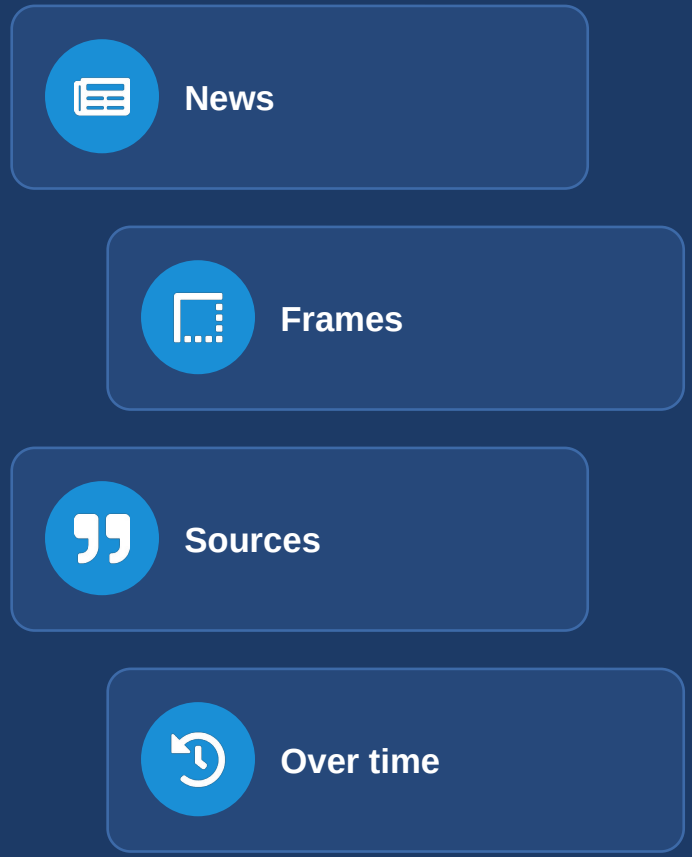
NBE3U Behind the Image, Lesson 8

In the News

Framing, sources and two stories about the same water



Today's goals

We are learning…

- How news stories are framed for purposes and audiences.
- To identify overt and implied messages in news.

I can…

- Identify the purpose and audience of a news story.
- Explain the overt and implied messages of a headline and lead.
- Explain how different audiences might respond to one story.
- Explain how perspective and period shape coverage.

Today's plan

Time	What we're doing	You will…
0–8 min	**Hook**	Predict
8–30 min	**Two briefs**	Compare
30–45 min	**Riel**	Note
45–65 min	**Frame check**	Analyse
65–75 min	**Reflect**	Write

Warm-up

Two headlines describe the same event. One makes you pity the people in it; the other makes you admire them. How is that possible?

Sentence starters

“The words chosen…”

“Who gets quoted…”

“What comes first…”

How it works

- Pairs: 3 minutes.

Big idea

News feels like plain fact, but every story is framed: someone decides the headline, the first sentence, who gets quoted and who “did not return calls.” In 1885 newspapers called Louis Riel a traitor; in 1992 Parliament recognized him as a founder of Manitoba. How a story is framed shapes what a whole country believes.

Brief A

RESERVE STILL WAITING FOR SAFE WATER. Residents of a remote reserve have boiled their tap water for eight years. Officials say a new plant is “in progress.” Band offices did not return calls by deadline.

Original model text written for this lesson about an invented community.

Think about it

What is the overt message?

Who is quoted?

What does “did not return calls” imply?

Brief B

COMMUNITY'S OWN OPERATORS BRING CLEAN WATER HOME. After eight years under a boil-water advisory, a northern First Nation celebrated its new treatment plant this week. Two local operators, trained in the community, will run it. The Chief and both operators spoke at the opening.

Original model text written for this lesson about an invented community.

Think about it

What is the overt message?

Who acts in this story?

Which facts are the same as Brief A?

How a frame works

headline	The first and loudest message. *“Still waiting” vs “bring clean water home.”*
lead	The first sentence: what matters most. *Failure first, or achievement first?*
sources	Who gets quoted. *Officials only, or the community?*
implied message	What the story suggests without saying it. *“Helpless” vs “capable.”*

Compare the briefs

On page 1, in pairs:

1. Note each headline's overt message.
2. Who is quoted? Who is silent?
3. State each implied message.
4. Predict audience responses.

Louis Riel in the news

When	How he was framed
1885	Hanged for treason in Regina, November 16
1992	Recognized as a founder of Manitoba
2007	Manitoba creates Louis Riel Day, a February holiday

Same man, same events. What changed was the perspective.

Indigenous journalists' advice

Go there

Report from communities, not only about them.

Many voices

No single person speaks for a Nation.

Context

Explain history, treaties and causes.

Beyond crisis

Report success, culture and daily life too.

Duncan McCue (Anishinaabe), Reporting in Indigenous Communities (riic.ca).

Frame check

On page 2, with a real story:

1. Identify purpose and audience.
2. State the overt and implied messages.
3. Whose voices are included or missing?
4. Rewrite the headline with a different frame.

Check yourself

Be honest. This helps you choose what to work on next.

Success criteria	Not yet	Almost	Got it
I can identify the purpose and audience of a news story.			
I can explain the overt and implied messages of a headline and lead.			
I can explain how different audiences might respond to one story.			
I can explain how perspective and period shape coverage.			

Exit ticket

1. One technique that frames a news story.

2. The implied message of Brief A or B.

3. Why might two audiences respond differently?

Next class: Contradictions.

Teacher reveal

In the news: key points

Brief A's frame: Waiting and failure: no names, officials quoted, the community silent (“did not return calls”). Implied message: helpless people, a problem to pity.

Brief B's frame: Achievement: the community acts, its own operators run the plant, its leaders speak at the opening. Implied message: a Nation solving its own problem.

Same facts: Both report eight years of boiled water and a new plant. The frame changes the meaning.

Riel over time: 1885: a traitor hanged for treason. Since 1992: recognized as a founder of Manitoba, with a provincial holiday. Period and perspective changed the story.

Better practice: Indigenous journalists' guidance: many voices, context, and stories beyond crisis.