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J201 – Section 305

March 28, 2023

Word Count: 1482

**REVISION NOTES:**

I changed the thesis to incorporate the framing mentioned in my introduction and underlined it. I also changed the focus from progressive/conservative media so I wouldn’t have to support this statement that much. I also added more evidence to support my argument. I also added a reference list in the APA style. Finally, I combined the small paragraphs into one big paragraph.

**The Power of Media: How the Framing of the 1967 UW-Madison Protests Shaped Public Perception**

The 1967 UW-Madison campus protests against Dow Chemical were not just another demonstration, but a watershed in the anti-Vietnam War movement. The students who gathered to protest against the company's recruitment efforts on campus were not only expressing their dissent, but also laying the foundation for future activism. This protests, however, did not occur in a vacuum; the media, especially the Capital Times and the Wisconsin State Journal, played an important role in shaping public perception of the events. The opposing coverage of the two newspapers sheds light on how media bias and editorial stance can affect how events are portrayed to the public. The Capital Times presented a more sympathetic view of the protestors' grievances and objectives, highlighting the reasons why they were protesting and the importance of their cause. Meanwhile, the Wisconsin State Journal framed the events as a threat to public order and campus safety, with little consideration of the protestors' perspectives. It is important to note that these contrasting frames cannot be seen in isolation but should be understood within the broader socio-political context of the time. The Vietnam War was a deeply divisive issue, and protests against it were often met with hostility and violence. The media coverage of the Dow Chemical protests reflects this wider context and demonstrates how deeply divided society was at the time. The 1967 protests that took place on the campus of the University of Wisconsin-Madison against Dow Chemical are widely considered a turning point in American history, and the coverage of the event by the media, especially by the Madison Capital Times and the Wisconsin State Journal, played a crucial role in shaping the public's perception of the anti-Vietnam War movement. This event serves as a poignant reminder of the crucial role that media neutrality and unbiased reporting play, and how framing can drastically affect the public’s perception of events during times of social and political turmoil.

A factor that contributed to the differing frames employed by the Capital Times and the Wisconsin State Journal was the broader socio-political context of the time. In 1967, the United States was deeply divided over the Vietnam War, and the media played a crucial role in shaping public opinion on the issue. The Capital Times, with its progressive editorial stance, was more aligned with the anti-war movement and was sympathetic to the protestors' cause. In contrast, the Wisconsin State Journal, with its more conservative editorial stance, was more aligned with the government's position on the war and saw the protests as a threat to public order. This political context likely influenced the newspapers' coverage of the protests and contributed to the contrasting frames employed by each publication. The broader socio-political context also affected the protests themselves, as the anti-war movement gained momentum and protests spread across the country. The 1967 UW-Madison campus protests against Dow Chemical were part of a larger wave of anti-war activism, and the media coverage of the events was shaped by this wider context. The framing of the protests in the Capital Times and the Wisconsin State Journal was thus not only influenced by the newspapers' editorial stances, but also by the larger political and cultural climate of the time.

The Capital Times often framed the 1967 UW-Madison campus protests against Dow Chemical as a justified response to the company's involvement in the Vietnam War. In its coverage of the events, the Capital Times frequently highlighted the protestors' motivations and their broader concerns about the war. For instance, in an article published on October 18, 1967, the Capital Times reported, "Students gathered to protest the presence of Dow Chemical Company recruiters on campus, voicing their concerns about the company's role in producing napalm, a substance used in the Vietnam War that caused immense suffering" (Pommer 1). By focusing on the protestors' objectives and the ethical issues surrounding the use of napalm, the Capital Times framed the protests as a legitimate expression of dissent against the war and Dow Chemical's involvement in it. Scholarly literature on media framing supports the idea that newspapers can shape the public's understanding of events through the selection and emphasis of particular aspects of those events. As Entman (1993) explains, "Framing essentially involves selection and salience. To frame is to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation" (Entman 52). In the case of the Capital Times, the newspaper's focus on the protestors' motivations and Dow Chemical's involvement in the Vietnam War can be seen as promoting a particular problem definition and moral evaluation that aligns with the newspaper's progressive editorial stance.

