Frame Analysis Assignment - due Feb. 17

Objective: Conduct an original qualitative frame analysis on news coverage of a recent issue.

Key Steps:

- Search for ONE of the topics listed below using the Nexis Uni database. Use short keywords and adjust the publication and time filters accordingly. Select five articles, using a sampling method of your choice (Merrigan et al., pp. 63-67). For tips on using the database, see my walkthrough video.

- Read and open code (Charmaz) each article in your sample, using the coding worksheet (see instruction module). Code parts from each article (e.g., sentences, paragraphs), not all of the text.

- Review the open codes. Are there patterns and dominant themes for each article? And across the sample (all five articles)? In the worksheet, group the codes into dominant themes or categories.

- Based on those categories, what are the two dominant frames in the news sample? Consider the concept of framing (Entman; Dobson & Knezevic) in determining the salient ways the news issue is presented to readers. It's up to you what you call the dominant frames.

- Reflect on the broader implications of framing the news issue in these ways, keeping in mind the definitions of framing. How do the frames you've identified shape understandings of the issue?

- Complete the report based on your research activity and findings. See page two of the instructions for the report guidelines. Save the report and coding worksheet as Word documents (.docx) and submit them through Brightspace.

TOPIC OPTIONS and SEARCH GUIDELINES
(please select one and use the outlined date and publication):

A) Which dominant frames were used by The Guardian to report on the impacts of ChatGPT on jobs? Please filter your search in the Nexis Uni database to English language articles published by 'The Guardian (London)' from Dec. 1, 2022 – Jan. 31, 2023.

B) Which dominant frames were used by CBC News to report on Pope Francis' apology on behalf of members of the Catholic Church who played a role in residential schools in Canada? Please filter your search in the Nexis Uni database to English language articles published by CBC News from June 1, 2022 – Sept. 30, 2022.

C) Which dominant frames were used by The Toronto Star to report on Canadian grocery stores' profits in a period of economic inflation? Please filter your search in the Nexis Uni database to English language articles published by 'The Toronto Star' from May 1, 2022 – Jan. 31, 2023.

See below for the report guidelines!

Report Guidelines

Formatting: Please double-space your paper and use headings for each section.
Use Arial or Times New Roman font, size 12. You may write in first person (e.g., using 'I').
Please use APA Style, 7th ed. to cite sources. Include a title page following APA style.

Introduction (1/2 to 3/4 of a page)	• Summarize what the news issue is about, citing credible sources • Outline what your report will cover
Search Process and Sampling Method (1 page)	• Describe the search process you used to find the five articles. • Define the type of sampling method you used (Merrigan et al). • Explain how you used the sampling method and why you used it.
Framing Method (1-1 1/2 pages)	• Explain the process you used to identify two dominant frames from the news sample. You may refer to the coding worksheet. • Define terms like coding, frame, frame analysis by citing readings
Frame Analysis Discussion (2-3 pages)	• Illustrate how the two dominant frames are present in the sample by providing evidence from select articles. Structure the discussion around the dominant frames, not as an annotated bibliography. • Discuss the significance of the publication's framing of the issue, keeping in mind the definition / concept of framing
Conclusion (1/2 page)	• Summarize what you discussed in your report in an engaging way • Report on your key findings found in your frame analysis research