50% l'engagement qui sera le sien. Video Timestamp: 11:49-12:51							
Paragraph 16		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Au-delà de la gestion de crise et pour la reconstruction, la section Génie et appuis des formations militaires de la sécurité civile viendra en appui des moyens civils du SMMAR et je vous confirme que les travaux engagés seront éligibles à la dotation de solidarité. Les collectivités enfin, par décret, bénéficieront d'un versement anticipé du Fonds de compensation de la TVA.		☐	☐	☐	☐	☐	☒
	<i>Textual</i>	No emotional indicators - neutrality. Factual explanation.					
	<i>Physical</i>	No emotional indicators - neutrality.					
	<i>Audio</i>	No emotional indicators - neutrality.					

Video Timestamp: 12:52-13:20							
Paragraph 17		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Voilà quelques-unes des mesures d'urgence et elles seront complétées par les membres du gouvernement dans les prochaines heures et prochains jours pour accompagner de manière légitime nos habitants, nos exploitants agricoles, nous commerçants, nos élus dans ce combat qui va durer. Et j'ai souhaité aussi que les ministres puissent revenir dans les prochaines semaines de manière régulière pour s'assurer que tout s'effectue de manière normale. Nous donnerons aussi à la préfecture, les moyens de faire ce qui est nécessaire en termes humains pour pouvoir gérer ce fonds. Video Timestamp: 13:21-13:58		☐	☐	☐	☐	☐	☒
	<i>Textual</i>	No emotional indicators - neutrality. Factual explanation.					
	<i>Physical</i>	No emotional indicators - neutrality.					
	<i>Audio</i>	No emotional indicators - neutrality.					
Paragraph 18		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Il est évident que dans les prochaines semaines et les prochains mois, il faudra sans doute aussi tirer toutes les conséquences de ce qui s'est passé. Des		☐	☐	☐	☐	☐	☒
	<i>Textual</i>	No emotional indicators - neutrality. Factual explanation.					

inspections administratives ont été demandées afin de pouvoir comprendre, éventuellement identifier les responsabilités, corriger ce qui doit l'être et aussi prendre de manière rapide, avec les collectivités compétentes, les décisions indispensables. Nous proposons donc sans attendre et dès cette année en loi de finances, de doubler le taux de subventions apportées par le fonds Barnier pour financer tous les travaux de mise en sécurité des bâtiments en zone inondable lorsqu'ils sont prescrits par les plans de prévention des risques d'inondations aux habitations. Et nous apporterons de manière accélérée toutes les modifications à ces plans si les analyses l'imposent. Video Timestamp: 11:59-14:49	<i>Physical</i>	No emotional indicators - neutrality.					
	<i>Audio</i>	No emotional indicators - neutrality.					
Paragraph 19		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
J'ai aussi demandé au ministre de la Transition écologique et solidaire de renforcer notre dispositif de prévision des pluies intenses pour qu'il soit plus réactif, plus robuste et pour que les alertes puissent être déclenchées de manière plus fine encore. Et le ministre de l'Intérieur fera aussi des propositions pour améliorer l'efficacité de notre dispositif d'alerte à l'égard de toutes les collectivités.		☐	☐	☐	☐	☐	☒
	<i>Textual</i>	No emotional indicators - neutrality. Factual explanation.					
	<i>Physical</i>	No emotional indicators - neutrality.					
	<i>Audio</i>	No emotional indicators - neutrality.					

Video Timestamp: 11:50-15:14							
Paragraph 20		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Nous devons ensemble construire une véritable société de la vigilance, c'est-à-dire aussi éduquer davantage les populations, l'ensemble des acteurs, à ce type de risques, sans doute procéder à des entraînements, nous améliorer collectivement dans la conscience que chacun doit avoir des premiers gestes, des réflexes, de l'organisation collective en cas d'événement comparable. Et il nous faudra, là aussi, peut-être un peu changer nos habitudes et tirer toutes les conséquences de ce que nous venons de vivre. Video Timestamp: 15:15-15:49		☐	☐	☐	☐	☐	☒
	<i>Textual</i>	No emotional indicator- neutrality. Factual explanation.					
	<i>Physical</i>	No emotional indicators - neutrality.					
	<i>Audio</i>	No emotional indicators - neutrality.					
Paragraph 21		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Bien évidemment, nous avons également déclenché depuis le premier jour, les mécanismes d'aide aux victimes indispensables : des cellules sont mises en		☐	☐	☐	☐	☐	☒
	<i>Textual</i>	No emotional indicator- neutrality. Factual explanation on measures.					

place et commune par commune, seront présentes partout où c'est nécessaire; le dispositif départemental est activé et la déléguée interministérielle nous accompagne aujourd'hui pour accompagner l'ensemble de celles et ceux qui travaillent sur ce sujet. Et je veux ici rendre un hommage particulier à France victimes. Video Timestamp: 15:50-16:23	<i>Physical</i>	No emotional indicators - neutrality.					
	<i>Audio</i>	No emotional indicators - neutrality.					
		Comment: 'France victimes' does not refer to French victimes, but is the name of an organisation.					
Paragraph 22		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Il ne faudra pas négliger dans les prochains jours, les prochaines semaines le désarroi de nos concitoyens, le traumatisme qui remonte, les peurs auxquelles il faut répondre, les traumatismes enfouis qu'il faudra aussi réparer; il faudra de la patience et nous serons là. Video Timestamp: 16:24-16:16:43		☐	☐	☐	☐	☐	☒
	<i>Textual</i>	No emotional indicator- neutrality.					
	<i>Physical</i>	No emotional indicators - neutrality.					
	<i>Audio</i>	No emotional indicators - neutrality.					
		Comment: talks about the victims' emotions as well as mental and emotional state of mind, but not his own and sounds neutral whilst doing it. "le désarroi de nos concitoyens, le traumatisme qui remonte, les peurs auxquelles il faut répondre, les traumatismes enfouis - the confusion of our fellow citizens, the trauma that is resurfacing, the fears that must be addressed, the buried traumas that must also be repaired"					
Paragraph 23		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality

Mesdames, Messieurs, mes chers amis, tous ce que je viens d'énumérer et qui n'est pas exhaustif, de l'engagement de l'Etat, c'est ce que celui-ci doit aux courageux que vous êtes et à nos concitoyens. Mais je veux ici vous dire peut-être autre chose et au fond bien davantage et je vous le dis ici à Trèbes, Monsieur le Maire, cette ville qui a déjà eu à subir les drames que nous connaissons, au printemps dernier; une ville que j'ai vue debout, courageuse et vous au premier chef et qui aujourd'hui à nouveau est mordue par le destin. Trèbes, c'est une ville de la République et la République, c'est vous. Video Timestamp: 16:44-17:40		☐	☐	☐	☐	☒	☒
	<i>Textual</i>	No emotional indicators- neutrality.					
	<i>Physical</i>	Facial indications of sadness, drawing together of the brows and slightly teary eyes when saying: “[Trèbes] qui aujourd'hui à nouveau est mordue par le destin - and that today again is bitten by fate”					
	<i>Audio</i>	No emotional indicators - neutrality.					
		Comment: political message, with possible aim of unifying the country “Trèbes, c'est une ville de la République et la République, c'est vous - Trèbes is a city of the Republic and the Republic is you.”					
Paragraph 24		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Ce que vous avez fait ces derniers jours, ces dernières heures, c'est la République; c'est cette solidarité exceptionnelle qui fait qu'on n'a plus peur de rien parce qu'il y a une vie à sauver, qu'on ne sait plus si c'est alors le jour ou la nuit parce qu'on doit être là, qui fait qu'on ne craint plus parce qu'on doit faire, qui fait qu'on tient debout parce que tant d'autres s'accrochent à nous et en ont besoin. La République, c'est cette vague plus forte que toutes les		☐	☐	☐	☐	☒	☒
	<i>Textual</i>	No emotional indicator- neutrality.					
	<i>Physical</i>	Slightly teary eyes and a lot of eye contact, indicates some degree of sadness.					
	<i>Audio</i>	Softer and deepening of voice - indicates some sadness.					
		Comment: political message, with possible aim of unifying the country “Vous avez donné un formidable visage de la République - you have					

