Syllabus MOOC DelftX Frame101

Framing: Creating powerful political messages

TU Delft
Delft University of Technology

Challenge the future

Welcome!

Welcome to this MOOC about framing and thank you very much for joining us. We have worked with great enthusiasm on this MOOC – and hope that you will too!

What do we aim to achieve with this MOOC?

Of course, we will share our knowledge about framing with you. But there is much more. This MOOC could also develop into a living community of participants from across the world, who are interested in the intriguing phenomenon of framing – a community, in which we can learn from each other. Besides sharing our knowledge, we will also facilitate these learning processes:

- If you have questions about framing an issue you are working on, you can discuss these with other participants.

- You can upload videos with examples of framing from your own country or region or culture – and others can learn from them. Together, we can raise each other's sensitivity to the cultural aspects of framing.

- We will show you patterns in the game of framing, but there are undoubtedly more patterns than those that we present in this MOOC - and we are interested in hearing about your ideas and experiences.

Again, thank you for joining us, we hope you will enjoy this MOOC.

Hans de Bruijn

Syllabus contents

The syllabus for Frame101 consists out of three parts: part A, B and C.

- Part A contains a discussion of the learning goals, prerequisites, materials and workload, and rules of the game.

- Part B discusses the different forms of assessment in the course, the grading system and the assignment deadlines.

- Part C gives a per week overview of the content of the course: the course outline.

Part A

Learning goals, prerequisites, materials and workload, and rules of the game

A.1. Learning goals

1. Understanding the *phenomenon* of framing and reframing.

2. Understanding the *patterns* in the game of framing and reframing.

3. Learn to critically *reflect* on framing and reframing.

4. Learn to apply the insights to:

    4.1. Frame real world problems

    4.2. Craft your own political speech

A.2. Course prerequisites

This course requires no formal prerequisites.

A.3. Course materials and workload

The course materials are comprised of the following: web lectures, texts written on the EdX platform, the assignments, and your contributions on the world map and the discussion forum. Moreover, you may also find a list of 'further readings' under the course info tab on the EdX platform. This list of 'grey' and academic literature is compiled for those of you that would like to read beyond what is required for this course and its assignments.

A.4. Rules of the game

This MOOC is about framing, especially about framing in politics. We all have our political ideas and opinions. To explain the mechanism of framing, we will show you examples of politicians explaining their ideas and opinions. The focus of this MOOC is on how these opinions and ideas are framed and reframed. We'll try to analyse that with you. It is not important whether we agree or disagree with the political views at hand. Neither is it about our own political views and standpoints.

The rule of the game of this MOOC is that we do not use this MOOC for political discussions and for ventilating our own political opinions. Try to look analytically towards the game of framing and reframing.

Please be analytical, not political.

Part B

B.1. Methods of assessment

This course includes four types of assessments: assignments, a final exam, share your insights and questionnaires. Assignments and the final exam are graded, share your insights and questionnaires are not.

Graded assignments

Assignments
During the course you will encounter five assignments**. Update 05-14-2015: Only the four highest-scored assignments will count for grading.** These assignments will together make up 75% of your grade for Frame101. The assignment with the lowest score will be automatically dropped from the grading calculation. We do this to reduce the impact of an assignment that was graded with zero (or very few) points on your final grade.

Two types of grading will be used for the assignments: self-assessment and peer assessment. *Self-assessment* entails that you yourself have to assign the grade you think your assignment deserves based on the grading criteria provided for the assignment. You will be given examples on how to grade your assignment first before you have to grade your own assignment. *Peer assessment* entails that your peers, your fellow students, will grade your assignments based on the grading criteria provided for the assignment. In academia peer assessment is an often used tool to ensure the quality of academic work. In this course you will learn how to grade your peers and reflect on those grades.

Section B.2 shows which assignments are self-assessed and which are peer assessed and when the assignments are due.

Final exam
At the end of the course in week 5 you will receive an exam consisting out of 25 multiple choice questions. This exam will make up 25% of your grade for Frame101. The multiple choice questions will contain at least three options.

Non-graded assignments

Share your insights
On multiple occasions you will be asked to share your insights on framing issues via various platforms. We will ask you for instance to submit examples of frames from your country of residence. You will be asked to *share your insights* on three platforms: the *discussion forums*, the *world map* and the *video lab*. These contributions are all voluntary and non-graded. However, in our opinion participating in the share your insights assignments will give you a great learning experience. Furthermore, your participation in the *share your insights* assignments is also strongly encouraged because together we can create a global collection of frames and reframes.

Questionnaires

Throughout the course you will be asked to participate in questionnaires. These questionnaires serve two purposes: (1) critically reflect on the material you have just been exposed to, and (2) create a database of reactions to framing materials. Before filling in the questionnaire you will be asked whether your response may be used for academic research. If you give permission, and only then, your response will anonoumously be used for academic research. In no way your personal information will be coupled to your response on an individual level and your responses will certainly not be shared with any third parties.

B.2. Grading system and assignment deadlines

The table below shows per assignment: the method of assessment, the maximum number of points they count for, the date on which the assignments are released and when the assignments are due.

This course uses a pass/fail structure. **Update 05-19-2015:** To pass the course you need to obtain at least **50%** of the total amount of points that can be earned.

Week #	Graded assignments	Method of assessment	Percentage	Release date assignment	Due date assignment
1	Assignment 1: Global warming	Self-assessment	18,75%	04-21-2015	05-05-2015
2	Assignment 2: Framing and culture	Self-assessment	18,75%	04-28-2015	05-12-2015
2	Assignment 3: Overhead power lines	Peer-assessment	18,75%	04-28-2015	R[*]: 05-28-2015 P[**]: 06-04-2015
3	Assignment 4: Speeches	Peer-assessment	18,75%	05-05-2015	R: 05-28-2015 P: 06-04-2015
4	Assignment 5: Framing and morality	Self-assessment	18,75%	05-12-2015	05-26-2015
5	Final exam	Instructor review	25%	05-19-2015	06-02-2015
		Sum	118,75%		
	TOTAL after excluding the lowest-scored assignment		**100 %**		

[*]R stands for 'response' which is your assignment. **P stands for the 'peer reviews' you have to turn in. Note: Your assignment is not completed until you finish the peer reviews too!

Update 05-14-2015: The lowest-scored assignment will be excluded from grading. This means that your four highest-scored assignments and the final exam count for grading. For this reason the column 'Percentage' is updated in the table above.

Part C

In week 1 we start with exploring what a frame is and what the impact of a frame is. Building on that understanding in the weeks that follow we will learn about often used patterns in the game of framing and reframing. Besides that, in week 4 we will hold a short intermezzo about the power of speeching. Finally, in week 6 we reflect on what we have learned throughout the course

C.1. Week 1

Episode 1 What is a frame?

Episode 2 What is the impact of a frame?

C.2. Week 2

Episode 3: Victims, villains and heroes

Episode 4: The 3P Model: Policy, Principle, Personality

C.2. Week 3

Episode 5: Playing with the downsides of your opponents' values

Episode 6: Hijacking your opponents' values

C.2. Week 4

Intermezzo about speeching → Episode 7: speaking like Obama

Episode 8: Playing with competing perspectives

Episode 9: Meta-framing

Episode 10: The moral aspects of framing

C.2. Week 5

Episode 11: Sharing and transcending a dilemma

Episode 12: Creating a monopoly of emotion

C.2. Week 6

WEBINAR: Playing your speeches

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