

Research Paper: A FRAMING ANALYSIS OF BREAST CANCER AND
HEART HEALTH COVERAGE IN WOMEN'S
MAGAZINES FROM 2001-2004

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Magazines are a popular source that women use to receive womens' health issues. Breast cancer and heart disease are common health issues that are covered in womens' magazines. But, do magazines cover breast cancer and heart disease accurately compared to the health risks associated to women?

A qualitative framing analysis is used in this study to examine health coverage in popular womens' magazines. This research examined the relationships between coverage of two key health issues, offering researchers and media professionals a better understanding of the overall message.

The research revealed breast cancer and heart disease receive similar coverage, despite the fact that a woman is far more likely to die of heart disease than breast cancer. There is a disparity between the health impact of heart disease and breast cancer and the coverage each receives.