

# Framing our Message: How we talk about adolescents

Advertising secrets that build public support for young people

## Frames & Framing

Frames, according to many psychologists, linguists and cognitive scientists, are mental structures **shortcuts**

that are used to facilitate the thinking process.

We use frames to provide categories and a structure to our thoughts.

Wikipedia, 2007

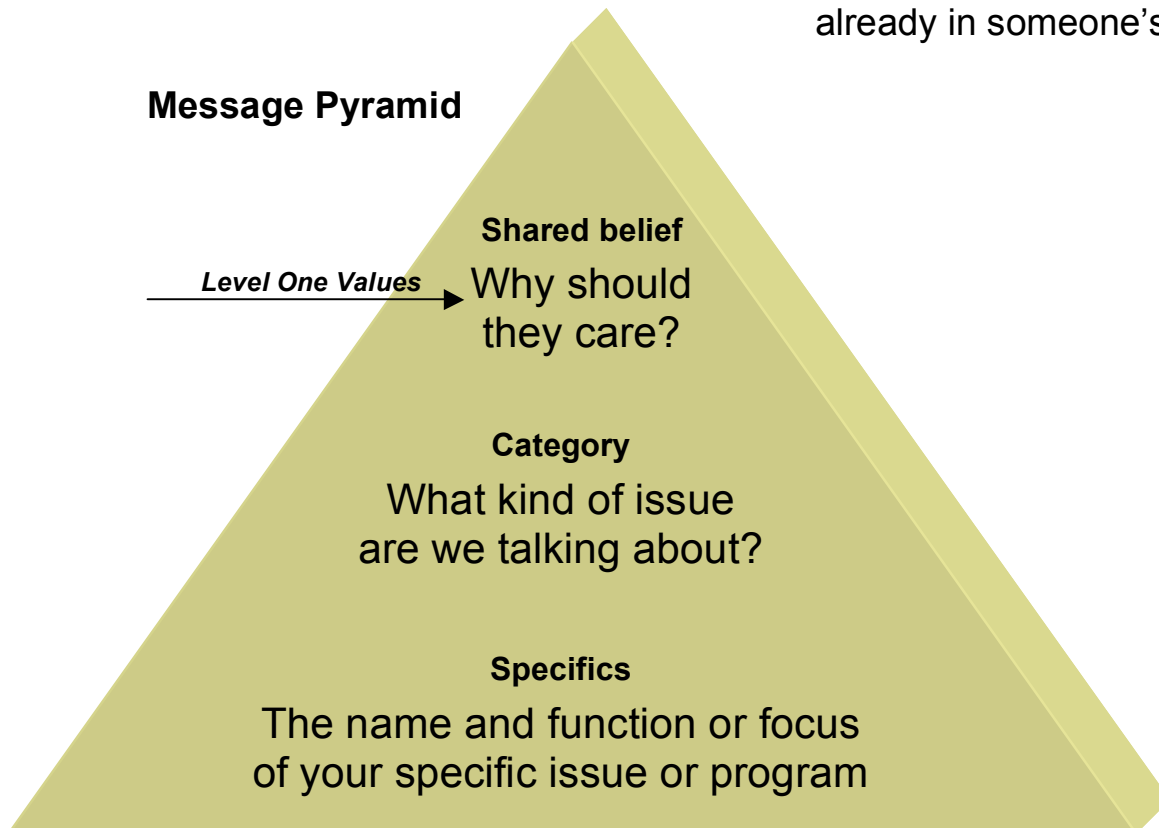
### **frame**

What is in your head that drives how you think and react

### **framing**

Structuring what you say and how you say it to best work with what is already in someone's head

## Message Pyramid



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