This thesis examined the media framing of the Juarez femicide. The media framing of femicide is significant because women have always been the victims of widespread violence. Violence against women exists in all societies and is not restricted to economic class, race, ethnic, and ideology. Despite the prevalence of gender-violence, this issue is taboo in most cultures and difficult to discuss. The study is also significant because it provides insight into the cultural codes in communities where violence against women is prevalent, offers what may be the first comparative academic analysis of U.S. and Mexican media frames, and adds to our understanding of a cross-cultural femicide. This study examined the types of media framing utilized by both the U.S and Mexican media, the implications of the frames, and the differences in framing strategies between the U.S. and Mexican media. The method used to conduct this media framing analysis of the Juarez femicides employed Burke’s (1989) dramatism theory and Noelle-Neumann’s (1971) spiral of silence theory. This method entailed applying the cycle of redemption and silencing theory to newspaper articles from the El Paso Times published in El Paso, Texas, and El Diario published in Ciudad-Juarez, Mexico to determine if the artifact
illustrated components of the redemptive process and silencing. This study found eight total themes from both *El Paso Times* and *El Diario* that illustrated the components of the redemption, victimage, and silencing.