

Frames to replace, frames to embrace

Change the words, change the thinking, change the outcome

Doug Gimesy (adapted) - Update 10th Jan 2023

Concept/issue frames	More powerful / appropriate option?	More powerful / appropriate option?
Environmental/conservation focus	More powerful / appropriate option?	More powerful / appropriate option?
habitat loss	habitat destruction	
natural disaster (when climate related)	environmental disasters - as human have changed climate so not 'natural'	
land clearing / clear cut / frames as dirty/need cleaning	destroyed / cut down	decimated
land use / change / urban sprawl	habitat destruction / urban infilling	
residential and commercial 'development'	destruction of natural spaces for private housing and commerce	
	inappropriate development	
	residential and commercial occupation	replacement of wild spaces by residential and corporate spaces
	replacement of natural environments with concrete and asphalt environments	replacement of natural habitats with uninhabitable spaces for wildlife
	creation of habitat deserts through commercial and residential disturbance	
becoming more sustainable	working towards being sustainable. (as something is or isn't sustainable, you cant be 'more')	
more sustainable	Don't use - that's an impossible frame; Something is or isn't sustainable by definition	
climate change	human driven climate change	Climate crisis/breakdown/unstable climate (preferred as people dislike 'instability')
global warming	human driven climate change	
exploring for energy	drilling for oil	
light glare / light spillage / light nuisance	light pollution	light trespass (if onto your property)
hydrocarbons	dirty fossil fuels	
biodiversity	species richness	
the planet	the living planet	
saving biodiversity	protecting the balance of nature	
ecosystem services	environmental asset	life support systems
critters or creatures	wildlife or animals	
strange animals	quircky / interesting / unique animals	
road kill	road trauma	
cull	kill / eradicate	slaughter
harvest (i.e. fishing/hunting)	extraction	
bycatch	seal/dolphin/seabird etc deaths	
hunting (sport)	recreational killing	
fish stocks	fish population	
whales are threatened by...*	whales are being stalked and killed*	
dispersal	eviction	forced displacement
shark attack	shark bite	shark incident / interaction / encounter
extinction	annihilation	
extinction crisis	extermination crisis	
sixth extinction event	first global extermination event	
the environment	the living planet	natural world
saving the planet	helping the living planet	
tree hugger	concrete hugger	
business development permit	habitat destruction permit	
species	plants, animals and wildlife	
emmissions, greenhouse gases	pollution	
green, renewable sustainable energy	clean energy	
tackle climate change	cut pollution	
fossil fuels	polluting energy like coal and gas	
climate sceptic	climate science denier	
environmental activists	people/communities standing up for nature	caring and concerned citizen
industry groups	cartel	
roll back protection	strip back protection	
wildlife trade	criminal wildlife trade / cruel wildlife trade	
animal rights	animal welfare	
Members of Public (aka MOPs)	Community member	
*The former engages a conservation frame, the latter animal welfare/kindness/empathy frame		
Social focus		
consumer	citizen	
politician	elected representative	
donate	help	support
aid	support	partnership
spend	investment	
tax	social contribution	levy
conversation	communication	
freemarket think tank	opaquely funded lobby group	
illegal immigrant	asylum seeker	refugee
you need to	we need to	
build a movement	grow a community	
the economy	economic decisions	
Moral framing of verbs - see attached list		
Freedom to...(as infringes on others)	Freedom from (e.g. fear, poverty)	
Equivalence frames		
99% pure	1% contaminated	
10 years	< 4000 days	
2050	less than 11,000 days	
5% chance of death	1 in 20 chance of death (nb this frame would make the person less likely to engage in the activity)	
focusing on saving (20...) species	allowing (put number in) species to become extinct	
1 in 20 chance of success	5 in 100 chance of success	5% chance of success
19 in 20 chance of failure	95 in 100 chance of failure	95% chance of failure
5% unemployment	95% employment	95% employment
we will gain...	we will lose...	