

## 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 mes-  
sage. (G. Lakoff: Frames are mental struc-  
tures 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 over-  
arching 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”)