THEN in the background, it should be more focused on framing analysis. the background should include what framing analysis is, how is it used, what is used for, and examples of the researches its been used in.

Media framing refers to the social structure of a social occurrence by mass media sources in general but even sometimes by specific political or social movements or groups. It is an unavoidable and predictable procedure of selective stimulus or influence over the individual's insight and awareness of the meanings credited to words or phrases. A frame in itself describes the packaging of a component of rhetoric in such a way as to inspire certain understandings or interpretations and to dissuade others.

Framing could also be defined as “a method used to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation and/or treatment recommendation for the item described” (Entman, 1993).

However, it is important to keep in mind that framing is not an exclusive event in the media; it works together with other features such as priming (the emphasis media gives to some issues in contrast to others, thus changing the weight with which an audience cultivates an attitude or conviction about a topic).

Erving Goffman is known to be one of the creators of the framing concept. He used framing analysis in his study of the “organization of experience”. Goffman noted that reporters usually understand the world with their own point of view before writing a story, this leads to “determining which ones reporters will select and how the ones that are selected will be told”.

Todd Gitlin, a researcher, was one of the first individuals to start a framing analysis of the news media. He described media frames as entities that organize the world for both journalists who report it and for the society who relies on these reports. He also defines media frames as “persistent patterns of cognition, interpretation, and presentation, of selection, emphasis, and exclusion, by which symbol-handlers routinely organize discourse”.

Since the first framing studies in the 1070s, the concept of media framing was clarified over the years by media researchers. Robert Entman was one of these researchers, and he believes that framing is constituted of mainly two parts: selection and salience. Indeed, in his opinion, to frame is to select some features of an apparent reality and make them more noticeable or salient in an interactive text. In this way, it is possible to support a specific problematic for the element described. Michael Schudson also explained the concept of media framing. He claimed that framing has mainly replaced the idea of prejudice in society and this has relocated the study of news away from the idea of intentional bias.

To sum it up, it is unavoidable that cultural biases, whether conscious or unconscious, are prone to influence media specialists in how they frame the news. It is therefore essential for society to attempt to preserve equilibrium between two parties so individuals can make decisions based on distinctive points of view.

<http://marc-latham.suite101.com/what--is-media-framing--opinions-on-what-influences-the-news-a264197>