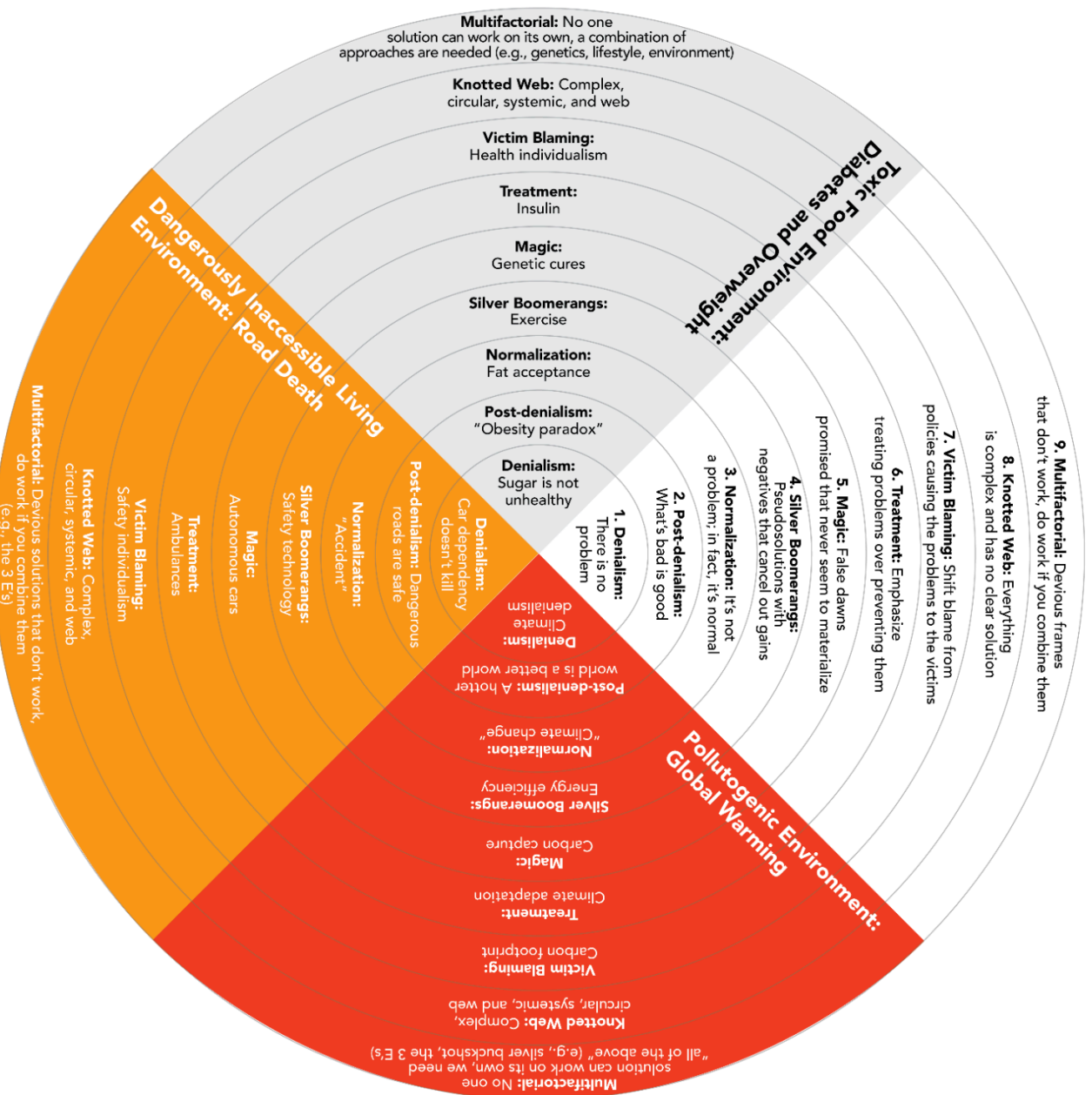


Cross-Industry Playbook: The Nine Devious Frames

from *Dark PR: How Corporate Disinformation Undermines Our Health and the Environment*, by Grant Ennis, Daraja Press, 2023

Graphic design by Bridget C. Brown



The Cross-Industry Playbook: The Nine Devious Frames

(Grant Ennis, 2022)

Frame Name	Definition	Toxic Food Environment: Diabetes & Overweight	Dangerously Inaccessible Living Environment: Road Death	Pollutogenic Environment: Global Warming
1. Denialism	There is no problem	Sugar is not unhealthy	Car-dependency doesn't kill	Climate denialism
2. Post-denialism	What's bad is good	"Obesity Paradox"	Dangerous roads are safe	A hotter world is a better world
3. Normalization	It's not a problem, in fact, it's normal	Fat Acceptance	"Accident"	"Climate change"
4. Silver Boomerangs	Pseudo-solutions that boomerang back with negatives canceling out gains	Exercise	Safety Technology	Energy Efficiency
5. Magic	False dawns promised that never seem to materialize	Genetic Cures	Autonomous Cars	Carbon Capture
6. Treatment	Emphasize treating problems over preventing them	Insulin	Ambulances	Climate Adaptation
7. Victim Blaming	Shift blame from policies causing the problems, to the victims	Health individualism	Safety individualism	Carbon Footprint
8. Knotted Web	Everything is complex and has no clear solution	Complex, Circular, Systemic, and Web		
9. Multifactorial	Devious frames that don't work, do work if you combine them	No one solution can work on its own, we need a combination of the above		