



## Communications Jobs of 11 Frame Elements

Framing is the process of making choices about how to communicate. Strategic framing is making these decisions with a clear goal in mind and with the intention of cueing a specific response in the interests of social change. In Strategic Frame Analysis™, the various 'choice points' are considered 'frame elements.' It can be helpful to framers to think of each of these frame elements as serving a specific purpose or doing a communications 'job' in discourse. With the purpose of the tool in mind, framers can feel more confident in their choices, and use the frame elements with greater intentionality and fluency.

<b>Context</b>	Establishes the nature of the problem as either a public "issue" that concerns us all, or a private "trouble" affecting only those individuals experiencing the problem. Strategic framers "widen the lens" on the context, choosing a panorama over a portrait, and appealing to systems rather than sympathy.
<b>Explanatory Chains</b>	Makes clear, concise, and explicit connections between underlying problems and visible outcomes. Supports consideration of the problem and appropriate solutions by allowing average citizens to quickly grasp the essential insights that experts take for granted.
<b>Explanatory Metaphors</b>	Explains how an abstract, unfamiliar, or misunderstood system or process works by making a carefully developed comparison to a concrete, familiar domain. Supports consideration of the problem and appropriate solutions by allowing average citizens to quickly grasp the essential insights that experts take for granted.
<b>Messengers</b>	Supports consideration of the communication by selecting a speaker/writer whose identity or perspective is viewed as objective, trustworthy, and reliable.
<b>Narrative</b>	Overrides default expectations and engages interest by anticipating questions and providing a coherent story that sticks together.
<b>Numbers</b>	Supports the language-based framing choices by using numbers intentionally to advance and strengthen the overall framing strategy. Social Math makes numbers and data more compelling by making a comparison to a familiar domain on a relatable scale.
<b>Order</b>	Leverages 'priming effects' by choosing the sequence of message elements strategically, considering research when choosing what goes earlier or later in a communication.
<b>Solutions</b>	Supports engagement in the issue by establishing that problems have solutions; directs consideration of collective, public responses to social problems.
<b>Tone</b>	Supports consideration of the message by establishing it as explanatory and reasonable. A reasonable tone (as opposed to a rhetorical or partisan tone) also signals that this is a message for 'everyone,' not just those who already agree with the point of view being expressed.
<b>Values</b>	Establishes why the issue matters and what's at stake. Strategic framers look to tested, collective Values that reliably orient the communication toward consideration of the public nature of the problem.
<b>Visuals</b>	Supports the language-based framing choices with images that advance and strengthen the overall framing strategy.