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Framing and Reframing Strategies in Feminist Speech

A critical cognitive analysis

Abstract: Awareness of gender equality has been rising constantly in social arenas as people come to recognize the different but equally crucial gender roles of men and women, and researchers have paid increasing attention to speeches on feminism in recent years. This paper intends to examine and identify the framing and reframing strategies in Emma Watson's "HeForShe" Speech at the United Nations on September 20, 2014. The analytical framework is built up by integrating metaphor analysis, person deixis use, and frame repetition, each of which deal with different aspects of the discourse and on the whole provide a comprehensive analysis of it. Critical cognitive analysis of the speech reveals that Watson tactfully uses metaphor and special person deixis to frame her views on gender equality to control the audience's emotions on moral and psychological grounds, and she reframes the audience's traditional attitude toward feminism that men do not share responsibilities and benefits in feminism. Watson also repeats these frames and reframes them to strengthen the significance of men's role in feminism. The critical cognitive analysis of feminist speech discloses the views that speakers hold on particular issues, providing valuable reference for understanding or evaluating the speeches' contents, and revealing the ideology inherent in feminist thinking.

Keywords: critical cognitive analysis; Emma Watson; gender equality; gender roles; HeForShe; metaphor analysis; person deixis

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1 Introduction

Since the nineteenth century, feminist movements have campaigned for women's rights and gender equality, firstly to gain women's suffrage and now to eliminate gender discrimination in education and employment, and gain other political rights beyond suffrage. Although the development of the whole society has enabled women to live and work in a relatively fair and safe environment, gender discrimination still lingers in almost every corner of the world. Due to some decadently traditional and religious beliefs and too radical feminist thoughts, however, the birth of feminism marked the birth of anti-feminism and mountains of criticism of feminism, especially from men.

Under the circumstance of the bottleneck in feminist development and pressure from society, many feminist groups have begun to realize the important position of men on this issue and the new hope to make breakthroughs by inviting men to join feminist movements. One such creative group is "HeForShe," initiated by United Nations Women with the inaugural speech of UN Women Goodwill Ambassador Emma Watson, in which she shared her own experience of becoming a feminist and her beliefs in both men's responsibilities and their power in promoting gender equality. Her speech is like many other feminist speeches that use contagious language to express the speakers' propositions in feminism, but is especially outstanding in that she uses metaphors and person deixis to build the frame of her own feminist thoughts and reframe the audience's traditional attitudes toward men's negative part in feminist movements and gender equality.

Many researchers have focused on political discourse analysis under the "Framing Theory" of George Lakoff (2004, 2008) and the "Somatic Marker Hypothesis" formulated by Damasio (1994) . This paper is designed to study a feminist speech from cognitive perspective and intends to help understand how to make the feminist speeches friendlier and more acceptable to audiences, especially to men, through framing and reframing strategies substantiated by the use of metaphors, special person deixis, and the repetition of frames and reframes.

2 Literature review

The discourse strategy applied in the scripts can greatly decide the effectiveness of a speech, which has naturally attracted more and more

researchers to study the specific strategies adopted by speakers and how they work behind certain psychological mechanisms. After years of study, Framing Theory has been proposed to explain the framing and reframing strategies used in speeches, and the Somatic Marker Hypothesis has been introduced to be an integral theory to elucidate how audiences react and make decisions. Some initial studies of Framing Theory mainly focused on the media, and other researchers moved forward to study political discourse like the presidential campaign speeches and election debates, while the Somatic Marker Hypothesis has been concentrated mainly in cognitive neuroscience and the political psychology domains. This review will concentrate on the cutting-edge study of Framing Theory and the Somatic Marker Hypothesis and discuss the specific feminist speech strategies based on the framework and integrated study achievements of previous studies.

Ever since Goffman (1974) introduced Framing Theory into social science and explained framing as a method we employ to perceive, describe, and even dramatize the world surrounding us, Framing Theory has been frequently applied in research on mass media. Many researchers relate Framing Theory to Agenda Setting Theory, and it has been pointed out that mass media can have a far-reaching impact on public opinions by using the particular formation of words to be persuasive to change and shape readers' attitudes (Cissel 2012). The research (Scheufele and Iyengar 2012) agrees in that it is the way rather than the content itself that decides the public's attitudes and behaviors, however, also appealing to future communication researchers to clearly differentiate between "variations in the mode of presentation of a given stimulus" and "manipulations of the informational or persuasive nature of messages" (2012: 20).