vagues qui ont frappé vos communes, celle de la solidarité nationale, d'une cohésion qui nous tient et que depuis ce matin, j'ai senti, vu chez tous nos concitoyens. Ils ont tous dit merci, merci à vous pour ce que vous avez fait ; ils ont tous senti ça. Et dans la France entière, vous avez vu se lever cette vague de solidarité nationale ; vous avez vu des jeunes et moins jeunes venir de la France entière pour aider, secourir, déblayer; c'est cela la République. Et donc au-delà de toutes les aides, de tout ce que nous allons continuer à faire dans notre département de l'Aude pour les mois qui viennent, pour reconstruire, rebâtir, réparer, vous avez donné un formidable visage de la République. Et cela, nul ne peut le décréter. Video Timestamp: 17:41-19:24		given a formidable face to the Republic”					
Paragraph 25		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Et moi je suis venu vous le dire et vous dire combien je suis fier de vous et vous dire combien la France tout entière peut être fière de ce qu'elle est dans des moments comme celui-ci et combien tous nos concitoyens peuvent être fiers que dans des moments où tout bascule, il y ait les courageux et les		☐	☐	☐	☐	☒	☒
	Textual	No indicators for analysed emotions.					
	Physical	Slightly teary eyes at the end of the paragraph indicating sadness.					
	Audio	No indicators for analysed emotions.					
		Comment: political message, with possible aim of unifying the country:					

courageuses que vous êtes et qui avez tenu, parce que nous tiendrons et nous tiendrons jusqu'au bout. Video Timestamp: 19:25-19:59		“And I have come to tell you how proud I am of you and to tell you how proud all of France can be of what it is at times like this and how proud all of our fellow citizens can be that at times when everything is tipping over, there are the courageous men and women that you are and that you have held on, because we will hold on and we will hold on until the end. ”					
Paragraph 26		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Alors merci pour cela. Je suis fier de vous. Je suis fier de nous.		☐	☐	☐	☐	☒	☒
Vive la République et vive la France.		Textual Expression of gratitude, but this is not an analysed emotion in this paper. Absence of indicators - neutrality.					
Video Timestamp: 20:00-20:11		Physical Slightly teary eyes at the end of the paragraph indicating sadness.					
		Audio No emotional indicators - neutrality.					
		Comment: political message, with possible aim of unifying the country. “So thank you for that. I am proud of you. I am proud of us. Long live the Republic and long live France.”					
End of Speech							
After the end of the speech, he and the public start singing “La Marseillaise”, which is the national anthem of France.							
General Comments - Full speech							
This speech came very late, almost a week after - which according to the theoretical framework also has something to do with emotions.							

- Very long speech, 20 minutes. Especially in comparison to other leaders' crisis communication.
- From paragraph 8-18 (out of 26 paragraphs, meaning that almost half his speech is about financials) he talks about the financial aspects. How people are going to be paid back,... - the measures that he took to help people -- makes the tone also fairly neutral.
 - Overall, the speech mostly focuses on measures
- this is the only time in the 20-minute speech that he refers to those that passed away due to the floods (para. 2). His speech only very briefly focuses on the deaths and sadness accompanying it and then rather talks about emergency services and his gratitude towards them and then following with political and financial matters.
- Most times he uses the first singular pronoun 'I' is when conveying a political message: "I have heard the critics" (para. 3), "I have come to say thank you" (para. 5), "I have had the opportunity" (para. 6), "I have demanded" (para. 7), "I have heard your demands [...] this is not the Republic I want [...] I wish" (para. 10), "I believe that no municipality [...] has chosen. [...] I do not see why I would apply" (para. 11), "I cannot ask from municipalities" (para. 12),...
 - But he does not really express emotions, the only times he uses the first singular seems to be when conveying a political message that would portray him positively.
- Although not very neutral-toned or monotone - good public speaker - still barely any emotional expression, whether textual, physical or audio related.
- Although not part of the analysis or indicators, when watching the speech it is not clear whether when expressing emotions, it is sincere.

Annex 12. Alexander De Croo Speech (16.07.2021)

Mesdames et Messieurs,

Notre pays traverse une douloureuse épreuve. Les précipitations extrêmes qui se sont abattues ces derniers jours ont fait des ravages. En termes matériel, mais avant tout en termes humain.

Nos pensées vont donc en premier lieu vers les victimes et leurs proches. Un élan de compassion traverse tout le pays.

Nous pensons également aux familles qui dans l'angoisse et l'incertitude, attendent encore des nouvelles de leurs proches. Ce qui devait être de belles journées estivales s'est soudain transformé en jours sombres et tristes pour nombre de nos compatriotes.

Nous attendons toujours le bilan définitif, mais il se pourrait que ces inondations soient parmi les plus catastrophiques qu'ait jamais connu notre pays. Il s'agit de circonstance tout à fait exceptionnelles, sans précédent dans notre pays.

Of we nu rechtstreeks getroffen zijn, of niet. We zijn allemaal diep geraakt. De federale regering heeft dan ook beslist om op dinsdag 20 juli uit te roepen tot een dag van nationale rouw.

Het zal een moment zijn om stil te staan bij het grote menselijke verlies. Maar ook bij de vele blijken van solidariteit. Van nabijheid. Van verbondenheid.

Ook de feestelijkheden, voorzien voor onze Nationale Feestdag op 21 juli, zullen in beperkter formaat plaatsvinden. Een gedeelte van het materieel zal ook op dat moment nog beschikbaar moeten blijven voor de hulp- en opvangoperaties.

Op moeilijke momenten als dit is het goed te zien dat vanuit overal in ons land hulp komt naar de getroffen gebieden. Van professionele hulpdiensten, maar ook van vele vrijwilligers. We zien spontane solidariteitsacties ontstaan om voedsel en kleding te verzamelen.

Allemaal signalen dat op een moment als dit, op een moment van zware tegenslag, alle tegenstellingen wegvallen en we in ons land schouder aan schouder staan. Ik besef zeer goed dat het onmogelijk is om het grote verlies goed te maken. Maar we kunnen elkaar wel helpen zo goed het kan.

Dat is vandaag onze eerste verantwoordelijkheid. De prioriteit zijn de slachtoffers, zijn de reddingswerken en de opvang, alle mogelijke middelen zijn op dit moment gemobiliseerd.

Gezien de schaal en de grote omvang van de watersnoodramp, is gisterennamiddag ook de federale fase van het rampenplan afgekondigd. De situatie verandert minuut per minuut. En is op heel wat plaatsen nog steeds kritiek.

De minister van Binnenlandse Zaken zal zo meteen verdere toelichting over de stand van zaken van de operaties in verschillende delen van ons land waar brandweer, politiediensten en de civiele bescherming zij aan zij werken. Ook het Belgisch Leger voert mee reddings- en evacuatiemissies en stelt infrastructuur ter beschikking om mensen op te vangen.

Ik wil van dit moment gebruik maken om uitdrukkelijk alle hulpdiensten te danken voor hun inspanningen van de voorbije uren en dagen. Vaak in bijzonder moeilijke omstandigheden, soms op gevaar van hun eigen leven.

