**Framing Analysis Project: Newspaper Framing of the Opioid Crisis**

**Assignment Requirements**

2**-Part Title:** 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 straightforward and uses scholarly jargon. For example: *Whose business is it anyway?: The news framing of the opioid crisis.*

6**-Page Paper:** The total length of this paper should be **at least 5.5 pages but no more than 7**. The page length excludes the visuals, cover, and reference page (needs to be formatted in APA style). The paper should be in Times New Roman and font size 12.

3 **Frames:** Your paper should identify at least three frames that emerged from the four stories you’ve selected to analyze.

5 **Visual supporting evidence**: Your project should incorporate at least five visuals to help develop the your framing analysis. There should be at least one visualization generated using the MediaCloud.org website, at least one cirrus and one trend visualization generated from Voyant, and at least two official images from any of the four news stories you’re analyzing or the infographics, graphs and charts from Framing Exercise (1). The purpose of these visuals is to further supplement your paper. Be strategic and thoughtful when choosing these visuals. Choose intentionally, so they enhance the comprehension of your paper rather than simply for the sake of meeting the total number of visuals.

**Visual citations**: For citation, include the URL of the Voyant or Media Cloud analysis underneath the image. Also include a clear caption that explains what the visual is trying to illustrate. For Cirrus, include the list of stop-words used to generate the visual. For Trend, identify the keyword used to make the comparison across publications.

**Citations**: Follow APA style citation (see Purdue OWL) for both the in-text citation and the reference page.

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

**Assignment Sample Outline**

Introduce **the issue. (0.5 page)**

* 1. Provide an overview of the opioid crisis. Consider using relevant visuals from existing sources.
  2. Discuss the significance of conducting a framing analysis on this particular news.
  3. Clarify the purpose of the project.

*\*\*\*See Framing Exercise 1 and this project’s background/RQs to use as resources for this section.*

Review **past theory and studies. (1 page-1.5 pages)**

* 1. Explain what frame building is. Use [McGinty et al. (2016)](http://ps.psychiatryonline.org/doi/pdf/10.1176/appi.ps.201500065), [Scheufele & Nisbet (2008)](https://drive.google.com/open?id=11RIcYKX2iOvupyMDPqT0YxxL6kiqn1ZA) *and this* [*web resource*](http://www.bmsg.org/resources/framing-101)*.*
  2. Review what framing analysis studies have found so far on the coverage of the opioid news. Use McGinty et al. (2016).
  3. Introduce and summarize the criticism and commentary that came out since the publication of McGinty et al’s (2016) study. Segue into the significance and purpose of this paper. Be sure to clearly state what the purpose of this paper is. Use Tiger (2017), Szalavitz (2018) and Shihipar (2019) to help develop this portion of the paper.
     1. [Photos reveal media’s softer tone on opioid crisis](https://www.cjr.org/criticism/opioid-crisis-photos.php) (Shaw, 2017)
     2. [What the media gets wrong about opioids](https://www.cjr.org/covering_the_health_care_fight/what-the-media-gets-wrong-about-opioids.php) (Szalavitz, 2018)
     3. [Race, class, and the framing of drug epidemic](https://drive.google.com/open?id=1qZsIWqT2jJ7ZYWDhXjzEyimM6xBfVJ2w) (Tiger, 2017)
     4. [The opioid crisis isn’t white](https://www.nytimes.com/2019/02/26/opinion/opioid-crisis-drug-users.html?action=click&module=Opinion&pgtype=Homepage) (Shihipar, 2019)

Analyze **the frame used in the four selected stories. (3-4 pages)**

* 1. Describe where your data is from (i.e. NYTimes, stories between 2013-2019, human interest stories).
  2. Describe your overall observation and the three dominant frame you’ve identified f.
  3. Introduce and discuss each frame in-depth by providing supporting evidence. Remember to provide a label or name for each frame (perspective of storytelling). Be sure to incorporate the following as your supporting materials

**Big-data Quantitative Evidence**

* + Visualization generated from mediacloud.org
  + One Cirrus visualization (upper-left hand panel in Voyant) with the list of stop-words you entered as part of the image’s caption.
  + At least two Trend analysis visualization (upper-right hand panel in Voyant) to discuss how the three publication varies among the three frames.

**Close-read Qualitative Evidence**

* See the notes and summaries you completed for Framing Exercise 2 but you most likely will need to do more. The goal is to examine the context in which certain distinct frames are used and pull representative headlines, quotes, phrases, images or sources to further describe the frame.
* You might want to utilize the Context panel (bottom-right in Voyant) to explore the more nuanced details that build up the frames and find relevant evidence for further discussion.

\*\*\*A word on labeling your frames: 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. Hence frames are storytelling devices rather than biases. They demonstrate a viewpoint or an angle when reporting on a story. The goal of your paper is to identify the assumptions and give that frame a label.

1. Conclude **(0.5-1 page)**
   1. Summarize the three frames and discuss the significance of identifying these frames. How do they further our understanding in response to the three research questions that help guide this project?
   2. Connect back to your understanding of the framing theory. Specifically, how might these frames shape the public’s perception on why the issue matters, who is responsible, and what should be done? How does this play a role in policy making?