

Framing as a typified act in the news analysis genre

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This article presents partial results of a corpus based analysis of the explanatory journalistic genre *nyhedsanalyse* (news analysis) in Danish newspapers. The analysis focuses on the framing occasioned by the headline of 43 news analysis texts. In line with new rhetoric genre theory the object of the analysis is the historically and culturally determined social conventions that are assumed to affect the strategic and linguistic realisation of the framing act contained in the headlines. The realisation of the framing act is analysed in terms of genre analysis, schema theory, text understanding theory and information structure. On this basis, the framing act is defined as a typified and constitutive act of news analysis texts. The analysis provided can be seen as a supplement to approaches to framing analysis found within cognitive linguistics and communication research.