**Framing and Gatekeeping of News**

**Framing**

Framing is the process of selecting particular aspects of a perceived reality and making them more salient in a text, thus promoting a specific way of under-standing an issue . It is concerned with variations in emphasis or salience . This process of inclusion and omission that high-lights one thing at the expense of the other can be either conscious or not. Framing is a common concept in journalism studies . Simply, framing refers to how a communicator presents information. Frames are particularly important in journalism because they serve as ‘invaluable tools for presenting relatively complex issues.

**Gatekeeping**

Gatekeeping theory is about how ‘messages are created from information about events that has passed through a series of gates and has been changed in the process. A countless of influences affects whether or not a gate opens. In its simplest form, gatekeeping explains the process how and why a story gets published or not. White’s (1950) decisive gatekeeping study that started the concept of a gatekeeper focused on an editor and his reasons for choosing which wire stories to use. The editor, whom White named as Mr. Gates, chose wire stories based on his personal preferences and his beliefs of what the audience wants. That is, Mr Gates showed how individual-level influences could explain news selection. But influences come from other levels as well. Indeed, influences on news content can be analyzed on five levels: individual, media routines, organization, and ideological levels . This hierarchy of influences on news content has become integral to gatekeeping theory. Some influences are stronger than others . For instance, a journalist’s professional role is believed to be more influential on his writing than his personal beliefs, because while the former refers to his normative beliefs of his social function, the latter refers to personal characteristics he or she thinks should be suppressed to be objective. Outside influences, or those external to the media like politicians or advertisers, also make news content more vulnerable to manipulation (Shoemaker & Reese, 1996).It is true that when pieces of information pass through the gates, not only do some get discarded, but those which make it through can also be reshaped in the process. Thus, the gatekeeping process determines not only which information is selected, but also what the content and nature of messages, such as news, will be