

Understanding the Models of Framing Analyses Approaches in Media Framing Studies

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Abstract: The aim of this paper is to critically review various models of framing analysis approach based on the critical analysis of various relevant kinds of literature proposed by famous scholars who concern with the framing studies. The review of framing analysis models revealed that every different model of framing analysis approaches scientifically used to dig the typology of news framing in news text. Those differences derived from different ways of scholars critically viewed and interpreted the context of the philosophical and epistemological meaning of framing. The paper shows that the different framing analysis approaches used in media framing studies such as the internal structure of the media package, episodic vs thematic, multi-dimensional, structures of news discourse, the 'categorization' concept, four functions of framing, framing deductive approach, and list of the frame.

1 INTRODUCTION

According to (Goffman, 1974) and Dezin and Keller (Denzin and Keller, 1981), the idea of framing for the first time appeared in the 1950s through Bateson in his book titled "The steps for mind ecology", the first edition in 1972 and the second edition in 1987. Bateson argues that 'frame is a meta-communicative' and every meta-communicative message is known as a psychological frame.

Then, Tuchman (Tuchman, 1978), a cultural sociology background, contributes to the concept of framing in his book 'Making news: A study in the construction of reality', focusing on framing the issue of social perspective news, especially social reality construction. Through his book, Tuchman was known as one of the first scholars to discuss theoretically news frames. Tuchman laid the conceptual basis of the frame in the assumption of 'news is a window on the world'.

Furthermore, in the media and communications perspective, the early 1990s, many scholars studied media framing such as Iyengar (Iyengar, 1990)(Pan and Kosicki, 1993)(Cappella and Jamieson, 1997)(Scheufele, 1999)(Tankard Jr, 2001)(De Vreese, 2005) . Basically, the studies on media framing are not only theoretical but also include an analytical approach to media content. However, this article will highlight various models

of framing analysis approaches proposed by famous scholars who focus on the media framing study since early the 1990s.

2 FRAMING APPROACHES

Essentially, in the context of media and communications studies, discussions on framing are not limited to philosophical, theoretical, and conceptual definitions outlooks. However, many scholars complement their discussion emphasis on introducing various perspectives on the model of framing analysis methods. Dealing with that, this paper critically discusses some approaches of framing analysis proposed by a number of famous scholars such as Gamson and Modigliani (Gamson and Modigliani, 1989)(Iyengar, 1990)(Pan and Kosicki, 1993)(Edelman, 1993)(Entman, 1993)(Semetko and Valkenburg, 2000)(Tankard Jr, 2001).

2.1 Internal Structure of Media Package

Gamson and Modigliani (Gamson and Modigliani, 1989), in their study of media discourse and public opinion on issues of nuclear power based on constructionist perspective, proposed a scenario of news fram-

ing that is gathered into the concept of media packages. In details, those scholars explained that a package has an internal structure, known as "core frame". In other words, it is a central organizing idea or frame. Then, the package offers more than a few condensing symbols which comprise (1) the five framing devices are metaphors, exemplars, catchphrases, depiction and visual images. (2) three reasoning devices namely roots, consequences, and appeal to principles (Gamson and Modigliani, 1989).

In other words, the vital elements of framing of the news such as five framing devices and three reasoning devices, introduced by Gamson are a distinctive and unique characteristic of the Gamson and Modigliani framing approaches in the context of the study on media discourse especially based on the data acquired from news text.

2.2 Episodic and Thematic

Meanwhile, according to Iyengar (Iyengar, 1990), the model of framing analysis method is divided into two forms namely thematic frame and episodic frame. The framing analysis method is used to reveal Iyengar's hypothesis in his study asserts that how people understand the issue of poverty depends on how the issue is framed. In terms of its operational concept, Iyengar details as follows.

First, the thematic frame refers to news that contains information in a general trend. Iyengar exemplifies like; poverty rates, government definition changes to the term poverty, the number of countries experiencing significant increases in hunger and so forth. Second, the episodic frame refers to news trends that focus on aspects of individual experiences or more specific perspectives. In this case, poverty is highlighted in the context of individual experiences, such as the living conditions of a certain individual under economic standards (Iyengar, 1990).

2.3 Multi-dimensional

In addition, Swenson referred by Tankard (Tankard Jr, 2001) as a multi-dimensional concept, in the study of news reporting on abortion issues suggested the eight-dimensional method of coding to identify or measure the framing of the news; 1) The author's gender element; 2) Placing news (front page, editorial page, the first section, but not first page); 3) Use of terms that refer to pro-choice groups (pro-choice, abortion rights, pro-abortion, anti-life, combination, not applicable), 4) The use of terms referring to pro-life groups (pro-life, right to life, the anti-abortion, anti-choice, combination, not applicable); 5) The woman's right or

the fetus right are considered paramount. 6) Morality orientation of the article. 7) Discussion when life begins and 8) Term used to refer the fetus.

