WORDS

SCRATCH "school choice"

Write words here:

WHAT WORDS WOULD YOU USE INSTEAD TO REFRAME THE ISSUE TRUTHFULLY?

For greater impact and effective framing, <u>carefully thought-out WORDS</u> must be repeated over + over again, + by many people.

REPETITION is crucial.

Negating well-framed + toxic WORDS (Ex: "I don't support [toxic words]") reinforces the words' associated frame + activates an overarching moral worldview.

Metaphors conveying sensory info can become effective framed WORDS or actual frames.

Visual branding of target words such as on a press-conference backdrop can be essential to effective framing.



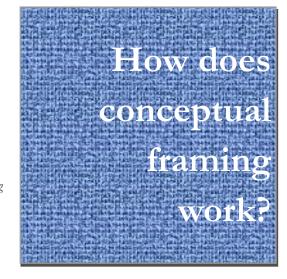
The WORDS (evoke or) fit into an existing frame in the mind of a person (possibly a swing voter).

One could think of a FRAME as an unconscious mental box that a person uses to understand and better retain a message. (G. Lakoff: Frames are mental structures that shape the way we see the world.)

In persuasion, FRAMES trump facts.

FRAMES tend to <u>be grounded</u>
in VALUES that are tied to an overarching
MORAL WORLDVIEW.

VALUES tend to trigger a gut-feeling, a more intuitive and emotional response (closer to a fight-or-flight response, or a call to action).



FRAMES tend to <u>be grounded</u> in values that are tied to one of two MORAL WORLDVIEWS:

Using the family metaphor: 1) the strict-father worldview, 2) the nurturing-parent worldview. FRAMES tend to <u>activate</u> one or the other.

MORAL WORLDVIEW

WORDS:

Circle or write the answer:

- 1) Strict-father worldview
- 2) Nurturing-parent worldview

3) _____

Values-based language + conceptual framing are about communicating ideas **effectively**. For a similar reason, classroom teachers increasingly use cognitive-science research to enhance learning. It's about telling the truth, speaking from the heart, inspiring a listener, while defining yourself, your opponent, as well as the bottom line on an issue (What's really important?).

"All politics is moral." (G. Lakoff)