

after state they have not. What can a reporter ask besides “Do you support gay marriage?” Try this: “Do you think the government should tell people who they can and can’t marry?” Or “Do you think the freedom to marry who you want to is a matter of equal rights under the law?” Or “Do you see marriage as the realization of love in a lifetime commitment?” Or “Does it benefit society when two people who are in love want to make a public lifetime commitment to each other?”

Morally based framing is everybody’s job. Especially reporters’.

It has long been right-wing strategy to repeat over and over phrases that evoke their frames and define issues their way. Such repetition makes their language normal, everyday language and their frames normal, everyday ways to think about issues. Reporters have an obligation to notice when they are being taken for a ride, and they should refuse to go along. It is a duty of reporters not to accept such a situation and not to simply use right-wing frames that have come to seem natural. And it is the special duty of reporters to study framing and to learn to see through politically motivated frames, even when those frames have come to be accepted as everyday and commonplace.