

# Basic Framing Course

## *Participant Guide*

2019 version 3.1

*“Unless you frame yourself, others will frame you —  
the media, your enemies, your competitors, your well-meaning friends.”*

How to Frame Yourself: A Framing Memo for Occupy Wall Street, by George Lakoff, [www.huffingtonpost.com](http://www.huffingtonpost.com)  
October 19, 2011

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## Political Typology Self-Assessment

**Pre-Coursework Activity:** Political Typology Self-Assessment (this will take about 15-20 mins)

**Learning Objective:** discover your own political preferences and raise your awareness of different political worldviews.

**Instructions:**

1. Complete the *free* Pew Research Center political typology self-assessment to discover your own worldview preferences: <https://www.people-press.org/quiz/political-typology/>
2. Read the Pew Research Center article focusing on learning about the groups. The data was collected in August, 2017, and is not relevant to the learning goal. You will benefit from understanding the different typology group profiles listed in Appendix 1. Link to article: <https://www.people-press.org/2017/10/24/political-typology-reveals-deep-fissures-on-the-right-and-left/>
3. Plot your results in the Political Typology Worksheet below by placing your name next to the appropriate group.
4. Consider people you know whose profile aligns with a group other than yours. Put their name and how you know them in the relationship column next to the appropriate group.
5. Be prepared to share your results during class. Keep in mind that there is no 'correct' answer.

**Political Typology Worksheet**

Typology Group Profile	Brief Description	Person's Name	Relationship
Core Conservatives	Smaller government, lower taxes on corporations and high-income individuals, highly engaged in politics		
Country First Conservatives	Immigrants are a burden, smaller government, fewer services, government is wasteful and inefficient, follow politics		
Market Skeptic Republicans	Negative view of economic system, businesses make too much profit, want to raise taxes on corporations, less politically engaged		
New Era Enterprisers	Relatively young, economically conservative, US involvement in the global economy is good and immigrants strengthen the nation		
Devout and Diverse	Racially and ethnically diverse, strong support for social safety net and action on racial equality, defined in part by their faith, not deeply engaged in politics		
Disaffected Democrats	Believe economic system unfairly favors powerful, corporations make too much profit, poor have hard lives because government doesn't go far enough to help, less politically engaged, enjoys volunteering.		
Opportunity Democrats	Financially comfortable, liberal attitudes on environment, immigration and homosexuality. Support US involvement in global markets. Consider political views as moderate		
Solid Liberals	Back a robust role for government, strong advocates for social safety net. Believe economic inequality a major problem. Positive views of immigrants, support same sex marriage. Most politically engaged group		

## Session Logistics

### Housekeeping:

- Exits and safety in the building – bathrooms & breaks
- Tables – activities involve teamwork so sit with someone smart
- Register and get an account with the Lumen5 application: <https://lumen5.com/auth/signup/>

### Logistics:

- Schedule – 3 hours with one 10-minute break
- Materials – paper or digital
- Technology needs – Wi-Fi

### FAQ:

- Quizzes & Pre-Coursework
- Beyond the course – join the community of practice
- Community (if you do not want your contact information shared with other students, let the instructor know)

# Learning Path and Course Description

## Learning Path



### Introduction to Framing Presentation

## Basic Framing 101

**Course Description:** this course takes a step-by-step approach to reframing a message by having teams drop conservative language and repositioning the message based on values. Participants will use a simple to remember tool, the LEAF Method, to grab the narrative.

**Audience:** This course is designed for concerned citizens, political candidates and activists who want to learn how to persuade people to their way of thinking.

**Duration:** 3 hours in a classroom setting (a virtual delivery is in development)

**Learning Outcomes:** Upon completion of the course, participants will have:

- Identified language meant to draw the reader toward a conservative thinking
- Selected value statements to replace popular conservative frames
- Uncovered audience viewpoints so connections can be made between political views and values
- Practiced reframing conservative statements using a liberal frame

## Student Introductions: Political Typology

**Learning Objective:** Get to know your team members and demonstrate your knowledge and learning about worldviews.

**Instructions:**

1. Organize into teams of 3 people
2. Limit your introductions to 30 seconds
3. Introduce yourself and briefly share the results of the pre-course work. Use the Political Typology Worksheet to share your people's profiles.

