

ANIMAL TRAPS!



Parrot - Repeating trap!

Don't just repeat the opponent's language.

Arguing against something may still reinforce it in people's heads. Stick to your own message.

Don't Say: "poverty isn't natural" Do say: "Poverty is created".



Chameleon - Hiding/ Obscuring Trap!

A euphemism or acronym can make something damaging sound less emotive, and less of a problem.

Don't say "Austerity" Do say "Damaging cuts to schools and hospitals".



Rat - Misunderstanding trap

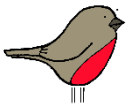
Some words don't mean the same thing to everyone, use terms with the biggest common understanding possible.



Sloth - Passivity Trap

When we write in a passive third person, we make things happening seem inevitable and more difficult to change.

Don't say "biodiversity loss" Do say "destruction of wildlife".



Robin - Rose-tinted Trap!

Words and phrases that have very strong set of positive associations in people's heads shouldn't be used when being critical as it makes them less likely to want to change it.

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Cobra/Threat heavy trap

Don't overdo threat.

We must make change seem possible by listing past successes.



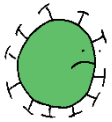
Platypus - Kitchen sink trap

One message can't do everything. Keep to a clear and short top line, other issues can come underneath that.



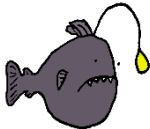
Shark - Contaminated and contested language trap!

Some words or phrases have too many negative associations, use an alternative.



Virus Trap

Make sure you bring people into the picture. Use language that shows that people are like you rather than part of a different group. Say "people seeking refuge" rather than "refugees".



Angler Fish/The Misdirection trap

What is left out of a message is just as important as what is in it. Changing the focus can change what you are suggesting the problems and solutions are.