We beseffen dat dit ook op onze hulpverleners een zware impact heeft. En daarom voorzien we vanuit Volksgezondheid op het terrein ook hulp en ondersteuning, ook psychosociaal om met deze moeilijke situaties om te gaan. Ook de komende uren en dagen blijven we met de federale regering, de impact van nabij opvolgen.

We zullen alles doen wat nodig is om getroffen gezinnen en gemeenten zoveel mogelijk te ondersteunen. We zullen hen ook bijstaan bij de fase die aanbreekt nadat het water is weggetrokken.

Er zal opvang nodig blijven. Herstellingen zullen moeten gebeuren, huizen opnieuw bewoonbaar gemaakt. Ook daar zullen we schouder aan schouder moeten staan.

De federale regering heeft ook beslist om de zelfstandigen die door het noodweer van de afgelopen dagen zwaar getroffen zijn, het overbruggingsrecht ‘gedwongen onderbreking’ toe te kennen. Ze zullen ook een vrijstelling krijgen van de sociale bijdragen van het derde kwartaal van 2021.

Ik zou, tot slot, willen afsluiten met de vele blijken van internationale solidariteit. Ik heb van heel wat van mijn Europese collega's boodschappen van medeleven en steun ontvangen.

Onze reddingsdiensten hebben ook operationele steun gekregen van verschillende buitenlandse reddingsteams, evenals logistieke ondersteuning met onder meer boten en helikopters.

Ik wil in het bijzonder de snelle steun uit Nederland, Luxemburg, Duitsland, Frankrijk, Italië en Oostenrijk vermelden. Ook een aantal andere landen heeft steun aangeboden die nog wordt geëvalueerd.

Op deze moeilijke momenten waarderen we deze steun en deze sterke Europese solidariteit.

Tegelijk wil ik ook ons medeleven uitspreken met andere landen die zwaar getroffen zijn: Nederland, Luxemburg en in het bijzonder Duitsland waar de menselijke tol bijzonder hoog is.

De volgende uren en dagen zullen we ook verder kijken met de Europese Commissie om het Europese solidariteitsmechanisme te activeren. Zodat we met die financiële steun lokale besturen kunnen bijstaan om mee de geleden schade te helpen opvangen.

Annex 13. Translated Speech Alexander De Croo

Ladies and Gentlemen,

Our country is going through a painful ordeal. The extreme rainfall of the last few days has taken its toll. In material terms, but above all in human terms.

Our thoughts go first of all to the victims and their relatives. An outpouring of compassion is running through the whole country.

We also think of the families who, in anguish and uncertainty, are still waiting for news of their loved ones. What were supposed to be beautiful summer days have suddenly turned into dark and sad days for many of our compatriots.

We are still waiting for the final toll, but these floods could be among the most catastrophic that our country has ever known. It is a very exceptional circumstance, without precedent in our country.

Whether we are directly affected or not. We are all deeply affected. The federal government has therefore decided to declare Tuesday, July 20, a day of national mourning.

It will be a time to reflect on the great human loss. But also at the many expressions of solidarity. Of closeness. Of solidarity.

The festivities planned for our National Holiday on July 21 will also take place in a more limited format. Some of the equipment will also have to remain available at that time for relief and shelter operations.

At difficult times like this, it is good to see help coming to the affected areas from all over our country. From professional emergency services, but also from many volunteers. We see spontaneous solidarity actions emerging to collect food and clothing.

All signs that at a moment like this, at a moment of severe hardship, all oppositions fall away and we stand shoulder to shoulder in our country. I realize very well that it is impossible to make up for the great loss. But we can help each other as best we can.

That is our first responsibility today. The priority are the victims, are the rescue and reception efforts, all possible resources have been mobilized at this time.

Given the scale and magnitude of the flood disaster, the federal phase of the emergency plan was also declared yesterday afternoon. The situation is changing minute by minute. And is still critical in many places.

In a moment, the Minister of the Interior will give further explanations on the state of operations in different parts of our country where fire departments, police forces and civil protection are working side by side. The Belgian Army is also participating in rescue and evacuation missions and providing infrastructure to accommodate people.

I would like to take this moment to expressly thank all emergency services for their efforts over the past hours and days. Often in particularly difficult circumstances, sometimes at the risk of their own lives.

We realize that this also has a heavy impact on our aid workers. And that is why we are also providing help and support from Public Health in the field, including psychosocial support to deal with these difficult situations. In the coming hours and days, we will continue to closely monitor the impact with the federal government.

We will do whatever it takes to support affected families and communities as much as possible. We will also assist them in the phase that comes after the water has receded.

Shelter will continue to be needed. Repairs will have to be made, houses made habitable again. There too we will have to stand shoulder to shoulder.

The federal government has also decided to grant "forced interruption" bridging rights to the self-employed who have been severely affected by the storms of recent days. They will also receive an exemption from social security contributions from the third quarter of 2021.

Finally, I would like to conclude with the many expressions of international solidarity. I have received messages of sympathy and support from many of my European colleagues.

Our rescue services have also received operational support from several foreign rescue teams, as well as logistical support including boats and helicopters.

I would particularly like to mention the prompt support from the Netherlands, Luxembourg, Germany, France, Italy and Austria. A number of other countries also offered support that is still being evaluated.

At these difficult moments, we appreciate this support and this strong European solidarity.

At the same time, I would also like to express our sympathy to other countries that have been severely affected: The Netherlands, Luxembourg and especially Germany where the human toll is particularly high.

In the next hours and days, we will also look further with the European Commission to activate the European solidarity mechanism. So that, with this financial support, we can assist local governments to help deal with the damage suffered.

Annex 14. Coding scheme Alexander De Croo Speech: Emotion-detection

Content - meaning unit & coding unit	Type	Indicators and emotions					
Paragraph 1		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Dames en Heeren,		☐	☐	☐	☐	☒	☒
	<i>Textual</i>	“douloureuse épreuve” - “painful ordeal” -- could indicate some form of					

Mesdames et Messieurs, Notre pays traverse une douloureuse épreuve. Les précipitations extrêmes qui se sont abattues ces derniers jours sur notre pays ont fait des ravages. En termes matériel, mais avant tout en termes humain. Video Timestamp: 00:30-00:51		sadness. Otherwise no textual indicators, neutrality.					
	<i>Physical</i>	Other than looking at his speech, no physical indicators.					
	<i>Audio</i>	No audio/tone indicators.					
Paragraph 2		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Nos pensées vont aujourd’hui maintenant, en premier lieu vers les victimes et leurs proches. On voit qu’il y a un vrai élan de compassion traverse notre pays. Video Timestamp: 00:52-1:03		☐	☐	☐	☐	☒	☒
	<i>Textual</i>	Mentioning compassion and thinking about the victims shows the limited presence of sadness.					
	<i>Physical</i>	No physical indicators. Absence of emotional indicators = presence of neutrality.					
	<i>Audio</i>	No audio indicators. Absence of emotional indicators = presence of neutrality.					
Paragraph 3		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Nous pensons également aux familles qui dans l’angoisse et l’incertitude, attendent encore des nouvelles de leurs proches. Ce qui devait être de belles journées estivales s’est soudain transformé en		☐	☐	☐	☒	☐	☒
	<i>Textual</i>	Refers to “angoisse - anxiety” and “incertitude - uncertainty” of others, but he mentions it in a compassionate thoughtful way, potentially indicating his own feeling.					

