



News Literacy Concepts for First-Year Students

42nd Annual Conference on The First-Year Experience, Los Angeles, CA

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Introductions

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Media Habits

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**Legacy &
Emerging Media**

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Questions

01

Media Habits

Media Habits

- The Media Insight Project includes the Associated Press, the National Opinion Research Center (NORC) for Public Affairs Research at the University of Chicago, and the American Press Institute
- Released study in August 2022
- Data were collected using both probability and non-probability samples. Interviews for this survey were conducted with people ages 16 to 40 representing the 50 states and the District of Columbia

The Media
Insight Project



NORC

AMERICANPRESS
institute

Fatigue, Traditionalism, and Engagement: The News Habits and Attitudes of the Gen Z and Millennial Generations

August 2022

FOR FURTHER INFORMATION ON THIS REPORT:

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www.mediansight.org

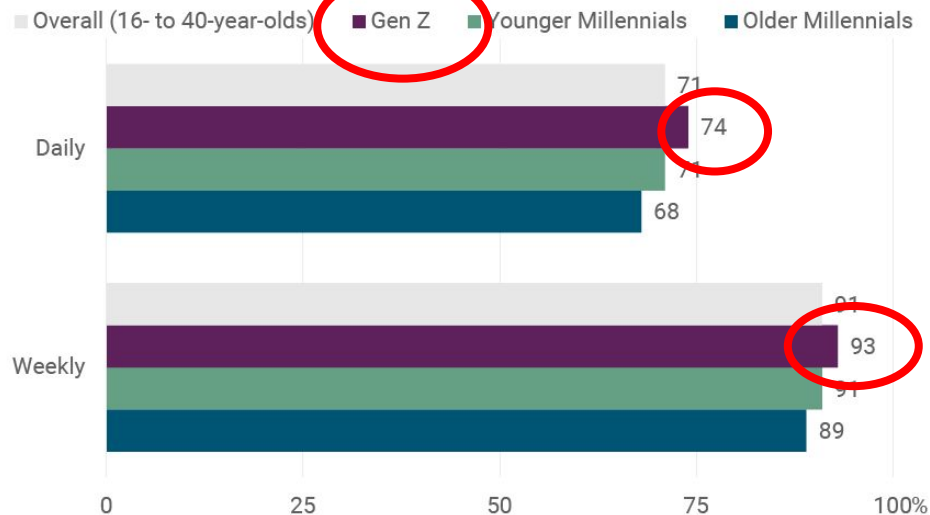


Media Habits

- Chart shows **percent of Americans ages 16 to 40** who consume news and information from at least one **social media platform**
- Gen Z
 - **74%** consume news and information from at least one social media platform **daily**
 - **93%** consume news and information from at least one social media platform **weekly**

Most consume news from social media at least weekly.

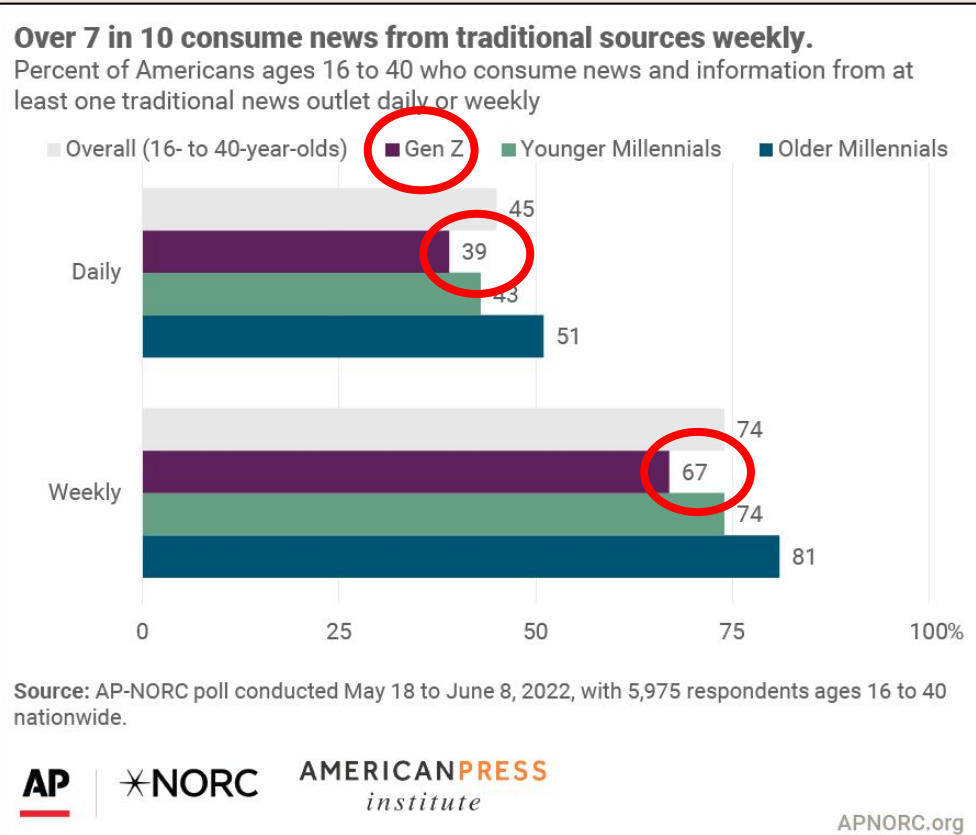
Percent of Americans ages 16 to 40 who consume news and information from at least one social media platform daily or weekly



Source: AP-NORC poll conducted May 18 to June 8, 2022, with 5,975 respondents ages 16 to 40 nationwide.

