



UNIVERSITEIT VAN AMSTERDAM

Faculteit der Maatschappij- en
Gedragswetenschappen

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Framing

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source: <https://unsplash.com/s/photos/empty-frames>

Programme

- Framing: context and application
- Why focus on framing in the classroom?
- Language awareness
- Examples: advertising, news reporting, politics, literature/film
- Exchanging ideas
- Evaluation

Pairs

freedom fighter
illegal immigrant
climate change
modernisation
genetic modification
a critical review
electromagnetic fields
biofuel

terrorist
undocumented worker
global warming
reorganisation
genetic manipulation
a cynical review
electrosmog
ethanol



source: Stag - Rosa Bonheur (France, 1822-1899), <https://realismtoday.com/framing-paintings/>

What is framing?

“A frame can affect an individual by stressing certain aspects of reality and pushing others into the background – it has a selective function. In this way, certain issue attributes, judgments, and decisions are suggested (e.g., Berinsky & Kinder, 2006; D.A. Scheufele, 2000).” (Lecheler, 2010)

“...the process of selecting and highlighting some aspects of a perceived reality, and enhancing the salience of an interpretation and evaluation of that reality.”
(Entman, 2004)

“Framing effects relate not to learning new information but to how information is packaged and presented.” (Druckman, 2001)

Origin and application

- Linguistics
- Behavioral Science
- Communication
- Marketing
- Journalism
- Politics
- Art
- ...

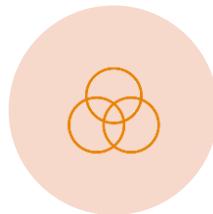


Frame Semantics (Fillmore, 1976)

A word highlights, i.e. activates or evokes, a frame of semantic knowledge relating to the specific concept to which it refers.

Example: “selling” → act of selling, a person who sells, a person who buys, goods to be sold, money or another form of payment, etc.

Framing techniques (Fairhurst & Sarr, 1996)



Metaphor: *To frame a conceptual idea through comparison to something else.*



Stories (myths, legends): *To frame a topic via narrative in a vivid and memorable way.*



Tradition (rituals, ceremonies): *Cultural mores that imbue significance in the mundane*



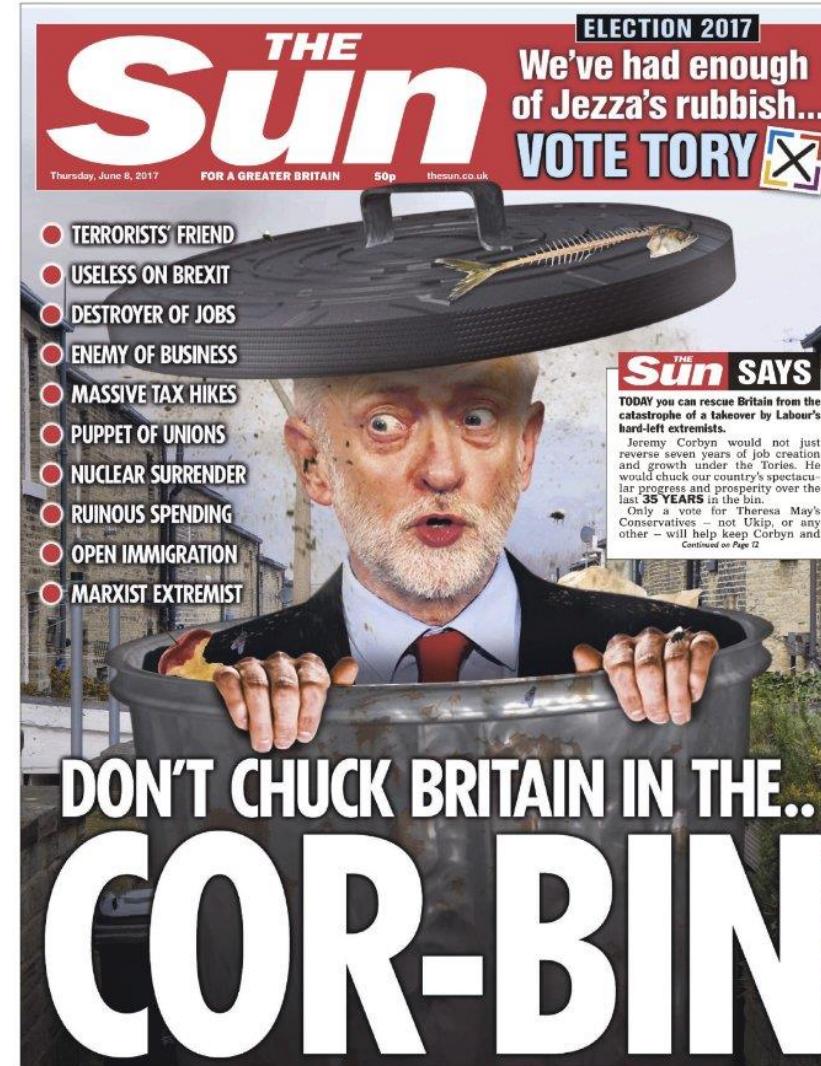
Slogan, jargon, catchphrase: *To frame an object with a catchy phrase to make it more memorable and relate-able.*



