

How to Lie with Frames in Journalistic Writing and Scientific Research

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Introduction

Searchly: Welfare Reform Must Require Strict Work Requirements (I)
Americans remain sharply divided on whether welfare reform should include more work requirements or increase financial aid for families with low incomes. Welfare critics argue that recent welfare reform does not lead people who receive financial aid to work for their benefits. These critics would like to see tougher work requirements to have benefits.

Headline: Tough Welfare Restrictions Said to Hurt the Poor and Children. (H)

Americans remain sharply divided on whether welfare reform should include more work requirements or increase financial aid for families with low incomes. Welfare supporters and defenders warn that further restrictions on giving financial aid would hurt children and the poor. These supporters argue that welfare reform should aim to reduce poverty and help families in need. (adapted from Shen & Edwards, 2005).

The first article by way of the headline and lead paragraph framed the issue in terms of **individualism** and the second article framed the issue in terms of **humanitarianism** (Shen & Edwards, 2005).

How to lie with frames in journalistic writing

The concept of framing

Framing is the practice of selecting “some aspects of the 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” (Entman 1993: 52).

Where do news frames come from? Involved actors e.g. administration incl. powerful political actors, media.

It is created by the media [among others] for its audience or adopted by the media from e.g. the administration for various reasons. It can have a strong impact in the opinions of the audience on relevant topics (Dell’Orto et al. 2004; Elmasry et al. 2013) and activate certain values that shape its interpretations.