2.4 Structures of News Discourse

Pan and Kosicki (Pan and Kosicki, 1993), in their study of news framing analysis, presented a media framing method for identifying news discourses from a constructionist approach. In their points of view, news discourse is a socio-cognitive process. Consequently, they feature a concept of news framing method by focusing on the development of news texts that cover the four structures of news discourse dimensions; i) The syntactical structure refers to the pattern of arrangement of words or phrases into sentences. ii) The script structure is focused on the stability and consistency of the sequence of activities and components of an event that is treated as a structured mental representation of an event. More specifically, this section relates to how an event is packaged as news that contains a generic aspect of the news that consists of who, what, when, where, why and how. iii) The thematic structure is to focus on how journalists assemble various issues into a moderate topic, but at the same time include events, actions or statements related to the issue. In addition, the thematic structure consists of a summary represented by the headline, lead, or conclusion, and the main body which includes episodes, background information, and quotes. So the thematic structure of the news is referred to as the hierarchical layer in the connectivity of a theme with various sub-themes connected to the supporting elements. iv) The rhetorical structure is focused on how journalists create effective news, such as the use of images, prominence of important points, and the clarity of news reporting, making the frame of news discourse meaningful, more factual and acceptable.

2.5 Categorization

Another scholar, Edelman (Edelman, 1993), a University of Wisconsin political scholar, also presented a framing method known as the 'categorization' concept. Basically, Edelman suggested that the concept is based on his understanding of the emergence of the ever-changing social reality of the world as a result of changes in the way the observations are framed and categorized. This is because the purity of the social world reality in Edelman's view is determined by the way framing and interpretation of the problem.

Furthermore, Edelman said that the existence of distinctive characterizations, causes and consequences of a phenomenon is a result of changes in

what is highlighted and neglected, and particularly in the classification of observations. In this case, Edelman further cast his gaze; i) Categorization as a necessary condition of abstract thinking and the use of symbols in reasoning and expression. ii) Categorization is a special power of political conviction, passion, fear, and antagonism (Edelman, 1993).

2.6 Four Functions of Framing

According to Entman (Entman, 1993) in his study on the clarification of framing paradigms that are considered to be dispersed, looking at the core of the concept of framing is at the stage of selection and salience. Consequently, Entman stated that to frame is to select some aspects of a perceived reality and make them more prominent in a communicating text". Then, the frame is positioned in four locations in the communication process; the communicator, the text, the receiver, and the culture.

Practically, Entman carries four framing functions: the first, define problems-recognize what causal agents are doing, what are their losses and their profits and are usually measured by cultural values. Second, diagnose causes is to identify the causes of the problem. Third, make moral judgments that evaluate causal agents and their effects. Fourth, suggest remedies is to suggest and justify treatments for the problems and predict the possible consequences (Entman, 1993).

2.7 Deductive Approach

Another framing approach was a deductive approach and suggested by Smetko and Valkenburg (Smetko and Valkenburg, 2000) in his study of European framing on newspapers and television news. While sharing the focus of the study with an agenda-setting approach at the level of public policy issues on news and public perceptions on the issue, the focus of framing analysis goes beyond the focus of agenda-setting, which is to shift from 'what people talk or think about' being 'how they talk and think about issues in the news' (Smetko and Valkenburg, 2000). And with regard to this, Smetko and Valkenburg (Smetko and Valkenburg, 2000) present two approaches to analyzing the content of news frame; i) Inductive approach refers to an analysis of one news openly exploring the possibility of framing starts by defining pre-conceptual frames gradually. ii) The deductive approach refers to pre-setting a specific frame as a content analysis variable to verify the expansion of the frame part that appears in the news. But in formulating a comprehensive framing analysis approach,

Smetko and Valkenburg (Smetko and Valkenburg, 2000) chose to use a deductive approach to assess the prevalence of frames in the news, especially investigating the five news frames as follows: First, the Conflict frame which emphasizes conflicts between individuals, groups, or institutions as a tool to capture the interests of the audience. Second, the Human interest frame is to show the human view or emotional point of view of the depiction of an event, issue or questions. Third, Economic consequences frame is to report events, problems or issues that bring economic consequences to an individual, group, institution, region or country. Fourth, Morality frame is to put events, questions or issues in the context of religious and moral values, because of the norms of professional objectivity, journalism often references to moral frames. Fifth, Responsibility frame which describes issues or problems that act as a responsibility attribute to the cause and solution of either government or individual or group (Smetko and Valkenburg, 2000).