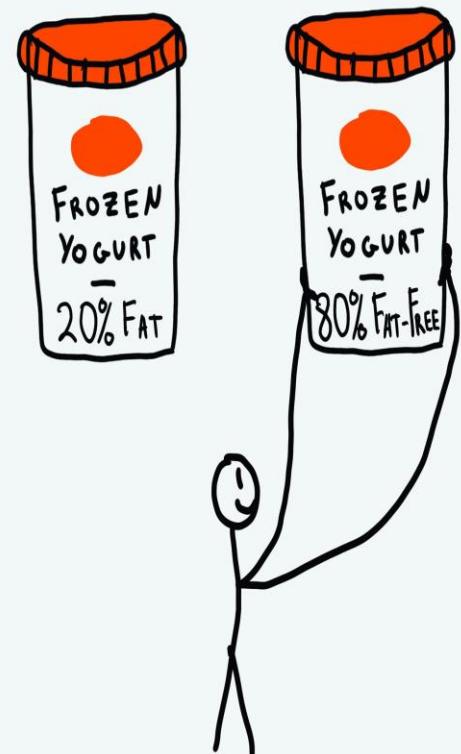
Contrast: *To describe an object in terms of what it is not.*



Spin: *to present a concept in such a way as to convey a value judgement (positive or negative) that might not be immediately apparent; to create an inherent bias.*



FRAMING EFFECT



Why teach framing?

- ✓ Language awareness
- ✓ Citizenship
- ✓ Media literacy

What is language awareness? (Bolitho et. al., 2003)

“Language Awareness is a mental attribute which develops through paying motivated attention to language in use, and which enables language learners to gradually gain insights into how languages work. It is also a pedagogic approach that aims to help learners to gain such insights.”

“A key element of a Language Awareness approach is that learners ‘discover language for themselves’. Hawkins (1984) says it involves challenging ‘pupils to ask questions about language’, encouraging learners ‘to gather their own data from the world outside school’, and helping learners to develop a ‘growing insight into the way language works to convey meaning.’ Tomlinson (1994).”

Language awareness: Five domains (James & Garret, 1992)

The **Affective** domain – *attitudes towards language variation and language learning*

The **Social** domain – *attitudes towards linguistic and cultural diversity*

 The **Power** domain – *influence of language on society, language as power*

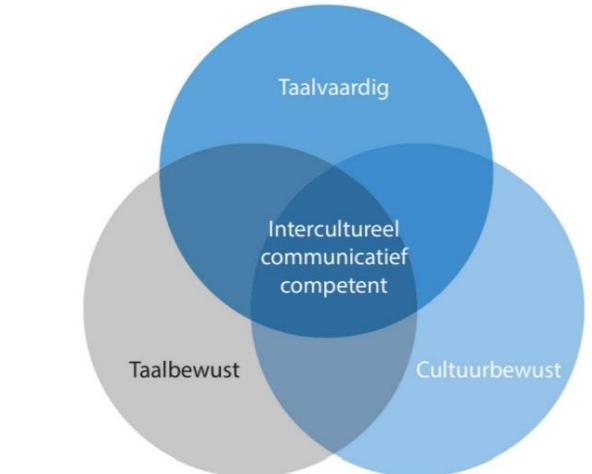
The **Cognitive** domain – *metalinguistic awareness, language systems*