jours sombres et extrêmement tristes pour nombre de nos compatriotes. Video Timestamp: 01:04-01:31	<i>Physical</i>	No physical indicators - neutrality.					
	<i>Audio</i>	No audio indicators - neutrality.					
	Comment: <i>Imagery:</i>	Juxtaposition of positive and negative imagery: “What were supposed to be beautiful summer days suddenly turned into dark and extremely sad days for many compatriots”					
Paragraph 4		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Nous attendons toujours le bilan définitif, mais il se pourrait que ces inondations soient parmi les plus catastrophiques qu’ait jamais connu notre pays. Il s’agit de circonstances tout à fait exceptionnelles, sans précédent dans notre pays. Of we nu rechtstreeks getroffen zijn, of niet. We zijn allemaal bijzonder diep geraakt door wat er in verbij dagen gebeurd is. Video Timestamp: 01:32-02:01		☐	☐	☐	☐	☒	☒
	<i>Textual</i>	“We zijn allemaal bijzonder diep geraakt - We are all deeply moved” Includes himself in the statement - deeply moved could suggest the presence of the sadness indicator.					
	<i>Physical</i>	No physical indicators - neutrality.					
	<i>Audio</i>	The last sentence shows a variation not only in language, but also in tone. Seems more emotional, indicating some sadness.					
Paragraph 5		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
De federale regering heeft dan ook beslist om op dinsdag 20 juli uit te roepen tot een dag van nationale rouw. Het zal een moment zijn om stil te staan bij het grote menselijke verlies. Zal ook een moment zijn om blij te geven aan solidariteit. Blijk		☐	☐	☐	☐	☒	☒
	<i>Textual</i>	Some textual indicator for sadness.					
	<i>Physical</i>	No physical indicators - neutrality.					

te geven aan nabijheid. Het blijkt te geven aan verbondenheid. Video Timestamp: 02:02-02:25	<i>Audio</i>	No audio indicators - neutrality.					
Paragraph 6		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Ook de feestelijkheden, voorzien voor onze Nationale Feestdag op 21 juli, zullen in beperkter formaat plaatsvinden. Ik denk dat dat verstaanbaar is op het moment waar zoveel mensen nog in bijzonder grote moeilijkheden zich zullen bevinden. En het is ook lohisch aangezien een groot deel van het materieel op dat moment nog volop ingezet zal worden om de plaats van de catastrofe. Video Timestamp: 02:26-02:53		☐	☐	☐	☐	☐	☒
	<i>Textual</i>	Factual, no expression of emotion.					
	<i>Physical</i>	No physical indicators - neutrality.					
	<i>Audio</i>	No audio indicators - neutrality.					
Paragraph 7		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Op een moment als dit is het goed te zien dat er bijzonder veel solidariteit getoond wordt vanuit het ganse lang naar de getroffen diensten. Van professionele hulpverleners, maar ook van vele vrijwilligers. Gezien ook overal spontane		☐	☐	☐	☐	☐	☒
	<i>Textual</i>	Factual, no expression of emotion.					
	<i>Physical</i>	No physical indicators - neutrality.					

solidariteitsacties die ontstaan om voding, kleding en de ander materiaal te kunnen voorzien. Video Timestamp: 02:24-03:17	<i>Audio</i>	No audio indicators - neutrality.					
Paragraph 8		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Allemaal signalen dat op een moment als dit, op een moment van zware tegenslag, dat we in ons land schouder aan schouder staan. Ik besef zeer goed dat het onmogelijk is om het grote verlies goed te maken. Maar wat we vandaag wel kunnen doen is zo mogelijk helpen, zo goed mogelijk elkaar bij staan op een bijzonder moeilijke moment. Video Timestamp: 02:25-03:41		☐	☐	☐	☐	☐	☒
	<i>Textual</i>	No textual indicators of emotion - neutrality.					
	<i>Physical</i>	No physical indicators - neutrality.					
	<i>Audio</i>	No audio indicators - neutrality.					
		Comment: Imagery of unity. “dat we in ons land schouder aan schouder staan. Ik besef zeer goed dat het onmogelijk is om het grote verlies goed te maken. Maar wat we vandaag wel kunnen doen is zo mogelijk helpen, zo goed mogelijk elkaar bij staan op een bijzonder moeilijke moment - that we stand shoulder to shoulder in our country. I am well aware that it is impossible to make up for the great loss. But what we can do today is to help as much as possible, to support each other as best we can at a particularly difficult moment.”					
Paragraph 9		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Telle est aujourd'hui notre responsabilité. La priorité, c'est les victimes. La priorité, c'est le sauvetage,		☐	☐	☐	☐	☐	☒
	<i>Textual</i>	Factual, no expression of emotion.					

c'est l'accueil. Tous les moyens possibles sont actuellement mobilisés. Video Timestamp: 03:42-03:55	<i>Physical</i>	No physical indicators - neutrality.					
	<i>Audio</i>	No audio indicators - neutrality.					
		Comment: Back to french.					
Paragraph 10		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Compte tenu de l'ampleur et de l'étendue de la catastrophe causée par les intempéries, la phase fédérale a été enclenchée hier après-midi. La situation évolue de minute en minute. Et en de nombreux endroits, la situation reste extrêmement critique. La ministre de l'Intérieur et la ministre Président vous donnerons toute à l'heure plus de détails par rapport à la situation dans les différents endroits, dans les différentes régions et vous donnerons un état de les interventions de la police, des services de pompiers et de la protection civile. Video Timestamp: 03:56-04:35		☐	☐	☐	☐	☐	☒
	<i>Textual</i>	Factual, no expression of emotion.					
	<i>Physical</i>	No physical indicators - neutrality.					
	<i>Audio</i>	No audio indicators - neutrality.					
Paragraph 11		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
L'armée belge participe également à des missions de sauvetage et d'évacuation et met à disposition de		☐	☐	☐	☐	☐	☒

nombreuses infrastructures pour pouvoir maximalement accueillir des victimes ou des gens qui ont perdus leurs maisons ou ne peuvent pas accéder à leur maisons. Video Timestamp: 04:35-04:55	<i>Textual</i>	Factual, no expression of emotion.					
	<i>Physical</i>	No physical indicators - neutrality.					
	<i>Audio</i>	No audio indicators - neutrality.					
Paragraph 12		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Je voudrais profiter de cette occasion pour exprimer ma profonde gratitude à l'égard de tous les services d'urgence pour tous les efforts qu'ils ont fait très souvent, dans des situations extrêmement dangereuses, parfois au péril de leur propre vie. Video Timestamp: 04:56-05:15		☐	☐	☐	☐	☐	☒
	<i>Textual</i>	No textual indicators of analysed emotions - neutrality. He expresses gratitude, but no other sentiments.					
	<i>Physical</i>	No physical indicators - neutrality.					
	<i>Audio</i>	No audio indicators - neutrality.					
Paragraph 13		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Nous sommes bien conscients du lourd impact que tout peut avoir. C'est pour ça que nos services de santé ont mis à disposition tout le soutien qui est disponible pour aider nos services de secours dans des périodes extrêmement difficiles.		☐	☐	☐	☐	☐	☒
	<i>Textual</i>	No textual indicators of analysed emotions - neutrality.					
	<i>Physical</i>	No physical indicators - neutrality.					
	<i>Audio</i>	No audio indicators - neutrality.					

Video Timestamp: 05:16-05:32							
Paragraph 14		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
In de komende uren en dagen blijven we met de federale regering, de impact van bijzonder nabij voor..		☐	☐	☐	☐	☐	☒
We zullen ook alles doen om er voor te zorgen dat getroffen gezinnen en gemeenten zo goed mogelijk ondersteund kunnen worden. Zo dan ook bijstaan, blijven bij staan ook op het moment dat het water opnieuw is weggetrokken. Video Timestamp: 05:33-05:54	Textual	Factual explanation. No textual indicators of analysed emotions - neutrality.					
	Physical	No physical indicators - neutrality.					
	Audio	No audio indicators - neutrality.					
		Switch back to Flemish language.					
Paragraph 15		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Het is duidelijk dat opvang nodig zal blijven. Herstellingen zullen moeten gebeuren, huizen opnieuw bewoonbaar moeten worden gemaakt. Ook daar is het duidelijk dat we schouder aan schouder zullen moeten staan.		☐	☐	☐	☐	☐	☒
	Textual	No textual indicators of analysed emotions - neutrality.					
	Physical	No physical indicators - neutrality.					
	Audio	No audio indicators - neutrality.					

