

# Framing your Message

## For Students

Directions: Read the description of each type of “framing” and its example. Then, create a message about a drinking water related issue for each of the framing formats below.

### 1. Problem-Solution Framing:

- Description: Emphasizes a specific problem or challenge related to the scientific topic and presents the proposed solution or intervention.
- Example: "New Study Identifies Potential Solution to Plastic Pollution Crisis: Biodegradable Alternatives Show Promise."
- Write your own “problem-solution framing” using a drinking water related topic.

Does your message achieve any of the following goals? Check all that apply.

- Encourage water filtration
- Increase water testing
- Raise awareness about environmental health
- Start a legislative action

### 2. Human Interest Framing:

- Description: Focuses on the human aspect of the scientific topic, using personal stories or anecdotes to evoke empathy and engagement.
- Example: "Meet Sarah: How a Breakthrough Cancer Treatment Saved Her Life and Changed the Future of Medicine."
- Write your own “human interest framing” (on the following page) using a drinking water related topic.

Does your message achieve any of the following goals? Check all that apply.

- Encourage water filtration
- Increase water testing
- Raise awareness about environmental health
- Start a legislative action

**3. Local Relevance Framing:**

- o Description: Relates the scientific topic to the local community or region, highlighting its relevance and potential impact on local issues or concerns.
- o Example: "Climate Change Threatens Coastal Communities: Rising Sea Levels Pose Immediate Risks to Homes and Businesses."
- o Write your own "local relevance framing" using a drinking water related topic.

Does your message achieve any of the following goals? Check all that apply.

- Encourage water filtration
- Increase water testing
- Raise awareness about environmental health
- Start a legislative action

#### 4. Action-Oriented Framing:

- Description: Encourages the audience to take specific actions or steps in response to the scientific information presented.
- Example: "Take Charge of Your Drinking Water and Health: Install an At-Home Water Filtration System."
- Write your own "action-oriented framing" using a drinking water related topic.

Does your message achieve any of the following goals? Check all that apply.

- Encourage water filtration
- Increase water testing
- Raise awareness about environmental health
- Start a legislative action

#### 5. Urgency Framing:

- Description: Conveys a sense of urgency or immediacy regarding the scientific topic, emphasizing the need for swift action or attention.
- Example: "Time is Running Out: Urgent Action Needed to Save Endangered Species from Extinction."
- Write your own "urgency framing" using a drinking water related topic.

Does your message achieve any of the following goals? Check all that apply.

- Encourage water filtration
- Increase water testing
- Raise awareness about environmental health
- Start a legislative action

## 6. Hopeful Outlook Framing:

- Description: Emphasizes the positive potential or promising developments related to the scientific topic, instilling hope and optimism in the audience.
- Example: "Unlocking the Secrets of the Universe: Breakthrough Discoveries Bring Us Closer to Understanding the Cosmos."
- Write your own "hopeful outlook framing," using a drinking water related topic.

Does your message achieve any of the following goals? Check all that apply.

- Encourage water filtration
- Increase water testing
- Raise awareness about environmental health
- Start a legislative action



# Debate!!!

**Group Research & Preparation:** For your side of the issue, work with your group to gather data, statistics, expert opinions, and real-world examples to build strong arguments. Write all relevant information that you plan to use during the debate in the box below.

Now that you've done your research, you will create the following—

**Opening statement:** Each team will make an opening statement. Opening statements will not exceed 1 minute. The opening statement can be given by one member of the group or divided among multiple members. Write your opening statement below, and include who will deliver it and the order (if there are multiple people). Include the following:

- **Introduction:** A brief overview of the topic and your team's stance.
- **Thesis Statement:** Clearly state your core position.
- **Main Arguments:** Briefly present the key points that your team will elaborate on throughout the debate.

Aim to be clear, concise, and engaging to grab the audience's attention. You also want to be logical and well-organized to provide a roadmap for the rest of the debate.

**Further Argument:** After the opening statement from both teams, you will have 3 minutes to present your main arguments (you will have given an overview of these in your introduction). Responsibility to present can be given to one speaker or divided among group members, but only one speaker may talk at a time. Based on the research you did, write your argument in the box below. Be sure to include who will deliver what part of the argument and in what order.

**Closing Statement:** Create a closing statement that supports your case. Your team will have 2 minutes to present it. Write your statement in the box below and include the following:

- **Summary:** Recap the main arguments presented by your team.
- **Refutation:** Highlight and counter the most significant points made by the opposing team.
- **Conclusion:** Restate your thesis in light of the arguments and refutations, underscoring why your team's position is superior.
- **Final Appeal:** Make a persuasive and memorable closing appeal to the audience.

Aim to be persuasive and impactful to ensure the arguments resonate with your audience. Be confident and assertive, reinforcing your team's stance and undermining the opposing team's case.



Complete the following during the debate at the appropriate time—

**Rebuttal Preparation:** Now that you've listened to the opposing team's arguments, it's time to prepare your rebuttals. A rebuttal is an attempt to challenge and dismantle the arguments of the opposing team. You will have two opportunities to present rebuttals: the first will last 4 minutes and the second will last 3 minutes. Write the following in the box below:

- List the key arguments made by the opposing team
- For each of the opposing team's arguments, write a clear and concise rebuttal that directly counters their points without introducing new information.