

WORDS

Ex: “school choice”

(It’s considered a “toxic,” framed, highly politicized phrase.)

For greater impact and effective framing, carefully thought-out WORDS like “school choice” must be repeated over + over again, + by many people. REPETITION is crucial.

Negating well-framed + toxic WORDS (Ex: “I don’t support school choice”) 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)

FRAME

Ex: “school choice”

- 1) As a parent, I should have a right to chose where my kids go to school.
- 2) Parents know what’s best for their children.

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).

About the VALUES (below), parents have a right + duty to care for and protect their children. Also. . .
* having choices = freedom *

VALUES

Ex: “school choice”

- 1) freedom
- 2) care
- 3) family
- 4) protection

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

Ex: “school choice”

- 1) Strict-father worldview
(more hierarchical, top-down, more about personal independence, less about interdependence or concern for community, “father knows best”)