Media Habits

- Chart shows **percent of Americans ages 16 to 40** who consume news and information from at least one **traditional news outlet**
- Gen Z
 - **39%** consume news and information from at least one traditional news outlet **daily**
 - **67%** consume news and information from at least one traditional news outlet **weekly**



Media Habits

- Nearly three-quarters of 16- to 40-year-olds (**74%**) get news and information at least weekly from traditional news sources such as **national** or **local TV** and **newspapers**, including their **websites** or **apps**
- **45%** do so daily
- Most continue to rely on social media more heavily as a **pathway** to news; **91%** get news there at least weekly.
- Nonetheless, these findings **contradict** the stereotype that traditional outlets have no place in the life of younger consumers.

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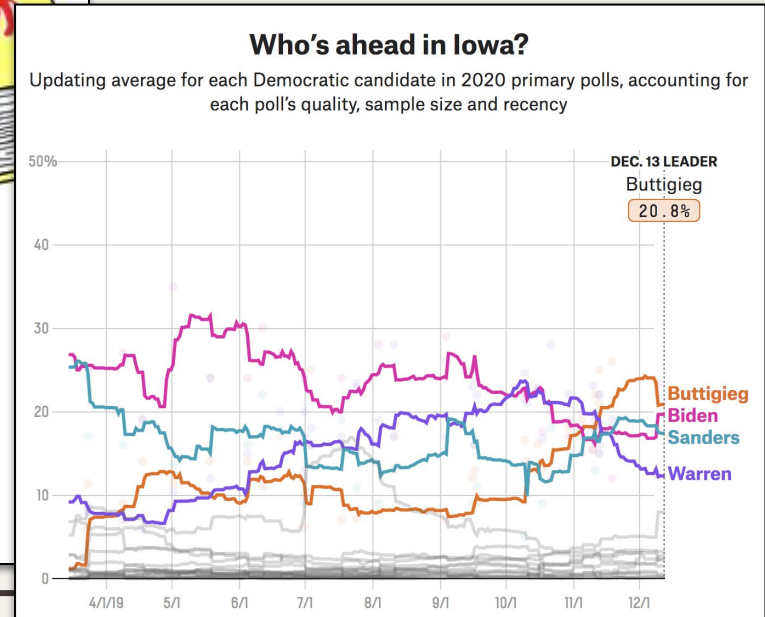
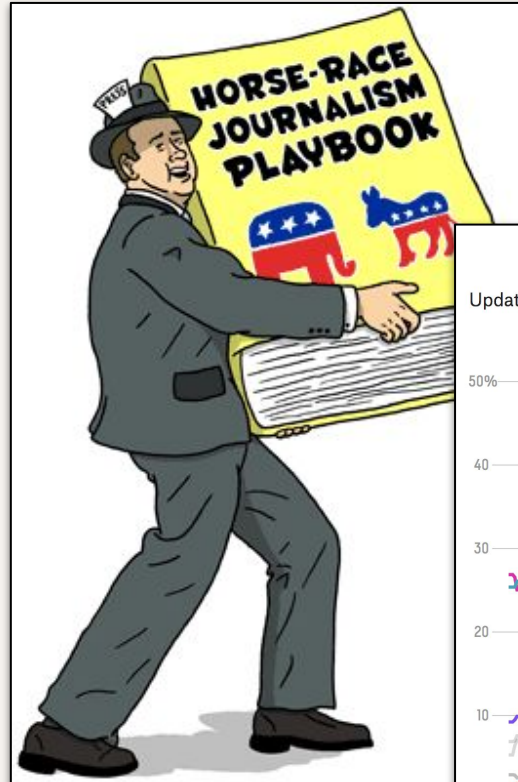
Media Habits

Pack journalism



Media Habits

Horse race journalism



Media Habits

Protest paradigm



AP PHOTOS: Looking back at fiery George Floyd protests

Media Habits

False balance

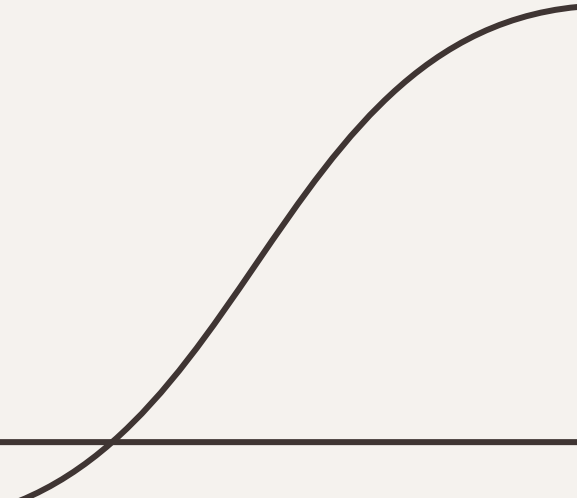


Media Habits

Takeaways

Gen Z mostly online but consuming more traditional media than we expected.

How do we help students make sense of mainstream media production and dissemination, across platforms and through different media?



