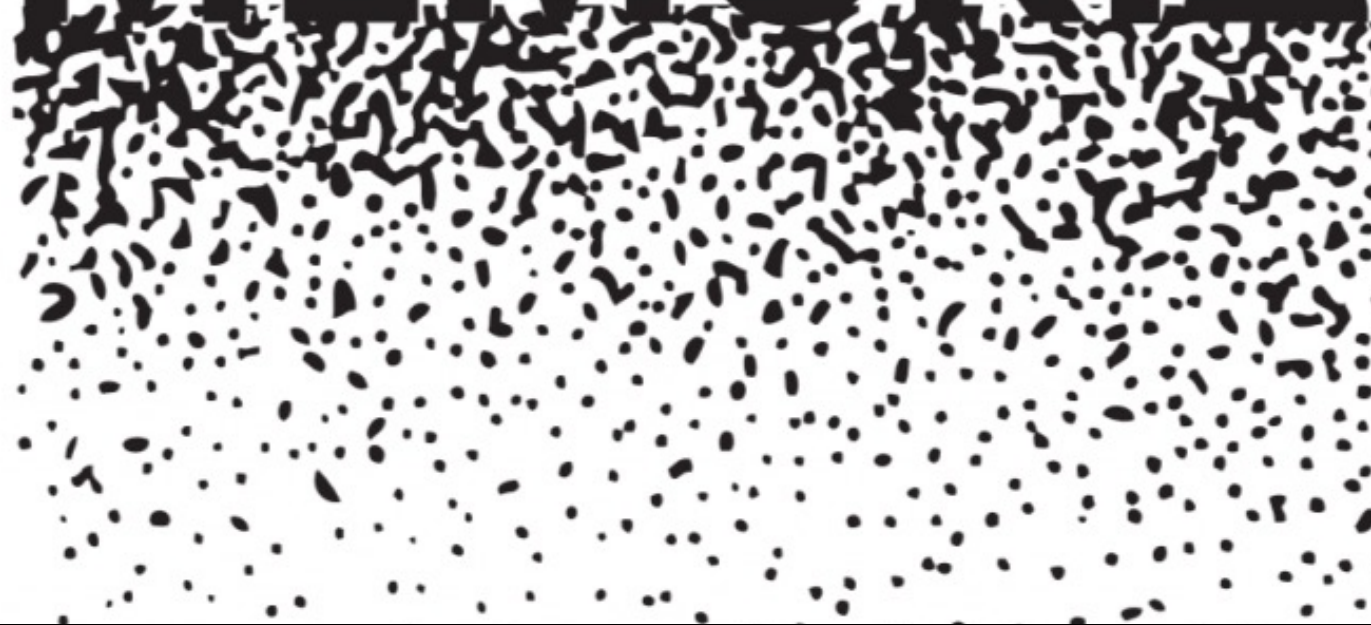


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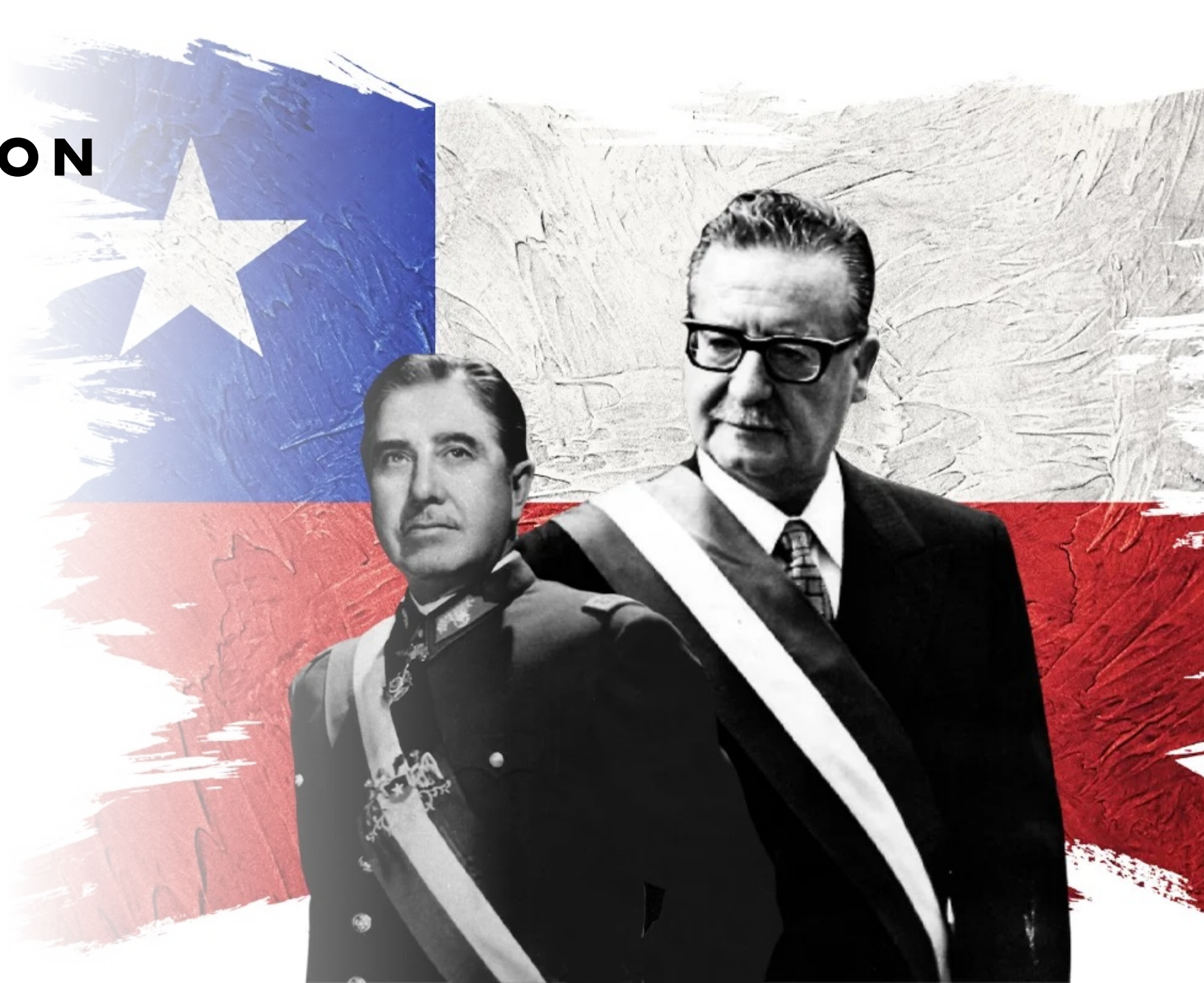


FRAMING, COLLECTIVE AND HISTORICAL MEMORY: 50 YEARS OF THE COUP IN THE MEDIA

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INTRODUCTION

The coup d'état in Chile (1973) was momentous in the country's history, with profound political, social and cultural implications. Using framing theory, this research will identify the master frame (Benford, 2013; Mooney & Hunt, 1996) used by the Chilean media between July and September 2023 to cover the commemoration of the 50th anniversary of the coup d'état in Chile and the general frames (Semetko & Valkenburg, 2000) that they included in the same news. In addition, it will be correlated to the connotation (positive, negative or neutral) that said media assigns to the event according to its editorial line, identified by the Universidad Abierta de Recoleta (UAR) around four axes of interest - Allende, Pinochet, Unidad Popular, dictatorship/coup d'état.



THEORETICAL FRAMEWORK

FRAMING

Framing consists of selecting certain aspects of a perceived reality and highlighting them in a communicative text, while hiding others. This is done in a way that encourages a specific definition of the problem, an interpretation of its causes, a moral character assessment, and/or a recommendation on how to address the issue at hand.

Hayes, 2007; De Vreese et al, 2011

Certain aspects of a problem are highlighted in the definition of situations, providing context and affecting the way in which opinions are shared .

Volkmer, 2009; Chong, & Druckman, 2007, Lecheler & De Vreese, 2010, Muñiz, 2020

Media not only inform the audience about what to think about, but also what to build on that topic, which has an impact on the public perception of them.

Brewer & Gross, 2005; Scheufele, 1999

FRAMING THEORY

Goffman, 1974; Entman, 1992

FRAMES

In general, frames diagnose, assess and propose actions (Entman, 1992).

