

everybody with diseases and illnesses could be treated so that diseases and illnesses wouldn't spread? Or, wouldn't it be better if all kids were ready for school when they went to kindergarten?

- Stay away from set-ups. Fox News shows and other rabidly conservative shows try to put you in an impossible situation, where a conservative host sets the frame and insists on it, where you don't control the floor, can't present your case, and are not accorded enough respect to be taken seriously. If the game is fixed, don't play. And if you do play, reframe and don't be a patsy.
- Tell a story. Find stories where your frame is built into the story. Build up a stock of effective stories.
- Always start with values, preferably values all Americans share such as security, prosperity, opportunity, freedom, and so on. Pick the values most relevant to the frame you want to shift to. Try to win the argument at the values level. Pick a frame where your position exemplifies a value everyone holds—like fairness. Example: Your uncle says, “We need right-to-work laws. Unions are corrupt and run by thugs. They force you to join and just take your money.” Response: “Unions make you free—free from being a slave to a company. Without a union, you have to take whatever wage the company offers, often with no pension or medical care, with no constraints on hours or scheduling, and no guaranteed overtime pay. I wouldn't want to be a slave to a company I work for. I want to be able to eat dinner with my family and have weekend time with my kids. Unions created weekends. People used to have to work six-day weeks for less pay than they get now. Unions created eight-hour days, when people used to work ten or twelve for no more pay. Unions put you on an even basis with the company. I want to be paid fairly, treated fairly, be respected in the company where I work, and feel good about the company. I'm not interested in being a slave. Whatever I pay to a union I more than make up for with pay from my job.”
- Be prepared. You should be able to recognize the basic frames that conservatives use, and you should prepare frames to shift to. My website, www.georgelakoff.com, posts analyses of frame shifting. *Example:* A tax