

POLI 727, Framing
Prof. Baumgartner
Spring 2015

Questions for week 9, various readings in public opinion

Answer ONE of the following questions. Come to class prepared to discuss ALL of them. Essays should be limited to one page single spaced and should have perhaps one-third of the essay describing the issue and the rest analyzing it. It is preferable to go into detail on a small part of the issue, giving examples or illustrations, than to remain at a general level. The devil is always in the details.

1. McCombs and Shaw is an article about agenda-setting, as you can tell by its title. But their idea is that the media sets the agenda by choosing themes or topics that get associated with candidates for office. Is this framing or agenda-setting? What is the difference?
2. Nelson et al. is based on an experiment about a KKK rally. Does that limit its generalizability? How so?
3. We have two articles on on-line v. memory-based processing. What is the importance of that distinction for framing? Remember to refer to readings already done this semester.
4. What is a schema and how does that idea relate to a frame?
5. Berinsky and Kinder actually don't change even any words, just the sequence of presentation, and they find framing effects. Discuss. And answer the same question as #2 above, about the strength of these effects.
6. Druckman's article this week relates to sender-receiver dynamics in framing. Which is more important to study, how elites attempt to frame, or how receivers are affected by frames presented to them? Where is the research pay-off likely to be greater?