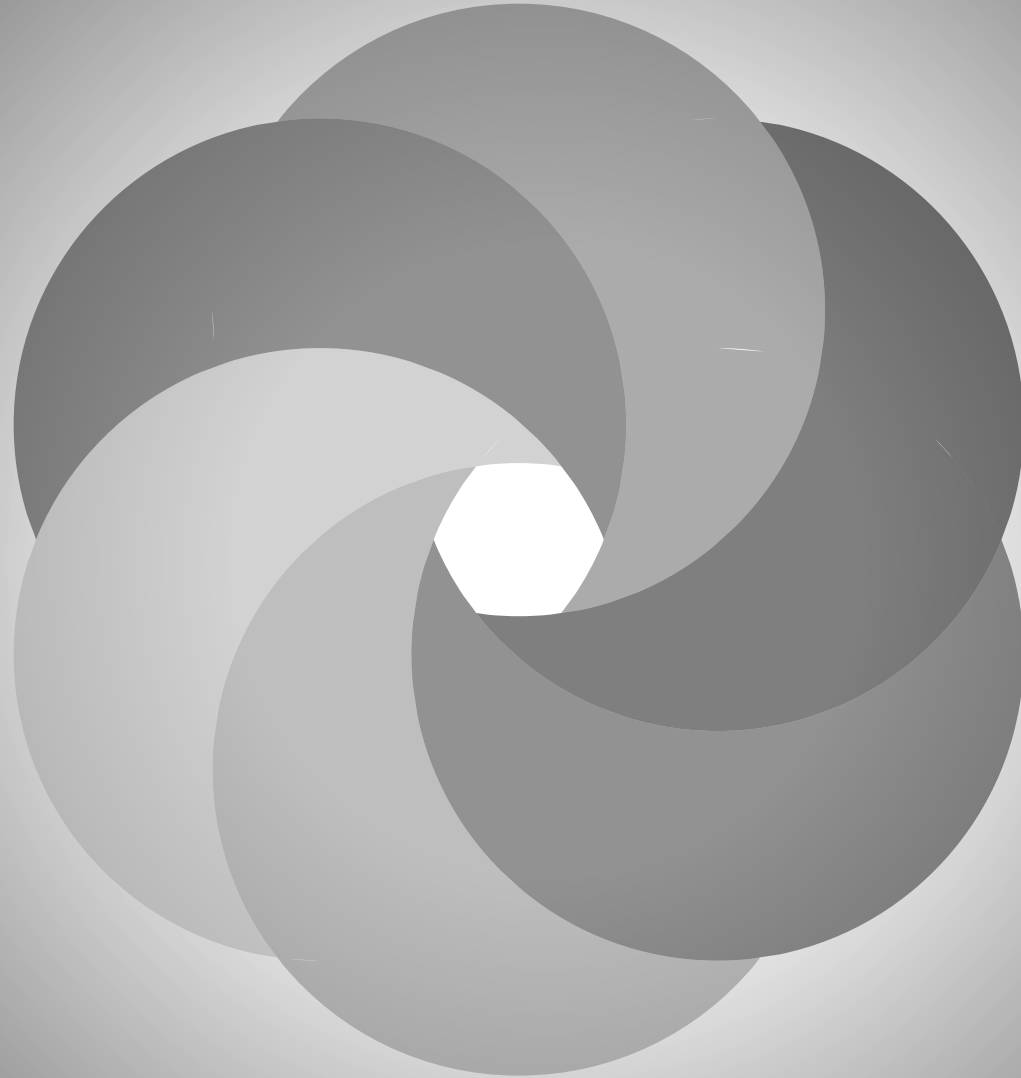
1

Framing can influence in two ways: indirectly, with the aim of influencing the importance of beliefs, and directly, seeking to create new considerations and connections between thoughts (De Vreese et al., 2011).

2

Benford (2013) states that we can see master frames which, according to the literature, are injustice, justice, opposition, hegemonic, imperial, anticolonial, and market choice (although there might be more).

3



6

Semetko and Valkenburg (2000) proposed five generic frames that have been profusely studied in the framing literature: conflict, attribution of responsibility, human interest, economic consequences, and morality" (p. 19).

5

This allows for the comparison of different issues (de Vreese, Peter, & Semetko, 2001)

4

Saldaña & Proust (2022) summarize, there are generic frames, which refer to the way in which "the news media present or package any issue (Kozman, 2017).



