

A FEW WRITING TIPS

(shared with class before the proposal is due)

WRITING TIPS WHEN WORKING ON PROPOSAL JUSTIFICATION

- Use scholarly, peer-reviewed research to explain why studying your source and two topics is important. Need one source from class and one from outside of class for each “Importance” section.
 - What counts: scholarly journal articles, university press books
 - What doesn’t: newspapers, magazines, research and policy centers, conference papers and theses/dissertations

WRITING TIPS WHEN WORKING ON PROPOSAL JUSTIFICATION

- If you make a statement of fact, make sure to cite it, even if these citations are in addition to the required scholarly sources.
 - “People don’t turn out to vote.”
 - “Parks and Recreation is a popular television show.”
 - Use credible sources to support facts (e.g. mainstream informative, investigative, or analytic news; Pew Research Center)

WRITING TIPS WHEN WORKING ON PROPOSAL JUSTIFICATION

- Paraphrase the content of your sources, rather than always directly quoting
- Have a consistent voice across authors - assign someone to edit this all together.
- Play on each other's strengths.

WRITING TIPS WHEN WORKING ON PROPOSAL JUSTIFICATION

- Begin each paragraph with a topic sentence.
- Explain, in your own words, how previous academic research supports this topic sentence, citing the relevant research.
- Conclude paragraph with a sentence summarizing the paragraph and tying it to the current research project.

WRITING TIPS WHEN WORKING ON PROPOSAL JUSTIFICATION

Podcasts are a popular form of political media that deserves more study. As the Pew Research Center (2019) reports, 32% of the U.S. adult population has reported listening to a podcast in the past month. Although there is very little academic research focused on podcasting, there is evidence that other types of audio-based news (notably talk radio) can influence listener opinions. Lee and Cappella (2001) found that people who listened to Rush Limbaugh's talk radio program agreed substantially with Limbaugh's attitudes about political figures. Because our current news environment is fragmented, audiences have a substantial amount of choice in the information they decide to consume (Prior, 2007; Stroud, 2011). Thus, it is important to understand the content of many different types of media outlets (including podcasts), especially because that content may affect the attitudes of citizens who consume it.

**SPECULATING ABOUT THE
EFFECTS OF THE CONTENT
PATTERNS YOU FOUND**

(shared with class before the final report is due)