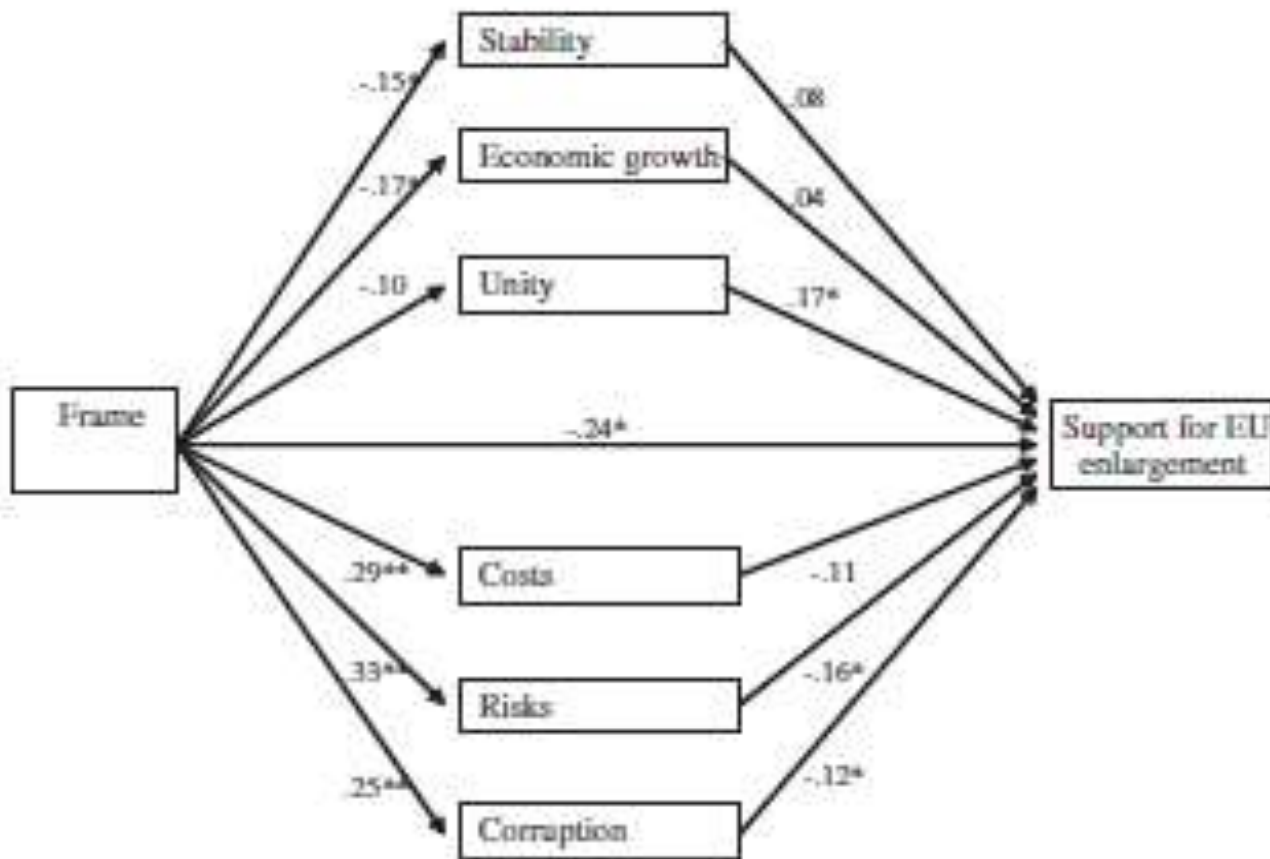
Framing devices and examples

Framing devices: Values, issues, lexical choices (terms), marked and unmarked themes, passive-active constructions, sources, projecting clauses/verbs, contrasts, personal descriptions, metaphors, myths, visual images (pictures), statistics (van Gorp 2010: 91), presuppositions, hedging, boosting, engagement markers.

Competing or same values e.g. collectivism *or* individualism.

A simple example of framing: The changed portrayal of the former King of Albania in Albanian history books for middle schools and the Albanian media.

An example of framing (values)



Picture 1: Mediation model of framing effects. (de Vreese 2010: 204)

Considerations about **costs, risk, and corruption** depressed support for EU enlargement, while considerations such as **stability, growth, and unity** encouraged support. (de Vreese 2010: 204)

Type of frame	Examples of frames	Example of application
Metaphor	The building; the runaway train; the flood; the game; war; disease and recovery	Current food production methods undermine the foundations of the food system which puts the worldwide ecological system at risk (Aubrun & Grady, 2006)
Value or norm	Altruistic democracy, responsible capitalism (Gans, 1979); free speech vs. disruption of public order (Nelson, Clawson, & Oxley, 1997); good governance; sacredness of life	All people have equal rights, so the same is true for gay people, for example with regard to marriage and the adoption of children. Perceived from the idea that only what is 'natural' is normal, gay people or abnormal and cannot claim equal rights (Brewer, 2002)
Virtue or sin	Sexual restraint; temperance; satisfaction with one's lot; "punishment can be good for you" (Lakoff, 1995)	People who get drunk do not have the power to exercise self control, this internal evil has to be overcome (cf. Van den Bulck, Simons, & Van Gorp, 2008)
Myth	The myth of science; the American dream; the pact with God; the Apocalypse; Oedipus; the Tower of Babel; the destruction of Sodom and Gomorrah; Pandora's box; good vs. evil, heaven and hell (see Silverblatt, Ferry, & Finan, 1992)	Biotechnology will lead to catastrophes, just as Pandora opened the box that contained all the evils of mankind (Dahinden, 2002). Scientists who do stem cell research destroy human life. They take on the role of God and violate divine will (Nisbet, 2005)
Narrative	Man's inhumanity to man (Gurevitch & Kavoori, 1994); Cinderella, Frankenstein, Snow white, the Beauty and the Beast, Faust	The cigarette brought the smoker to a higher-class position, but with the workplace smoking ban, smoking 'Cinderella' would lose her class position (Handley, 2008)
Archetype	The victim, the villain, the hero, the donor (Propp, 1928/1958); the Good Mother (Lule, 2001); the angry wife, the invisible, the	Mods and rockers, two youth cultures from the sixties, became synonymous with villains, from the moment the British press used a melodramatic vocabulary to portray

Table 1: An overview of cultural frames (van Gorp 2010: 98).