The **Performance** domain – *effective communication*

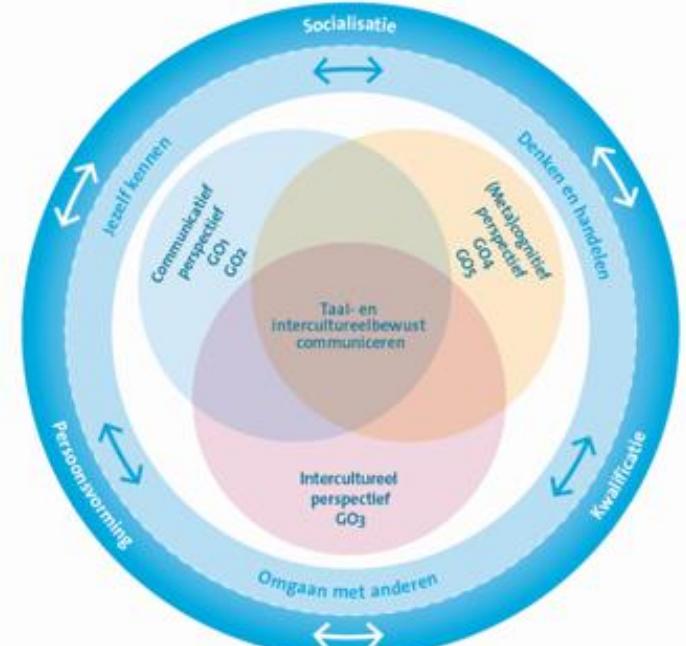
Benefits of increased language awareness

From [Curriculum.nu](#):

- A. “Door kennis te vergaren over taal en taalgebruik, begrijpen leerlingen hoe je met talen vorm kunt geven aan je gedachten.”
- B. “Taalbewustzijn ondersteunt de **socialisatie** van de leerlingen. Zij leren hoe taalgebruik sterk bepaald wordt door de socio-culturele context van de communicatie. Zij leren doelen en intenties van taalgebruik kritisch in te schatten en de effecten ervan op zichzelf en de anderen waar te nemen. Zij leren zelf op een bewuste manier om te gaan met hun eigen taalgebruik en met de andere taalgebruikers.”
- C. “Bewuste kennis over taal versterkt en **verhoogt de taalvaardigheid** en levert daarmee ook een wezenlijke bijdrage aan **kwalificatie**.”



Figuur 10.3 Voorgestelde leerdoelen voor het vreemdetalenonderwijs (Meesterschapsteam Moderne Vreemde Talen, 2018)



More (possible) reasons to teach framing

From [Curriculum.nu](#):