Domestic researchers also show great interest in the application of Framing Theory in the study of mass media, and recent studies show that, compared with overseas research, domestic research is more concerned with the international profile of the Chinese media and the ideology expressed by the frames. For example, Zhou (2012) pointed out that the news is skillfully and discreetly selected by the media of countries with different ideologies, which not only serves as the information source, but also as a restraint or a shaper of the public's independent thinking and judging.

A great breakthrough of the development of Framing Theory was made by Lakoff (2004) when he introduced this theory into political science to analyze two-party politics and the presidential campaign in the USA. Lakoff (2004) integrated the latest theories of politics and cognitive science and defined that framing is the use of language and expressions according with one's own

values and reframing is to change people's perceptions of the world around them. This theory is further substantiated by many researchers who apply it in the study of political messages. Inundated with floods of messages, the voters are greatly influenced by the way in which the information is conveyed, and grammar and metaphor matters in this process (Matlock 2012).

As to the application of Framing Theory in research of the political field, besides American political speech and debates, domestic scholars have mainly focused on the comparative study of political news reporting between Chinese and Western mainstream media. It has been observed that under different frames derived from disparate ideologies and media types, different political trends are framed. However, compared to the past, both Chinese and Western media have become more objective despite the very different frames (Wang and Ma 2014). In contrast, Liu (2014) concluded that the stereotypes can be generated by various frames, which will negatively affect the judgement of people from different countries and lead to misunderstanding.

After years of observation and empirical study, more and more neuroscience researchers have agreed that emotions play an essential part in the process of decision-making. Damasio (1994, 1996) demonstrated that some people with brain damage can't make reasonable decisions because of the impaired mechanism of emotions. Bechara and Damasio (2005) showed that marker signals generated in the process of bioregulatory processes affect decision-making both at the conscious and non-conscious level. From then on, many researchers have benefitted from this hypothesis, because it makes indispensable contributions to explaining the significance of emotions in helping people make rational choices (Reimann and Bechara 2010).

Domestic researchers also conducted many insightful studies in cognitive neuroscience in this regard. Zhou et al. (2011) reviewed the development of this hypothesis and called for more quantitative research which can testify specifically to what extent emotions can influence decision-making. He (2012) applied the theory in practical use to study criminal decisions.

When numbers of researchers were convinced of the important role of emotions in the decision-making process, more and more researchers began to focus on public emotions and decisions in the political field. Westen (2008) made breakthroughs in the investigation into the significance of public emotions in deciding the political fate of a nation. The relation between emotions and politics has been explored in the political psychology domain, and Hoggett and Thompson (2012: 3) believed that "human passion" is highly crucial in political life in their study of politics and fear. Similarly, it has been shown when individuals are exasperated by unfair treatment, they will angrily

take actions to remonstrate, and this is where social unrest comes from (Passarelli and Tabellini 2013). Wang and Yuan (2016) delved into the political discourse by applying the Somatic Marker Hypothesis and concluded that politicians should fully consider public emotions to win the support of voters.

To summarize, foreign and domestic researchers have expanded the application area of Framing Theory beyond the field of journalism and communication toward political discourse in recent years, and it has been frequently used in analyzing political messages ever since the concept of framing and reframing was clearly defined. On the other hand, the remarkable development of the Somatic Marker Hypothesis also witnessed fruitful research achievements in the cognitive neuroscience domain and the flexible and integrative application in the political psychological study. However, there may be more comprehensive and unique research achievement if the two theories are integrated and conjunctively used in analyzing speeches, because framing and reframing strategies can stimulate the audience's emotions, which in turn will decide the effectiveness of speeches. Additionally, compared to other political and social issues, feminist speech has been ignored in past research, especially the specific strategies adopted to build the frames and reframes of the speeches.

This paper takes Emma Watson's feminist speech, which initiated "HeForShe", a campaign of UN Women, as an example, and combines Framing Theory and the Somatic Marker Hypothesis to analyze the framing and reframing strategies Watson employed to arouse the audience's emotions, and focuses specially on the specific strategies of metaphor analysis, person deixis use, and frames and reframes repetition. The defense against gender discrimination and the fight for women's rights have become a lifelong career for many men and women all around the world, so it is of great importance to research on feminist speeches to discover scientific approaches and help the speeches be more infusive and easier to be understood and digested by audiences.