MEDIA MEMORY

01

The way in which the media frames human rights (Meriläinen & Vos, 2013) plays a crucial role in the country's historical narrative, perpetuating notions of the event in the collective memory (Halbwachs, in Schwalbe, 2007; Benford & Snow, 2000, Thompson, 1998)

02

They are the way in which memory discourses cross borders, managing to enter networks of transnational comparison.(Huysen, 2003

03

They are capable of creating opportune conditions to generate memories and information about the recent past (Lohmeier and Pentzold, 2014) and influence audiences' memories (Kitch, 2002).

04

It is essential to study the role that this media memory plays in the memorialization of the past (Kitch, 2008).



GO

Identify the master frame (Benford, 2013; Mooney & Hunt, 1996) used by the Chilean media between July and September 2023 to cover the commemoration of the 50th anniversary of the coup d'état in Chile and the general frames (Semetko & Valkenburg, 2000) included in the same news.

R Q 1

What connotation (positive, negative or neutral) do the Chilean media give to news about the coup d'état?

R Q 2

What master frame did the Chilean media use in news about the coup d'état?

R Q 3

What general frames did the Chilean media use in news about the coup d'état?

DEVELOPMENT

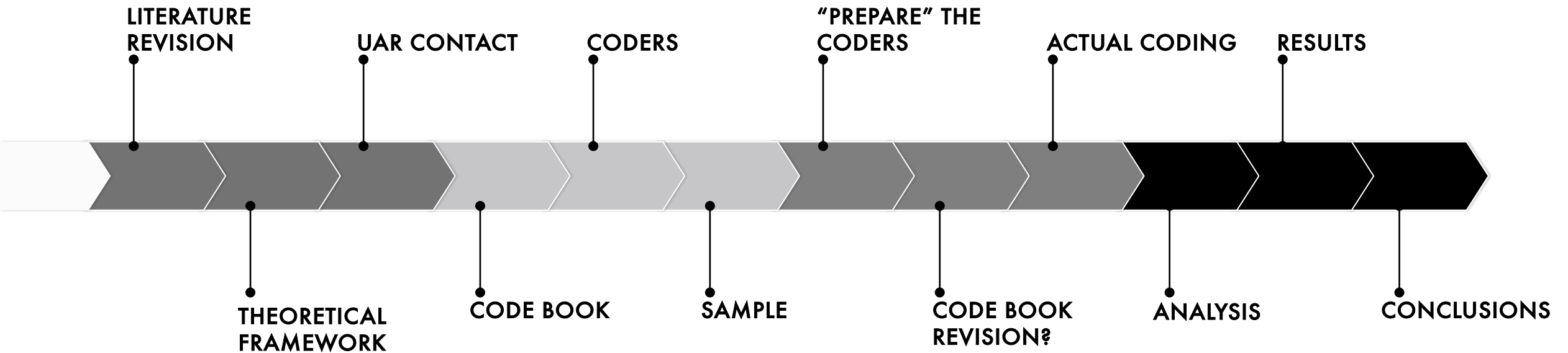


The UAR Media Studies Center used the GlobalNewsGroup database. Given the high number of results, they limited the initial sample to twenty print, digital and television media, “representative of the bulk of the national media universe”: Open television channels: TVN, channel 13, Mega, Chilevisión. Paper press: El Mercurio, La Tercera, La Segunda, Diario Financiero, Las Últimas Noticias. Digital media: El Mostrador, Emol.com, La Tercera.com, Cooperativa.cl, El Ciudadano, El Desconcierto, The Clinic, Biobiochile.cl, El Líbero, La Cuarta.com and Ex Ante. After that, they limited the centers of interest to the following terms: Allende; Pinochet/Pinochetism; coup; dictatorship; military pronouncement; 50 years of the coup and Popular Unity. This resulted in a limited sample, which was finally refined with a discard process focused “on the criterion of name scope (in the cases of Allende and Pinochet) and on international news (especially in the term dictatorship).”



Month	Initial sample	Limited	Corpus
July	6.572	1.900	1.372
August	10.627	2.538	1.961
September	16.939	No disponible	3.073

METHODOLOGY



A quantitative analysis will be performed to see the frames (presence/absence in the units of analysis). The units of analysis are defined following the research work of Yustitia & Dwi Ashrianto (2022), using analysis techniques from the framing model developed by Dahinden (2002a, 2002b), which consists of five approaches that show how problems are presented and highlighted (See Table 1). In addition, the master frame of the news will be identified. For this, the codebook will be structured as developed by Valenzuela et al (2017).



