

The background of the slide is a red-tinted photograph of a campus. In the foreground, there is a large, open grassy area. In the middle ground, there are several trees, some with bare branches and some with autumn-colored leaves. In the background, there are several buildings, including a prominent one with a dome or tower. The overall scene is a typical university campus setting.

# **IMS 202: Framing in the News**

## Agenda for today

1. Reading/Viewing/Listening discussion
2. Framing definition and what it looks like in the news
3. Types of frames
  - a. gain/loss
  - b. episodic/thematic
4. Group activity on episodic and thematic frames
5. Week 12: Exit Ticket

Does understanding how media effects work help us to make sense of our own information consumption and perspectives of current events?



**Jeremy Littau** ✓  
@JeremyLittau



My class is in middle of studying what objectivity means practically in U.S. news and what it ought to mean. It's my annual takedown of performative neutrality. Monday we're going to do an exercise on how news takes sides despite the rhetoric. Want to try it? Sure you do. (1/x)

1:18 PM · Feb 25, 2022 · Twitter Web App

1,711 Retweets 326 Quote Tweets 6,634 Likes



Tweet your reply

Reply



**Jeremy Littau** ✓ @JeremyLittau · Feb 25  
Replying to @JeremyLittau



To play along, here's what you do. Before you go to the next tweet in this thread, I want you describe in your own thinking what the situation with Russia and Ukraine is, but only in one word. What would you call it if you were relaying it to someone new to the news?

27

46

462



Reading/Viewing/Listening

In your own words, what are frames?

Reading/Viewing/Listening

In your own words, what are framing effects?



Walter Lippmann's *Public Opinion* (1922): "The world outside and the pictures in our heads"



## Media Effects

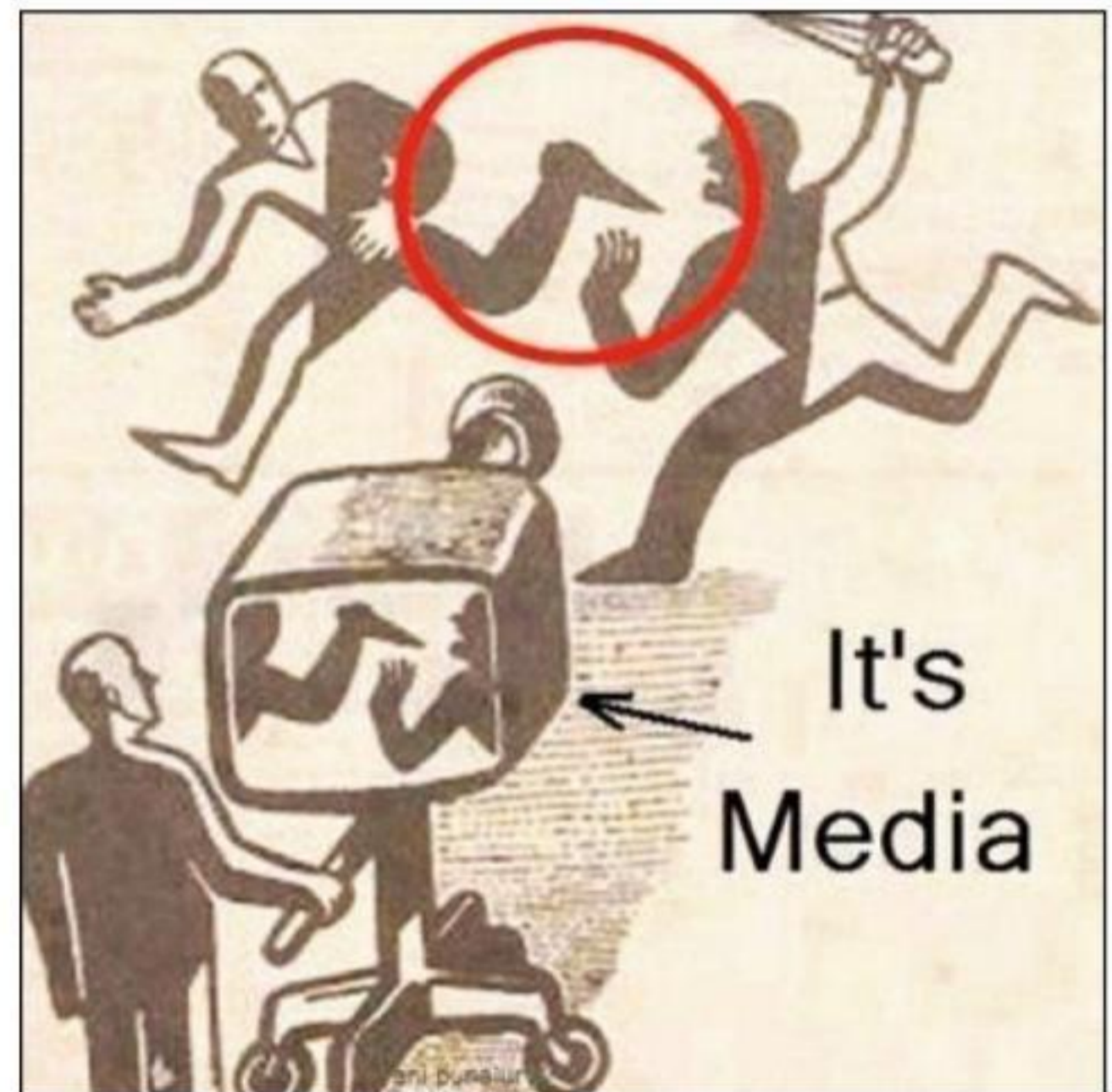
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Social or psychological responses occurring in individuals as a result of exposure to media messages.

