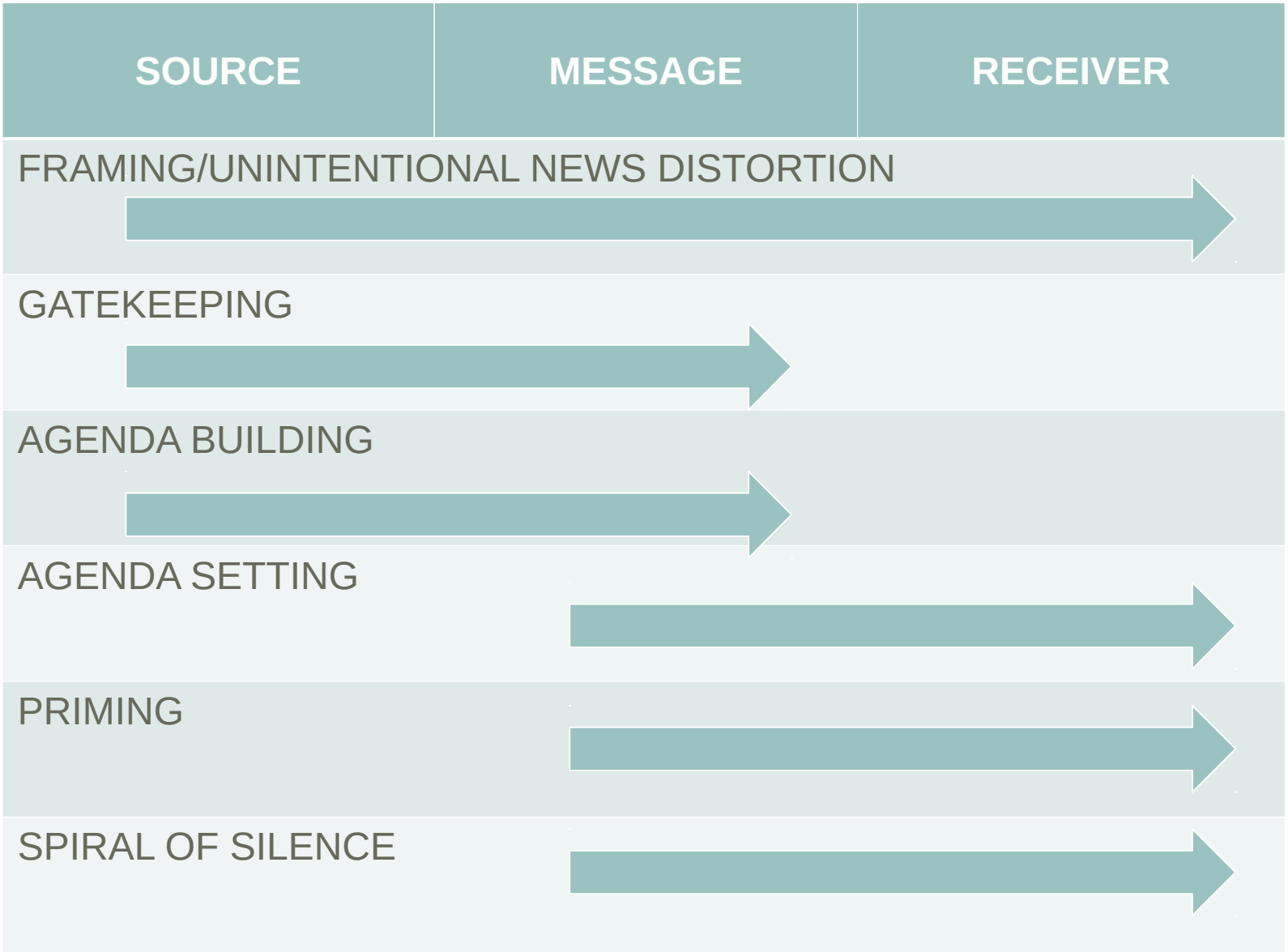


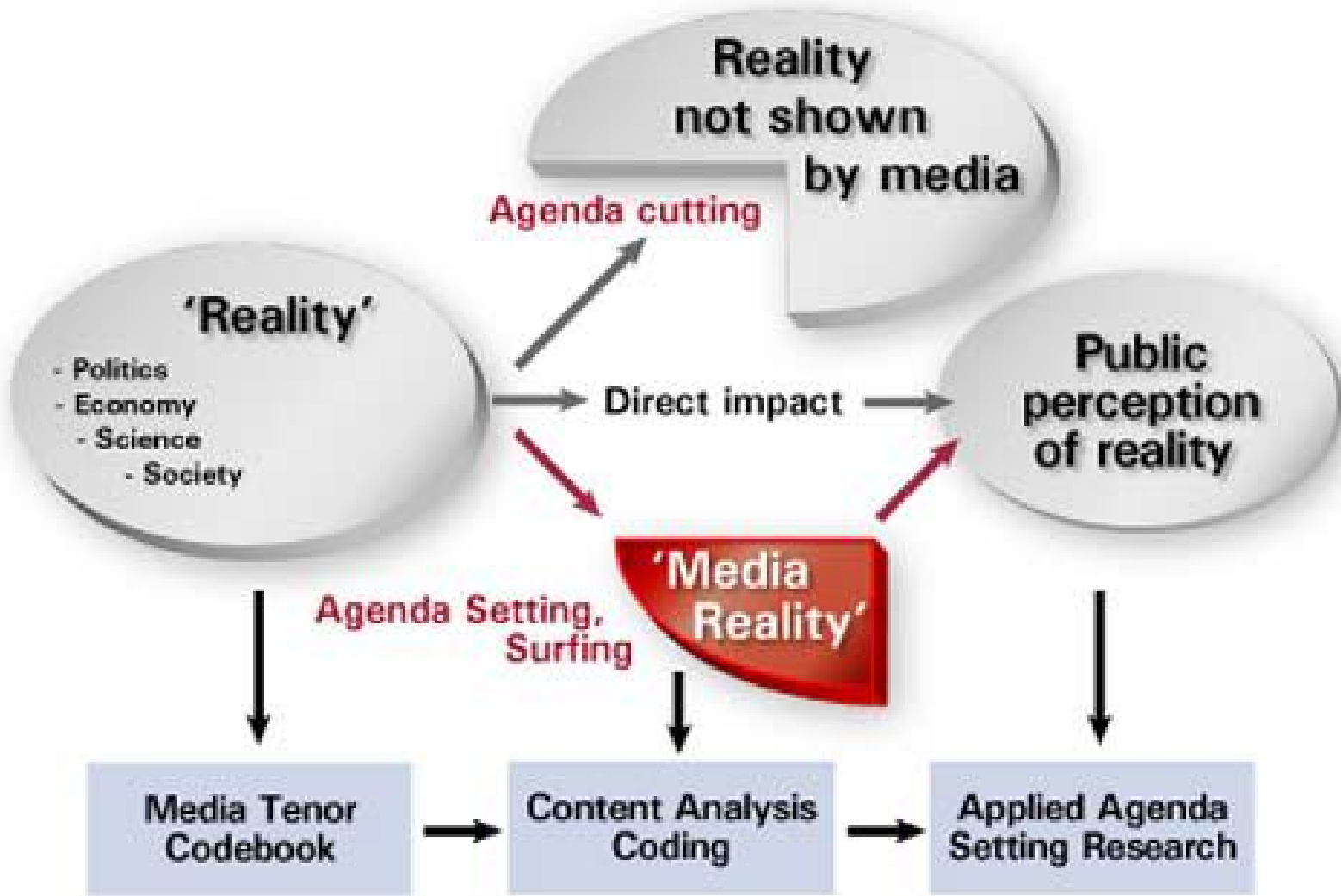


Agenda Setting and Framing

- ▾ Italo Vignoli



Agenda Setting



Agenda Setting



- ▼ Have you ever thought about what you think and why you think?
- ▼ Why we focus on some issues but not something else?
- ▼ Is there any relationship between what you think and what media says to us?
- ▼ If so, why? If not, then, what are the impacts of the media on our daily lives?





- ▼ Another part of agenda-setting is framing
- ▼ “Mass media have a strong impact by constructing social reality” (Dietram A. Scheufele, 1999)
- ▼ So framing can be seen as a way of both understanding the society and the media
- ▼ Before defining what the frames are, it is better to look at the frames in general
- ▼ According to Scheufele, there are two types of frames: media frames and individual frames

