Environmental Message Framing

What does "framing" mean? Framing involves the ideas/issues/values the message emphasizes or brings attention to through images and language to guide the audience interpret the situation in a certain way.

Learning Activity

Before you go any further in this exploration, take a minute to learn more about framing.

Go online and search out articles on framing messages. Don't limit yourself to ONLY environmental messages. Look at how other fields use these ideas. Try a few of these search variations, or make up one of your own. Skim through a selection of the articles in your search results to get some ideas on framing:

- how to frame messages
- framing environmental messages
- framing effective messages
- powerful environmental messages
- persuasive environmental messages
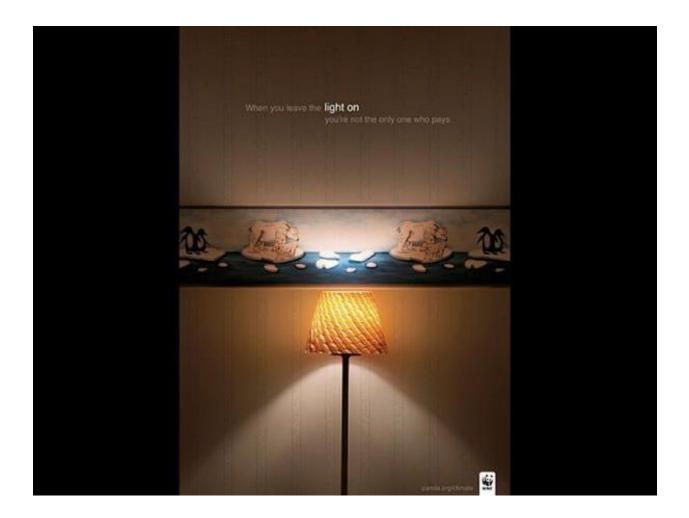- environmental messages that work

Decoding Frames

The following photos deliver environmental messages. Look at each one and think about:

- How does each message define the problem, define the solution, and motivate you to act and/or explain why you should act?
- What tools for action does the message provide?
- Are you empowered to do something? If so, what are you empowered to do and how did the message achieve that? If not, why not?

GLOBAL WARMING
IS LEAVING MANY HOMELESS

...ecoeduca.cl   Get more information at the 10ᵗʰ Climate Changes Convention of the United Nations.

THE GREATEST WONDER OF THE
SEA IS THAT IT'S STILL ALIVE.

There will soon be more trash swimming in our seas than fish. Take the North Pacific, where a carpet of plastic twice the size of Germany floats. And if you're visiting the Mediterranean on your next vacation, just take a look around. The Greenpeace expedition «Defending our Oceans» is sailing for one year to battle against greed and thoughtlessness and to create global protection of the oceans. And thousands from all over the world are joining us.

Come on board: www.oceans.greenpeace.org

GREENPEACE

When you leave the **light on**
you're not the only one who pays

panda.org/climate

Learning Activity

In the discussion forum for this course and this topic, write a short reflection on one of these messages, and how they are framed. Identify which photo you are referring to, and use the following questions to guide your response:

- How does each message define the problem, define the solution, and motivate you to act and/or explain why you should act?
- What tools for action does the message provide?
- Are you empowered to do something? If so, what are you empowered to do and how did the message achieve that? If not, why not?

In addition to focusing on problems, as the examples above do, environmental messages are also often information intensive, and don't offer the audience a specific way to act on the problem.