



# Framing Messages for Change: Positive vs. Negative Language in Community Campaigns

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# Introduction:

The aim of our research was to **build a clearer understanding of which messaging is most effective in anti - racism campaigns** and influences people to mobilize against hate, ultimately informing the design of future campaigns in New Brunswick and beyond.

## Guiding research question:

What messaging, negative or positive, is most effective in awareness campaigns?



# Methodology:

- Targeted literature search on messaging in anti-racism and anti-hate campaigns
- **Examined positive, negative, and hybrid framing effectiveness**
- Included academic and community-based sources
- Reviewed **campaigns, slogans, framing impacts,** and mental health effects



# Analysis & Comparison:

## Positive Language In Slogans

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## Psychological Rational

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## Negative Language In Slogans

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# Negative slogans:

"Stop Making Excuses. Start Making Changes"

"Hate Hurts"

# Positive slogans:

"Stand Up. Stand With."

"Stronger Together"



# Emerging Themes:

## 1: The Impact of Messaging on Mental Health

Negative messaging →  
increased anxiety  
leading to other  
adverse health effects

## 2: Self-Esteem and the Framing of Message

Negative messaging → can cause  
blame and discouragement rather  
than empowerment

Positive messages encourage  
personal responsibility & solidarity  
(Us versus the problem), which  
builds the confidence necessary to  
take action

# Proposed Action:

- Counter daily exposure to negative media by using **uplifting, confidence - building language**
- **Frame racism as a shared matter: us vs. the issue, not us vs. each other**
- Use hopeful, action-oriented **messaging that builds esteem and motivation**



# Conclusion:

The way we combat racism through the Anti-Hate Campaigns relies on **the terminology we use and the audiences we direct it towards.**

## Positive Language:

Leads to  
sustainable  
social change.

## Negative Language:

Reinforce the  
issues addressed  
and creates blame  
rather than  
creating solutions.



# Scan to View our Research:

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# Thank You

We hope our research will contribute to the success of any campaign and provide lasting value for everyone here today. A special thank you to GFSI & The City of Fredericton's Office of Community Inclusion.

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