

Understanding News Frames



Answer the following questions about your news story to understand how it is framed.

Defining the problem

- Does it focus on a single event at the expense of thematic context?
- Does it focus on a symptom of a problem without explaining its root cause?
- Does it privilege the issues of those with power over those without?

Making moral judgements

- Does it apply standards unevenly or perpetuate stereotypes?
- Does it discount a source's credibility or knowledge due to stigma or prejudice?
- Does it unjustly support or discount the acts of some groups over others?

Diagnosing the cause

- Does it obscure systemic causes and focus on personal responsibility?
- Does it give equal treatment to opposing viewpoints regardless of proportionality?
- Does it fail to mention the cause and thus obscure who is accountable?

Suggesting remedies

- Does it present problems without addressing potential or available solutions?
- Does it focus on what a community lacks over its goals or aspirations?
- Does it emphasize individual feel-good stories over systemic solutions?