02 Legacy & Emerging Media



Legacy & Emerging Media lesson

This assignment is designed to engage students across a series of questions regarding the similarities and differences in the way **“legacy”** media and **“emerging”** media **produce and disseminate news content**.

This assignment asks students to **select a timely issue** and **examine how it is produced/delivered** by “legacy” media and “emerging” media. Following the **content analysis**, students offer their own **critical analysis**.

ISSUE:	
LEGACY MEDIA	EMERGING MEDIA
ORGANIZATION	
AGE OF ORGANIZATION	
OWNERSHIP	
HEADLINE BYLINE DATE	
LENGTH OF STORY	

ISSUE:	
LEGACY MEDIA	EMERGING MEDIA
ORGANIZATION	
AGE OF ORGANIZATION	
OWNERSHIP	
HEADLINE BYLINE DATE	
LENGTH OF STORY	

WRITING STYLE	
SOURCES CONSULTED	
IMAGES	
EVIDENCE	

Legacy & Emerging Media defined

Legacy Media

Traditional, mass media outlets and formats, print and broadcast journalism, "gated" media content, produced by paid, professionally trained staff and editors.



Legacy & Emerging Media defined

Emerging Media

Born-digital and independently produced media content, such as blogs, social media posts, citizen journalism, amateur YouTube videos and digital stories, independent podcasts, and webzines. Often produced by amateur or independent media producers and with low to no oversight of professional editors.

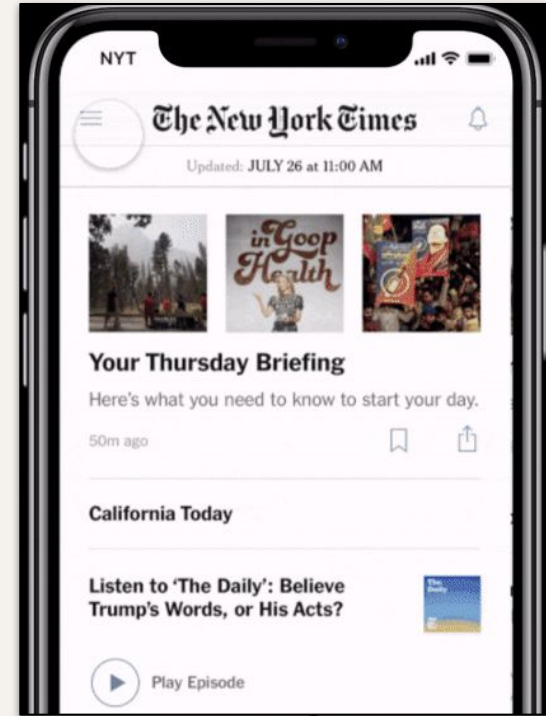


Legacy & Emerging Media defined

These categories are **evolving** and **not mutually exclusive**.

Many **legacy news outlets now produce blogs and social media content**.

Many emerging media producers (such as bloggers, independent podcasters and YouTube stars) **employ editors and can be considered paid media professionals through the revenue they generate through media media products**.



Legacy & Emerging Media materials

PBS Newshour talks to Re/code's Walt Mossberg, VOX Media's Jim Bankoff, and Tom Rosenstiel of the American Press Institute about the shifting media landscape.

Pew Research Center reports on data and trends in key sectors of the U.S. news media industry.

See **Wired**'s News In Crisis series.

See **Reuters Institute for the Study of Journalism** report on issues related to legacy and emerging media.



Legacy & Emerging Media directions

1. Find a news story on an issue of public concern or debate as reported by a legacy media outlet.
 2. Trace this same issue across TWO more legacy media texts and THREE emerging media texts (digital/online). You should have a total of SIX stories (3 legacy texts, 3 emerging texts).
 3. Content Analysis: Download and print worksheets to systematically analyze your SIX texts. Print THREE copies of each worksheet.
 4. Critical Analysis Essay: Based on the results of your analysis, which media type (legacy or emerging) most effectively serves the public interest on the issue? Respond in a 700 to 1000-word essay.
-

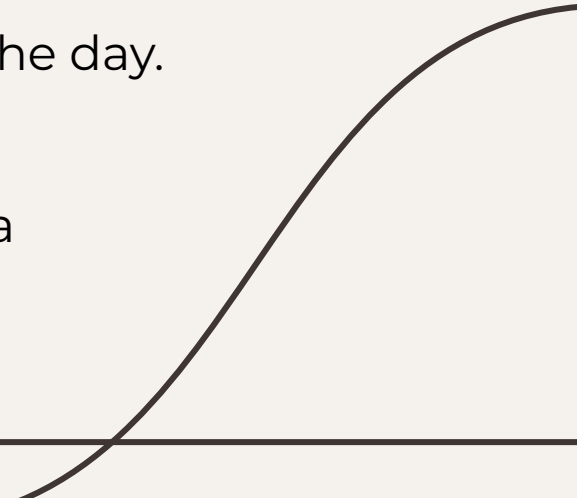
Legacy & Emerging Media materials

ISSUE:	
	LEGACY MEDIA
ORGANIZATION	
AGE OF ORGANIZATION	
OWNERSHIP	
HEADLINE BYLINE DATE	
LENGTH OF STORY	

WRITING STYLE	
SOURCES CONSULTED	
IMAGES	
EVIDENCE	

ISSUE:	
	EMERGING MEDIA
ORGANIZATION	
AGE OF ORGANIZATION	
OWNERSHIP	
HEADLINE BYLINE DATE	
LENGTH OF STORY	

Legacy & Emerging Media outcomes

1. Describe histories of “legacy” and “emerging” media.
 2. Explain how “legacy” and “emerging” media operate as distinct business models.
 3. Describe the roles “legacy” and “emerging” media play in engaging audiences on important issues of the day.
 4. Use content analysis on media samples.
 5. Demonstrate evidence of critical thinking in a self-reflection essay.
- 