Master frame		Connotation	Editorial line
Injustice		Positive	Right Wing
Justice			
Opposition			
Hegemonic		Negative	Left Wing
Imperial			
Anticolonial		Neutral	Independent
Market choice			
General frame	General Problem definition	Key Value for	
Conflict	There is a conflict of interest about this issue between various social actors	Distribution equity, power balance	
Economic consequences	The issue is presented from an economics perspective	Efficiency, effectiveness	
Attribution of responsibility (Progress)	Knowledge plays a key role in the presentation of the issue	Expertise, truth	
Morality	The issue is debated on the background of moral, ethical and legal questions	Moral, legal, ethical standards	
Human interest (Episodic)	The issue is presented from the personalized perspective of an individual	Emotional (sympathy, antipathy)	

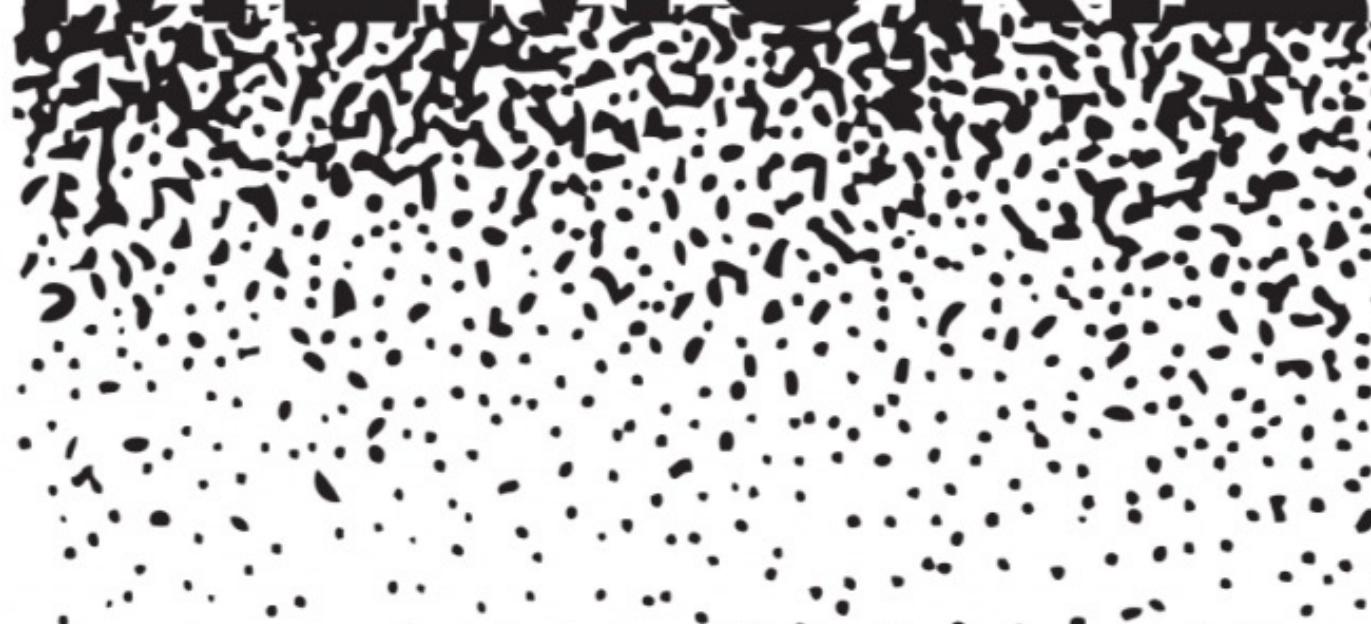
- The national media known for their right-wing editorial line will be prone to use the general framing of conflict, economic consequences and attribution of responsibility, from a positive or neutral connotation of Pinochet and the military coup, with a negative or neutral assessment of Allende and the UP.

- Media with a left-wing editorial line will use a framework of morality, human interest and attribution of responsibility, from a positive or neutral connotation of Allende, the UP, and a negative or neutral assessment of Pinochet and the military coup.

- In both cases, the media will use the master frames of injustice, justice or equal rights.



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