3 Research methodology

3.1 Research questions

Based on Framing Theory (Lakoff 2004, 2008), this paper focuses on the scripts of Emma Watson's "HeForShe" speech (with a total word count of 1225) at the United Nations on September 20, 2014, to investigate (1) the contents and features of her framing, (2) the contents and features of her reframing, and (3) the specific strategies of metaphor, person deixis, and repetition under her framing and reframing. Additionally, Bechara and Damasio (2005: 770) explained that the somatic states have a "biasing effect on decisions," in other words, the emotions affect decision-making through a "body–brain channel," and the essential link is facilitated by the neurotransmitter system including the cell bodies of dopamine, serotonin, noradrenaline, and acetylcholine. In this regard, the paper will combine the theory of the Somatic Marker Hypothesis, which is a cornerstone of the cognitive neuroscience field, to analyze how the framing and reframing strategies of this speech arouse the audience's emotions, and how the emotions affect the audience's opinions and decision-making processes.

3.2 Research design

Many researchers have found out that it's necessary for politicians to frame and reframe events, themselves, and their opponents to control and manipulate public opinion and to achieve political purposes (Maalej 2013: 638). Similarly, to achieve her purpose of speech, Watson also needed to frame and reframe the status quo of gender discrimination and women's rights, herself as a feminist and those people who are at least not positive supporters of feminism and gender equality.

The research methodology of this paper was inspired by the research of Chinese cognitive linguists Wang & Yuan (2016), who analyzed the framing and reframing strategies in American presidential election debates from the cognitive perspective by thorough observation on the specific strategies of metaphor, person deixis, and repetition of the frames and reframes used by the presidential candidates. Also, they applied the Somatic Marker Hypothesis in their research to discuss public emotions and voters' decisions. The

neurotransmitter dopamine (DA) reward circuitry, dominating positive emotions (e.g. happiness and satisfaction, etc.), and the noradrenaline (NA) circuitry, dominating negative emotions (e.g. fear and anger, etc.), adjust people's decision-making processes in complicated situations. This paper concentrates on the scripts of Emma Watson's speech at the UN and analyzes the precise frames and reframes used and how public opinions are influenced by the emotions aroused during the speech through neural channels. The deeper research on concrete strategies are led by further observations on the scripts, which includes the analysis of metaphor use, the word frequency of person deixis, and the noticeable repetition of the frames and reframes, all of which Watson used to build and substantiate her framing and reframing strategies.

After thorough study of the scripts of Watson's "HeForShe" speech at the UN, the above-mentioned research questions, including features of her framing and reframing, and the concrete strategies are targeted in more detail. The contents of Watson's framings and reframings are further specified and the features of metaphor and repetition analyzed. As to person deixis, the word frequency of the first, second, and third deixis, which are special and meaningful, are calculated.

4 Results and discussion

4.1 Basic results

As is shown in Table 1, to achieve her goal of effective persuasion, Watson framed herself as a feminist caring about women's rights and inviting others to join the "HeForShe" movement. The serious status quo and the light of hope of gender equality are then framed to help the audience understand the necessity and feasibility of the movement. After framing her own opinions and position in this regard and enabling audiences to understand the general idea, Watson tales a silver-bullet step forward to reframe traditional public opinions of men's attitudes toward and roles in feminism. She reframes the fallacious pedantry of regarding feminism as "anti-men" as an idea benefiting both genders, based on which men's important role as participants and helpers can be much easier to accept.

Table 1: Emma Watson's framing and reframing strategies

			Metaphor	Person Deixis				
				First		Second	Third	
				I	We	You	They	She
Frame	Feminist	Feminism believer and inviter	The movement is a journey. I am an inviter.	15	6	6	/	1
		Rights watcher		12	/	/	3	/
	The necessity and feasibility of gender equality	Global issue: women suffer	/	1	1	/	1	1
		Inadvertent feminist	The movement is a journey. Inadvertent feminists are ambassadors.	8	/	3	3	/
Reframe	Feminism: anti-men → for-all	Men: victims	Suicide is the killer. Stereotype is the prison. Men are prisoners.	5	5	/	3	/
	Feminism: men-hating → all-supporting	Men: participants	Responsibility is the mantle.	7	2	1	/	/

4.2 Contents and features of Watson's framing

It is very useful for speakers to frame themselves and the important events they are going to discuss (Maalej 2013). There are two main frames in Watson's speech – the frame of FEMINIST and the frame of NECESSITY AND FEASIBILITY OF GENDER EQUALITY, which signals the importance of fighting to eliminate gender discrimination and the hope of this noble cause.