Legacy & Emerging Media research

How 'Digital-born' media cover climate change in comparison to legacy media: A case study of the COP 21 summit in Paris

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^bNortheastern University, College of Arts, Media & Design, 225 Holmes Hall, 360 Huntington Avenue, 02115 Boston, MA, USA

^cUniversity of Zurich, Department of Mass Communication and Media Research, Andreasstrasse 15, CH-8050 Zurich, Switzerland

A B S T R A C T

Climate change is often seen as a remote, complex issue, which many people acquire information mainly from media reporting. However, media landscapes are changing rapidly, particularly with the growth of the internet and social media. A number of new media organisations are challenging traditional media and have gained significant audiences for their environment content. We analyse the coverage by three of these – Huffington Post, Vice and BuzzFeed – of the COP21 summit in Paris at the end of 2015, and compare it with that of traditional media. We show that while the general spectrum of themes is similar across media outlets, there are differences in the volume of the coverage and in the emphasis that is laid on different themes by some, but not all, of the new players compared to traditional media.

Legacy & Emerging Media research

Table 1

News outlets included in study by country.

	France	Germany	Spain	UK	USA
	Huffington Post	Huffington Post	Huffington Post	Huffington Post	Huffington Post
'Digital-Born' Players	BuzzFeed Vice	BuzzFeed Vice	BuzzFeed Vice	BuzzFeed Vice	BuzzFeed Vice
Legacy Player (left-leaning)	Le Monde	Süddeutsche Zeitung	El País	The Guardian	New York Times
Legacy Player (centre or right-leaning)	Le Figaro	Frankfurter Allgemeine	El Mundo	The Telegraph	USA Today



03

Media Effects



Walter Lippmann's *Public Opinion* (1922): "The world outside and the pictures in our heads"



Media Effects:

The social or psychological responses in individuals as a result of exposure to media messages.

Three major types of media effects:
Affective, Behavioral, & Cognitive

- Tsfati, Y. (2011).

Types of Media Effects:



Affective

The formation of attitudes, positive or negative, about something.

- *Example:*

Advertising: Does this commercial make me feel good about a product?



Behavioral

The observable actions that are linked to media exposure. Includes anti- or pro- social behavior.

- *Example:*

Video Games: Is there a connections between violent games and violent behavior?



Cognitive

The acquisition of information— what people learn, how much do they learn, how are their information needs satisfied or not.

- *Example:*

Health Communication
Political Communication

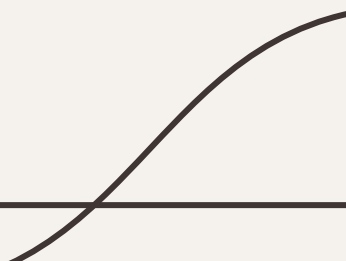
Connection to Media & Information Literacy

National Association for Media Literacy Education (NAMLE)

Aims to prepare students for a modern media and information ecosystem that addresses us “on a multi-sensory level, affecting the way we **think, feel, and behave**”

Association of College & Research Libraries (ACRL)

Discusses the need for metaliteracy which “demands **behavioral, affective, cognitive,** and metacognitive engagement with the information ecosystem.



Student Learning Outcomes

1. Define two types of media effects, agenda setting and framing, and identify their role in how news is delivered.
2. Reflect on the ways agenda setting and framing can influence our awareness of current events and how we engage with news stories.

Key question: Does identifying media effects in the news help us to make sense of our own information consumption and perspectives of current events?

Media Effects in the Classroom: Agenda-Setting

- Cognitive media effect to explain *the link between news reporting and public opinion.*
- Media indicate to the public the main issues of the day through the presentation of news.
- *Readers learn not only about a given issue, but also how much importance to attach to that issue from the amount of information in a news story and its position.*

THE AGENDA-SETTING FUNCTION OF MASS MEDIA*

BY MAXWELL E. McCOMBS AND DONALD L. SHAW

In choosing and displaying news, editors, newsroom staff, and broadcasters play an important part in shaping political reality. Readers learn not only about a given issue, but also how much importance to attach to that issue from the amount of information in a news story and its position. In reflecting what candidates are saying during a campaign, the mass media may well determine the important issues—that is, the media may set the “agenda” of the campaign.

The authors are associate professors of journalism at the University of North Carolina, Chapel Hill.

“The press may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about.”

