Like its native “field” of mass communication studies, the scholarship of media framing theory draws on an eclectic theoretical and methodological repertoire, which we will survey in this seminar. The concept of the “networked environment” owes directly to Manuel Castell’s work. We will use his discussion of framing as a point of departure for understanding the cultural, historical and—in his terms, even neurological—connections that bind us within meaningful social and political connections that can be called, “frames.”

In addition to giving you the means to become familiar with the trends within this broader literature, I will give you the opportunity to practice the application of framing concepts in your own work. To that end, this survey of media framing theory is planned as follows:

I. Introductory and foundational readings
II. Keyworks: Tuchman and Gitlin
III. Theoretical approaches
IV. Applications of theory
a. Reading and studying exemplars of qualitative frame analyses
b. Exercise: Reviewing a manuscript
V. Writing the paper
   i. Individual meetings
   ii. Peer review in-class
VI. Presentations of working drafts

Required texts


See ICON “Content” for pdfs of all other assigned readings. These journal articles are listed there in alphabetical order, as well as by date in the syllabus.

Books are available at Iowa Book on Clinton Street.

Course grades

Attendance/participation 40 percent
Written exercise (article review) 20 percent
Final paper (40 percent) 40 percent

100 percent
I. Introductory and foundational readings

Week One
August 26 — First class meeting
   Course overview

August 28 — Manuel Castells, “Networks of Mind and Power,” Chapter 3,

Week Two

   Scheufele, D. & Tewksbury (2007). Framing, agenda setting, and priming:


Week Three

II. Keyworks: Tuchman and Gitlin


Week Four


Week Five

Sept. 23 — *The Whole World is Watching*, Part I.

Sept. 25 — *The Whole World is Watching*, Part II.

Week Six

Sept. 30 — *The Whole World is Watching*, “Appendix on Sources and Methods.”

III. Theoretical approaches


Week Seven


IV. Applications of theory

Week Eight


Week Nine


**Week Ten**


Reviewing exercise assigned and described.


**V. Writing the paper**

**Week Eleven**

Nov. 4 — Lecture/discussion: “Organizing the qualitative research paper”

Reviewing exercise **due** in class; discussion of same. Paper topics due. Individual meetings.

Nov. 6 — Paper topics due in class.
Week Twelve
Nov. 11 — workshopping papers (individual meetings)
Nov. 13 — workshopping papers (individual meetings)

Week Thirteen
Nov. 18 — workshopping papers (individual meetings)
Nov. 20 — workshopping papers (individual meetings)

Week Fourteen
Nov. 25 — Thanksgiving week
Nov. 27 — Thanksgiving week

VI. Presentations

Week Fifteen
Dec. 2 — Final presentations
Dec. 4 — Final presentations

Week Sixteen
Dec. 9 — Final presentations

Dec. 11 — Last class day
    Final presentations

Final papers due
Dec. 18 — Final papers due by 5 p.m.

1 Or a writing day, if we don't need the class time for workshopping.
COURSE RULES AND GUIDELINES

- Computer responsibility — You are responsible for knowing how to use a PC. In all cases, you are expected to maintain back-up files of your work. Excuses relating to disk and drive failures will not be accepted. If you lose an assignment due to failure to back up a file, you will be given a “zero.”

- E-mail — You must be able to receive e-mail via your “@uiowa.edu” account. Please set other e-mail accounts up to forward messages we send to any other e-mail accounts you use. You will be responsible for any messages you miss, if you do not use this university-assigned address. Class announcements may also be posted on ICON. Check for them regularly.

- Studying — Put sufficient time and attention in preparing your writing assignments.

- Unethical conduct. Webster’s New World Dictionary defines “plagiarize” as “to take ideas, writings, etc., from another and pass them off as one’s own.” The University provides penalties for plagiarism ranging from grade reduction to dismissal from the University. and write papers and tests correctly to avoid even accidental plagiarism. If you are in doubt as to whether you may be plagiarizing, ask for help from your teaching assistant. For more details of definitions of cheating, procedures and penalties, see the University’s detailed definitions of academic misconduct may be found in the Student Academic Handbook of the College of Liberal Arts and Sciences, at www.clas.uiowa.edu/students/academic_handbook/ix.shtml.

