

WORDS

SCRATCH “school choice”

Write words here:

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

For greater impact and effective framing, care-fully thought-out WORDS 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.*

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)

PRACTICE

FRAME

WORDS: _____

- 1) _____
- 2) _____
- 3) _____

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 be grounded 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).

VALUES

WORDS: _____

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

How does
conceptual
framing
work?

FRAMES tend to be grounded 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 activate one or the other.

MORAL WORLDVIEW

WORDS: _____

Circle or write the answer:

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