–**Cohen, B.C. (1963).**

Agenda-Setting Pre-Class Survey

Reading/Watching/Listening this week:

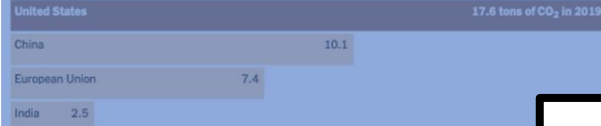
- from Baran and Davis: Agenda-setting
- from The Daily Show: Investigating the Summer of the Shark

1. A famous political scientist once said, "[the press] may not be successful in telling readers what to think, but it is stunningly successful in telling its readers what to think about." What do you think about this statement? How would you describe this statement in your own words?
2. In your own words, what is agenda-setting?
3. Do you have a specific question about agenda-setting that you would like instructors to answer or clarify?
4. What's going on in the Daily Show clip from 2002? How does it relate to agenda-setting?
5. Where do you usually get your news? Check all that apply.
 - a. Social Media
 - b. News Feeds (like Google News or Apple News)
 - c. News Websites
 - d. TV
 - e. Radio
 - f. Email Newsletters
 - g. Newspapers (printed or online)
 - h. Other:
6. In your opinion, what are the top 5 voting issues you think are most important leading up to the midterm elections? (Examples include gun policy, economy, education, health care, crime, abortion, immigration, climate change, foreign policy, etc.) List them below:

Comparing Pledges by the World's Largest Polluters to Cut Their Emissions

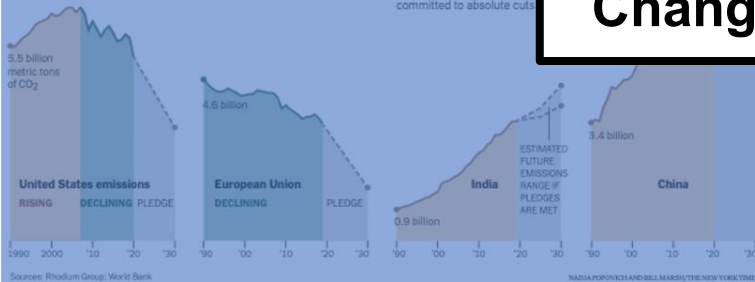
The United States and the European Union account for about a quarter of planet-warming emissions. Page A12.

Per person, Americans produce more greenhouse gases ...



... but the country is far outpaced by China in total emissions

The United States was still increasing emissions until the mid-2000s, while Europe took earlier action.



Sources: Rhodium Group; World Bank

Climate Change

BIDEN COMMITS U.S. TO EMISSIONS CUTS AS ALLIES JOIN VOW

Targets That Would An Aggressive Stand on Climate Change

BY AD PLUMER

WASHINGTON — President Joe Biden pledged to slash American greenhouse gas emissions over the next decade in long-awaited details on specifics, saying that success would require rapid and sweeping changes to virtually every corner of the nation's economy, transforming the way Americans drive to work, heat their homes and operate their factories.

In several recent studies, researchers have explored what a future America might look like if it wants to achieve Mr. Biden's new climate goal: Cutting the nation's planet-warming emissions at least 50 percent below 2005 levels by the year 2030.

By the end of the decade, those studies suggest, more than half of the new cars and S.U.V.s sold at dealerships would need to be powered by electricity, not gasoline. Nearly all coal-fired power plants would need to be shut down. Forests would need to expand. The number of wind turbines and solar panels dotting the nation's landscape could quadruple.

It's achievable in theory, researchers say, but it's an enormous challenge. To get there, the Biden administration would likely need to put in place a vast array of new federal policies, many of which could face obstacles in Congress or the courts. And policymakers will have to take care in crafting measures that do not cause serious economic harm, such as widespread job losses or spikes in energy prices, that could trigger a backlash.

This article is by Lisa Friedman, Somini Sengupta and Coral Davenport.

WASHINGTON — President Biden on Thursday moved to put four years of official climate denial behind the United States, declaring that America would cut its global warming emissions at least in half by the end of the decade.

Addressing 40 world leaders at the start of a two-day summit about the U.S. return to the Paris climate agreement, Mr. Biden sought to galvanize other countries to take more aggressive steps.

He cast the challenge of avoiding catastrophic warming as an economic opportunity for America and the world, a striking contrast to his predecessor who had abandoned the agreement. "This is a moral imperative, an economic imperative," Mr. Biden said. "A moment of peril, but also a moment of extraordinary possibilities."

In rapid succession, Japan, Canada, Britain and the European Union committed to steeper cuts. But



AL DRAGO FOR THE NEW YORK TIMES
President Biden set a goal of 2030 for far lower emissions.

Biden to Seek Tax on Richest

Infrastructure

Pause on

The coronavirus outbreak

Be Lifted

Mr. Biden will also propose raising the top marginal income tax

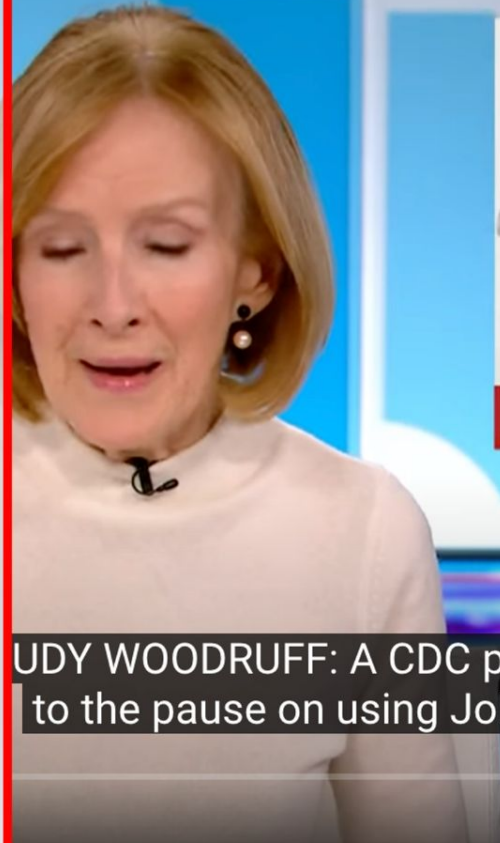
... to inform health practitioners — and the public — about the exceedingly uncommon, but

any longer than it absolutely has to go for," Dr. Peter Marks, the Food and Drug Administration's

more cases were hidden or could develop shortly as the new vaccine rolled out.

