Framing The Language of Peace
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Why Words Work

Why We’re Here
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❖ 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

Framing
... shapes our thinking
... shapes what we hear
... shapes the conversation

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”
Framing in Everyday Life

POLITICAL ACTORS - Candidates, Lobbyists, Advocates

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

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**Characterization Frame**

A form of **stereotyping**
- Could be used **positively** or **negatively**
  - “Terrorist”?
  - ... or “Freedom Fighter”?
  - “Immigrant”?
  - ... or “rapists and murderers”?

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**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.

- 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
- Neurons create the brain physically adapt to cognitive input
- Connections are strengthened whenever they are used
- Degenerate 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 your frame
- Even negative repetition strengthens the frame
  - Don’t think of an elephant
  - I am not a crook

Peace Values, Frames & Words

The Language of Peace

Values of Peace

- Respect Diversity
  - Traditions
  - History
  - Cultures
- Invite Local Assistance
  - Knowledge of Customs
  - Pacifying 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 & Domination
❖ Moral Hierarchy of Differences
❖ Obedience & Discipline
❖ Reward and Punishment
❖ Free Market for Private Success
❖ Resistance to Change

Our Core Values Create Our Frames

FRAMING PEACE
❖ Institutions of Peace
  ➢ Prevention through Diplomacy
  ➢ Peacekeeping through Military
  ➢ Peacebuilding through Negotiation
  ➢ 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
  ➢ Infring War
  ➢ War on Poverty
  ➢ War on Drugs
  ➢ War on Women
  ➢ Hamburger Wars

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
❖ … and many more articles and books
Thanks ... questions?

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