

Framing the News

Communications & Media

Selecting some aspects of reality and making them more salient in a text.

What a frame does, and how to name one.

The four functions

Defines a problem

Diagnoses a cause

Makes a moral judgement

Suggests a remedy

Common news frames

Conflict: who is fighting whom

Human interest: one person's story

Economic consequence: what it costs

Morality: right and wrong

Responsibility: whose fault it is

Episodic frames show a single case and cue individual blame. Thematic frames show the pattern and cue systemic causes.