

Reframing GM: Communications traps and how to avoid them



From the *GM Freeze messaging [guide](#)*, developed with *[Framing Matters](#)*.



Parrot: the repetition trap

Use words that tell our story, not theirs

For example, say “GM patents allow big corporations to exploit farmers around the world” rather than “GMOs will not feed the world”.

Never use “myth busters” as research shows that people are more likely to remember – and believe – the myth rather than the reasons why it is wrong.



Rat: the misunderstanding trap

Avoid jargon or any language that it is easy to misunderstand

For example, say “nature friendly” rather than “sustainable”



Shark: the contaminated language trap

Don't describe things we value with words or phrases that have negative associations for other people.

For example, talk about protections and safeguards, rather than regulation.



Robin: the rose-tinted trap

Don't use words or phrases that have positive associations if triggering those will not help our cause.

For example, criticise industrial food production rather than farmers.



Chameleon: the sanitising trap

Stop using terms that put a positive spin on genetic manipulation.

For example, say GM, genetic manipulation or damage to DNA rather than gene editing.

See www.gmfreeze.org/framed for more on how to communicate your concerns about GM in food and farming more effectively. [We've Been Framed GM messaging guide](#) © 2022 by [GM Freeze](#), developed with [Framing Matters](#) is licensed under [Attribution-NonCommercial-ShareAlike 4.0 International](#). The animal icons on this page are used by [GM Freeze](#), under license from [Flaticon](#). They are not ours to share so, if want to re-use some of the contents of this page, please do not include the images.