News reading: An interplay of frames and schemas

Cognitive schema: A cognitive representation of an object or relation between objects (see Fiske & Taylor, 1991). Example - A terrorist schema: A cognitive representation of terrorists with attributes like “Islamist background,” “anti-Western,” and “having military training.”

Cognitive networks: Knowledge about a topic is a network of different related schemas (see Lindsey & Norman 1977).

Individual differences among audience members in terms of the schemas they hold/that media frames may be applicable to. However, many schemas are *socially shared* (Fiske & Taylor, 1991).

Schema hierarchies: For some very specific news items, people either treat them as an exception from the rule or establish a subschema e.g. migrants.

Discussion of examples

Readers may start reading an article with already existing mental representations but the media can change them.

a). If the media (news reports) portray inhabitants of the Gaza Strip as terrorists (**terrorism frame**) - frame applicable to a range of terrorism-related audience schemas, incl. treatment schemas or causal schemas.

Consequently, recipients may support measures like military action, their treatment-of-terrorism schema activated by the “terrorism frame.”

b). If the media frame life in the Gaza Strip in humanitarian terms (**humanitarian frame**), however, different schemas such as humanitarian aid may be made applicable (Scheufele and Scheufele 2010: 115-117).

Table 3.3 Key Elements of Poverty-Related Frames

<i>Responsible Economic Planning</i>	<i>Sympathy for the Poor</i>
The issues are the economy, jobs, and the future of prosperity	The issues are poverty, the poor, and the working poor.
The relevant values are responsibility, vision, stewardship, interdependence.	The relevant values are sympathy, disparities, the Golden Rule, and generosity.
The economy is a system that can be influenced; humans have power to influence economic conditions.	The economy is irrelevant, or it is cyclical, uncontrollable.
Trends, broader influences are integral to the story.	Profiles of sad individuals are integral to the story.
The reader's relationship to the problem is connective; it is about "us"	The reader's relationship to the problem is separate; it is about "them."
Solutions are the focus; the problem is manageable	Problems are the focus; the issue is overwhelming.
Responsibility for fixing the problem lies with citizens collectively. Strengthening communities is one of the objectives for action.	Responsibility for fixing the problem rests with the individuals who are having the problem.

Table 2: Responsible economic planning vs. Sympathy for the poor (Nisbet 2010: 69).

A study on framing devices in journalistic writing

Methodology: Corpus Description

source	# papers	# words	year
Palestine Chronicle	4	1.129	2019
Times of Israel, Jerusalem Post	2+3	4.544	2019
Al Jazeera, Al Arabia	3+2	2.707	2019
CNN, Washington Post, New York Times	2+1+3	7.055	2017- 2019
total	20	15.435	

Table 3: The total number of papers, words and years of the online reports according to AntConc (Anthony 2014).

Reports (online) written in English of either tunnels used for attacks by Palestinians and attacked by Israelis, an archaeological tunnel built by Israeli, strikes from both sides or the separation wall between Palestine and Israel, Analysis based on van Gorp's (2010: 91) list of framing devices, Hyland's (2005; 2015) studies.

Qualitative analysis of journalistic writing

Palestinian news (Palestine Chronicle 2019):

Part of an article: *Education within the Israeli Prisons: A Deliberate Policy to De-educate*

Palestinian children from Jerusalem **arrested by Israeli occupation forces** are subjected to “a deliberate policy to de-educate”, reported prisoners’ rights group Addameer.

According to Addameer,

“Over 800 Palestinian children from Jerusalem were arrested in 2018”, and the year “ended with at least 41 detained children from **occupied East Jerusalem.**”

Although, “**under international human rights law**, Palestinian children, including those in detention, have the right to adequate education”, “**this right is**



icle 2019).

Pictures 2, 3: Images of Palestinian children presented by Palestine Chronicle (2019).

