

Framing The Language of Peace

Why Words Work

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- ❖ **Software / technology** Consultant (retired)
- ❖ **Liberal** activist and Democrat
- ❖ Interest in **Marketing** ... therefore, politics

Why We're Here

- ❖ How people LISTEN
- ❖ How to MESSAGE
- ❖ **Goal: PERSUASION**
 - > We're not trying to win the argument
 - > We're not trying to prove them wrong
 - > We're not trying to prove we're smart

Advocating is marketing - we're trying to get people to act the way we want them to act.

Framing

The art of getting people to recognize that

they already agree with us

FRAMING

sets the scene for your message
so you control how your message
is received and understood

Frame

... is the **context** in which you **hear** what you're being told

... FRAME OF MIND - your mental attitude, your mood

... FRAME OF REFERENCE - concepts, values, customs, views

- How you perceive / evaluate data, communicate ideas, and regulate behavior

EXERCISE: Draw a (mental) picture

- ❖ Immigrant
- ❖ Trump Supporter
- ❖ War

Framing

... creating / manipulating the listener's Frame of Reference

... establish / change the listener's Frame of Mind

... **without your framing**, your message is at risk:

- Message is not heard as YOU intend
- Message is heard as the listener is PREDISPOSED

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Framing

... shapes our *thinking*

... shapes *what we hear*

... shapes *the conversation*

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Framing in Everyday Life

HAMBURGER WARS

- ❖ White Castle: "Buy 'Em By The Sack"
- ❖ McDonald's: "Hamburger University"
- ❖ Burger King: "fire-grilled" / "Have it Your Way"
- ❖ Wendy's: "Fresh, Never Frozen"

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Framing in Everyday Life

POLITICAL ACTORS - Candidates, Lobbyists, Advocates

- ❖ Strategies to gain public acceptance
- ❖ All major issues have existing frames in public discourse
 - Abortion
 - Gun Control
 - Climate Change
 - Income Inequality
 - Free Market Economy
 - Minimum Wage
- ❖ Frames grew from **prior experience** and **language**

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Framing in Everyday Life

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PEACE

Common Frames

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Identity Frame

We identify with a **Group**

React *negatively* to **outside criticism**

Strong affiliation with our groups

- ❖ Political party
- ❖ Religion
- ❖ Nationality
- ❖ Ethnicity
- ❖ Sports team / School

Characterization Frame

A form of **stereotyping**

Could be used **positively** or **negatively**

- ❖ "Terrorist"?
- ❖ ... or "Freedom Fighter"?

- ❖ "Immigrant"?
- ❖ ... or "rapists and murderers"?

Information Frame

I am **open** to new information.

This person is a **reliable** source.

- ❖ Educational background
- ❖ Expertise
- ❖ Familiarity with the subject
- ❖ Experienced
- ❖ Trusted by others

Loss / Gain Frame

It's a **zero-sum** game.

There are **winners** and **losers**.

- ❖ I **don't** want to lose
- ❖ I **do** want to gain

- ❖ I **want you** to lose
- ❖ I **don't want you** to gain

The Brain

Thinking and the Brain at Work

Thinking is Physical

- ❖ Neurons connect in the brain
 - > Neuroscientists: the brain physically adapts to cognitive input
- ❖ Connections are strengthened whenever they are used
 - > ... and weaken when they are not used
- ❖ Neural pathways are formed by usage
 - > Increased use = Stronger paths
 - > Stronger paths = Default frame

FRAMING

The tool through which we enter the brain's pathways

Repetition is Key

Repetition Strengthens

- ❖ Repeat your frame to give it strength
- ❖ DON'T REPEAT their frame
- ❖ Even **negative repetition** strengthens the frame
 - Don't think of an elephant
 - I am not a crook

Repetition Strengthens
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Peace Values, Frames & Words

The Language of Peace

Values of Peace

- ❖ Respect **Diversity**
 - Traditions
 - History
 - Cultures
- ❖ Invite **Local Assistance**
 - Knowledge of Customs
 - Peacemaking through Familiarization
- ❖ Engage through **Integration**
 - What peace is
 - How peace is achieved

Our Core Values

VALUING PEACE

- ❖ Empathy / **Social** Responsibility
- ❖ **Empowerment** / Protection
- ❖ **Common** Good and Investment
- ❖ Excellence / **Fulfillment**
- ❖ Decency / **Dignity**
- ❖ **Equality, Equity,** & Opportunity
- ❖ **Public Support** - Private Success
- ❖ **Acceptance** of Change

INVITING CONFLICT

- ❖ **Individual** Responsibility & Self-Reliance
- ❖ **Loyalty** To My Group
- ❖ **Authority** & Dominance
- ❖ Moral **Hierarchy** of Differences
- ❖ **Obedience** & Discipline
- ❖ Reward and **Punishment**
- ❖ **Free Market** for Private Success
- ❖ **Resistance** to Change

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Our Core Values Create Our Frames

FRAMING PEACE

- ❖ **Institutions of Peace**
 - Prevention through Diplomacy
 - Peacekeeping through Military
 - Peacemaking through Negotiation
 - Peacebuilding through Transformation
- ◆ **Beyond the nation-state**
 - Non-governmental Institutions
 - Civil society
 - Private (business) sector
 - *Diminishing the nation-state*

FRAMING CONFLICT

- ◆ **Institutions of Conflict**
 - Sovereignty
 - Non-Interference between Nations
 - Sovereign Immunity
 - Protecting Private / National Standing
- ◆ **"WAR" - an Everyday Expression**
 - Infinite War
 - War on Poverty
 - War on Drugs
 - War on Women
 - Hamburger Wars

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Framing: Learn More

- ❖ Lakoff, George. *The All New Don't Think of an Elephant!: Know Your Values and Frame the Debate.* 2014
- ❖ Luntz, Frank. *Words that work : it's not what you say, it's what people hear.* 2007
- ◆ **FrameLabs** [podcast] George Lakoff, Gil Duran.
<https://framelab.us/podcast/>.
- ❖ ... and many more articles and books

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**Practice
Practice
Practice
Practice
Practice**

**Thanks ...
questions?**

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