**Framing Analysis Project Description**

Consider these three articles:

* [Trump Sells Snake Oil on Opioids.](https://www.themarshallproject.org/2017/08/30/trump-sells-snake-oil-on-opioids#.8O3LbpxKe) (Opinion piece)
* [Amid Opioid Crisis, Insurers Restric Pricey, Less Addictive Painkillers.](https://www.nytimes.com/2017/09/17/health/opioid-painkillers-insurance-companies.html) (NYTimes, 9.17.17)
* [Opioid Crisis Looms Over Job Market, Worrying Employers and Economists.](http://www.npr.org/2017/09/07/545602212/opioid-crisis-looms-over-job-market-worrying-employers-and-economists) (NPR, 9.7.17)

Link to Voyant with dataset (all three news articles):
<http://voyant-tools.org/?corpus=e00edfb544f3bd3411341dae59c58453>

The purpose of this assignment is for you to conduct a framing analysis of the opioid crisis as it has been covered in the news. The goal is to **identify at least four distinct frames** found in the opioid crisis news and back up those frames with evidence and discussions. A successful paper should provide thoughtful and well-supported analysis and incorporate framing-related concepts from our course materials.

**Written Component**

To complete this paper, you will need to source information from the McGinty et al. (2016) from Week 4, two additional academic journal articles on the framing analysis of news reporting (see Framing Exercise 2), and at least four newspaper articles on the opioid crisis (See Framing Exercise 3). For the two academic studies, avoid finding studies on framing effects and frame building. Instead, they should focus on identifying frames in the news on topics such as natural disasters, presidential election, mass shooting, etc.

The frames discussed in your paper will also need to be supported by at least two data outputs from Voyant such as the “cirrus”, “terms”, “trends”, “collocates”, and “links” analysis as shared with you in Week 5’s class.

Be sure to submit with a clear title that has two parts. Start with a creative and catchy title that captures the spirit of your paper and end with an academic title that is straight forward and uses scholarly jargon. For example: *Whose business is it anyway?: The news framing of the opioid crisis.*

The total length of this paper should be **at least 5 pages but no more than 6**. The page length excludes the visuals, cover (not necessary), and reference page (needs to be formatted in APA style). The paper should be in Times New Roman and font size 12.

Please write in the academic tone of voice by avoiding the use of the first person and informal/casual language.

**Visual Component**

In addition to writing about the Voyant data in your paper, insert the relevant Voyant outputs directly to your word document followed by the URL of the file. Additionally, include a caption that explains what the visual is trying to illustrate. In addition to the Voyant visualizations, you are encouraged to use other images such as the official images found from news sources, report data, screenshots, etc. to facilitate the comprehension of your paper. Be creative but thoughtful. Choose intentionally, so the visuals enhance the comprehension of your paper rather than simply for the sake of using visuals. You should have **at least two data visualizations from Voyant and two other visuals** to be considered having met the basic requirements for this component.

**Citation Component**

Please follow APA style citation (see Purdue OWL) for both the in-text citation and the reference page.

**Dos and Don’ts of your framing analysis**

**Do provide an overview of the frames** you intend to cover in this paper before diving in with your analysis. Be sure to explain each frame and provide evidence from your news sources that illustrate why those frames are there.

**Do show evidence for the frames** in the form of quotes from the news and analysis results from Voyant to demonstrate why you think that frame is there. Do not just state “One of the dominant frames focus on how doctors have to take the responsibilities of the current opioid crisis” without any follow-up discussions. You will need to incorporate qualitative and quantitative evidence to explain the assumptions behind these frames and how you’ve found them.

**Do NOT use words such as “bias”, “distortion”, or “objective”** to describe the frames as frames are NOT biases. They demonstrate a viewpoint or an angle when reporting on a story. As discussed in class, news stories are narratives that have to be told with some kind of assumptions about what matters, why it matters, who’s responsible, and what might the solution be. The goal of your paper is to identify the assumptions and give that frame a label.