Qualitative analysis of journalistic writing

Palestinian news (Palestine Chronicle 2019):

Values: (violated by Israel) right for freedom of a country, international human rights, right for education, right for land-home, fight for own protection,

Lexical choices: *occupation forces, occupying power, occupied East Jerusalem, 2 although, yet (regular schools or international human laws), regularly working to evict Palestinian families from the neighbourhood, targeted by, forcibly evacuate them from their homes, notorious, confiscate*

Theme, focus, often **palestinian side** presented as the **object** of (violent / negative) action

Sources: presenting others side extremist groups and ones own humanitarian groups, all included sources show a **strong anti-Israeli stance**, some include hate speech e.g.

Myrna Lim@Myrnastwit

*The world should condemn **racist criminal apartheid Zionist Israel** for their **atrocities** against the Palestinians, especially the children. Congress should stop giving American taxpayers monies to **these sadistic psychopaths.***

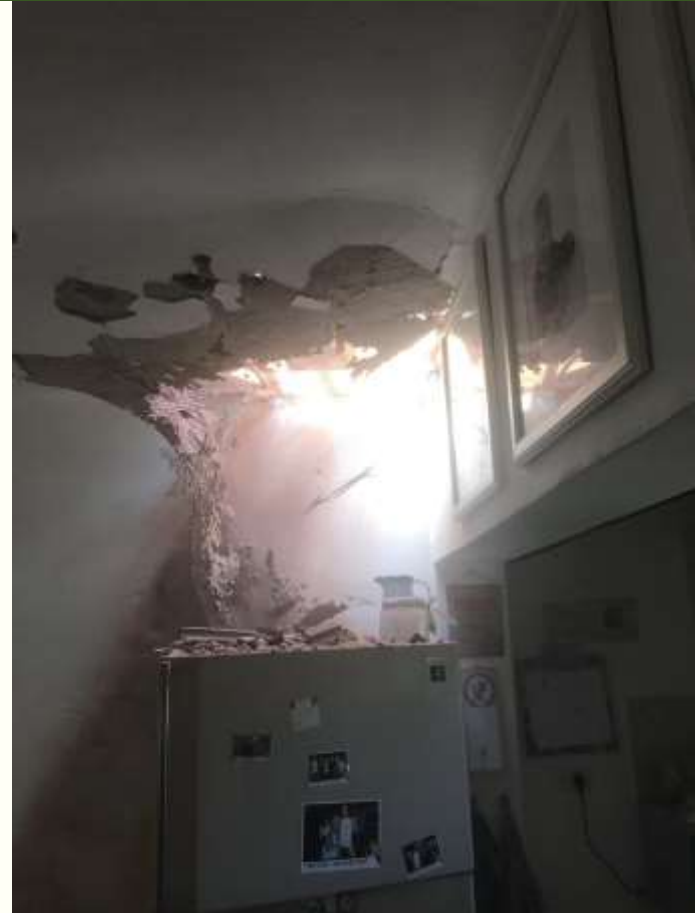
Projecting verbs: *noted, stated, reported, urging* (take stance)

Hedging: *are therefore understood, sometimes, eventually*



Times of
Israel
2019

Picture 4: An explosion is seen among buildings during an Israeli airstrike on Gaza City **in response** to rocket fire from the Palestinian enclave on May 4, 2019. (Mahmud



Picture 5: A **home** in southern **Israel's** Shaar Hanegev Regional Council **damaged** by a **rocket fired from the Gaza Strip** is seen on May 4, 2019. (Shaar Hanegev Regional Council).



Picture 6: **Palestinians** **clash** with Israeli troops during protests at the Israel-Gaza border, on May 3, 2019 (Hassan Jodi/Flash90).

Israeli news (Jerusalem Post, Times of Israel 2019):

Values: (violated by Palestine) right of self-defence (against attacks), danger, tension from both sides, war between Israeli and Hamas, rather than Palestine

Lexical choices: *Israeli defence forces (IDF), Israeli special forces, Israel-Hamas war known in Israel as Operation Protective Edge, Gaza-based terror group, terrorist movement, someone killed in a tunnel collapse, highly unusual drill-simulated incursion by Israeli security forces*

The "massive drill" on the Palestinian side of the border comes as IDF forces continue to investigate the **Hamas "attack tunnel"** located deep underground Monday that crosses into Israeli territory.

