

Invisibly persuading

by using the secret of framing





Language is a powerful tool for influencing people.

Invisibly persuading others with
cleverly chosen words is called:



Framing.



With framing you use words that have **assumptions**, emotions or images attached to them.

Example:





A government spokesman says:
Struggling neighborhood



But a real estate agent says:
Up-and-coming area

Because:



**Struggling
neighborhood**



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graph TD; A[Struggling neighborhood] --> B[Association: problems]; C[Up-and-coming area] --> D[Association: opportunity]
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Association:
problems

**Up-and-
coming area**

Association:
opportunity

The facts are the same.



But your interpretation is
influenced by the way the
information is packaged.

(Not by the information itself!)



When you look at reality
through a frame, you always
see **only part of that reality.**

Just like when you take a picture,
with framing you determine:

- What you zoom in on
- What you leave out
- What you focus on

*George Lakoff (2014) All New Don't Think of an Elephant:
Know Your Values and Frame the Debate*



With a frame, you steer your audience's thinking towards what you want to show.



**Why does
framing work?**

Our brain has trouble with
abstract information.

That's why you have to make
your words as visual as possible.

1.

From the word,
an image is created.

2.

The image creates emotion.

3.

And the emotion drives the
direction of thought.



Frame:

Meadow milk



Image:

Cows in the field



Emotion:

Freedom



Train of
thought:

*Meadow milk is
animal friendly*



**But why are we
so susceptible
to frames?**

**Because frames appeal to
people's values via
emotion.**

Values are ideals & motives
we find desirable.

*Chong, Dennis & Druckman, James. (2007). Framing
Theory. Annual Review of Political Science. 10.*

1.

Your values determine your way of thinking.

2.

And your way of thinking determines which words appeal to you.

Example:





Do you value farmers? Then you use the word crop protection.

Do you value environmental protection? Then you use the word agricultural poison.



**How do you come
up with a good
frame yourself?**

5 tips



1. Simplify!

Can you reduce a complex topic to a simple, easy-to-remember image?

Milk from farms where the cows are free to roam in meadows for at least 120 days each year, from Springtime through to the Autumn, and for at least 6 hours a day.



Meadow milk!

2. Associate

Can you make a connection between your topic and a general concept that evokes a strong emotion?

A tsunami of complaints

A light brown rectangular box with a thin border contains the text "A tsunami of complaints" in a dark, handwritten-style font. A thick, light brown arrow points vertically downwards from the bottom center of the box.

We associate a tsunami with an "all-consuming tidal wave." This frame, therefore, strongly portrays a highly problematic flow of complaints.

3. Use metaphors

Can you come up with a metaphor that shows a similarity or causal relationship?



Rainforests are
very important.

Rainforests are
the lungs of the
world.

4. Capitalize on loss!

Can you frame your message in a way that appeals to people on the likelihood of losing something rather than getting something?



Get a smooth skin,
use face moisturizer

Prevent wrinkles,
use face moisturizer

Kahneman, Daniel (1991) "Anomalies: The Endowment Effect, Loss Aversion, and Status Quo Bias" Princeton.edu.

5. Associate with words!

Can you come up with two words with the same meaning but a totally different association?



I'm selling
this old car.

I'm selling
this classic car.

**Good luck using the
power of language
yourself!**

And...





Thank you
for your attention!



A like or comment
is greatly appreciated