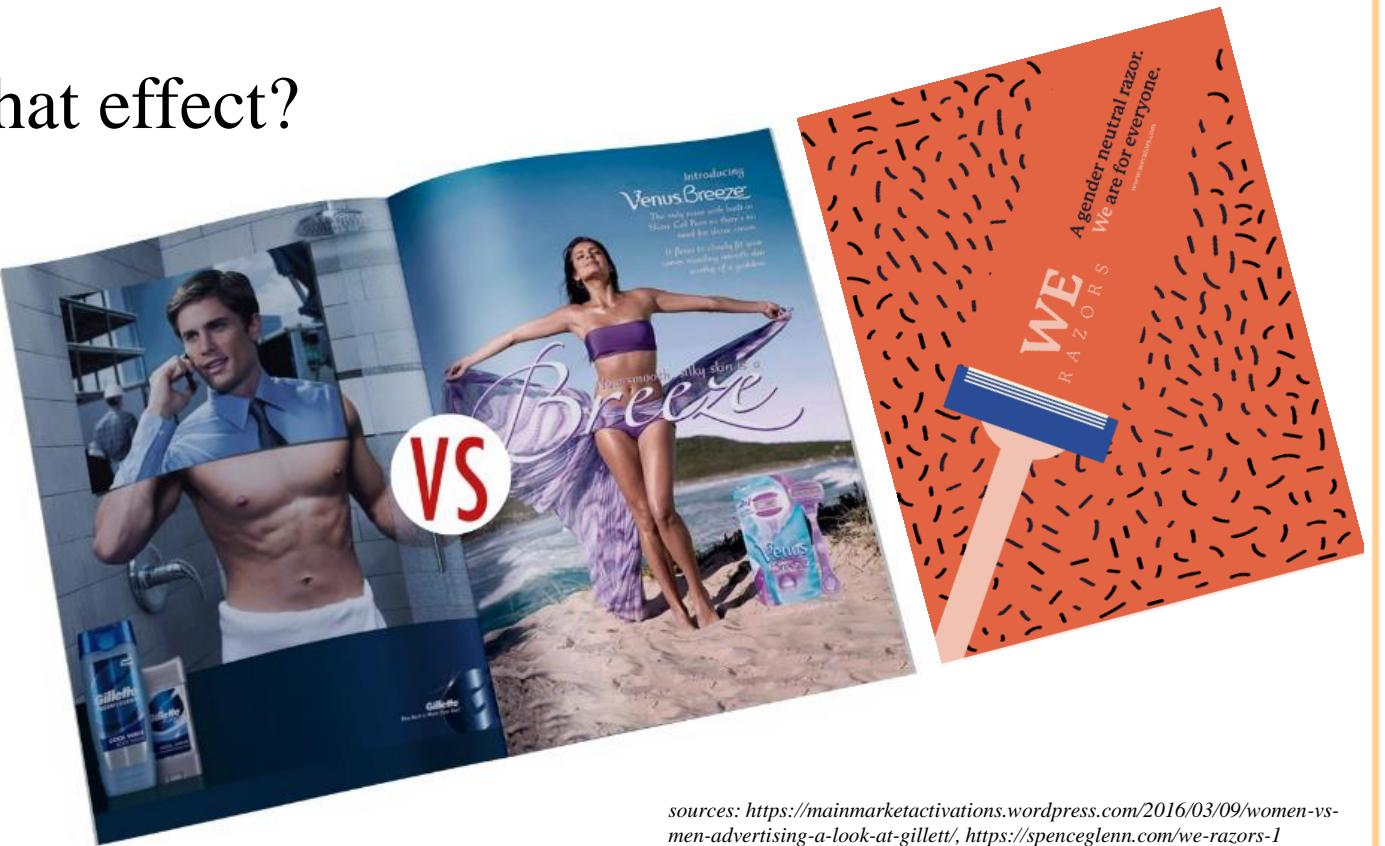
- “Stimuleer de bewustwording van doelen en effecten van taalgebruik in creatieve teksten: van herkenning naar uitleg en evaluatie van het effect van bijvoorbeeld retorische stijlfiguren op de lezer (zoals personificatie).”
- “Bewust worden van de rol van taal in de samenleving, hoe talen worden gebruikt om bepaalde doelen te bereiken, en hoe taal je handelen kan sturen. Te denken valt aan slogans en commercials.”
- “Besteed aandacht aan reflectie, analyse en interpretatie van expliciete en impliciete doelen, zoals manipulatieve intenties van mondeling en schriftelijk taalgebruik.”
- “Manieren om bronnen kritisch te onderzoeken; hun mening, overtuiging of claim op waarheid te rechtvaardigen en op grond daarvan zo nodig hun overtuigingen bij te stellen.”
- “Zich in de situatie en de beleving van een ander te verplaatsen en daar in hun overwegingen en gedrag, inclusief taaluitingen, bewust rekening mee houden.”

Advertising: framing to sell.

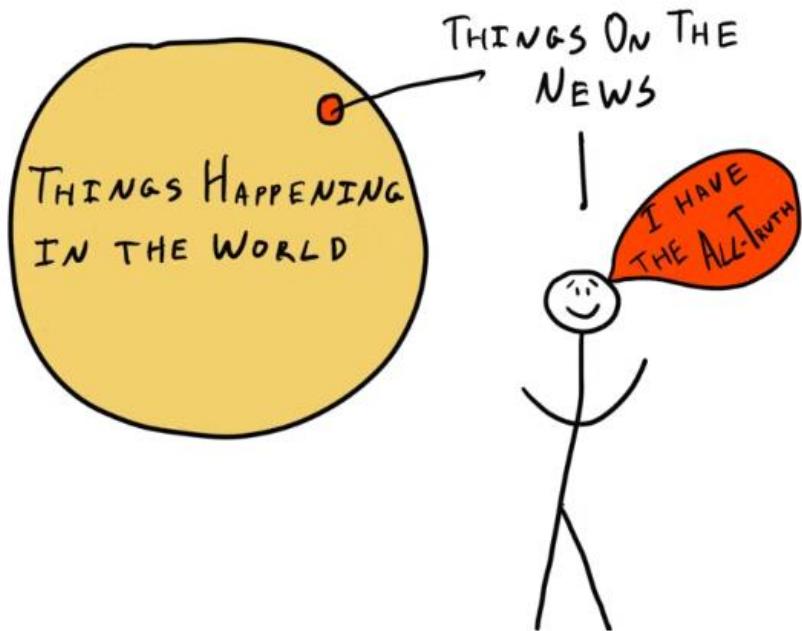
What frames are used and to what effect?

What is the goal?