The
coronavirus
outbreak

80
seconds



JUDY WOODRUFF: A CDC panel is urging an end to the pause on using Johnson & Johnson's

Media Effects in the Classroom: Agenda-Setting

Agenda-Setting Group Activity Worksheet

Directions: In pairs, analyze the front page of each newspaper. Use the color coding scheme to identify top issues. Rank the issues in order of importance for each newspaper front page.

Key Quote: "In choosing and displaying news, editors, newsroom staff, and broadcasters play an important part in shaping political reality. Readers learn not only about a given issue, but also how much importance to attach to that issue from the amount of information in a news story and its position" (McCombs & Shaw, 1972, p. 176).

Which newspaper is your group using?

- New York Times (October 10-16)
- Wall Street Journal (October 10-16)

Date: October 10, 2022

Rank the Top Issues:

- 1.
- 2.
- 3.
- 4.
- 5.

Date: October 11, 2022

Rank the Top Issues:

- 1.
- 2.
- 3.
- 4.
- 5.

Date: October 12, 2022

Rank the Top Issues:

- 1.
- 2.
- 3.
- 4.
- 5.

Date: October 13, 2022

Rank the Top Issues:

- 1.
- 2.
- 3.
- 4.
- 5.

Date: October 14, 2022

Rank the Top Issues:

- 1.
- 2.
- 3.
- 4.
- 5.

Date: October 15, 2022

Rank the Top Issues:

- 1.
- 2.
- 3.
- 4.
- 5.

Date: October 16, 2022

Rank the Top Issues:

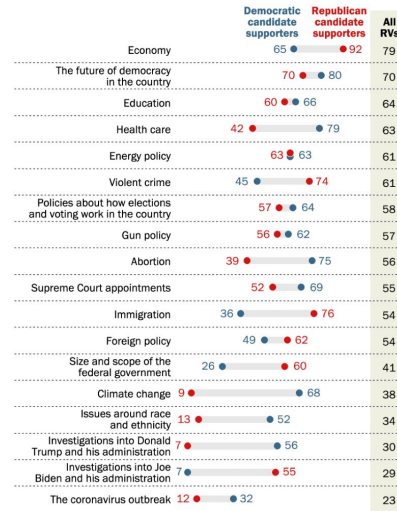
- 1.
- 2.
- 3.
- 4.
- 5.

Comments & Questions:

Agenda-Setting: Group Activity Coding Worksheet

The economy remains the top issue for voters in the midterms

% of registered voters who say each is **very important** to their vote in the 2022 congressional elections



Note: Based on registered voters.
Source: Survey of U.S. adults conducted Oct. 10-16, 2022.

PEW RESEARCH CENTER

Top 12 Issues for voters leading up to the 2022 midterm elections, Oct. 10-16:

Is there a connection between the issues on the newspaper front pages and public opinion?

Color Map:

- Economy = **Red**
- Future of Democracy = **Orange**
- Education = **Brown**
- Health care = **Purple**
- Energy policy = **Dark green**
- Violent crime = **Light blue**
- Policies about elections = **Gray**
- Gun policy = **Light green**
- Abortion = **Yellow**
- Supreme court = **Black**
- Immigration = **Pink**
- Foreign policy = **Dark blue**
- Miscellaneous = Leave blank, but take note

Media Effects in the Classroom: Agenda-Setting

Agenda-Setting Reflection Survey

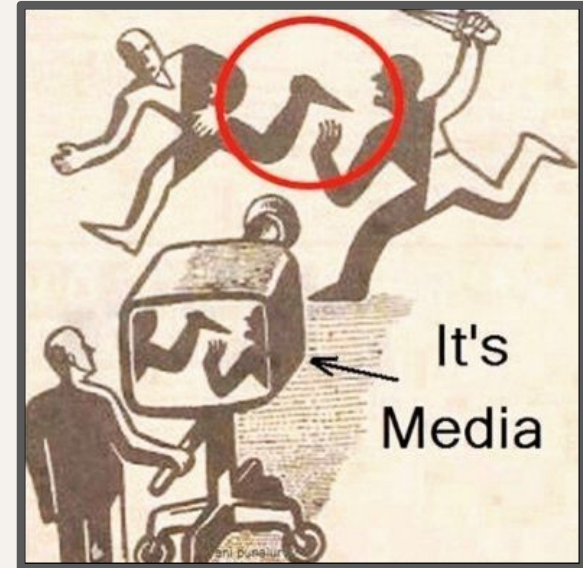
1. What's a new-to-you word, term, or idea you heard today?
2. Were you familiar with the agenda-setting theory before today?
 - a. Yes
 - b. No
3. How does understanding the agenda-setting function of the mass media change the way you interpret the news? Does it?
4. Have you ever had an information literacy or media literacy class?
 - a. Yes
 - b. No
5. After analyzing your own news source (or social media feed), what were some of the top issues in your media diet?
6. Do you think there is a correlation between YOUR top 5 priorities leading up to the midterm elections (as you reported in pre-class Ticket) and YOUR media diet?
7. Please explain the answer to the previous question (i.e. Do you think there is a correlation between YOUR top 5 priorities leading up to the midterm elections (as you reported in pre-class Ticket) and YOUR media diet?).
8. After learning about agenda-setting, what are ideas you have (or what do you already do) to make sure you are getting as full a picture as you can about current events?