# Framing

“to frame is to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation for the item described.”

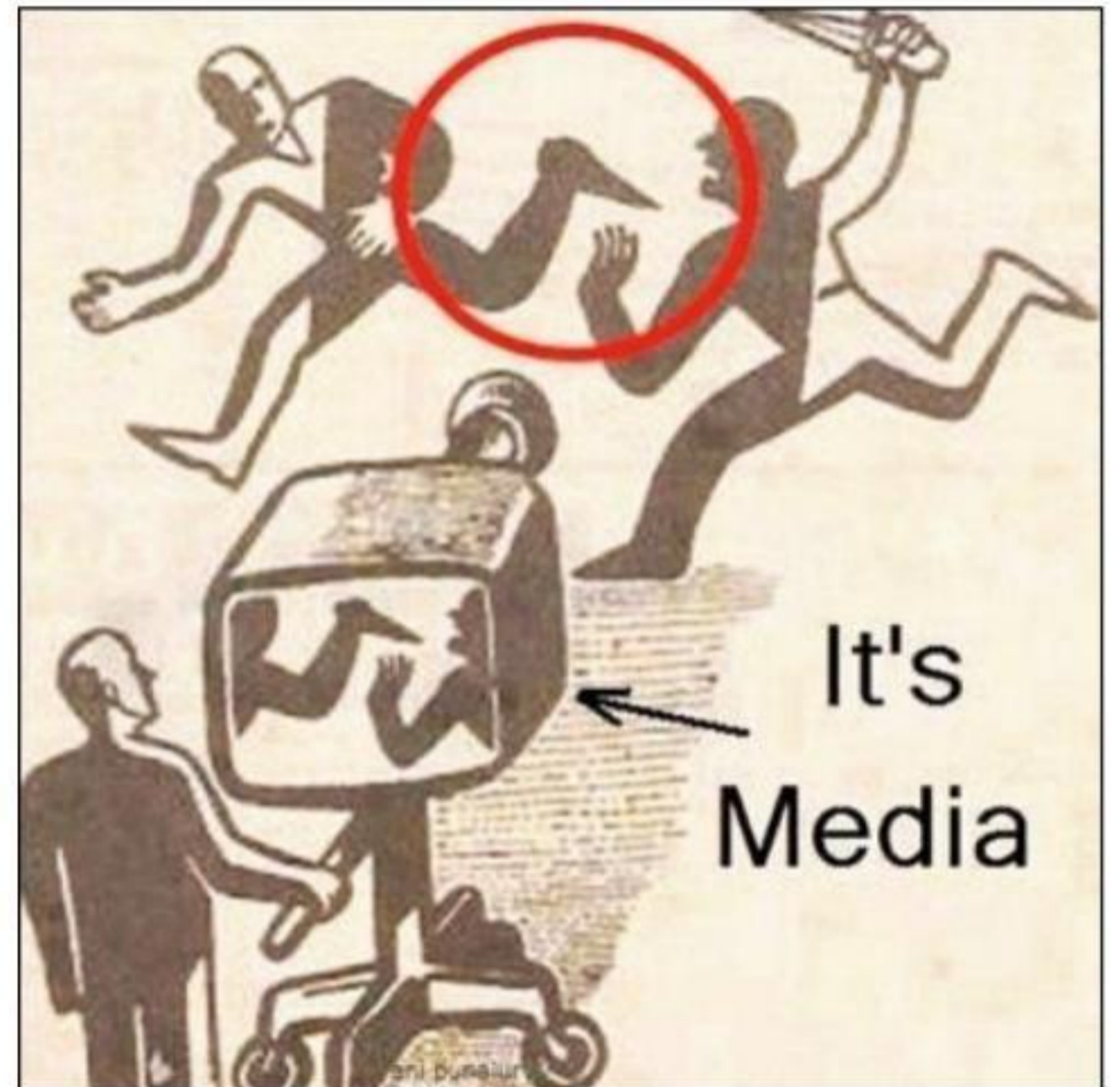
(Entman, 1993, p. 52)