Presenting Israel's positive actions: An Israeli official confirmed that **the country had agreed to a number of economic concessions for Gaza** in exchange for an end to arson attacks and other violence along the border. **Israel also agreed to extend the fishing zone off the Gaza coast to 15 nautical miles and to restore the supply of fuel to the Palestinian territory**, the official said (reversed projecting construction, foregrounding projected clause).

Israeli news (Jerusalem Post, Times of Israel 2019):

Theme: always Hamas' actions presented as cause of reaction, main clause as in ***Hamas officials told Arabic-language media that the exercise simulated an incursion by Israeli security forces.***

[...] ***the Gaza-based terror group launched a highly unusual training exercise Tuesday night that simulated the capture of IDF special forces operating in the territory.***

Hedging: *allegedly used by Israeli special forces*, **Boosting:** *highly unusual training*

According to Hamas officials, the soldiers were from Sayeret Matkal and had been conducting a complex operation to bug the terror group's communications equipment in Gaza. **They were said** to have been driving through Gaza in civilian vans, **approximately** three kilometers (two miles) from the border. **Israel has not confirmed any of those claims.**

Pictures of: Palestinian 'extremist' groups such as Hamas holding guns, Palestinians attacking, Israeli houses destroyed from the Palestinian strikes (2 pictures), Israeli 'response' airstrike in Gaza, Palestinian airstrikes against Israel (2 pictures), Palestinians gathering in some ruins after Israeli's airstrike

Both sides sometimes involved (objective): [...], *a fresh surge in serious violence between the two sides, including two nights of rocket attacks and retaliatory Israeli air force strikes.*

USA news (CNN, Washington Post 2017-19):

Values: (violated by Palestine) right to live, human rights,

Reasoning: **Palestine** should stop torturing detainees, countries e.g. Turkey should stop support to Palestinian authorities until the situation changes

Lexical choices: *Palestinian Authority] and Hamas- crime against humanity, threaten, beat, torture, crackdown (detainees/opponents), Israel destroyed attack tunnel, Hamas control Gaza, Hamas /Islamic Jihad militants*

Theme/main clause: theme: **dozens of cases of people detained, detainees threatened, beaten;** *In one case detailed in the report, 55-year-old Abdullah Abu Sharkeh [...] was detained four times in one year, he was arrested, Abu Sharkeh was made to stand or sit for hours at a time in a small chair, (detainees are objects of Palestinian actions),*
main 'primary' clause: **Palestinian authorities routinely 'arrest and torture' critics,** says Human Rights Watch report (typical - reversed construction, projected clause first, then projecting)

USA news (CNN, Washington Post 2017-19):

Sources: Human Rights Watch reports e.g.: *“The attacks by the Palestinian Authority and Hamas on dissidents, demonstrators, reporters, and bloggers, are both systematic and unpunished.”* answer of Palestinian side rejecting the claims, Shows negative practices by Palestinian authorities but mostly the ‘terrorist’ group Hamas

Projecting verbs/clauses: Human Rights Watch-*according to, wrote, said, said, said, recommended; Hamas side-said, told*

Boosting: routinely + negative action, systematic

Pictures of ‘violent’ masked Palestinians holding their flag, destroyed Palestinian shops destroyed by Israeli airstrikes, 1 Video of Palestinians attacking Israeli police and 1 of Israeli airstrikes in Gaza (CNN), 1 picture of Israeli soldiers in a tank (WP)

Two more reporting, neutral articles found: e.g. *Gaza health officials say both died in an Israeli airstrike, while the Israeli military says they were killed when a militant rocket misfired on launch. Only 1 CNN article was using such frames.*

How 'archaeological settlements' are destroying Palestinian homes

Israel is creating an 'imaginary historical reality' with tunnel excavations in occupied East Jerusalem, NGO says.