4.2.1 The frame of FEMINIST

Watson uses the first frame of FEMINIST, which consists of two sub-frames, FEMINIST BELIEVER AND INVITER and RIGHTS WATCHER, to frame herself as a firm believer of feminism. At the very beginning and end of the speech, she repeatedly extends her invitation to all the people, including men, to help her and the "HeForShe" movement. This repetition reinforces the impression of her position in gender equality and the ultimate goal of the newly established organization. She uses the metaphor of "journey" for the lifelong cause of feminism and as an inviter asks men to "step forward." As an international

film star, she modestly lowers her profile and sincerely asks for the audience's help, because this framing strategy with friendly attitudes and eagerness for help can easily touch the audience. Once the positive somatic marker is generated by the rational and considerate feminist, the audience's dopamine (DA) reward circuitry is stimulated and their positive emotions push them to pleasantly accept Emma as a feminist and "HeForShe" as a meaningful campaign.

In addition to repetition and metaphor, another specific strategy of frequent use of the first- and second-person deixis in the sub-frame of FEMINIST BELIEVER AND INVITER is noticeable. Emma uses "I" 15 times, "we" 6 times and "you" 6 times in this part, which accounts for approximately 34% of the total use of the first- and second-person deixis. The frequent use of "I" emphasizes her independent social role as an independent feminist and helps her break her original role as a celebrity in the entertainment circle and become more approachable as a Goodwill Ambassador. The deixis of "we" in this part refers to the campaign which is going to be initiated by her speech and its first group of supporters. The use of "we" can not only create a sense of belonging for the original and strong supporters, but also appeal to audiences to join and support them as well. The second-person deixis of "you," on the other hand, is very useful in creating a conversational feel, which can realize the effectiveness of this sub-frame by making the audiences actively think about Watson's role as a feminism believer and inviter and feel as if invited personally.

In addition, there is a special and flexible use of the third-person deixis "she." In general, the third-person deixis refers to referents other than the speakers or addressees (Ma 2015: 222). However, Watson says that "You might be thinking who is this Harry Potter girl? And what is she doing up on stage at the UN?" She uses the third-person deixis "Harry Potter girl" and "she" to refer to herself. This adroit use of "Harry Potter girl" and "she" creates a moment of humor and thus narrows the psychological distance between the speaker and the audience.

In the first frame of FEMINIST, Watson also establishes her feminist stance by framing herself as someone who really cares about people's social, political, and economic rights. In this part, she continues to use the metaphor of "journey" and invites audiences to join the cause from another perspective, in which she takes examples of her own experience. The story-telling mode is always touching and persuasive in speech strategies, because audiences are most frequently moved by real and personal stories. As a rights watcher, Watson expresses her doubts about some traditional gender assumptions she

has experienced all along by the frequent use of "I" and "they." "I" shows her consistent concern about rights, and "they" actually refers to millions of ordinary young men and women who have the same confusion and hesitation about gender equality. Additionally, she refers to equal rights she believes in as "human rights," and this strategy raises the discussion of gender equality to the moral level, which means that gender discrimination is immoral and despicable. The public makes its decisions based on ratiocination, which is closely related to the moral level (Lakoff 2008). In this regard, the sub-frame of Watson's role as a rights watcher can be very strong in arousing the audience's noradrenaline (NA) circuitry, dominating negative emotions, and thus convincing audiences when she indirectly defines gender rights of inequality as immoral and unhuman.

4.2.2 The frame of NECESSITY AND FEASIBILITY OF GENDER EQUALITY

Table 1 shows that two sub-frames compose Watson's second frame of NECESSITY AND FEASIBILITY OF GENDER EQUALITY, in which she presents her observation of the feminist movement as a global issue when women are suffering everywhere in the world. The second sub-frame of INADVERTENT FEMINIST confirms the feasibility as mentioned above.