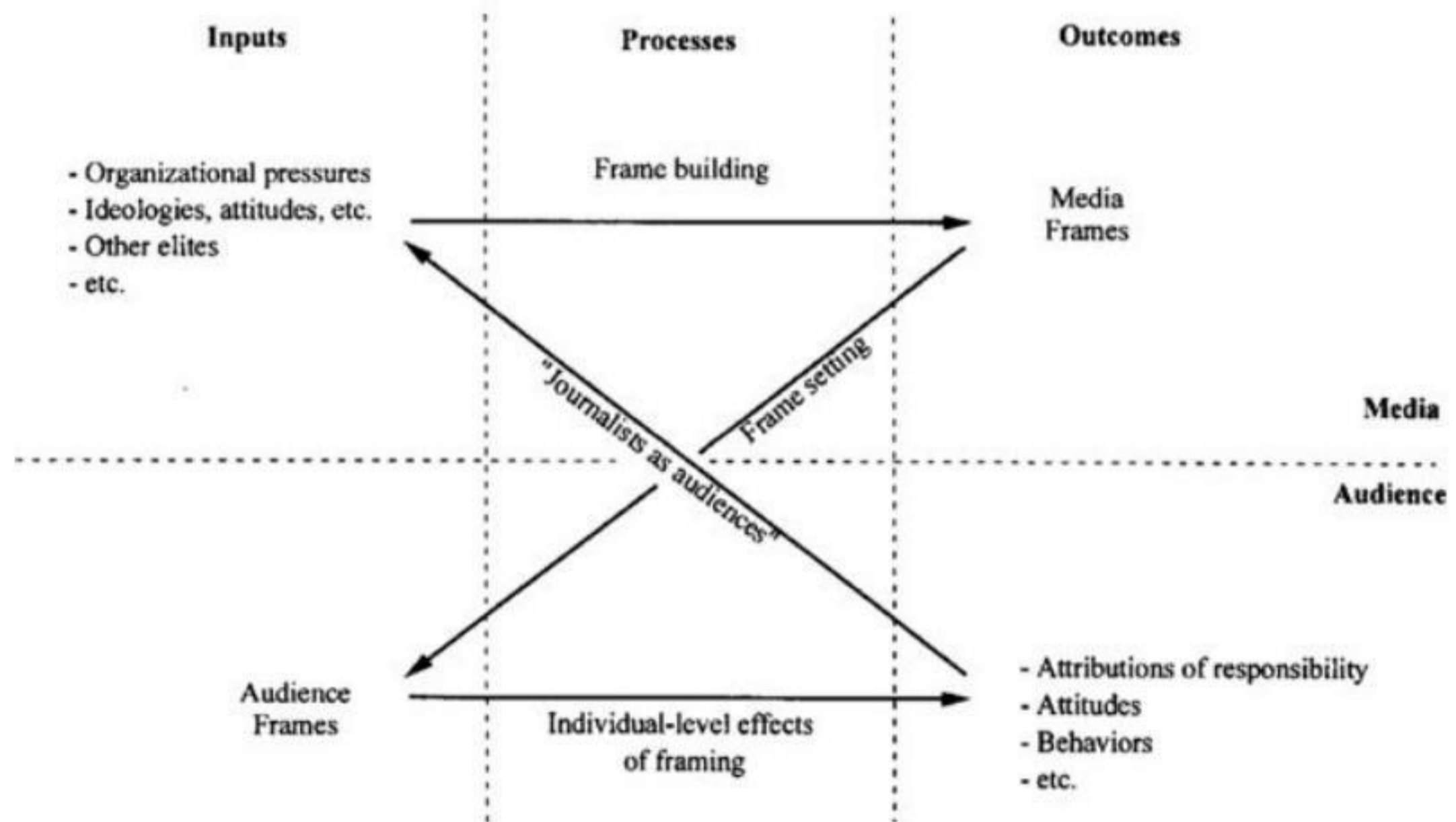


# Framing

“The way that journalists approach and organize a story, which can affect what it emphasizes.”