"I think the main thing is making sure to read past the front page or home page of sources, to ensure that I am being exposed to information on a variety of topics in current events. Also making sure to keep in mind that less-reported events are not necessarily less important than big-ticket things such as the economy."

"I think that the most important thing to do is to no [sic] just read one piece of information and take it for what it's worth. I think that if you are truly invested in a topic you will do all the research that is needed."

Media Effects in the Classroom: Framing

•“to frame is to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation for the item described.”



Robert M. Entman, "Framing: Toward clarification of a fractured paradigm," *Journal of communication* 43, no. 4 (1993), p. 52

Framing Pre-Class Survey

Reading/Watching/Listening this week:

-from BrainFacts.org: Why Do We Fall For the Framing Effect?

-from Communication Theory: Framing Theory

1. In your own words, what are frames?
2. In your own words, what are framing effects?
3. In the BrainFacts.org video, "Why Do We Fall for the Framing Effect," the speaker discusses gains and losses. What are they talking about?
4. In the "Framing Theory" article from Communication Studies, the author discusses episodic/thematic frames. What are episodic/thematic frames and why should we care about them?
5. Do you have a specific question about framing that you would like instructors to answer or clarify?
6. Propose one discussion question related to framing.

Media Effects in the Classroom: Framing

YAHOO! NEWS News Home - Help

Hurricanes & Tropical Storms More Slideshows: [Select Category](#)

Speed: Photo 549 of 565 [Single Photo](#) | [Multiple Photos](#)



AP Associated Press AP - Mon Aug 29, 7:32 PM ET

Looters carry bags of groceries through floodwaters after taking the merchandise away from a wind damaged convenience store in New Orleans on Monday, Aug. 29, 2005. (AP Photo/Dave Martin)

Email Photo Print Photo

RECOMMEND THIS PHOTO » Recommended Photos
Recommend It: Average (79 votes)

RELATED

- [Katrina's Effects, at a Glance](#) AP - Tue Aug 30, 8:30 PM ET

[Hurricanes & Tropical Storms](#)

ADD SLIDESHOW TO MY YAHOO! OR RSS READER

(About My Yahoo! and RSS)

YAHOO! NEWS Ne

Hurricanes & Tropical Storms More Slideshows: [More Slideshows](#)

Speed: Photo 334 of 565 [Single Photo](#) | [Multiple Photos](#)



AFP/Getty Images AFP/Getty Images 3:41 PM ET

Two residents wade through chest-deep water after finding bread and soda from a local grocery store in New Orleans.

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RECOMMEND THIS PHOTO » Recommended Photos
Recommend It: Average (79 votes)

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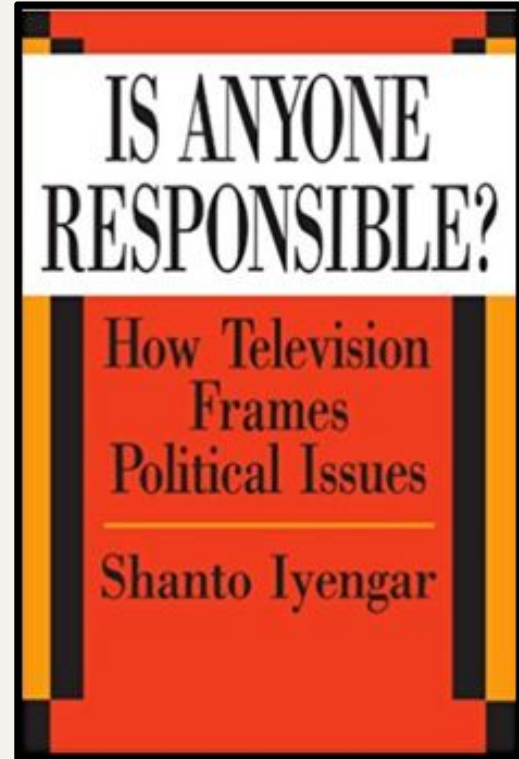
[Hurricanes & Tropical Storms](#)

ADD SLIDESHOW TO MY YAHOO! OR RSS READER

(About My Yahoo! and RSS)

Types of frames

- **Episodic frames**
 - Event-based news reporting
 - Focused on individual actors
- **Thematic frames**
 - Broad perspective, highlighting context
 - Focusing on trends and collective outcomes



Shanto Iyengar, *Is Anyone Responsible?: How Television Frames Political Issues*, (Chicago: University of Chicago Press, 1991).

Types of frames

Episodic frames

Local

Five arrested after protesters march through D.C., start small fires and engage in tense standoff with police

Police said five officers were injured and the union said at least one officer was hospitalized after the latest confrontations in the nation's capital.

