



EFFECTIVE LANGUAGE: FRAMING

People make judgments on facts that make sense within a given frame, a worldview that gives facts meaning. Facts by themselves are not persuasive. It is the context facts are presented in that drives meaning. This context is called a frame.

A frame is a mental structure that shapes how people see the world.

- _____ FACT
- _____ FACT
- _____ FACT

When facts are inconsistent with the frame, the facts are ignored.

“Effective communication is 20% what you know, and 80% how you feel about what you know.”

Jim Rohn

Effective communicators know frames must come before facts because **facts alone do not change people’s hearts and minds.** Facts that make sense *within* a frame are persuasive; that is why it is essential to put the frame before the facts.



To be persuasive, frames must precede facts. Without a frame, audiences will provide their own often to the detriment of the intended message.

Take the following example:

FACT

ABC Company will be closed on Monday.

What is the significance of ABC Company being closed on Monday? In the absence of a frame it is unclear how this fact should be interpreted.

The below examples show how **different frames change how the same fact is understood**:

FRAME + FACT

In honor of employee appreciation day, ABC Company will be closed on Monday.

The frame explains the significance of the closure, and how it should be understood: as a sign of ABC Company's appreciation for its workers.

FRAME + FACT

Due to reduced product demand, ABC Company will be closed on Monday.

The same fact coupled with a different frame dramatically changes how the fact is interpreted: as a sign of ABC Company's dwindling vitality as a business.