More stories at WordBlanks.com

Framing as Meaning Construction

1. Noun - Plural _____
2. Verb - Present Ends In Ing _____
3. Noun - Plural _____

Framing as Meaning Construction

Social movement _____Noun - Plural_____ conceptualize this _____Verb - Present ends in ING_____ work or meaning construction by employing the verb "framing" (Gamson et al 1982, Snow et al 1986, Snow & Benford 1988). This denotes an active, processual phenomenon that implies agency and contention at the level of reality construction. It is active in the sense that something is being done, and processual in the sense of a dynamic, evolving process. It entails agency in the sense that what is evolving is the work of social movement organizations or movement activists. And it is contentious in the sense that it involves the generation of interpretive frames that not only differ from existing ones but that may also challenge them. The resultant products of this framing activity are referred to as "collective action _____Noun - Plural_____."

Audience Effects

It has long been taken as a given in communication studies that the target of the message can affect the form and content of the message. In the social movement arena, activists and targeted audiences interact. Moreover, movements find it necessary to appeal to multiple audiences who vary in terms of their relative interests, values, beliefs, and knowledge, as well as with respect to which of the various movement or countermovement roles they can potentially play.

©2026 WordBlanks.com · All Rights Reserved.