Revising the Frame Analysis
Common Problems to be Solved
A Note on My Comments

- Questions and comments designed to get you to dig deeper or to reconsider your approach
- They are intended to help you revise; not simply to tell you where you went wrong
Seven Trends

1. Introducing the Analysis
2. Identifying Purpose
3. Distinguishing Purpose v. Position
4. Mis-reading of Dietzen’s Purpose
5. Focusing on the Language Used
6. Avoiding the Pejorative Take
7. Incorporating Readings
Introductions

- Introduce your analysis
  - Dietzen’s purpose
  - His key rhetorical moves
    - Frames
    - Terministic Screens

- Introduction helps to make your analysis coherent (the reader knows what is coming and how it all fits/works together)
Identify Dietzen’s Purpose

- To successfully analyze his argument, his rhetoric, you must have a clear understanding of what Dietzen’s purpose is.
- He is trying to do something.
- If you don’t know what he is doing (or if you misinterpret what he is doing) you cannot properly analyze his rhetorical methods.
Purpose ≠ Position

- Dietzen’s *purpose* is not the same as his position.
- Many of you focused on what he believed, that is, what is frame *revealed*.
- You need to focus on what his frame *does*: how it addresses the question and works to achieve its purpose.
Mis-Reading Dietzen

- A majority of students struggled with Dietzen’s purpose
  - He is not simply critiquing, degrading, or belittling science
  - He is not promoting intelligent design
    - Intelligent Design ≠ all religiosity

- Be more generous and attentive in your reading of Dietzen’s argument
Address the Language Used

- Many analyses went astray with respect to Dietzen’s argument because they did not address the language he uses
  - “outside expertise” ≠ “wrong”
  - “limit” ≠ “not valuable”

- Different words mean different things
  - If he doesn’t use a word, we must assume it’s because he doesn’t think it’s accurate
  - Assess his argument, literally, on its own terms
Avoid Pejorative Take

- Terministic screens certainly *select* and *deflect*, but they also *reflect*

- Do not simply focus on what Dietzen “hides” or excludes because of “bias”
  - It is unfair to equate a perspective with a bias
  - It is bad analysis to ignore what the argument does in order to describe what it doesn’t do
Incorporate Readings

- Just a reminder to use the Lakoff and/or Burke
  - Don’t just drop in quotes
  - Unpack their words and how they help to understand Dietzen’s rhetoric