

Faculti Summary

<https://faculti.net/framing-processes-and-social-movements/>

This video video discusses a review of the social movement framing perspective, initiated in the late 1990s and published in 2000. This video video review highlighted the extensive literature on social movements and the importance of understanding grievances and interpretations of injustices, noting that previous literature had largely neglected these facets. The authors argue that social movements primarily seek to influence the interpretations of reality among their audiences through a dynamic process of meaning-making.

The concept of "framing," borrowed from sociologist Erving Goffman, is explained as a way for individuals to organize their experiences and guide their actions. The popularity of framing in social sciences is tied to cultural shifts towards interpretive understandings and the relevance of social identities in meaning-seeking.

The framing processes, which include "diagnostic" (identifying problems), "prognostic" (proposing solutions), and "motivational" (calling for action) framing tasks, are essential for mobilizing collective action. The effectiveness of these frames relies on their credibility and salience to the intended audiences, with emphasis on the importance of collective identity and social constructions that define movements and their opponents.

This video video also addresses the impact of political opportunity structures and cultural contexts on framing processes. Audiences play a crucial role, as movements must appeal to diverse groups with varying interests and values.

Furthermore, counter-framing and reframing are explored through examples of social movements, such as the Black Lives Matter movement, which frames social issues against opponents, illustrating the ongoing contestation of meanings. Lastly, the text emphasizes the significance of strategic framing in mobilizing support, acquiring resources, and influencing political actions that advance social change.