

Why Are Frames Important?

DAILY NEWS
Rats Bite Infant

Framing

- What is the problem?
- Who's responsible?
- What solution is proposed?
- What action is suggested?


DAILY NEWS
Rats Bite Infant
Landlord, Tenants Dispute Blame

Framing

- What is the problem?
- Who's responsible?
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DAILY NEWS
Rat Bites Rising
in City's "Zone of Death"


Framing



- What is the problem?
- Who's responsible?
- What solution is proposed?
- What action is suggested?

DAILY NEWS
Rat Bites Reveal
'Racial Redlining'
in City's Public Health Services

Framing



- What is the problem?
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Framing the Clinical Picture
What You Ask For is What You Get

OLDCART

- O - onset
- L - location
- D - duration
- C - characteristics
- A - aggravating factors
- R - relieving factors
- T - timing

Kleinman's Explanatory Questions

- What do you think has caused your problem?
- Why do you think it started when it did?
- What do you think your sickness does to you? How does it work?
- How severe is your sickness? Will it have a long or short course?
- What kind of treatment do you think you should receive?
- What are the most important results you hope to receive from this treatment?
- What are the chief problems your sickness has caused for you?
- What do you fear most about your sickness?

