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## Manipulative framing in Italian political discourse

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In his 1993 thought-provoking work, Entman pinpoints the absence of a theory of framing capable of showing “how frames [...] make themselves manifest in a text, or how framing influences thinking.” (p.52). We wish to contribute to the ongoing debate on framing by i) introducing a functional definition of frame for textual analysis and by ii) showing how framing can possibly influence voters’ choices.

We will define Frame as the information unit providing the semantico-pragmatic coordinates for the interpretation of one or more utterances in the discourse (Ferrari 2014). This definition can include not only classical spatio-temporal coordinates (1), but also, for example, logical premises (2).

(1) *Today*, we will not go out.

(2) *If it rains heavily*, we will not go out and we will play cards.

We will argue that the so defined Frame performs the selective and highlighting functions described in Entman (1993: 52). The framed linguistic material describes the portion of reality selected by the speaker as a pragmatic reference for the addressee (Cresti/Moneglia 2018), and it acquires discourse prominence at a textual level (von Heusinger & Schumacher 2019).

Furthermore, following Lombardi Vallauri/Masia (2014), we will maintain that framed linguistic material is likely to be processed as cognitively active in the addressee Short-Term Memory. Debatable or even false contents could thus be smuggled as already accepted by the addressee. Relying on the IMPAQTS corpus of pragmatically annotated Italian political speeches (Cominetti et al., 2022), we will discuss examples of deceptive framing. We will show how selection, prominence, and cognitive activation can influence voters’ thinking.

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