

## Frames

Every human sees the world differently. The exact same picture can mean something completely different by the frames you look at it through. A picture of a bridge in Nepal can conjure up feelings of apprehension and fear for someone who is afraid of heights. This same picture could bring back memories of one's childhood if the viewer was from a mountain village. These frames in which all humans see the world, affect our thinking about everything. We need to recognize our frames so we may better understand the real picture (which we very well may never see). Our frames have been built over the years by our surroundings. Our parents, our community, the tv we watch, the magazines we read, our teachers, our friends, even the ads we see change and develop our frames. Everything you look at, you see through these cultural and personal frames. It is the frames in which people see the world that can make young girls who are exposed to too many fashion magazines believe they are fat...



**Different frames can make the same picture look very different.**

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