(The News Literacy Project, 2022)





Scheufele, Dietram. (1999). Framing As a Theory of Media Effects. *The Journal of Communication*. 49. 103-122. 10.1111/j.1460-2466.1999.tb02784.x.

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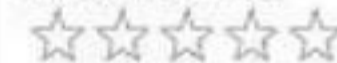


AFP/Getty Im  
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Two residents wade through chest-deep water after finding bread and soda from a local grocery store in New

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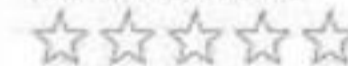


**AP** Associated Press AP - Mon Aug 29, 7:32 PM ET

Looters carry bags of groceries through floodwaters after taking the merchandise away from a wind damaged convenience store in New Orleans on Monday, Aug. 29, 2005. (AP Photo/Dave Martin)

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Looters carry bags of groceries through floodwaters after taking the merchandise away from a wind damaged convenience store in New Orleans on Monday, Aug. 29, 2005 (AP Photo/Dave Martin)

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**AFP** AFP/Getty Im  
3:41 PM ET

Two residents wade through chest-deep water after finding bread and soda from a local grocery store in New Orleans

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## Reading/Viewing/Listening

In the BrainFacts.org video, "Why Do We Fall for the Framing Effect," the speaker discusses gains and losses. What are they talking about?

## Frames, Biases, and Rational Decision-Making in the Human Brain

Benedetto De Martino,\* Dharshan Kumaran, Ben Seymour, Raymond J. Dolan

Human choices are remarkably susceptible to the manner in which options are presented. This so-called "framing effect" represents a striking violation of standard economic accounts of human rationality, although its underlying neurobiology is not understood. We found that the framing effect was specifically associated with amygdala activity, suggesting a key role for an emotional system in mediating decision biases. Moreover, across individuals, orbital and medial prefrontal cortex activity predicted a reduced susceptibility to the framing effect. This finding highlights the importance of incorporating emotional processes within models of human choice and how the brain may modulate the effect of these biasing influences to approximate r