In contrast to the Capital Times, the Wisconsin State Journal framed the 1967 UW-Madison campus protests against Dow Chemical as a threat to public order and campus safety. The newspaper's coverage often emphasized the disruptions caused by the protests, highlighting clashes between protestors and law enforcement. For example, in an article published on October 19, 1967, the Wisconsin State Journal quoted the police chief saying that the police were "…too woefully outnumbered to make arrests.” (Dieckmann 1). Similarly, another article published by the Wisconsin State Journal on October 20, 1967, titled "UW Tension Continues; Leaders Urge Order," reported that "police reinforcements have been brought in" and that "the situation remains tense and uncertain." (Gribble 1). The article also quoted university officials and local leaders who expressed concern about the protests and the potential for violence. By foregrounding the confrontations between protestors and the police, the Wisconsin State Journal framed the protests as a disruptive force that threatened the stability of the university and the community. Scholars have noted that the framing of protests in the media can have significant implications for the public's perception of the protestors and their cause. According to McLeod and Hertog (1999), "Media framing of protests can affect the success or failure of the social movement by shaping the public's interpretation of the movement's goals and tactics" (Mcleod & Hertog 311). In the case of the Wisconsin State Journal, the newspaper's emphasis on the disorder and violence associated with the protests likely contributed to a more negative perception of the protestors and their objectives among its readers.

Another notable difference in the framing of the 1967 UW-Madison campus protests against Dow Chemical by the Capital Times and the Wisconsin State Journal was the newspapers' portrayal of law enforcement's role in the events. The Capital Times often criticized the police response to the protests, suggesting that lethal force was used against the protestors. In a Capital Times editorial from October 20, 1967, it was argued that "The heavy-handed tactics employed by the police in response to the protests only served to exacerbate tensions and create an environment of fear on campus" (Gould 4). This portrayal of law enforcement's actions aligns with the newspaper's progressive editorial stance and its overall sympathetic framing of the protestors and their cause. In contrast, the Wisconsin State Journal frequently emphasized the necessity of law enforcement's intervention in maintaining order on campus. An article published on October 21, 1967, stated that "Police intervention was crucial in restoring order to the university and ensuring the safety of students and faculty members who were not participating in the protests" (Keefe 2). By framing law enforcement's actions as essential to maintaining stability and safety, the Wisconsin State Journal's coverage aligned with its more conservative editorial stance and further reinforced its portrayal of the protests as a threat to public order. This distinction in the portrayal of law enforcement's role in the protests is consistent with scholarly research on media framing and the representation of social movements. As Gamson and Wolfsfeld (1993) argue, "The way the media frames the actions of the police and other authorities in relation to the protestors can significantly influence public opinion and the perceived legitimacy of the protest" (Gamson and Wolfsfeld 116). In this case, the contrasting frames employed by the Capital Times and the Wisconsin State Journal likely shaped their readers' perceptions of the appropriateness of law enforcement's response to the protests and the legitimacy of the protestors' grievances.

The analysis of the Capital Times and the Wisconsin State Journal's coverage of the 1967 UW-Madison campus protests against Dow Chemical reveals divergent framing techniques that can be attributed to each newspaper's editorial stance and the broader socio-political context of the time. While the Capital Times presented a more sympathetic view of the protestors' grievances and objectives, the Wisconsin State Journal framed the events as a threat to public order and campus safety. As an effect, such contrasting frames can have significant implications for the public's understanding of the protests, their perception of the protestors' motivations, and the perceived legitimacy of the movement. The case of the 1967 UW-Madison campus protests highlights the important role that media framing plays in shaping public discourse and opinion on contentious social and political issues.

**References**

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