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### The 2017 political typology: Anchored by Core Conservatives, Solid Liberals

*Typology groups as a percentage of ... (%)*

	General public	Registered voters	Politically engaged
Core Conservatives	13	15	20
Country First Conservs	6	7	6
Market Skeptic Reps	12	12	10
New Era Enterprisers	11	11	9
Bystanders	8		
Devout and Diverse	9	9	6
Disaffected Democrats	14	14	11
Opportunity Democrats	12	13	13
Solid Liberals	16	19	25

Source: Survey conducted June 8-18 and June 27-July 9, 2017.

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## Key Concepts and Terminology

*“Framing is about getting language that fits your worldview.*

*It is not just language. The ideas are primary and the language carries those ideas, evokes those ideas.”*

*Framing 101: How to Take Back Public Discourse, George Lakoff*

**Frame** (noun): Your personal point of view based on the assumptions made about your world.

**Framing** (verb): The act of controlling how your message is received and understood. Framing shapes our thinking, shapes what we hear and shapes the conversation.

**Vision:** The state of the world as we want it to be, usually stated as a positive statement.

### **LIBERAL VISION**

America is a caring, responsible family of people who care about each other.

We are all in the same boat, so we must be united and work together.

We succeed or fail as a community. Therefore, we must help others to be successful if we hope to be successful.

### **CONSERVATIVE VISION**

America is a nation based on the morality of obedience to authority, personal responsibility, and discipline.

There is a moral hierarchy that must be followed.

The free market is the authority that measures our moral standing. Loyalty to the conservative view is paramount.

Based on ‘Don’t Think of an Elephant’ by George Lakoff

## Key Concepts and Terminology, Continued

**Worldview:** The assumptions about the world (frames) that you accept as true.

**Metaphor:** A thing regarded as representative or symbolic of something else, especially something abstract. 'Family' is a useful metaphor for worldviews in our nation.

### Example Worldviews

<b>Liberal Worldview (Caring Family Metaphor)</b>	<b>Conservative Worldview (Father Knows Best Family Metaphor)</b>
Both parents care	Father is the authority
Morality in Empathy	Morality in Authority
All people have value	Some people are more valuable
Care for community, world	Care for your own
Responsible for self and others	Responsible for self
Obedience follows respect	Obedience follows hierarchy
Government protects / empowers	Government supports free market
The government is us	The government is the problem

The above table is based on the works of George Lakoff and can be considered a simplified version of the Pew Research Center Political Typology Group Profiles. We will use it as a reference as we move through the course.

## Key Concepts and Terminology, Continued

**Message (verb):** To persuade the audience to discover that they agree with you.

**Values:** A person's standard of behavior, one's judgement of what is important in life.

### Example Values

Below are a few examples of values that align to a liberal worldview and a conservative worldview. This is not an exhaustive list. This sample will be used as we move through the upcoming activities.

Liberal Values	Conservative Values
Empathy	Authority
Protection	Free Market
Empowerment	Obedience
Community	Individualism

## The LEAF Method



- ❖ **L**isten and Be Aware
- ❖ **E**xpress Your Values
- ❖ **A**ssess The Audience Viewpoints
- ❖ **F**rame for the Future

“LEAF” and “The LEAF Method” are service marks of the Liberal Leadership League

## Activity Step 1: Listen and be Aware

**Learning Objective:** Practice identifying the worldviews of the writer.

**Instructions:**

1. Individually read the memo in your handout. The memo is to an organizer who will instruct phone bankers to use the script to call their Democratic representatives.
2. Using the table below, circle the description that best describes the world view of the writer.
3. Share your results with your team.

<b>Liberal Worldview (Caring Family Metaphor)</b>	<b>Conservative Worldview (Father Knows Best Family Metaphor)</b>
Both parents care	Father is the authority
Morality in Empathy	Morality in Authority
All people have value	Some people are more valuable
Care for community, world	Care for your own
Responsible for self and others	Responsible for self
Obedience follows respect	Obedience follows hierarchy
Government protects / empowers	Government supports free market
The government is us	The government is the problem

## Activity Step 2: Express Your Values

**Learning Objective:** Practice connecting moral values to the worldviews.

**Instructions:**

1. As a team, review paragraph two in the memo.
2. Consider the sample values in the table below.
3. Determine which value best aligns with the statement.
4. Be ready to share your results.