fMRI

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■ lose all

YOU RECEIVE  
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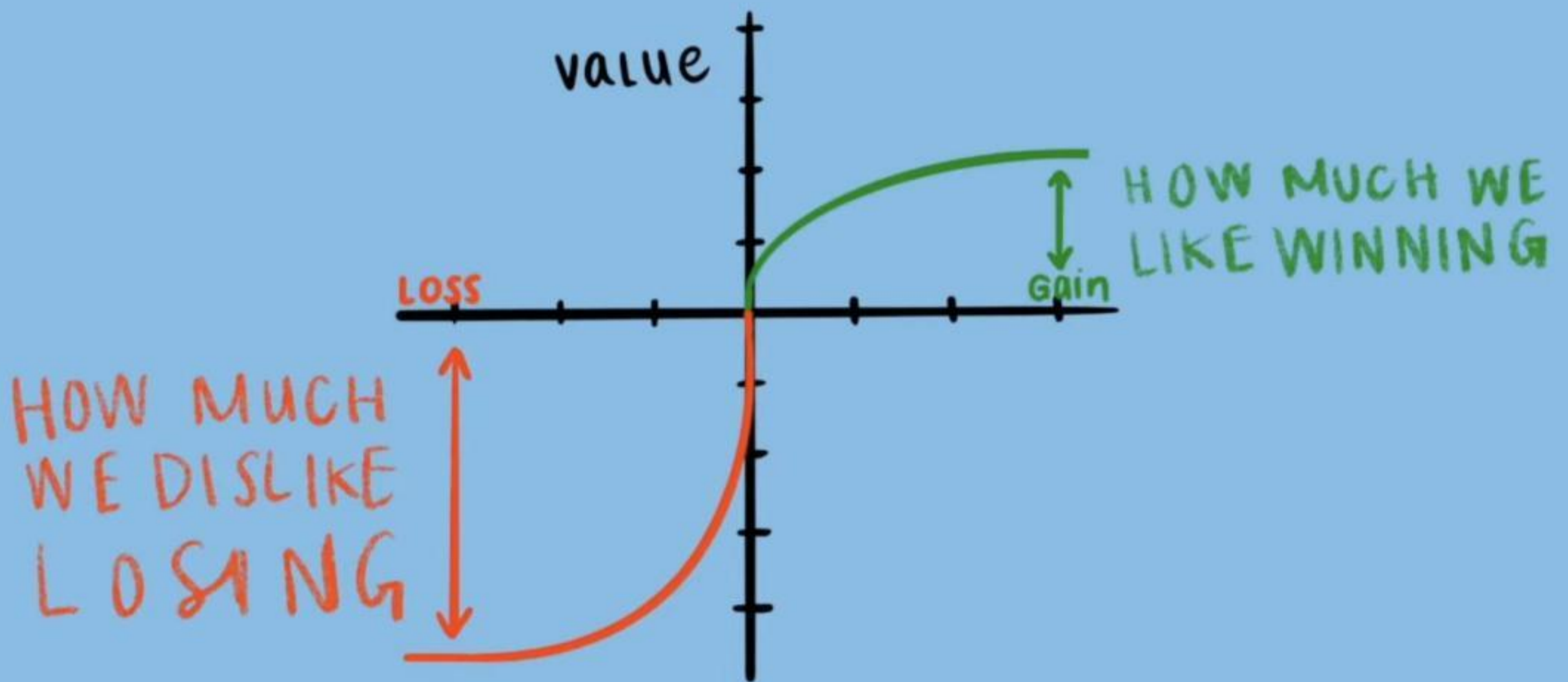




% of trials in which subjects decided to gamble



Frame Manipulation





- Any time
- Since 2022
- Since 2021
- Since 2018
- Custom range..

- Sort by relevance
- Sort by date

- Any type
- Review articles

- include patents
- include citations

Create alert

**Predictors and the role of attitude toward the message and perceived message quality in gain-and loss-frame antidrug persuasion of adolescents**

H Cho, J Choi - *Health communication*, 2010 - Taylor & Francis

... on implications for formative evaluation of **health communication** campaign **messages**.  
**health communication message** types of **gain** and **loss frames** (Tversky & Kahneman, 1981).

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**The use of gain-or loss-frame messages and efficacy appeals to dissuade excessive alcohol consumption among college students. A test of psychological reactance**

BL Quick, BR Bates - *Journal of health communication*, 2010 - Taylor & Francis

... **communicating** to underage drinkers, our results support using efficacy appeals when accompanied by a **loss-frame message**. . . we examined if **gain-** or **loss-frame messages** or efficacy

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**Effects of gain versus loss frame antidrug ads on adolescents**

H Cho, FJ Boster - *Journal of Communication*, 2008 - academic.oup.com

... differential responses to the **gain-** or **loss-frame messages** is especially important for mass-disseminated **health communication messages** such as antidrug ads Media campaign

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**The effects of gender and gain versus loss frame on processing breast cancer screening messages**

HJ Kim - *Communication Research*, 2012 - journals.sagepub.com

... , **gain frame** was defined as emphasizing the advantages and benefits of engaging in BCS, and **loss frame** was ... to other **health communication** contexts Also, this study employed BCS

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**Gain-and loss-frame sun safety messages and psychological reactance of adolescents**

H Cho, L Sands - *Communication Research Reports*, 2011 - Taylor & Francis

... effects of **gain** and **loss frame messages** advocating sun safety behavior on the perceived

[PDF] tandfonline.com

“If people were able to take a **broader view**, they would in general make better decisions. So, that is certainly one of the weaknesses of human decision making. We call it **narrow framing**.”

