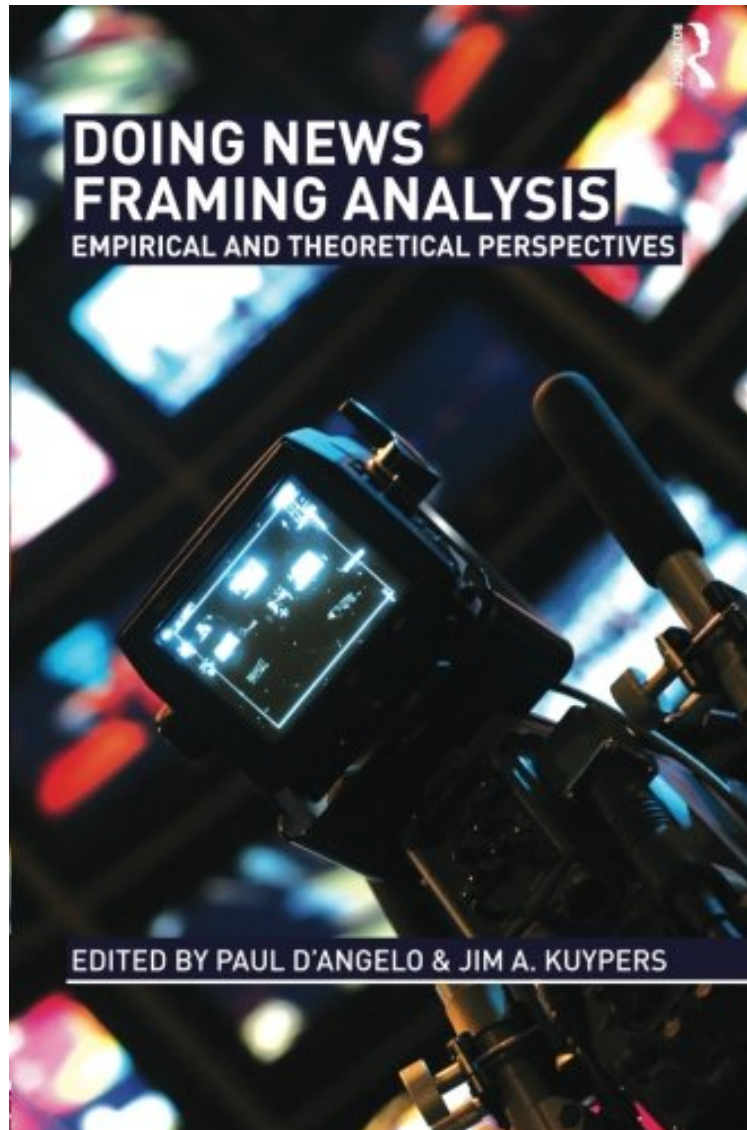


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essays from some of the leading researchers of the day in quantitative, qualitative, and multi-modal framing analysis, this book will help you to understand the method more thoroughly and pin down the elements that will be most important to your own research, allowing you to confidently set your methodology/research plan. Framing as a theory can be a bit elusive, with advice often coming the form of 'just do it,' but this work will help you understand exactly what good research in this field looks like, what the major advantages and drawbacks of certain approaches are, and what kinds of things you should be aware of to remain reflexive and open-minded during your process. A must have.

Doing News Framing Analysis provides an interpretive guide to news frames what they are, how they can be observed in news texts, and how framing effects are uncovered and substantiated in cultural, group, and individual sites. Chapters feature framing analysts reflecting on their own empirical work in research, classroom, and public settings to address specific aspects of framing analysis. Taken together, the collection covers the full range of ways in which framing has been theorized and applied across topics, sources, mechanisms, and effects. This volume fosters understanding among the scholarly camps of framing scholars, and encourages greater clarity from framing analysts in all aspects of their empirical inquiry. Chapters offer fresh perspectives from which researchers can begin new research programs, puzzle through perplexing problems in a current research program, or expand an existing program. Providing conceptual and methodological guidance, Doing News Framing Analysis will help framing researchers at all levels to better understand news framing and to improve their future news framing research.

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