Videos: Ikea (2x), option: KPN, Samsung



News reporting: word choice matters.



source: <https://thedecisionlab.com/biases/availability-heuristic>

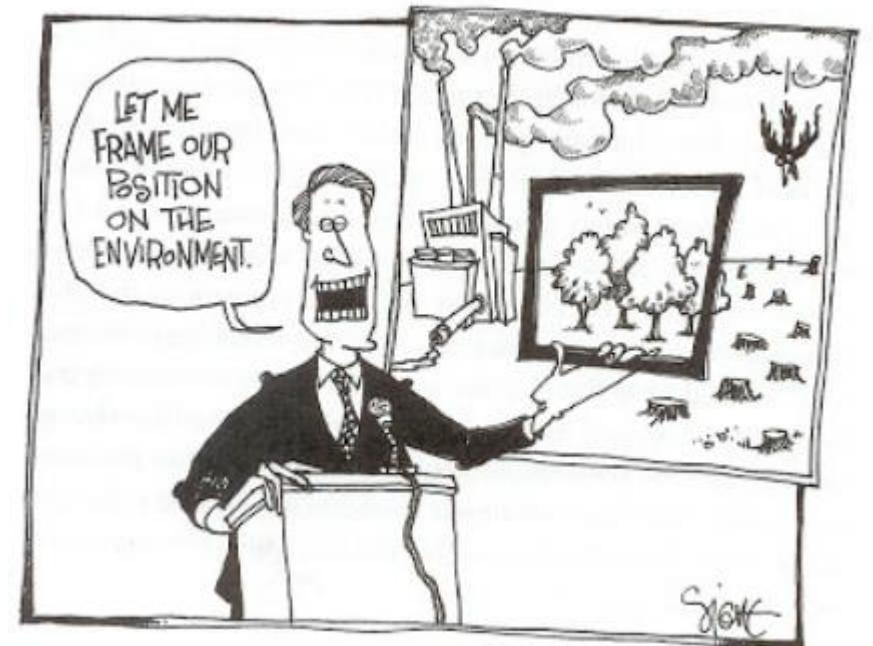
What words are used?
What is the desired effect?

Articles: The Guardian (2x)

Politics: powerful framing tactics.

Who is the creator? What frames are used?
What is their goal or desired effect?

Videos: NRA (2x), Hillary Clinton



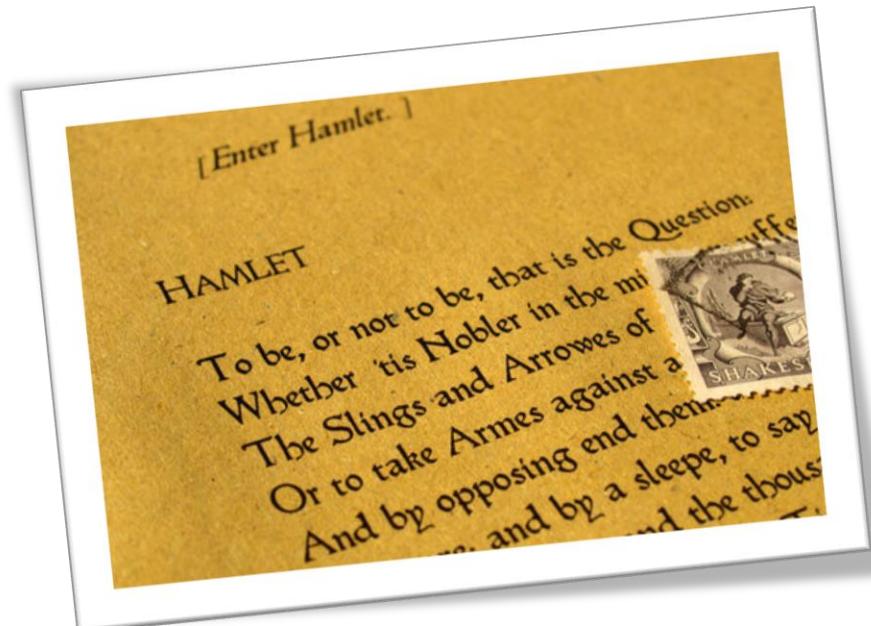
source: <https://www.psychologytoday.com/us/blog/psychster/2014/09/what-framing>

What frame to choose? That is the question.

What choices were made and what is the effect of them?

What frame is used for Hamlet?

