Stephen Giang

Professor Cavender

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**Mathematics Graduate Programs**

*Introduction:*

Princeton University and MIT are leading universities in America in Mathematics. Both have earned many awards and have had amazing accomplishments in the advancement in not only math, but also physics and software science. I have chosen their graduate programs as my topic of interest, due to my interest in graduate school after my undergraduate studies. I have decided to look into their programs to see if I should take the huge leap in that direction. Princeton is known as the top school in America in this field, which shows in their way of framing, as they do not have to convince as much as other schools. MIT is tied as for the second-best school in America but do give a lot of framing techniques in their websites.

*Framing Analysis and How To Do It:*

Framing is the way a certain group, or organization, speaks about their argument. It is the verbiage and use of techniques that these groups use to convince their audience to think a certain way. In “The Art Of Reframing Political Debates”, Ryan and Gamson explain framing further with their quote, “We do not see the frame directly, but infer its presence by its characteristic expressions and language. Each frame gives the advantage to certain ways of talking and thinking, while it places others ‘out of the picture’.” Framing analysis is study behind framing, and how framing works in certain audiences. The analysis shows us the power of framing and how it can very much change the common ideas and values within a group. Framing analysis is studied in by many professors in both fields of psychology and communication.

*Website 1:*

Princeton University Department of Mathematics

URL: <https://www.math.princeton.edu/graduate>

*Website Evaluation:*

Princeton’s website for their graduate program is very accessible as it is the homepage of their graduate category in their department’s website. Their website outlines the key things that their audience wants to know, such as requirements and the structure of their program. The website, however, lacks pictures and any type of information on who wrote this or when. It does have contact information for questions. As for the style of the website, it is very plain and has the same color scheme as the school’s color. The reason for the lack of style and the lack of excitement in the writing is most likely due to the warrant that the audience already wants to go to Princeton University, or that their awards say enough. The website is error free and does not contain any form of advertisement. The purpose of this website was to simply give information about their graduate program and relied on the audience already wanting to go to this school.

*Framing Analysis:*

Princeton exclaims itself as having a unique program that will make their audience members become leaders in Mathematics if they choose their program. They include in their website that their program has “minimal requirements and maximal research.” This verbiage is used to show that their program is unique and better. It convinces the audience that they are more dedicated to research than other universities. This also is used to show that their applicants shouldn’t need a lot of additional studying. They also include “unique from the other top mathematics institutions” to sway their audience towards their school. This is used to express that their university as the top in the country. Lastly, they use words such as “premier” to build an appeal to ethos and to bring a certain level of prestigiousness going to this school. It convinces readers whose goal is to seek out the best school.

*Website 2:*

MIT Department of Mathematics

URL: <https://math.mit.edu/about/welcome.php>

*Website Evaluation:*

The author of this website is clearly the mathematics department head. Their welcome page is very personal and includes a picture of the author himself. The page also includes no errors and no advertisements. The color scheme of the website is very nice as it includes a range of colors throughout. The website is also the front page of their department website making it very accessible for its audience members. The website includes a welcoming introduction and gives information on its programs and the awards given. It also includes many links to traverse through their entire online department. This is so that the audience can obtain more information easier. The purpose of this website is to introduce the department head to his audience and give insight on their programs.

*Framing Analysis:*

The website includes a very welcoming introduction which could be used as an appeal to pathos. This makes the audience members feel a sense of comradery, which will be very useful when choosing to apply for their graduate program. This ensures to the reader that they will enjoy their time at this school if they apply there. They also include on their welcome page, a list of their awards that they have received. This is used as an appeal to ethos. This is used to convince the audience to choose their school for being more credible in advancements in mathematics. Lastly, they include many links of different information about their programs. This way, the audience can be more interested in MIT’s programs. The use of framing and appeal to both emotions and credibility is very subtle, but very much does affect the audience in choosing universities.

*Comparison:*

When observing the different types of framing used in the two universities, we can see a much different focus and warrants. Princeton has a warrant that the audience already wants to join their graduate program, whereas MIT’s warrant is that their audience simply is looking for information on their programs. As they are both top schools, they use an appeal to ethos to show that their university gets very accomplished awards. This is to convince the audience members who want to go to the most accomplished school. Only MIT, however, uses an appeal to pathos through a sense of comradery, to convince the audience that they are a helpful and welcoming school. These websites both use specific verbiage such as “unique” and “success” to frame themselves as the top school where many applicants would want to choose.