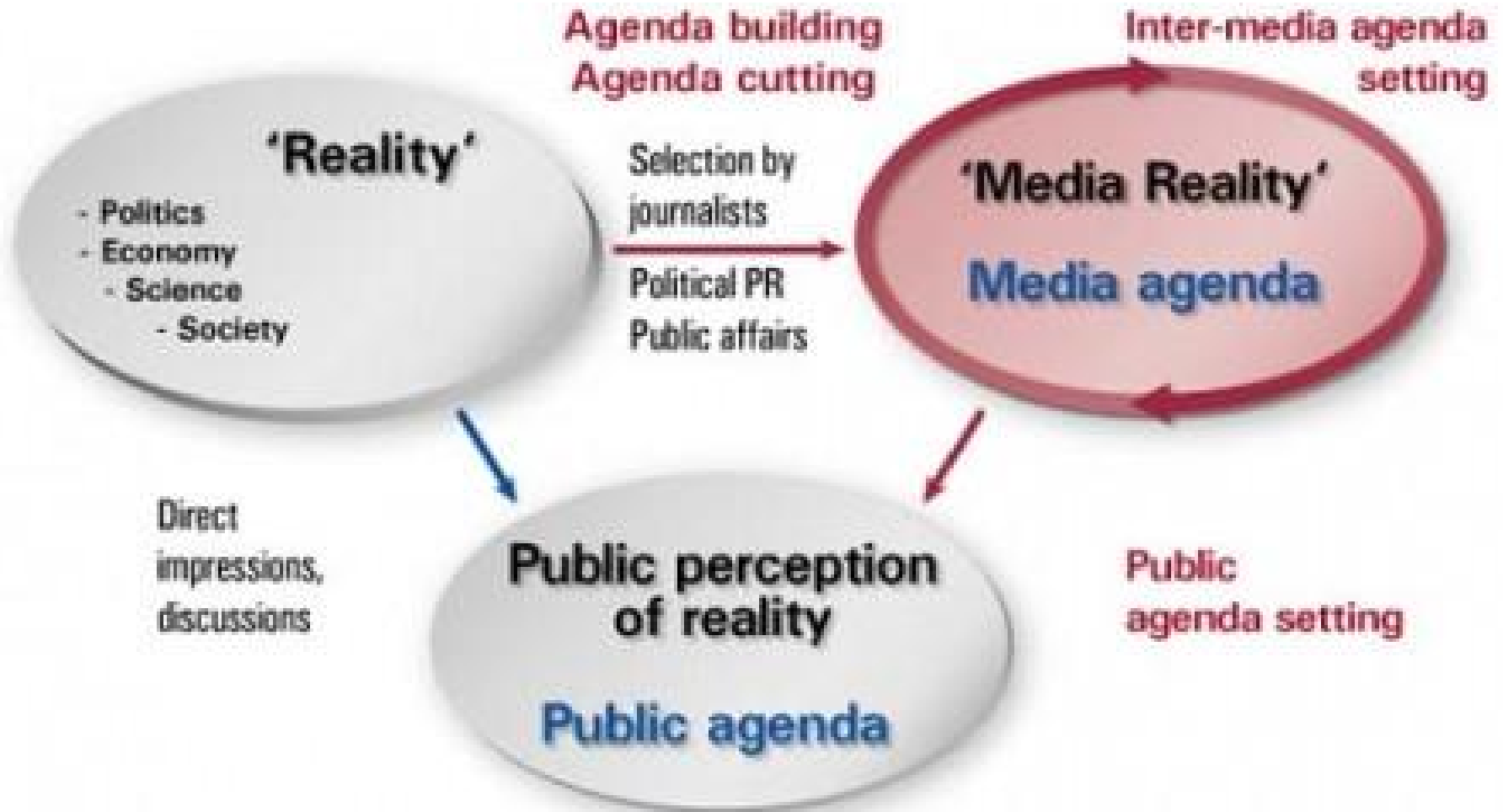
Framing



- ▼ Frames are a way of organising the information to make it more coherent and interesting and to put it into perspective
- ▼ Journalists rely on certain frames too reflexively, especially for certain kinds of stories
- ▼ Frames are important because they allow to set the agenda
- ▼ Frames make journalists work easier, as certain types of clichés simplify writing of news
- ▼ By framing the news, journalists eliminate some news and consciously choose other news to set the agenda
- ▼ Framing, then, is not only a part of agenda setting but also of gatekeeping



Agenda Setting





- ▼ If the media aren't telling you what to think, why is their ability to tell you what to think about so important?
- ▼ What dominant set of attributes could you use to frame an individuals' point of view? For example: what attributes of a teacher could a student use to frame how the teacher is perceived by the student? Why might this be important in the teacher evaluation?
- ▼ Is there a recent issue that reporters and commentators are talking about that you may not care about? Do you think you still may not care about it two or three months from now?



▼ Agenda Setting

News media has a large influence on audiences, in terms of what stories to consider newsworthy and how much prominence and space to give them

▼ Framing

The basis of framing theory is that the media focuses attention on certain events and then places them within a field of meaning

Frames in Communications



- ▼ Communicator – Decide what to say according to frames
- ▼ Intermediary step - - Journalist (like the source, he/she also makes conscious or unconscious decision about salience of information)
- ▼ News Story – The presence or absence of key words, stereotypes, clichés, reinforcing imagery, sources, wording, etc...
- ▼ Receiver (reader's frame may or may not reflect the text or intended frame)
- ▼ Culture (which also influences each of the steps) - Stock of commonly invoked frames, which might differ among different reader demographics



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Thanks

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