

---

# Contents

---

|   |            |
|---|------------|
| <i>About the Authors</i>  | vii        |
| <i>Foreword by James N. Druckman</i>  | xiii       |
| <i>Acknowledgments</i>  | xv         |
| <b>1 Introduction: Doing News Framing Analysis</b>  | <b>1</b>   |
| PAUL D'ANGELO AND JIM A. KUYPERS  |            |
| <b>PART I</b>   |            |
| <b>Perspectives on Frame Building and Frame Definition</b>  | <b>15</b>  |
| <b>2 Finding Frames in a Web of Culture: The Case of the War on Terror</b>  | <b>17</b>  |
| STEPHEN D. REESE  |            |
| <b>3 Knowledge Into Action: Framing the Debates Over Climate Change and Poverty</b>   | <b>43</b>  |
| MATTHEW C. NISBET   |            |
| <b>4 Strategies to Take Subjectivity Out of Framing Analysis</b>  | <b>84</b>  |
| BALDWIN VAN GORP  |            |
| <b>5 Of Spreading Activation, Applicability, and Schemas: Conceptual Distinctions and Their Operational Implications for Measuring Frames and Framing Effects</b> | <b>110</b> |
| BERTRAM T. SCHEUFELE AND DIETRAM A. SCHEUFELE   |            |
| <b>6 The Oppositional Framing of Bloggers</b>   | <b>135</b> |
| STEPHEN D. COOPER   |            |

**PART II**

**Perspectives on Framing Effects 157**

- 7 Studying the Effects of Issue Framing on Public Opinion  
about Policy Issues: Does What We See Depend on How We  
Look? 159

PAUL R. BREWER AND KIMBERLY GROSS

- 8 Framing the Economy: Effects of Journalistic News Frames 187

CLAES H. DE VREESE

- 9 Specificity, Complexity, and Validity: Rescuing Experimental  
Research on Framing Effects 215

DHAVAN V. SHAH, MICHAEL P. BOYLE, MIKE SCHMIERBACH, HEEJO  
KEUM, AND CORY L. ARMSTRONG

- 10 Framing the Pictures in Our Heads: Exploring the Framing  
and Agenda-Setting Effects of Visual Images 233

RENITA COLEMAN

**PART III**

**Theoretical Integration in News Framing Analysis 263**

- 11 Researching Political News Framing: Established Ground and  
New Horizons 265

REGINA G. LAWRENCE

- 12 Framing Analysis from a Rhetorical Perspective 286

JIM A. KUYPERS

- 13 Framing Through a Feminist Lens: A Tool in Support of an  
Activist Research Agenda 312

MARIE HARDIN AND ERIN WHITESIDE

- 14 Framing Media Power 331

ROBERT M. ENTMAN

- 15 Conclusion: Arriving At the Horizons of News Framing  
Analysis 356

PAUL D'ANGELO

- Index* 369