Watson states the urgent need for a united effort to defend against gender discrimination by using convincing statistics to show that women are victims and will continue to be victims if the audience does nothing. Addressing this issue, she once again repeats her concern about women's rights and her belief in feminism. Lakoff (2004, 2008) proved that repeating the values and beliefs by using the same frame and language consolidates the central idea and opinion expressed by the frame. For this reason, when Watson tells the audience about the serious situation surrounding them and around the world and how women become vulnerable victims, she inwardly repeats her adherence to feminism, her sincere request and invitation, and her attention to human rights for a long time in the first frame of FEMINIST.

After proving the emergent status quo of gender discrimination, Watson gives audiences the best hope. She defines those who would never limit the development of women and who support gender equality with practical actions as "inadvertent feminists." In this sub-frame, she applies the metaphor of "journey" again, and what makes this metaphor more vivid is that she uses a metaphor of "ambassador" for those "advertent feminists," who guide and care about women and help them achieve their dreams. This metaphor

corroborates the sub-frame of HOPE, evokes the positive somatic marker and stimulates the dopamine (DA) reward circuitry, which in turn generates positive emotions among the audience. The audience's reaction and decision to become "ambassadors" will be positively impacted by their respect and admiration. Under this sub-frame, Watson intensively uses "I" 8 times. The reason for her to do so is far beyond the need to tell her own story, but lies in that it is she who is very lucky and thus very grateful. Watson wants to emphasize that many young women don't have this privilege to be treated equally and encouraged to dream big. The second-person deixis "you" appears 3 times in this part, implying that Watson repeats her first frame of FEMINIST, in which she is an inviter, since "you" gives audiences a feeling of being personally focused on and invited.

4.3 Contents and features of Watson's reframing

The reason why Watson's short speech could eclipse many other speeches on feminism is that she not only addressed the issue of gender discrimination and the importance of gender equality from the women's perspective, but she also reframes traditional views of men's role in this long battle. She reframes the goal of feminism as one that will benefit both genders and redefines the movement which is traditionally seen as men-hating as a campaign that the whole population should support.

4.3.1 The reframe of goal of feminism from anti-men to for-all

After years of observation and experience, Emma Watson realized that the traditional and banal values don't welcome the very nature of feminism on account of the so-called "anti-men" essence of feminism, and this stereotype may be the most challenging point in which to convince the audiences. Because of this, she cleverly shows that men are victims of gender discrimination, too. For example, she says that she had seen many men kill themselves for fear of expressing vulnerability. Vivid metaphors of "killer" for "suicide," "prison" for "stereotype," and "prisoner" for "men" are adopted by Watson, and these metaphors strongly arouse the negative somatic marker, and the noradrenaline (NA) circuitry dominates negative emotions to influence the audience's decision-making, or specifically, the sadness and fear motivated by the heartrending tragedies of men as victims in gender

inequality and gender stereotype push audiences to rethink gender equality as a win–win situation. After the psychological interaction with Watson, most audiences would admit that stereotype has put too much pressure on both genders and restrains their ability and potential to contribute to families and society on the whole.

To express her sympathy and strongly call for more attention to be paid to men's right to feel free to be vulnerable and sensitive, Watson mainly uses first-person deixis, including 5 times "I" and 5 times "we" in this discussion. Her individual and genuine emotions work to reframe gender roles and eliminate the preconceptions and labels that have been exerted for centuries. The use of "we" greatly shortens the distance between the speaker and the audiences, because Watson put herself in the same front with audiences to defend themselves against bias and inequality. When the audience's sympathy is aroused, they once again consider this issue to be a moral one, and then they would naturally agree with the speaker in this aspect, as it is the immortal stereotype and prejudice that kill many men and women.

4.3.2 The reframe of the MEN-HATING MOVEMENT to ALL-SUPPORTING CAMPAIGN

Many feminists have been regarded as too strong, formidable, inaccessible, or even presumptuous and anti-men, and feminism has become so unacceptable and undesirable that many people have the impression that the feminist movement is equivalent to men-hating activities. However, as Watson discusses, gender inequality is not fair for men, either. She repeats that men and women should be defined by who they are rather than who they are not, and in this way, the first reframe in her reframing strategies is enforced by repetition of the same frame and language. In the repetition, audiences would subconsciously remember what Watson reframed and believed.