big  
think

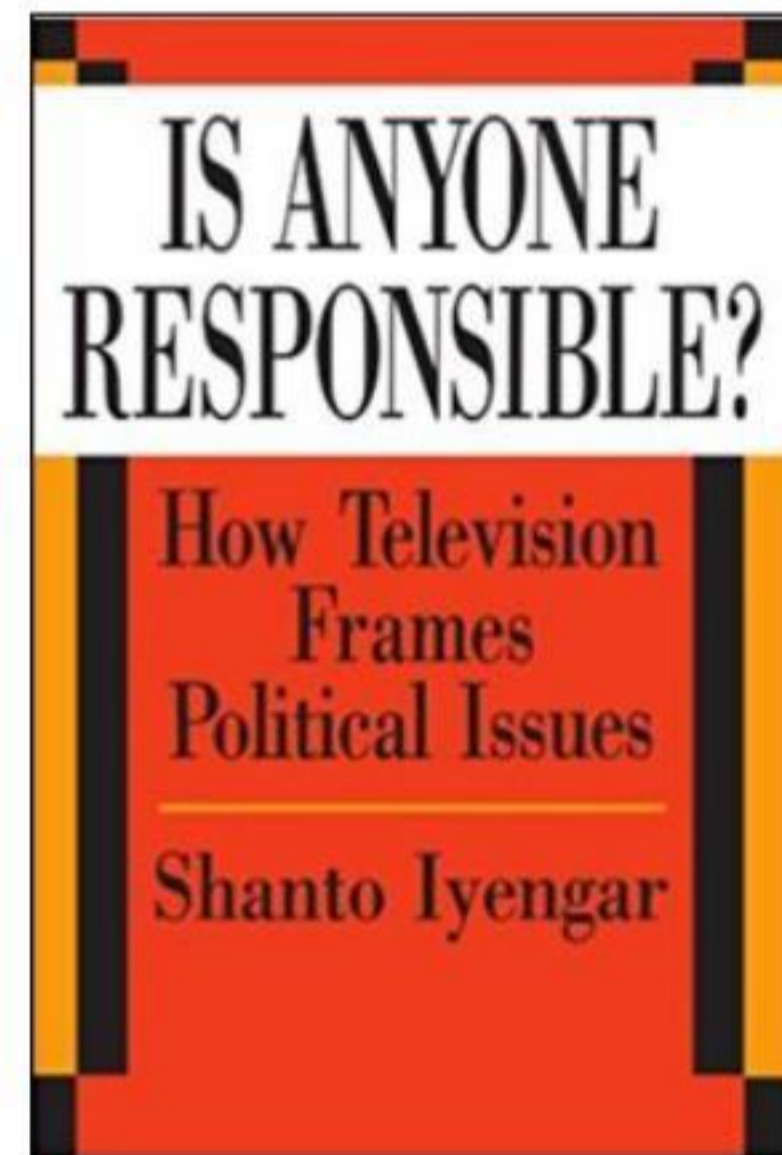


## Reading/Viewing/Listening

In the "Framing Theory" article from Communication Studies, the author discusses episodic/thematic frames. What are episodic/thematic frames and why should we care about them?

## Types of frames

- Episodic frames
  - Event-based news reporting
  - Focused on individual actors
- Thematic frames
  - Broad perspective, highlighting context
  - Focusing on trends and collective outcomes



Shanto Iyengar, *Is Anyone Responsible? How Television Frames Political Issues*, (Chicago: University of Chicago Press, 1991).

## Types of frames

Episodic frames

**Local**

**Five arrested after protesters march through D.C., start small fires and engage in tense standoff with police**

Police said five officers were injured and the union said at least one officer was hospitalized after the latest confrontations in the nation's capital.

**NATION**

**Oakland protesters set fire to courthouse, smash windows**

**Black Lives Matter protesters block traffic in Fairfax District**

## Types of frames

Thematic frames

**A movement, a slogan, a rallying cry: How Black Lives Matter changed America's view on race**

**How Systemic Racism Exists In U.S. Housing Policies**

**Black Lives Matter  
Louisville Trying To  
Improve Community Health**

Reading/Viewing/Listening

Do you have a specific question about framing that you would like instructors to answer or clarify?

Reading/Viewing/Listening

Propose one discussion question related to framing.

## WEEK 12: EXIT TICKET

In pairs, identify at least two examples of episodic framing and two examples of thematic framing on the topic of the housing crisis or climate change (stories here: <https://bit.ly/3NDcECq>)

**Episodic Framing:** Focuses on a single event; refers to the portrayal and presentation of issues through either a specific event that serves as an anecdotal exemplification of the broader issue or the story of an affected person who could put a human face on the issue.

**Thematic Framing:** Focuses on trends over time; applies a wide-angle lens to the coverage of the issue – focusing on trends over time, and highlighting contexts and environments.