

Change the words, change the thinking, change the outcome

Words to replace, words to embrace

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Update 4th November, 2019

Concept/Issue frames

Environmental/conservation focus	More powerful option?	More powerful options?	References or adapted from...
habitat loss	habitat destruction		Cameron Wheatly Environment Victoria
extinction crisis	extermination crisis		Jeff Sparrow, The Gaurdian: "This isn't extinction, it's extermination: the people killing nature know what they're doing" 21st Sept, 2019
sixth extinction event	first extermination event		Jeff Sparrow, The Gaurdian: "This isn't extinction, it's extermination: the people killing nature know what they're doing" 21st Sept, 2019
climate change	catastrophic climate change	Climate crisis	George Monbiot/The Gaurdian
global warming	global heating		George Monbiot/The Gaurdian
exploring for energy	drilling for oil		Reversing what BP did
ecosystem services	environmental asset	life support systems	??
critters or creatures	wildlife or animals		Gimesy
strange animals	quircky / interesting / unique animals		
cull	kill / eradicate	slaughter	Gimesy
harvest (i.e. fishing/hunting)	There must be a more powerful frame		??
bycatch	There must be a more powerful frame		??
hunting (sport)	recreational killing		??
fish stocks	fish population		George Monbiot/The Gaurdian
extinction	annihilation		George Monbiot/The Gaurdian
the environment	the living planet	natural world	George Monbiot/The Gaurdian
the planet	the living planet		George Monbiot/The Gaurdian
biodiverity	wildlife richness		George Monbiot/The Gaurdian
saving the planet	helping the living planet		??
business development permit	habitat destruction permit		Gimesy
species	plants, animals and wildlife		Adapted Australian Conservation Foundation
emmissions, greenhouse gases	pollution		Adapted Australian Conservation Foundation
green, renewable sustainable energy	clean energy		??
tackle climate change	cut pollution		Adapted Australian Conservation Foundation
fossil fuels	polluting energy like coal and gas		Adapted Australian Conservation Foundation
climate sceptic	climate science denier		George Monbiot/The Gaurdian
environmental activists	people/communities standing up for nature	caring and concerened citizen	Adapted Australian Conservation Foundation
wildlife trade	criminal wildlife trade / cruel wildlife trade		Framing nature toolkit
animal rights	animal welfare		Live Animal Export Humane Slaughter and Media Hegemony (2015) - framing welfare vs rights
whales are threatened by...*	whales are being stalked and killed'*		Gimesy

*The former engages a conservation frame, the latter animal welfare/kindness/empathy frame

Social focus

consumer	citizen		Tom Crompton Common Cause
politician	elected representative		Adapted Australian Conservation Foundation
donate	help	support	Common cause
aid	support	partnership	Common cause
spend	investment		Gimesy
tax	social contribution	levy	Gimesy
conversation	communication		Common cause
freemarket think tank	opaquely funded lobby group		George Monbiot/The Gaurdian
illegal immigrant	asylum seeker	refugee	
you need to	we need to		Adapted Australian Conservation Foundation
build a movement	grow a community		Adapted Australian Conservation Foundation
the economy	economic descisions		Adapted Australian Conservation Foundation

Moral framing of verbs - see attached list

Equivalence frames			
Options depend upon outcome of message			
99% pure	1% contaminated		Various peer reviewed publications
focusing on saving (20...) species	allowing (put number in) species to become extinct		Various peer reviewed publications
1 in 20 chance of success	5 in 100 chance of success	5% chance of success	Various peer reviewed publications
19 in 20 chance of failure	95 in 100 chance of failure	95% chance of failure	Various peer reviewed publications
95% employment	5% unemployment		Various peer reviewed publications
we will gain...	we will lose...		Various peer reviewed publications