Fayyad Abu Rmeleh, 60, is **afraid** the floor and yard of his home will one day collapse. Every day, he says, from morning until late afternoon, the family hears the digging and drilling of tunnels beneath their building. [...] "It's putting our lives in danger," Abu Rmeleh told Al Jazeera. "Wherever you turn your head, you find new cracks. [...]"

The 50-member Abu Rmeleh family lives in Silwan's Wadi Hilweh neighbourhood in **occupied East Jerusalem**, which has been **marketed** as the "City of David" tourist attraction, where **some Israelis say** King David of the Bible built the "original city of Jerusalem" **some 3,000 years ago** (AlJazeera 2019).



Picture 7: Fayyad Abu Rmeleh shows the cracks and deformations that have formed in his home from Israeli excavations [Dareen Jubeh/Al Ja

Arab speaking news networks (AlJazeera, AlArabia 2019):

Values: (violated by Israel) Right for freedom, humanitarianism, right for shelter

Lexical choices: *Palestinian homes, occupied East Jerusalem, forced to move out, Palestinian residents alarmed, settler organization, occupied West Bank, Israel's separation wall scary racist symbol/symbol of apartheid, annexation, Israel captured east Jerusalem, e.g. Israel captured east Jerusalem in the 1967 Mideast war. Its annexation is not internationally recognized.*

Theme/main/subordinate clause: Projected clause first, projecting one follows, Israel - subject - theme, active (negative action): (subtitle) **Israel is creating an 'imaginary historical reality'** with tunnel excavations in occupied East Jerusalem. NGO says.

Strong titles against Israeli's tunnel constructions: *bad archeology', imaginary historical reality'*

AlJazeera's title: *How 'archaeological settlements' are destroying **Palestinian homes*** (instead of houses)

Subtitle: *The **separation wall, deemed illegal** by ICJ, cuts into occupied West Bank territory [...]*

Arab speaking news networks (AlJazeera, AlArabia 2019):

Palestine, subject - theme, active: *The Palestinian Authority condemned the presence of [US](#) officials at the inauguration [...] (AlJazeera), **US and Israeli officials attended** the opening ceremony **for what they say is** a 2,000-year-old underground route that led to the Jewish Temple, where Al-Aqsa Mosque is now located. (AlArabia)*

Palestinian families usually **passive recipients** of Israeli's actions

Contrast (foregrounded Palestinian sources) + **Mention sources** from both sides but mostly Palestinian sources e.g.

***While Greenblatt and members of Elad** are confident the new tunnel served as a pilgrim route leading to the Second Temple, **many archaeologists are not**, [...],*

Jerusalem-based Yonathan Mizrachi noted in an article

*or Israeli sources (against Israeli's actions) e.g. [...] two senior officials of the Israel Antiquities Authority, [...], criticized the excavation of tunnels, saying **contrary to accepted practice, it's "bad archaeology."***

Arab speaking news networks (AlJazeera, AlArabia 2019):

Palestinian side foregrounded through however: **The wall**, which Israel began constructing in 2002 at the height of the second intifada, **has been described by Israeli officials as a necessary security precaution against terrorism. Palestinians however, have decried the wall as an Israeli mechanism to annex Palestinian territory.**

Boosting: badly damaged (home), Mizrachi noted (against Israeli's actions), scary (Israel's wall), long concrete (Israeli's) separation wall-Slicing through Palestinian communities in a steady manner

Hedging: [...] occupied East Jerusalem, which **has been marketed** as the "**City of David**"

tourist attraction, where **some Israelis say** King David of the Bible built the "**original city**

of Jerusalem" some 3,000 years ago. (vague, quotation marks, impersonal, marketed, some say), [...] the Second Temple, believed (by Israeli's side) to

Pictures of Palestinian people (families) with broken homes or climbing the separation wall, 1 picture of American representatives next to Israeli's (AlJazeera).

Issue: 'doubful' national pride regarding history and values

Values: national pride, braveness, being an ancient country (in contrast to others)

Appeal (emotional) for nationalism, pride

Picture of people wearing traditional clothes, Albanian flag on a balcony

Populli shqiptar , popull i lashtë . Por a jemi ne krenar ?