NATION

Oakland protesters set fire to courthouse, smash windows

Black Lives Matter protesters block traffic in Fairfax District

Types of frames

Thematic frames

A movement, a slogan, a rallying cry: How Black Lives Matter changed America's view on race

How Systemic Racism Exists In U.S. Housing Policies

**Black Lives Matter
Louisville Trying To
Improve Community Health**

Media Effects in the Classroom: Framing

Framing Group Activity Worksheet

Directions: In pairs, identify at least two examples of episodic framing and two examples of thematic framing on the topic of the housing crisis or climate change to analyze. (Find the stories here: <https://bit.ly/3NDcECq>).

Episodic Framing: Focuses on a single event; refers to the portrayal and presentation of issues through either a specific event that serves as an anecdotal exemplification of the broader issue or the story of an affected person who could put a human face on the issue.

Thematic Framing: Focuses on trends over time; applies a wide-angle lens to the coverage of the issue – focusing on trends over time, and highlighting contexts and environments.

1. Which topic did your group read about?

- Housing Crisis
- Climate change

2. Write down two headlines from the Google Doc that are examples of episodic framing. What kind of information do they provide?

3. Write down two headlines from the Google Doc that are examples of thematic framing. What kind of information do they provide?

4. What do you think readers would think about this topic if they were only reading the articles with episodic news frames?

5. How do you think readers would think about this topic if they were also reading articles with thematic news frames?

Framing Activity: Scan through the following headlines and pick out at least two episodic and two thematic articles on your topic. Answer questions on the [Week 12 Exit Ticket](#).

Housing Crisis

- [A skid row response to mayoral homeless promises: Bring not words, but deeds and truth](#) (PDE)
- [Venice Beach residents demand LA officials act on homeless encampment, crime: 'Finish the job'](#) Fox News (PDE)
- ['I'm ready to go': Homeless people face barriers getting off the streets due to felony charges](#) KGW8 (PDF)
- [Homeless youth and children are wildly undercounted, advocates say](#) NPR (PDF)
- [Homeless camp removal outside Seattle City Hall draws strong, divided reactions](#) The Seattle Times (PDE)
- [Tiny homes, big dreams: How some activists are reimagining shelter for the homeless](#) NPR (PDE)
- ['I Think It's A Serious Homeless Problem': Man Suffers Multiple Stab Wounds To Neck In Random Assault By Homeless Man In Chinatown](#) CBS (PDF)
- [This stinks: Youth homeless shelter needs help after sewage floods building in St. Augustine](#) First Coast News (PDE)
- [Homeless camps are often blamed for crime but experts say it's not so simple](#) NPR (PDF)
- [Homelessness has risen 70% in California's capital, inside the staggering emergency](#) The Guardian (PDE)
- [Neighbors say man experiencing homelessness saved woman in wheelchair from drowning](#) (PDF)
- [Is California Doing Enough to Fight Homelessness?](#) The Nation
- [City tells homeless encampments to relocate by Nov. 10](#) CBS

Climate Change

- [Countries hit hardest by climate change need much more money to prepare, U.N. says](#) NPR (PDF)
- [As Other Global Crises Collide, Nations Converge to Address Climate Change](#) The New York Times (PDF)
- [As climate change worsens, Egypt is begging families to have fewer kids](#) The Washington Post (PDE)
- [Rebuild or leave? In a flood-prone Tennessee town, one family must decide](#) WPLN (PDE)
- [Horrific polar bear attack on hiker in Canada should be cause for concern much closer to home](#) The Scotsman (PDE)
- [Climate change fundamentally affecting European birds, study shows](#) The Guardian (PDE)
- [Climate Change Is Harming the Planet Faster Than We Can Adapt, U.N. Warns](#) New York Times (PDE)
- [Worries of how climate change bill could impact Maryland businesses](#) (PDF)
- [NY Dems slammed for promoting banner equating climate change to 9/11 attacks](#) New York Post (PDE)

Media Effects in the Classroom: Framing

How would readers think about this topic if they were only reading news with **episodic frames**? What about if they also read news with **thematic frames**?

Just episodic:

Readers would likely only know about wild outliers related to the topic, generally those that reinforce the stereotype without critical analysis.

If readers were only reading these episodic news frames they would not understand the root of the problem that is behind the cause of the individual events.

Also thematic:

I think that they would want to look more into these topics and maybe want to actually understand or do something about it. When you link things together, it makes you want to actually understand the issue.

I believe they would be a lot more informed about the context of the event instead of just looking at one example and brushing it off.

Media Effects in the Classroom: Framing

Framing Reflection Survey

1. What's a new-to-you word, term, or idea you heard today?
2. Why is it important to know about episodic/thematic news frames when reading news stories?
3. What do you notice about the news sources in your media diet? Are the news sources you typically see more episodic or thematic?
4. Were you familiar with media framing before today?
5. Does having an understanding of the framing effects of mass media change the way you interpret news? If so, how?

It shapes your beliefs and ideas, it's important to take all information into account when looking at issues so that you aren't creating foundational beliefs off singular, misrepresented events.

It helps to make you analyze everything more, maybe look at an article twice and determine if the way it's framed portrays a well rounded view and provides context on a topic, or if it's a one off anecdote that doesn't provide perspective on the situation as a whole.

04 Questions



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Re: Beyond Fake News



Thank you!

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