- Meet your deadlines. Late papers will be marked down one letter grade per day, after they have been graded. Thus, a “C” paper that is two days late will receive an “F.” NO paper will be accepted late unless you have notified your discussion section leader in advance with an explanation. No paper will be accepted more than three weekdays after it’s due.

- Office hours. Office hours are for you. The University requires the faculty to hold them for your benefit. And I am in favor of that. If you come by during my office hours, you can learn more about the course, the major, its content and other important ideas like study strategies. And we will have the chance to get to know each other better. Make it a project to visit office hours once before mid-term!

- Class attendance is not optional. Except in cases of a death in the family, your serious illness, or other genuine emergencies or crises, you are expected to attend all class meetings. If you must miss a class, notify me in advance. If extenuating circumstances make advance notice impossible, you must provide a written explanation of your absence as soon as possible. Depending on the circumstances, you may still lose credit for missing the class, which will lower your course grade. Missing the classes immediately before and after a scheduled holiday will not be excused. Plan accordingly.

- Make-up work. Except in exceptional and documented situations, all make-up work (arranged prior to your absence) must be completed within two (2) calendar weeks of the set due date or the grade reverts to a zero. See your section leader to authorize such work.

- Arriving to class late/leaving class early. This is disruptive and inappropriate behavior. If you leave class immediately after a quiz without staying for lecture, I will invalidate your quiz grade. If other classes or obligations overlap with the times
scheduled for this course, rearrange the other matters or drop this course. The same holds for discussion sections.

- **Multi-tasking during class:** I know that multi-tasking is sometimes a valued skill. But not in class. Your use of social media during class will distract your classmates and lower your grades. Pay attention. Take good notes. Ask questions. And put other distractions away, please.

- **Reacting safely to severe weather.** If severe weather is indicated by the UI outdoor warning system, class members will seek shelter in the innermost part of the building, if possible at the lowest level, staying clear of windows and of free-standing expanses which might prove unstable. The class will resume after the severe weather has ended.

- **Special accommodations.** I need to hear from anyone who has a disability, which may require some modification of seating, testing or other class requirements so that appropriate arrangements may be made. Please contact me during my office hours, by e-mail or after class. Special academic arrangements for students with disabilities are handled with the cooperation of Student Disability Services, 133 Burge Hall, ph. 335-1462. Students who feel they need special accommodations for any aspect of the course are encouraged to contact SDS and to speak with the instructor and/or TAs early in the semester.

- **Final grades and the “curve:”** Final grades are scored on a whole letter basis only. There are no pluses, minuses. And there is no curve. Because of the built-in adjustment shown on the grading scale—all grades automatically round-up to the next letter grade break if they are at .5 or higher—no grades will be raised otherwise.

- **Conflict resolution.** I am always open to hearing student concerns related to the course. I am eager to work with you to resolve conflicts or misunderstandings. In fact, even though this may be difficult for you, we encourage you to resolve conflicts with me directly. If you feel uncomfortable bringing a concern to me, you may consult the following university authorities in the following order: Dr. David Ryfe, Director of the School of Journalism and Mass Communication; Dr. Helena Dettmer, Interim Assoc. Dean for Academic Programs in CLAS; the University Ombudspersons. For more information, see the CLAS Student Academic Handbook at: www.clas.uiowa.edu/students/academic_handbook/ix.shtml

- **Sexual harassment policy** — Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. See the UI Comprehensive Guide on Sexual Harassment at www.uiowa.edu/~eod/policies/sexual-harassment-guide/index.html for assistance, definitions, and the full University policy. Report any concerns to Prof. Durham or Director David Ryfe (AJB 305).