Brilant Gashi Opinions 1 422 herë Lexuar



Krenar që janë shqiptar apo të turpëruar që janë të këtij kombi (?)

, me një lashtësi të madhe dhe me historinë më të bukur , që kanë mundur të kenë popujt e tjerë ndonjëherë . Shqiptar na quajnë , dhe na quajnë edhe trima të pushkës dhe të pendës .(Bashkimi I Shqiperise 201

Readers are engaged through plural *we* forms,
Very ancient, **contrasting other nations**, which are negatively portrayed,
vagueness, contrasts (*old-very unfortunate*),

engage readers: *We are as ancient as history*

Shkruan : Brilant Gashi

itself

Jemi të lashtë sa vet koha dhe nuk e di nëse ka ndonjë popull në Europë ose në Gadishullin Ballkanik , që ka këtë lashtësi , që e kemi edhe ne . Nëse ka popull të këtij lloji , atëherë mund të themi se të tjerët na e kanë marrur historinë tonë dhe e kanë përvetësuar duke e bërë për vete , me një fjalë janë hajdutë të historisë .

thieves

vague: many known people from **various** fields

Jemi tejet krenar , që shumë të njohur nga fusha të ndryshme të letërsisë , gjuhëtarisë dhe të historisë , kanë simpati për popullin tonë të lashtë , por në të njëjtën kohë edhe shumë të mjerë .

contrast: old-but very unfortunate

contrast: others have taken possession of our history

How to lie with frames in scientific research

General or methodology-related aspects

- **Not (properly) pointing out the limitations** of one's study
- **Not properly presenting the source** of one's statements in a study e.g. placing no source at all, placing only the original source even though it was *cited in* another consulted paper, placing the source only at one part of the consulted information rather than the whole, presenting one's own statements again without citing oneself
- Choosing only papers/respondents fitting to one's study and **claiming it is random sampling**
- **Giving only total numbers** of the data e.g. of the whole corpus rather than separate categories of it (subcorpora) because the categories are uneven
- **Blending two categories** together because separately they have too small numbers
- **Presenting a larger number of data** than the actual data that was analyzed by e.g. hiding some features of the data e.g. the total # of words
- **(Vague, too short)** Description of the data

How to lie with frames in scientific research

Specific or analysis-related aspects

- **Overgeneralizing**, e.g. presenting one's findings based on one secondary school in Serbia as representative for all pupils in Serbia or all Serbians
- **Selecting only aspects fitting to one's study** and claiming sthg. is the main feature
- **Analyzing only separate sentences** and avoiding the surrounding linguistic context where these sentences take a different meaning
- **Avoiding a manual check of instances** of e.g. polysemous pragmatic markers and using only totals of words from AntConc or WordSmith

Discussing examples of scientific research

3- Methodology

3-1- Materials

In order to fulfill the purpose of the present study, 27 front pages of widely read newspapers in United States were chosen (see appendix A). These newspapers were selected randomly from around 50 news articles to deal with the problem of specificity of writers' styles. All of these front pages were about 9/11 events and published on the 12th September in 2001. These news reports were retrieved from an online newspaper archive (see appendix B). To make the corpus data comparable, all of the chosen articles were matched in length.

3-2- Data Collection and Data Analysis

Appendix B:

All of the English news articles used in this study were retrieved from: **What?**

(Vague, too short) Description of the data: no details on data e.g. number of words (incompatible with the presented total numbers: 20 hits per 1.000 words or per 100.000 words?) , no reasons for / relevance of this selection

Discussing examples of scientific research

Appendix A:

List of the selected front page ~~news~~ articles:

Only titles of journals, **no details** e.g. date, specific title

- 1- The National Post
- 2- The Globe and Mail
- 3- The Leaf-Chronicle
- 4- The Sun Herald
- 5- Herald Tribune
- 6- The Wichita Eagle
- 7- The Anniston Star

Interactional activities and discussions: How to evaluate framing devices in external texts and frame our own texts

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