ACTIVITY: CHOOSING THEORY

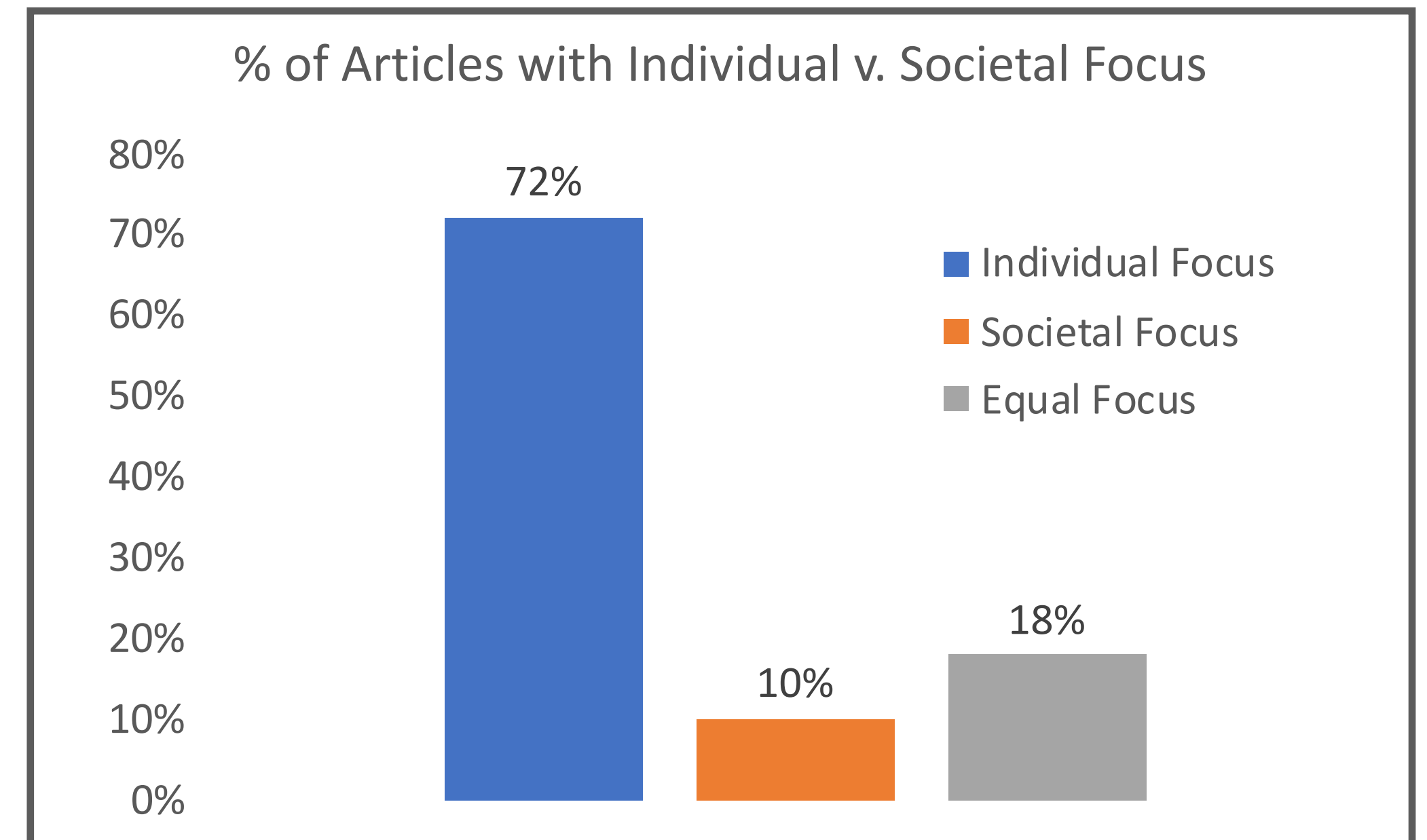
Let's say you found the following results:

Code 1: When discussing a political issue, does the article focus on individual stories, societal trends, or both equally?

If the article focuses on individuals (e.g. story about one person or family), Code 1

If the article focuses on societal trends (e.g. statistics), Code 2

If the article focuses on both equally, Code 3



What is one theory that we've covered that you **COULD USE** to speculate about the effects this results have on people who see these ads?

What is one theory that **WOULD NOT** fit the focus of these results?

ACTIVITY: WRITING ABOUT THEORY

Now, to write up a few paragraphs about the potential effects:

1. Describe general predictions of the selected theory (paraphrasing whenever possible!)
 - Let's practice this part: Using the two article summaries I provide, write two or three sentences describing the theory of framing, and the importance of episodic and thematic frames specifically.
 - Cite BOTH articles, paraphrasing the information provided
2. Speculate on what the theory predicts the effects of your content will be
3. Tie back to your results by referring to the percentages ****and**** by providing examples from your text

ACTIVITY: WRITING ABOUT THEORY

Framing Theory explains that the *way* in which news is presented matters for news audiences. Entman (1993), for instance, argues that different news frames can prompt readers to define problems of, causes of, and solutions to an issue in different ways. Given our codes, episodic and thematic frames are particularly important. Episodic frames are those that focus on individual stories, whereas thematic frames are those that focus on societal trends (Iyengar & Kinder, 1987).

We found that the Washington Post relied heavily on episodic frames when covering issues in the 2018 election. Seventy-two percent of the articles focused on covering individual stories whereas only 10% of the articles focused on trends. For example, one news article about immigration [insert example or two here].

Based on prior research, the results of this finding could be troubling. As Iyengar and Kinder (1987) found, episodic stories about poverty encouraged audiences to blame the individuals living in poverty for their own misfortune rather than societal problems that may have also been to blame. A similar effect may happen with the Washington Post content we studied. Readers may may not support structural solutions to problems such as immigration, healthcare, and other issues covered in the newspaper because those issues were covered largely as individual problems.