Video Timestamp: 05:54-06:09		Comment: Repeated imagery of unity, same imagery as paragraph 8.					
Paragraph 16		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
De federale regering heeft ook beslist om de zelfstandigen die door het noodweer van de afgelopen dagen zwaar getroffen zijn, het overbruggingsrecht ‘gedwongen onderbreking’ toe te kennen. Ze zullen ook een vrijstelling krijgen van de sociale bijdragen van het derde kwartaal van 2021. Video Timestamp: 06:10-06:26		☐	☐	☐	☐	☐	☒
	<i>Textual</i>	No textual indicators of analysed emotions - neutrality.					
	<i>Physical</i>	No physical indicators - neutrality.					
	<i>Audio</i>	No audio indicators - neutrality.					
Paragraph 17		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Tot slot, willen afsluiten met de vele blijken van internationale solidariteit. Ik heb van heel wat van mijn Europese collega's boodschappen gekregen van steun en van medeleven aan ons en ons Belgen.		☐	☐	☐	☐	☐	☒
	<i>Textual</i>	Talks about emotional expression of others, but is not expressing any himself. No textual indicators - neutrality.					
	<i>Physical</i>	No physical indicators - neutrality.					
	<i>Audio</i>	No audio indicators - neutrality.					

Video Timestamp: 06:27-06:43							
Paragraph 18		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Onze reddingsdiensten hebben ook bijzonder veel operationele steunen gekregen van veel buitenlandse reddingsteams, evenals logistieke ondersteuning met bijvoorbeeld boten en helikopters.		☐	☐	☐	☐	☐	☒
Video Timestamp: 06:44-06:54	<i>Textual</i>	No textual indicators of analysed emotions - neutrality.					
	<i>Physical</i>	No physical indicators - neutrality.					
	<i>Audio</i>	No audio indicators - neutrality.					
Paragraph 19		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Ik wil in het bijzonder de snelle steun uit Nederland, Luxemburg, Duitsland, Frankrijk, Italië en Oostenrijk vermelden. Ook een aantal andere landen heeft steun aangeboden.		☐	☐	☐	☐	☐	☒
Video Timestamp: 06:55-07:06	<i>Textual</i>	No textual indicators of analysed emotions - neutrality.					
	<i>Physical</i>	No physical indicators - neutrality.					
	<i>Audio</i>	No audio indicators - neutrality.					
Paragraph 20		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality

Op deze momenten, op deze momenten waar we zwaar beproefd worden appreciëren wij bijzonder deze Europese steun. Video Timestamp: 07:07-07:14		☐	☐	☐	☐	☐	☒
	<i>Textual</i>	No textual indicators of analysed emotions - neutrality.					
	<i>Physical</i>	No physical indicators - neutrality.					
	<i>Audio</i>	No audio indicators - neutrality.					
Paragraph 21		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Tegelijk wil ik ook ons medeleven uitdrukken aan onze buurlanden die ook bijzonder zwaar getroffen zijn: Nederland, Luxemburg en in het bijzonder Duitsland waar de menselijke tol momenteel reeds zeer hoog is. Video Timestamp: 07:15-07:33		☐	☐	☐	☐	☒	☒
	<i>Textual</i>	“wil ik ook ons medeleven uitdrukken - I would also like to express our condolences” - could indicate some degree of sadness.					
	<i>Physical</i>	No physical indicators - neutrality.					
	<i>Audio</i>	No audio indicators - neutrality.					
Paragraph 22		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
De volgende uren en dagen zullen we ook verder kijken samen met de Europese Commissie welke bij komende mechanisme we kunnen in actie brengen. Vooral om financiële steun sneller kunnen te geven aan lokale besturen die bijzonder bijzonder zwaar		☐	☐	☐	☐	☐	☒
	<i>Textual</i>	No textual indicators of analysed emotions - neutrality.					
	<i>Physical</i>	No physical indicators - neutrality.					
	<i>Audio</i>	No audio indicators - neutrality.					

zijn getroffen. Video Timestamp: 07:34-07:50		
General Comments - Full speech		
• Interesting that he starts his speech in French and then goes into Flemish. • He barely pauses and takes breaks in between words, sentences or paragraphs and does not accentuate anything. • Keeps looking at speech - reinforces a sense of neutrality. Although not monotonous, he does not take any breaks, so there is no significance put on certain statements or sentences that convey sentiments or emotions. • This is only the opening statement of the press conference, other Belgian ministers then talked as well.		

Annex 15. Angela Merkel Speech (15.07.2021)

Meine Gedanken in diesen Stunden, immer auch bei den Menschen, die in der Heimat sind. Bei den Menschen in den Hochwassergebieten in Nordrhein-Westfalen und Rheinland-Pfalz. Und ihnen will ich auch von hier aus ein Zeichen der Anteilnahme und Solidarität schicken.

Ich darf im Übrigen sagen, dass mich viele Botschaften auch von meinen europäischen Kollegen erreichen. Die Solidarität mit Deutschland zeigen und uns auch Hilfe anbieten.

Friedliche Orte durchleben in diesen Stunden eine Katastrophe. Man sagt eine Tragödie. Starkregen und Überschwemmungen beschreiben das als Worte nur unzureichend. Es ist eben deshalb wirklich eine Katastrophe.

Ich bin erschüttert von den Berichten, die mich erreichen aus den Orten, die jetzt ganz unter Wasser stehen. In denen die Menschen in höchster Not auf die Dächer ihrer Häuser sich gerettet haben und hoffentlich auch gerettet werden.

Ich traue um die, die in dieser Katastrophe ihr Leben verloren haben. Noch wissen wir die Zahlen nicht, aber es werden viele sein. Manche in den Kellern ihrer Häuser. Manche als Feuerwehrleute bei dem Versuch, andere in Sicherheit zu bringen und ihren Angehörigen, meine tiefe, tief empfundene Anteilnahme.

Und es sind so viele, um die wir noch bangen müssen und wir dürfen den Angehörigen sagen, es wird alles getan, um auch die, die vermisst sind, zu finden.

Ich habe vorhin mit Ministerpräsidentin Dreyer und mit Ministerpräsident Laschet telefoniert. Sie haben mir von den Orten, an denen die Lage jetzt am kritischsten ist, berichtet. Aber auch von dem unermüdlichen Einsatz der Feuerwehren, der Polizeien, der Bundeswehr, des technischen Hilfswerks und vieler anderer. Und ich möchte den Helfern von ganzem Herzen für ihren Einsatz danken, von dem wir wissen, dass er zum Teil wirklich sehr, sehr gefährlich ist.

Ich halte Kontakt zu dem Vizekanzler Olaf Scholz, mit dem ich heute Vormittag auch gesprochen habe und mit dem Bundesminister Horst Seehofer. Von Seiten des Bundes darf ich sagen, alles was getan werden kann, wo geholfen werden kann, werden wir das tun.

Dies sind für die Menschen in den Überschwemmungsgebieten entsetzliche Tage. Meine Gedanken sind bei ihnen und sie können darauf vertrauen, dass alle Kräfte unseres Staates, von Bundesländern und Gemeinden gemeinsam alles daransetzen werden, auch unter schwierigsten Bedingungen Leben zu retten, Gefahren abzuwenden und Not zu lindern.

