

Framing Pre-Class Survey

Reading/Watching/Listening this week:

-from BrainFacts.org: Why Do We Fall For the Framing Effect?

-from Communication Theory: Framing Theory

1. In your own words, what are frames?
2. In your own words, what are framing effects?
3. In the BrainFacts.org video, "Why Do We Fall for the Framing Effect," the speaker discusses gains and losses. What are they talking about?
4. 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?
5. Do you have a specific question about framing that you would like instructors to answer or clarify?
6. Propose one discussion question related to framing.

Framing Reflection Survey

1. What's a new-to-you word, term, or idea you heard today?
2. Why is it important to know about episodic/thematic news frames when reading news stories?
3. What do you notice about the news sources in your media diet? Are the news sources you typically see more episodic or thematic?
4. Were you familiar with media framing before today?
5. Does having an understanding of the framing effects of mass media change the way you interpret news? If so, how?