2.8 List of Frame

Through an empirical perspective in quantitative terms, Tankard (Tankard Jr, 2001) views the framing of recognizing the ability of a text or a media exposure in defining a situation, issues and defining the subject matter in a debate. The importance of the framing analysis approach is based on some of the following critical considerations; First, framing offers an alternative to an objective paradigm, and an outdated bias to help foster the impact of communication and facilitate media practitioners. Secondly, framing has a very strong impression on the audience and can help understand and test important aspects of the process of changing public opinion. Third, framing offers new insights and benefits for communication practitioners, including journalists, communication campaign planners, and social activists (Tankard Jr, 2001).

In this regard, Tankard proposes the 'list of frame' method as an alternative method in the media framing study of eleven mechanisms; 1) Headlines dan kickers. 2) Subheads. 3) Photographs. 4) Photo captions. 5) Leads. 6) Selection of Sources or Affiliations. 7) Selection of Quotes. 8) Pull Quotes. 9) Logos. 10) Statistics, chart, and graphs. 11) Concluding statements or Paragraphs of articles (Tankard 2003:101). Whereas, in the context of framing procedures, in general, the 'list of frame' approach recommends a number of the following steps: i) make the range of possible frame explicit, ii) Place multiple possible frames within a list of manifestations, iii) Develop keywords, catchphrases, symbols, to detect

Table 1: Eight models of media framing analysis approach.(Research Method; 1) Qualitative Content Analysis. 2) Quantitative Content Analysis. 3) Survey-Experiment)

Media Framing Analysis Approach					
Date	Prominent Scholar	Catchphrases	Models of Framing Analysis	Objectives of the study	Method
1989	Gamson & Modigliani	Media Package/ core frame"/ central organizing idea	A few condensing symbols; Five framing devices; metaphors, exemplars, catchphrases, depiction and visual images. Three reasoning devices; roots, consequences, and appeal to principles	Media discourse/ interpretive packages	1
1990	Iyengar	Thematic and episodic frame	Thematic frame Episodic frame	Thematic and Episodic News Frame	3
1990	Swenson	Multi-dimensional concept	Eight-dimensional framing of the news: The author's gender. Placing news. Use of terms to referring pro-choice groups. Use of terms referring to pro-life groups. The woman's right. Morality orientation. Discussion when life begins. Term refer the fetus.	Multi-dimensional framing of the news	2
1993	Pan and Kosicki	Structures of news discourse	Four structures of news discourse; The syntactical structure The script structure The thematic structure Retorical structure	News discourse	1
1993	Edelman	Categorization	Contestable categories	News discourse	1
1993	Entman	Selection and salience	Four framing functions: Define problems Diagnose causes Make moral judgments. Suggest remedies	Explaining the strength of a communicating text	1
2000	Smetko & Valkenburg	Deductive approach	Five news frames; Conflict frame Human interest frame Economic consequences Morality frame Responsibility frame	Prevalence of the frame in the news	2
2003	Tankard	Systematic and empirical	List of 11 framing mechanisms: 1. Headlines and kickers. 2. Subheads. 3. Photographs. 4. Photo captions. 5. Leads. 6. Selection of Sources or Affiliations. 7. Selection of Quotes. 8. Pull Quotes. 9. Logos. 10. Statistics, chart, and graphs. 11. Concluding statements	Media frames	2

frames, iv) Use frames in the content analysis category list, v) Get a coder for article code or other types of content into the category. This approach serves

to identify explicit frames and gain objectivity rather than identification of frames (Tankard Jr, 2001).

3 CONCLUSIONS

Basically, the differences in framing analysis approach proposed by scholars due to variances in the viewpoints of the philosophical concept of the frame and framing. The difference can be seen from one of them is the difference in the catchphrases used. This case has also enriched the models of analysis of the media frames and they complement each other.

In addition, a number of framing analysis approaches in news frames studies can be run qualitatively with focus analysis on the quality of news text discourse or the inductive approach. Some scholars have relied on qualitative approaches such as Gamson and Modigliani (Gamson and Modigliani, 1989), Pan and Kosicki (Pan and Kosicki, 1993), Edelman (Edelman, 1993) and Entman (Entman, 1993).

Meanwhile, the quantitative approach of the media framing studies emphasizes the quantity of emergence of news frame in news texts that have been set as variables in news content analysis or also called a deductive approach. There are some scholars who choose to develop a media frame study based on empirical approaches such as Swenson, Smetko & Valkenburg (Smetko and Valkenburg, 2000), and Tankard (Tankard Jr, 2001). Meanwhile, Iyengar (Iyengar, 1990) introduced experimental methods in media framing studies. Finally, there are eight models of media framing analysis approach as in the figure below:

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