- Delivery
- Emotion
- Emphasis



Videos: Kenneth Branagh, Adrian Lester

source: <https://www.teachingenglish.org.uk/article/hamlets-soliloquy>

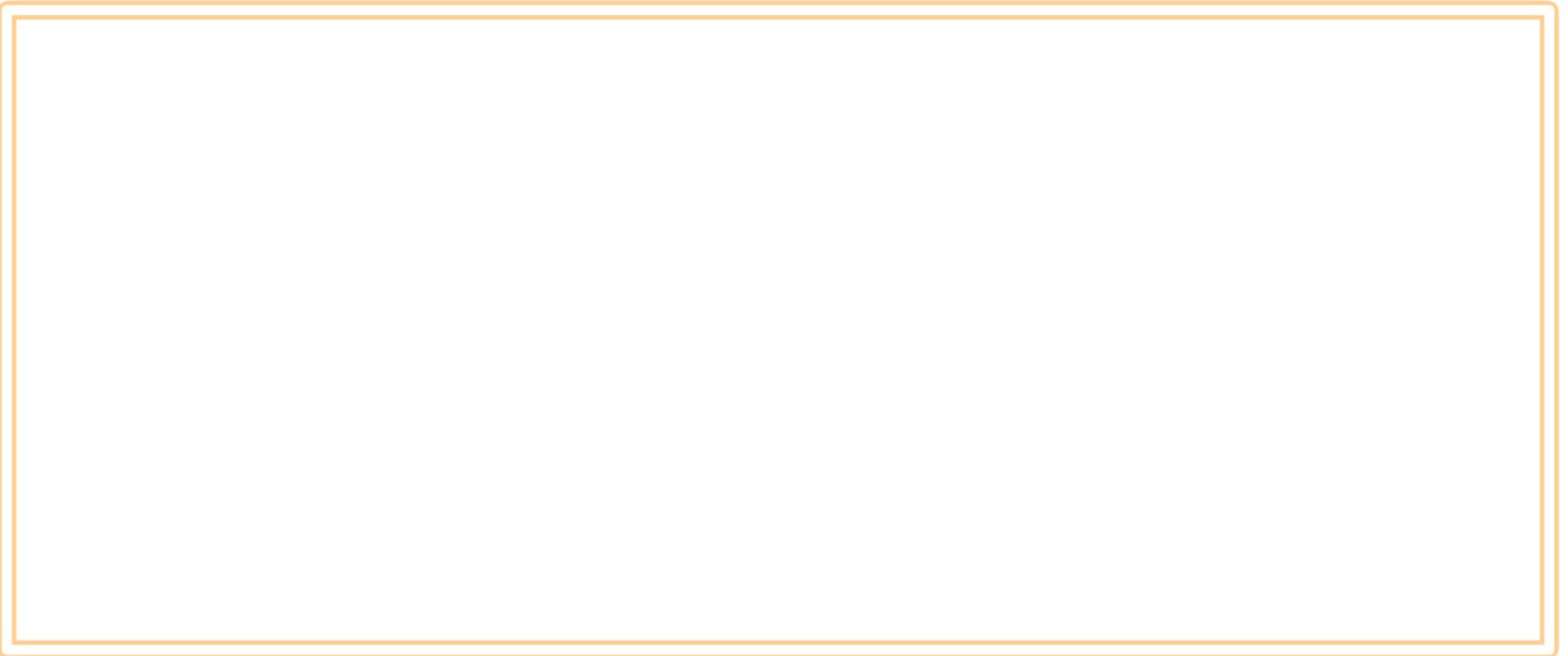
Think – pair - share

What lesson ideas come to mind? Which materials could you use?

Exchange ideas.

(10-15 mins)

Evaluation: two exit tickets



Sources

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[Hamlet \(1996\)](#)

[The Guardian Shakespeare Solos – Adrian Lester](#)

[NRA “Don’t Let Hillary Leave You Defenseless”](#)

[NRA “Hypocrite Hillary Leaves You Defenseless”](#)

[Hillary Clinton on CNN](#)

[Ikea Lamp Part I & Part II](#)

[KPN Unlimited](#)

[Samsung Galaxy Z Flip](#)

Extra example: Poetry

Spenser **Sonnet 15** from **Amoretti**, a sonnet cycle dedicated to the girl Spenser would later marry

Compares the appearance of his beloved to all beautiful and valuable things in the world. Concludes her character is more precious than that.



source: <https://nl.wikipedia.org/>



source: <https://nl.wikipedia.org/>

Shakespeare Sonnet **130**

Uses Elizabethan cliché: Like Edmund Spenser compares his sweetheart to the treasures of this world, but his findings are more realistic.