Liberal Values	Conservative Values
Empathy	Authority
Protection	Free Market
Empowerment	Obedience
Community	Individualism

Statement from Memo	Liberal or Conservative Value
1. Up here in the First District, over 200,000 water tourism jobs would be lost if the line breaks	
2. Not to mention loss of property values	
3. Pollution of drinking water	
4. Harm to fish and wildlife	
5. And our beautiful beaches	

## The LEAF Method - Review



- ❖ **L**isten and Be Aware
- ❖ **E**xpress Your Values
- ❖ **A**ssess The Audience Viewpoints
- ❖ **F**rame for the Future

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## Activity Step 3: Assess Audience Viewpoints

**Learning Objective:** Identify the worldviews of the audience and grab the narrative by creating a message that aligns with your values.

### Instructions

1. As a class, agree on the vision.
2. As an individual, take a few minutes to draft a new script.
3. Share your scripts with your teammates.
4. Consider the following as you critique each other's work:
  - a. Does the script focus on values?
  - b. Does the language align with the intended audience's worldview?
  - c. Which script does the best at "grabbing the narrative"?
  - d. Is there a clear call to action?

### What is the Vision?

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### Rewritten Script

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## Writing Tips

### **Points to Avoid**

- Avoid Facts - they make people feel dumb and they don't work
- Avoid Statistics and Numbers - your point is hard to follow when you repeat numbers
- Avoid Conservative frames - negating a frame is a frame

### **Points to Cover**

- Chose the argument you want to have. Get on the offensive!
- Keep it simple so people understand
- Less is more - get to the point

## Activity Step 4.1: Frame for the Future - Words

**Learning Objective:** Practice creating a concise message that is easy to remember and repeat.

**Instruction:**

1. As an individual, use the script created in the last activity, address your message to the general public (new audience) and shorten it to **less than 25 words.**
2. Create a 3 word 'chant' that is your core message and write it in the work space below.

Short Message: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Three Word 'Chant': \_\_\_\_\_

## Activity Step 4.2: Frame for the Future - Images

**Learning Objective:** Realize the power of images to attract an audience and reinforce the message.

**Instruction:**

1. Use this checklist to select **one script** from the last activity:
  - a. Are you able to focus on values that unite all political views?
  - b. Have you dropped the conservative words?
  - c. Do your 3 words grab the narrative?
2. Select one team member to 'drive' the video software (Lumen5)
3. Using the steps below, create a video that can be viewed within 40 seconds.

### Creating a Video Using Luman5

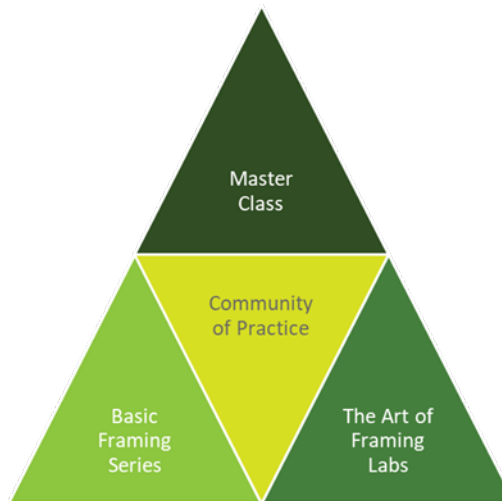
- a. Start on Dashboard
- b. Click on Create Video
- c. Storyboard comes up
- d. Enter text
- e. Click on Continue
- f. Suggested images come up on right side based on your text
- g. Default images can be replaced by images from library button, on the left. To use library image, drag and drop to right.
- h. Click on Music tab to add sound to your video.
- i. List of available music appears
- j. To select music, drag and drop to right
- k. Click on Continue
- l. Click on Preview to determine if you need to edit text, images or music.
- m. Select Publish when you are satisfied with your video.

4. Optional: write a short letter to the editor instead of a video, using your 3-word chant as the headline.

## Summary

Basic Framing 101 is part of a learning path meant to offer students the opportunity to practice skills and learn from a community dedicated to the advancement of liberal leadership.

## Learning Path



Introduction to Framing Presentation

## Basic Framing 101

**Learning Outcomes:** Upon completion of the course, participants will have:

- Identified language meant to draw the reader toward a conservative thinking
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- Uncovered audience viewpoints so connections can be made between political views and values
- Practiced reframing conservative statements using a liberal frame

## Resources

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

The Framelab Podcast [podcast] (George Lakoff, Gil Duran). <https://framelab.us/podcast/>

The Brainwashing of My Dad [movie]: <http://www.thebrainwashingofmydad.com/streaming-services;>  
also available on Netflix