Und diese Not wird ja noch eine ganze Weile anhalten und ich habe mit dem Bundesfinanzminister bereits gesprochen, dass wir darüber natürlich auch in der Bundesregierung sprechen können und wie weit wir dann in dem Aufbau arbeiten, die zu leisten sein werden, auch helfen.. Aber heute steht erstmal die akute Situation im Fokus und die Notwendigkeit, Menschenleben zu retten, wo immer das möglich ist. Herzlichen Dank.

Annex 16. Translated Speech Angela Merkel

My thoughts in these hours, always also with the people who are at home. With the people in the flood areas in North Rhine-Westphalia and Rhineland-Palatinate. And I want to send them a sign of sympathy and solidarity from here.

I would also like to say that I have received many messages from my European colleagues. Who show solidarity with Germany and also offer us help.

Peaceful places are going through a catastrophe in these hours. They say a tragedy. Heavy rains and floods do not adequately describe it as words. That is why it is really a catastrophe.

I am shocked by the reports that reach me from the places that are now completely under water. In those places, people in the greatest need have rescued themselves by climbing on the roofs of their houses and that hopefully will be rescued.

I grieve for those who have lost their lives in this catastrophe. We do not know the numbers yet, but there will be many. Some in the basements of their homes. Some as firefighters trying to get others to safety and their loved ones, my deepest, heartfelt sympathy.

And there are so many that we still have to fear for, and we may say to the relatives, everything is being done to find even those who are missing.

I spoke to Minister President Dreyer and Minister President Laschet on the phone earlier. They told me about the places where the situation is now most critical. But also about the tireless efforts of the fire departments, the police forces, the Bundeswehr, the technical relief organization and many others. And I would like to thank the helpers from the bottom of my heart for their commitment, some of which we know is really very, very dangerous.

I am in contact with the Vice Chancellor Olaf Scholz, with whom I also spoke this morning, and with the Federal Minister Horst Seehofer. On the part of the Federal Government, I can say that whatever can be done, wherever help can be given, we will do it.

These are terrible days for the people in the flooded areas. My thoughts are with them and they can trust that all the forces of our state, federal states and municipalities will do their utmost to save lives, avert danger and alleviate hardship, even under the most difficult conditions.

And this hardship will continue for quite a while and I have already spoken with the Federal Minister of Finance that we can of course also talk about this in the Federal Government and how far we can then help in the construction work that will have to be carried out. But today, for now, the focus is on the acute situation and the need to save lives wherever possible. Thank you very much.

Annex 17. Coding Scheme Angela Merkel Speech: Emotion-detection

Content - meaning unit & coding unit	Type	Indicators and emotions					
Paragraph 1		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Meine Gedanken in diesen Stunden, immer auch bei den Menschen , die in der Heimat sind. Bei den Menschen in den Hochwassergebieten in Nordrhein-Westfalen und Rheinland-Pfalz. Und ihnen will ich auch von hier aus ein Zeichen der Anteilnahme und Solidarität schicken . Video Timestamp: 00:04-00:23		☐	☐	☐	☐	☒	☐
	<i>Textual</i>	“Meine Gedanken [...] bei den Menschen [...]. Bei den Menschen - My thoughts are [...] with the people [...]. With the people” “Ihnen will ich [...] ein Zeichen der Anteilnahme und Solidarität schicken. - I want to send them a sign of sympathy and solidarity” These coding units indicate compassion and sadness.					
	<i>Physical</i>	Looks a lot at her speech, but her eyes are a bit drawn together. Seems like she has teary eyes. Facial expression indicates sadness. No bodily movement.					
	<i>Audio</i>	She sounds out of breath - could be indicative of emotion and sadness.					
Paragraph 2		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Ich darf im Übrigen sagen, dass mich viele Botschaften auch von meinen europäischen Kollegen		☐	☐	☐	☐	☒	☒

erreichen. Die Solidarität mit Deutschland zeigen und uns auch Hilfe anbieten. Video Timestamp: 00:24-00:33	<i>Textual</i>	No textual indicators.					
	<i>Physical</i>	Eyes are a bit drawn together. Seems like she has teary eyes. Facial expression indicates sadness. No bodily movement.					
	<i>Audio</i>	She sounds out of breath - could be indicative of emotion and sadness.					
Paragraph 3		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Friedliche Orte durchleben in diesen Stunden eine Katastrophe. Man sagt eine Tragödie. Starkregen und Überschwemmungen beschreiben das als Worte nur unzureichend. Es ist eben deshalb wirklich eine Katastrophe. Video Timestamp: 00:34-00:51		☐	☐	☐	☐	☒	☐
	<i>Textual</i>	No indicators, neutrality from a textual perspective.					
	<i>Physical</i>	Eyes are a bit drawn together. Seems like she has teary eyes. Facial expression indicates sadness. No bodily movement.					
	<i>Audio</i>	She sounds out of breath - could be indicative of emotion and sadness.					
		Comment: focus on catastrophe and tragedy. Although there are no textual indicators showing a first person expression of emotion, the focus on how catastrophic the event is, paired with her physical and audio indicators show sadness.					
Paragraph 4		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Ich bin erschüttert von den Berichten, die mich erreichen aus den Orten, die jetzt ganz unter Wasser stehen. In denen die Menschen in höchster Not auf die Dächer ihrer Häuser sich gerettet haben und hoffentlich auch gerettet werden.		☐	☐	☒	☐	☒	☒
	<i>Textual</i>	“Ich bin erschüttert - I am shocked” - Although the translation to english would be ‘shocked’, this is not the right word to describe this German word, there is no direct translation. This is why it is important to understand and speak the language as an analyst rather than relying on translation as being shocked does not necessarily mean that there is an					

Video Timestamp: 00:52-01:07		implication of sadness. However, “erschüttert” means a combination of all these emotions: deeply/profoundly shaken, shocked, unsettled, horrified, devastated. Hence, it indicated profound sadness.					
	Physical	Eyes are a bit drawn together. Seems like she has teary eyes. Facial expression indicates sadness. No bodily movement.					
	Audio	Out of breath sounds, yet monotone and neutral tone.					
	Comment: Although not indicators this sentence could indicate fear “people in the greatest need have rescued themselves by climbing on the roofs of their houses and that hopefully will be rescued ” - this uncertainty could indicate fear of no rescue appearing in time to save those people.						
Paragraph 5		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Ich traue um die, die in dieser Katastrophe ihr Leben verloren haben. Noch wissen wir die Zahlen nicht, aber es werden viele sein. Manche in den Kellern ihrer Häuser. Manche als Feuerwehrleute bei dem Versuch, andere in Sicherheit zu bringen und ihren Angehörigen, meine tiefe, tief empfundene Anteilnahme . Video Timestamp: 01:08-01:27		☐	☐	☐	☐	☒	☒
	Textual	“Ich traue - I grieve” and “tiefe, tief empfundene Anteilnahme - my deepest, heartfelt sympathy” indicates sadness.					
	Physical	Eyes are a bit drawn together. Seems like she has teary eyes. Facial expression indicates sadness. No bodily movement.					
	Audio	Monotone and neutral, no indicator with exception of heavy breathing.					
Paragraph 6		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality

Und es sind so viele, um die wir noch bangen müssen und wir dürfen den Angehörigen sagen, es wird alles getan, um auch die, die vermisst sind, zu finden. Video Timestamp: 01:28-01:40		☐	☐	☒	☐	☒	☒
	<i>Textual</i>	“um die wir noch bangen müssen - who we still have to fear for”					
	<i>Physical</i>	Seems like she has teary eyes, otherwise no indicators, also a sense of neutrality.					
	<i>Audio</i>	Monotone and neutral, lack of indicators - neutrality.					
Paragraph 7		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Ich habe vorhin mit Ministerpräsidentin Dreyer und mit Ministerpräsident Laschet telefoniert. Sie haben mir von den Orten, an denen die Lage jetzt am kritischsten ist, berichtet. Aber auch von dem unermüdlichen Einsatz der Feuerwehren, der Polizeien, der Bundeswehr, des technischen Hilfswerks und vieler anderer. Und ich möchte den Helfern von ganzem Herzen für ihren Einsatz danken, von dem wir wissen, dass er zum Teil wirklich sehr, sehr gefährlich ist. Video Timestamp: 01:41-02:12		☐	☐	☐	☐	☐	☒
	<i>Textual</i>	Factual and giving thanks. No indicators of emotion.					
	<i>Physical</i>	No indicators - neutrality.					
	<i>Audio</i>	Monotone and neutral, lack of indicators - neutrality.					
Paragraph 8		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality

Ich halte Kontakt zu dem Vizekanzler Olaf Scholz, mit dem ich heute Vormittag auch gesprochen habe und mit dem Bundesminister Horst Seehofer. Von Seiten des Bundes darf ich sagen, alles was getan werden kann, wo geholfen werden kann, werden wir das tun. Video Timestamp: 02:13-02:27		☐	☐	☐	☐	☐	☒
	<i>Textual</i>	Factual and giving thanks. No indicators of emotion.					
	<i>Physical</i>	No indicators - neutrality.					
	<i>Audio</i>	Monotone and neutral, lack of indicators - neutrality.					
Paragraph 9		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality
Dies sind für die Menschen in den Überschwemmungsgebieten entsetzliche Tage. Meine Gedanken sind bei ihnen und sie können darauf vertrauen, dass alle Kräfte unseres Staates, von Bundländern und Gemeinden gemeinsam alles daransetzen werden, auch unter schwierigsten Bedingungen Leben zu retten, Gefahren abzuwenden und Not zu lindern. Video Timestamp: 02:28-02:51		☐	☐	☐	☐	☒	☒
	<i>Textual</i>	“Meine Gedanken sind bei ihnen - My thoughts are with them” - shows compassion and indicates some degree of sadness.					
	<i>Physical</i>	Slightly teary eyes indicating sadness, otherwise no indicators - neutrality.					
	<i>Audio</i>	No indicators - neutrality.					
Paragraph 10		Anger	Disgust	Fear	Anxiety	Sadness	Neutrality

Und diese Not wird ja noch eine ganze Weile anhalten und ich habe mit dem Bundesfinanzminister bereits gesprochen, dass wir darüber natürlich auch in der Bundesregierung sprechen können und wie weit wir dann in dem Aufbau arbeiten, die zu leisten sein werden, auch helfen. Aber heute steht erstmal die akute Situation im Fokus und die Notwendigkeit, Menschenleben zu retten, wo immer das möglich ist. Herzlichen Dank. Video Timestamp: 02:52-03:20		☐	☐	☐	☐	☐	☒
	Textual	No indicators of emotional expression.					
	Physical	No indicators - neutrality.					
	Audio	Monotone and neutral, lack of indicators - neutrality.					
	Comment: Only time she is not looking at her speech is during the last paragraph.						
General Comments - Full speech							
• Focuses a lot on her speech and reads a lot from it. However, in this case, the parking with the heavy facial expression of sadness, it does not highlight neutrality as it did in her speech after the terrorist attack in Hanau. • No breaks in between, very fast-paced. Reinforces a bit a sense of neutrality because there is no weight being put on certain words or sentences, that could be reinforced through a bit of silence. • Short speech.							

Coding references:

