Frame Analysis in the Study of the Framing Contest: Newspapers on the Murder of Marek Rosiak

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ABSTRACT

Scientific objective: description of framing mechanisms, identification of competing frames and measurement of the results of a framing contest on the example of framing the attack on the parliamentary office of the Law and Justice party on October 19, 2010. Research methods: interpretative framing analysis strategy based on inductive, qualitative reconstruction of frames using a homeostatic narrative model. The location of the frames in the structure of the analyzed texts and the related metacommunication (reframing) procedures were examined. The relative exposure of the frames as well as the homogeneity and tilt of the framing were calculated using the Herfindahl-Hirschman Index, and on this basis the map of the results of the framing contest was created. Qualitative data analysis software, MaxQDA12, was tested in news articles from four leading newspapers published the day after the reported incident. Results and conclusions: the analyzed framing contest was highly polarized. In the case studied, only two dominant frames and one marginal frame were identified. There was a significant one-sidedness and bias of framing in news articles manifested by high values of the homogeneity indices and framing tilt. Only one of the four newspapers presented the competing frames in a balanced way. The newspapers used two exemplary strategies for pushing through the chosen framing: open bias (Nasz Dziennik) and subtle metacommunication (Gazeta Wyborcza). Originality and cognitive value: the proposed conceptualization of framing restores the concept of narrative and metacommunication elements. The adopted strategy of inductive reconstruction of frames avoids the problem of an unclear relationship between frames and empirical material, common in frame analysis. The study implements the postulate of increasing the detail of the framework analysis by reducing the coding unit to a sentence. The text proposes tools for precise measurement of frame exposure and visual mapping of framing contest and framing bias.
KEYWORDS
frame analysis, discourse, frame, framing contest