Furthermore, the repetition also lays the foundation for the second reframe when audiences decide to believe that men are also suffering from gender discrimination. Watson expresses her opinions by reframing men's important role in feminist movements and elucidating that it is an imperative task for both genders to fight for gender equality. The old mistaken idea of isolating men from the undertaking of women's rights was totally misinformed, and Watson reframes the crucial part that men should play, appealing for more and more men participants in the movement. Again, the frequent use of the first-person deixis suggests that in this part, Watson repeats and underlines herself as an active advocate of feminism who would

like to invite men to join and share their responsibilities. Her enthusiastic and hortative attitudes could wake up the positive somatic markers and the dopamine (DA) reward circuitry. Influenced by the positive emotions evoked during the neural process, the audiences, especially those men who are "inadvertent feminists" would feel deeply inspired and encouraged to be adherents to feminism.

5 Conclusion

After the full-scale study of the literature on Framing Theory and Somatic Marker Hypothesis and the comprehensive study of scripts of Emma Watson's speech, the study identified that Watson firstly frames herself as a firm supporter of feminism who is always concerned with both men's and women's rights and eager to invite men to join her in the fight against gender discriminations and stereotype. In the second frame, Watson frames the severe global situation of gender discrimination and the inadvertent feminists who bring light to this imperative global task. The features of her frames lie in the metaphor of "journey" for the feminist movement, "ambassadors" for "inadvertent feminists," and her invitation for men to step forward. On the other hand, the frequency of first- and second-person deixis and the special use of the third-person deixis "she" suggest her independent and firm stance as a feminist and a friendly and approachable inviter, which arouses positive emotions among audiences and makes them identify with her smoothly. The frame of FEMINIST has been repeatedly emphasized throughout the speech. On this account, the audiences are profoundly impressed.

Where this speech excels most is Watson's reframing strategies. The whole concept and meaning of feminism are reframed, in which she reminds the audience that men don't triumph in the mess of gender discrimination, either. For this reason, they should also take their obligations and responsibilities in fighting for gender equality. Metaphors of "prison" for "stereotype" and "killer" for "suicide caused by mental illnesses" strongly summons up the audience's negative emotions, which naturally prompts them to agree with her under compassion and regret. In addition, she reframes the meaning of feminist from "anti-men" to "for-all". In the reframing part, the intensive use of first- and second-person deixis once again serves to repeat the first frame of FEMINIST and shorten the distance between the speaker and the audiences.

Overall, the study proved that for one thing, Emma Watson builds frames to express her rational adherence to feminism and reframes some incorrect ideas to change the audience's attitudes, and specific strategies of repetition of frames and reframes and then application of metaphor and person deixis serve as effective tools in making the speech persuasive and influential. For another, the audience's emotions stimulated by Watson's framing and reframing strategies have a significant effect on their reactions and decision-making afterwards.

It should be admitted that the whole research only showed the tip of iceberg of this issue, and it had several limitations. Firstly, although Emma Watson's speech is outstanding enough to be a learning example, it could not provide all the powerful and skillful strategies of framing and reframing, and metaphor, person deixis, and repetition are only three techniques that can be employed to realize the frames and reframes. Secondly, the research didn't use advanced statistical software or modeling to better and more efficiently analyze the data. Thirdly, due to the limits of space and the author's background of liberal arts, the research was unable to elaborately study the mechanisms of the Somatic Marker Hypothesis and the neuroscience and neurotransmitters.

However, the significance of the present study lies in that it may offer clear and effective strategies for future speeches on feminism. Using the framing and reframing strategies substantiated with various concrete ones would make feminism more popular and more acceptable and easier to understand for the whole population. The thesis also showed that controlling or influencing the audience's emotions is highly essential in deciding the effectiveness of a feminist speech, because positive or negative emotions dominated by neurotransmitters can have a far-reaching impact on the process of reaction and decision-making. Feminism has become an indispensable development along with that of the whole society, and the study may be of help for future feminist speakers.

The findings of this study led us believe in the significance of framing and reframing strategies employed in speeches and the audience's emotions aroused during the speeches. In this regard, it would be meaningful for more studies to combine Framing Theory and the Somatic Marker Hypothesis to analyze more kinds of discourse. Also, the precise degree of influence of emotions on the audience's or public's reactions and decision-making is still unknown and the study suggests more quantitative and professional research in the cognitive neuroscience domain. Last but not least, more specific

strategies beyond application of metaphor and special person deixis and the repetition of frames and reframes could be explored.

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