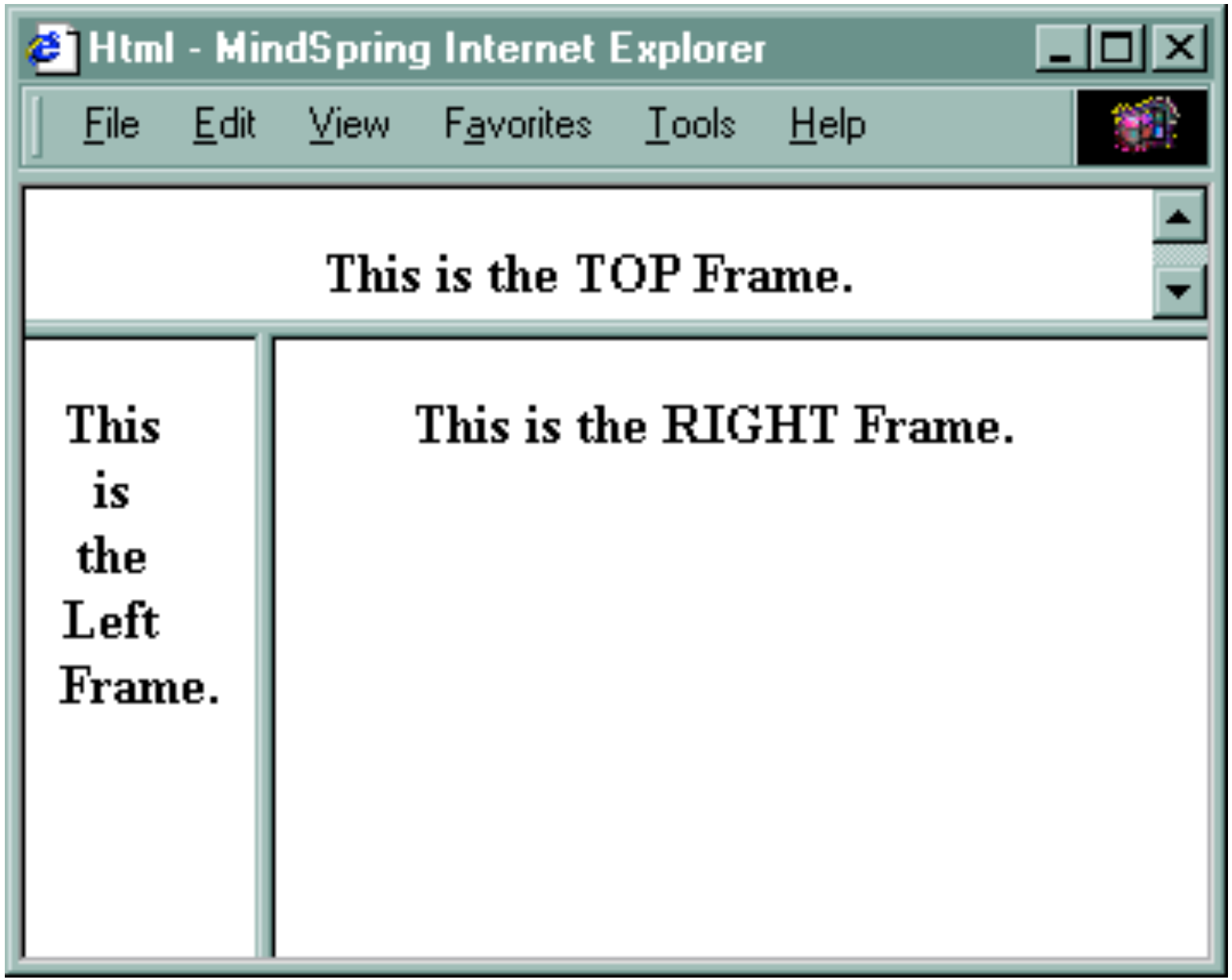
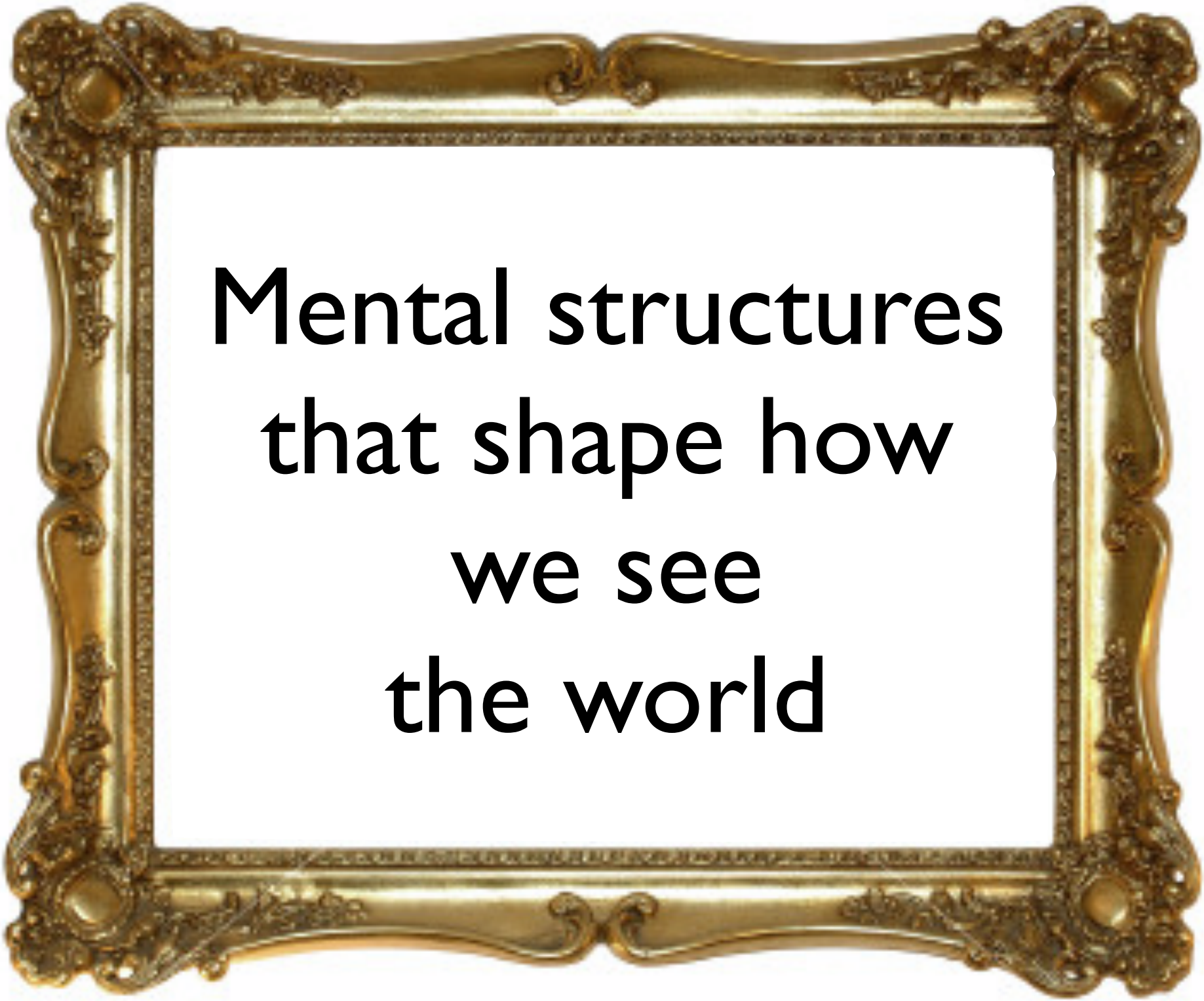
On Framing

