



## *The Hebrew University of Jerusalem*

### *Syllabus*

## *Between Building and Picture Metaphors: Theories of Framing in Communication Studies - 50325*

*Last update 01-10-2021*

*HU Credits: 2*

*Degree/Cycle: 1st degree (Bachelor)*

*Responsible Department: Communication & Journalism*

*Academic year: 0*

*Semester: 1st Semester*

*Teaching Languages: Hebrew*

*Campus: Mt. Scopus*

*Course/Module Coordinator: Dr. Lillian Boxman-Shabtai*

*Coordinator Email: [lilly.boxman@mail.huji.ac.il](mailto:lilly.boxman@mail.huji.ac.il)*

*Coordinator Office Hours: Monday, 12:00-13:00*

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Teaching Staff:

Dr. Lillian Boxman-Shabtai

Course/Module description:

*Framing, a central concept in communication studies, describes the manners with which media package complex realities into an (relatively) simple interpretive schemes. This course surveys the main origins and uses of this concept. We will review two bodies of knowledge - (1) studies in political communication and social psychology that examine framing effects (the picture metaphor) and (2) studies in the sociology of culture that conceptualize framing as a facet of a wider social struggle over meaning (the building metaphor). We will explore how the concept applies to the interests and practices of media producers, texts and audiences.*

Course/Module aims:

Learning outcomes - On successful completion of this module, students should be able to:

- \* *define framing*
- \* *compare different approaches to framing in Communication Studies*
- \* *describe the relevance of framing to media producers, texts, and audiences*
- \* *analyze a media phenomenon with the concept and various theories of framing*

Attendance requirements(%):

85%

*Teaching arrangement and method of instruction: lecture, writing practices*

Course/Module Content:

*introduction, definitions  
picture frame  
building frame  
producers: the battle over framing  
texts: framing complex realities  
audiences: framing effects  
visual framing  
methodological concerns  
unresolved questions about framing in field*

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Required Reading:

TBD

Additional Reading Material:

TBD

Course/Module evaluation:

End of year written/oral examination 0 %

Presentation 5 %

Participation in Tutorials 10 %

Project work 15 %

Assignments 0 %

Reports 0 %

Research project 70 %

Quizzes 0 %

Other 0 %

Additional information:

*The Syllabus updated on the course Moodle site is the final version.*