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Kateryna Semyvol
Vasyl' Stus Donetsk National University
Vinnytsia
Research Supervisor: O.I.Kokorska, PhD in History, Ass.Prof.
Language Supervisor: L.V. Romaniuk, PhD in Philology, Ass.Prof.

FRAMING AND FRAME ANALYSIS IN JOURNALISM

Introduction. Today we live in an information society, where media plays a big role. Journalists help people to understand what is happening in the world. They choose the information that we need to know. Media doesn't simply tell us what to think about, it tells us how to think about issues. Journalists put the information in a certain framework when creating the message. These frames influence how we perceive information.

The objective of the paper is to determine what the frame is in journalism and how to use frame analysis in media.

Review of recent publications. Frames and method of frame analysis in journalism have attracted attention of a number of scholars: E. Goffman, M. Minsky, G. Bateson, T. Gitlin, S. Reese, V. Rizun, D. Snow.

Anthropologist Gregory Bateson who first used the term "frame" in 1955 consider that frames are cognitive models that allow a person to interpret and

evaluate a message [1]. S. Reese believes that frames are organizing principles that are socially shared and persistent over time, that work symbolically to meaningfully structure the social world [2]. T. Gitlin considers that media frames also serve as working routines for journalists that allow the journalists to identify and classify information quickly and "to package it for efficient relay to their audiences" [3: 7].

V. Rizun gives the following definition of the term: «frames are referred to as cognitive structures that guide our perception and our beliefs about the world. Media play an important role in creating the mental framing that determine the nature and direction of the understanding of reality by the audience» [4:215]. The meanings of events, actions, performances and selves depend on framing – they do not speak for themselves

Results of the research. Frame analysis is a multi-disciplinary social science research method used to analyze how people understand situations and activities. The concept is generally attributed to the work of Erving Goffman and his 1974 book «Frame analysis: An essay on the organization of experience» and has been developed in social movement theory, policy studies and elsewhere. Frame analysis has been used in communication studies, news, politics, and social movements.

FrameWorks Institute determines media framing as the process by which an issue is portrayed in the news media. Journalists decide what to include in a story and what to leave out, a process that may be conscious, instinctive or culture-bound. Just as a picture frame may draw attention to certain details and relegate other elements to the background, a media frame may draw a viewer's attention to specific parts of a journalist's news story, de-emphasize other parts, and leave out some aspects completely [5].

When we analyze journalistic material, we must pay attention to all levels of verbal communication and visuals. The media messages include: the height and volume of the voice, its tone, a feature of the pauses, the rhythm, the tone of the message (irony, jokes or seriousness), the emphasis on certain words. As the scope of speech communication are determined by the nature of role relations between the participants in the dialogue, so we should pay attention to what anyone says, who gives the journalist the opportunity to speak. An important role in the frame-analysis is the context.

Z. Pan and M. Kosicki think that framing devices in news discourse may be classified into four categories, representing four structural dimensions of news discourse: syntactical structure, script structure, thematic structure, and rhetorical structure. We need to analyze all categories [6].

According to Fairhurst and Sarr framing consists of three elements: Language, Thought and Forethought. Language helps us to remember information and acts to transform the way in which we view situations. To use language, people must have thought and reflected on their own interpretive frameworks and those of others. Fairhurst and Sarr described the following framing techniques: metaphor, stories (myths and legends), traditions (rites, rituals and ceremonies), slogans, jargon and catchphrases, artifacts, contrast, spin [7].

One Event: Three Frames, Three Solutions. Charlotte Ryan, author of «Prime Time Activism», offers a good example of how one event can be framed in many ways, with a profound impact on the event's meaning. Consider the following three different versions of one news story:

1. "An infant left sleeping in his crib was bitten repeatedly by rats while his 16-year-old mother went to cash her welfare check."

2. "An eight-month-old South End boy was treated yesterday after being bitten by rats while sleeping in his crib. Tenants said that repeated requests for extermination had been ignored by the landlord. He claimed that the tenants did not properly dispose of their garbage."

3. "Rats bit eight-month old Michael Burns five times yesterday as he napped in his crib. Burns is the latest victim of a rat epidemic plaguing inner-city neighborhoods. A Public Health Department spokesperson explained that federal and state cutbacks forced short-staffing at rat control and housing inspection programs."

Each version of the story represents a different frame — in other words, each has a distinct definition of the issue, of who is responsible, and of how the issue might be resolved [8].

Conclusion. People get most information about what is happening in the world from media. Journalists create a framework of expectation or dominant frame. Various researchers indicate some aspects of frame analysis. Summarizing, we can say that frame analysis in journalism is research method used to analyze how people understand the messages, which they receive from media.

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