(with an important Perl connection)

Chris Hardie

FRAMES


Html - MindSpring Internet Explorer
File Edit View Favorites Tools Help
This is the TOP Frame.
This is the Left Frame.
This is the RIGHT Frame.


Mental structures
that shape how
we see
the world

Frames emerge through language.

The words we use and
encounter shape
how we
experience the world.

Really.
They re-wire your brain.

RE-FRAMING

Changing the language we use changes how we see the world.

Really.
It re-wires your brain.

Thanks:
George Lakoff,
cognitive linguist

Moral #1

Every word
evokes a frame.

“Elephant”

Moral #2

Words defined within a frame evoke the frame.

“Larry picked up the peanut with his trunk.”

Moral #3

Negating a frame evokes the frame.

“I am not a crook.”

Moral #4

Evoking a frame reinforces that frame.

The neural circuitry of a frame is strengthened each time you activate it.

Bonus Moral #5

Sometimes,
framing trumps the truth.

“Iraq has weapons of mass destruction.”

Why should you care?

“Perl is not dead.”

“Perl is not dead.”

Perl

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Perl

PLEASE STOP NEGATING THE FRAME

(Negating the frame evokes the frame, evoking the frame reinforces the frame.)

Reinforcing the frame of “Perl = dead?” is bad

Bad for Perl

Bad for all of us

Re-frame?

“Perl is alive.”

“Perl is strong.”

“Perl is here to stay.”

“The Perl community is active and vibrant.”

Pick your favorite,
share new ones

Perl is alive!

Thanks!

ChrisHardie.com