Indicators of emotions

Gratitude

Political Imagery

Juxtaposition of positive and negative images

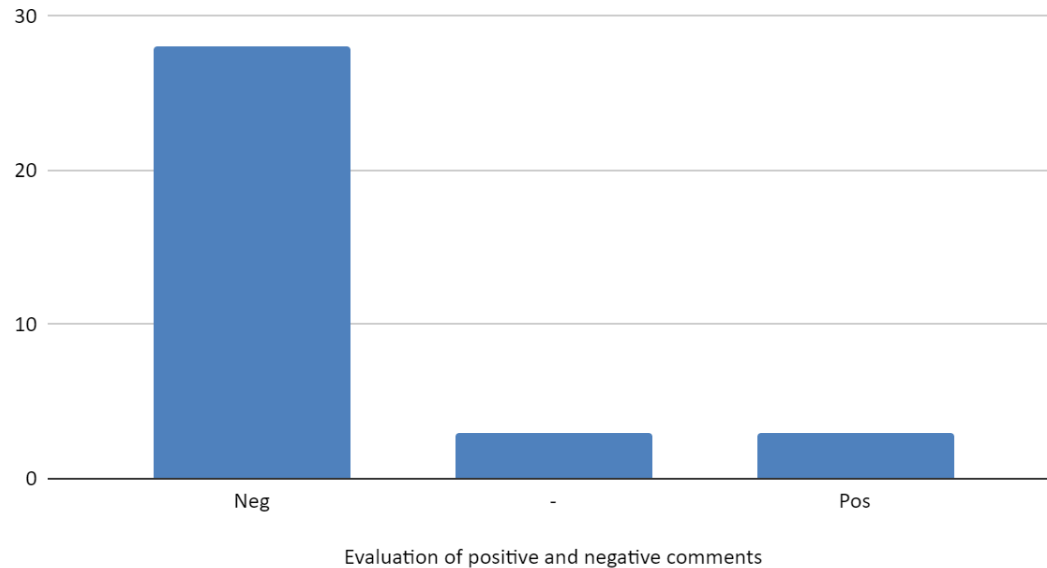
Unity imagery

Imagery to evoke emotional response/emotions in the public

9.2.2 Graphs

Annex 18. François Hollande: Comments evaluation results

François Hollande response results



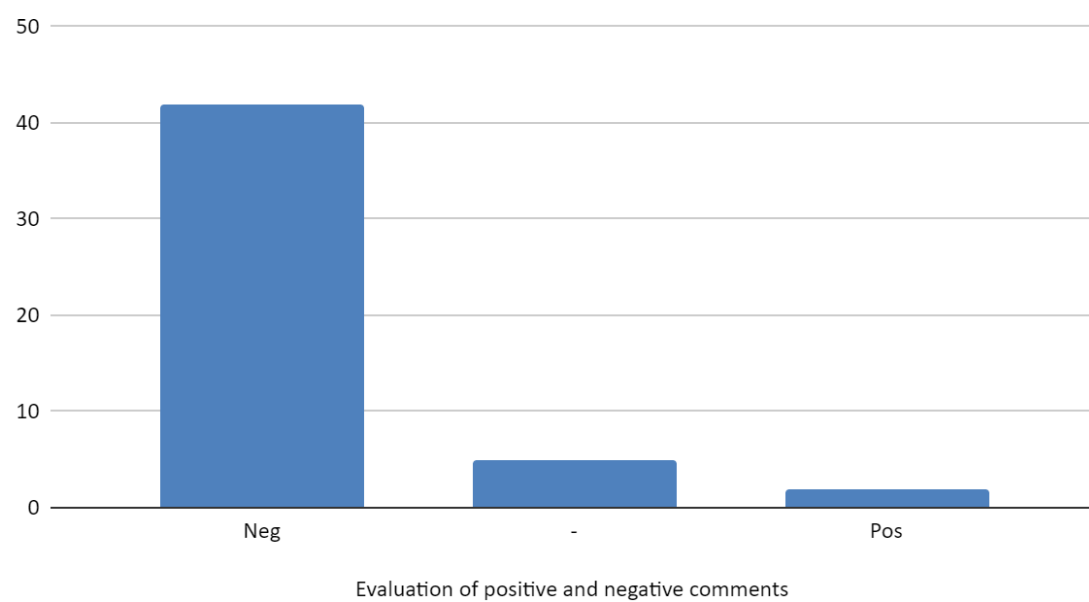
* Neg = Negative

* - = Neutral

* Pos = Positive

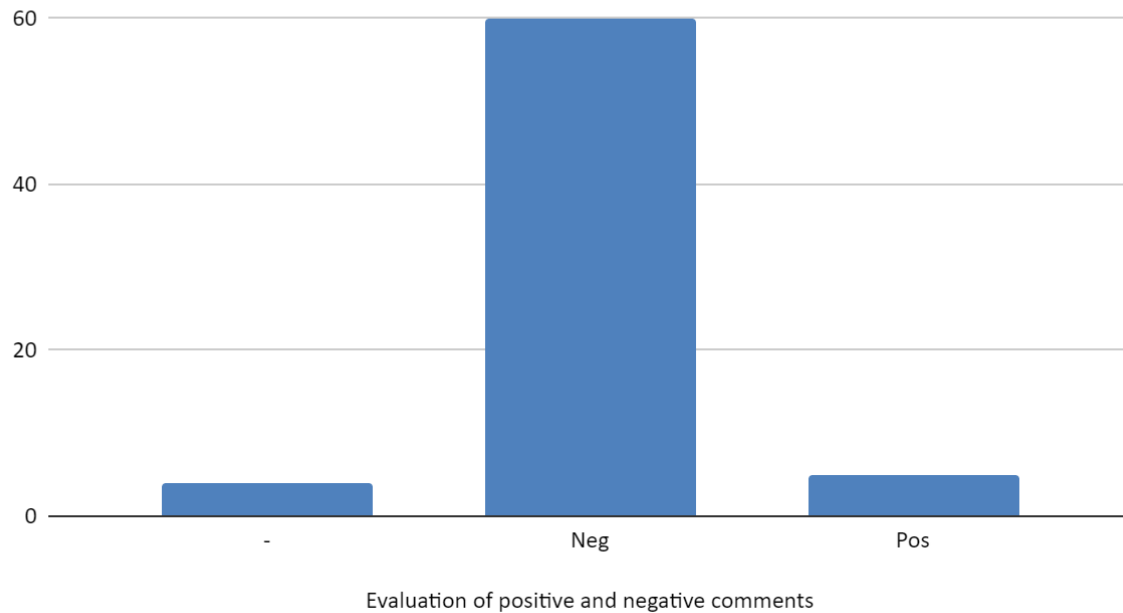
Annex 19. Theresa May: Comments evaluation results

Theresa May response results



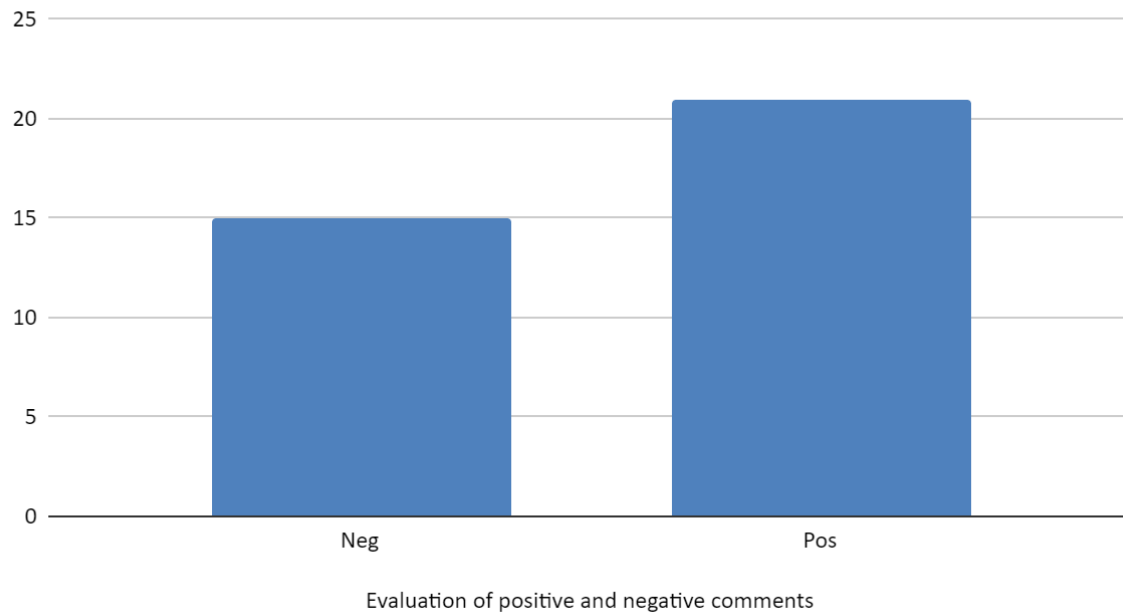
Annex 20. Angela Merkel: Comments evaluation results (Hanau Shootings)

Angela Merkel response results (Hanau shootings)



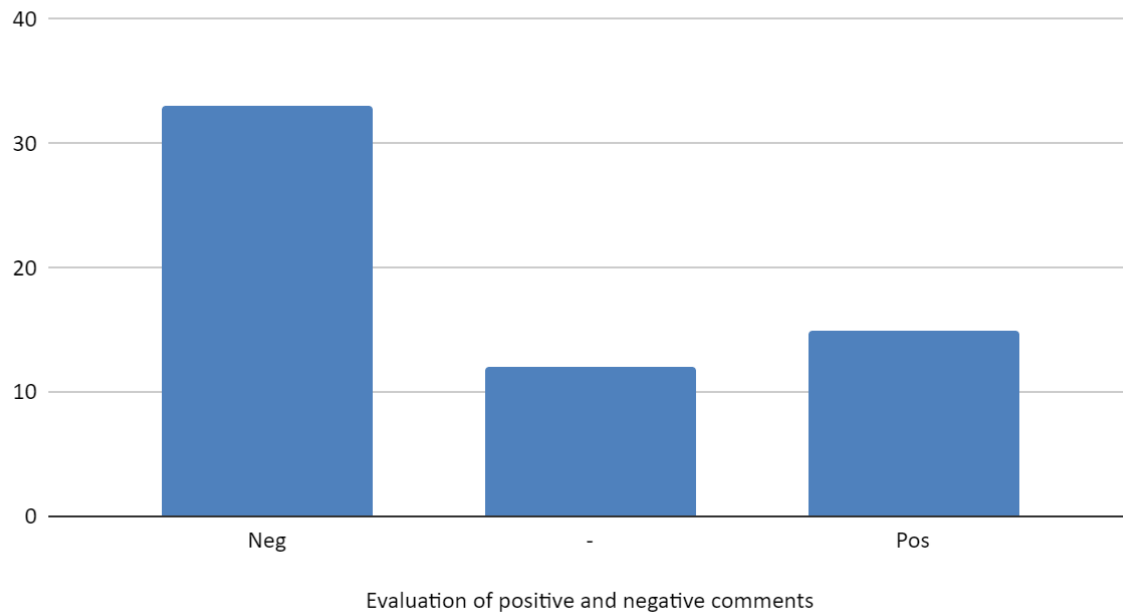
Annex 21. Emmanuel Macron: Comments evaluation results

Emmanuel Macron response results



Annex 22. Alexander De Croo: Comments evaluation results

Alexander De Croo response results



Annex 23. Angela Merkel: Comments evaluation results (2021 European Floods)

Angela Merkel response results

