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## Abstract

This paper examines issues of anonymity, surveillance, and interactions with, control of, and Gamson's model of the Ecash electronic payment system. An issue package is a set of framing devices which focus and constrain discussion of a particular issue. The paper then analyses three different discursive sites (print media, US Congressional deliberation, and an electronic mailing list) to gauge the success of that package, according to its presence and its resonance within each site. Using theories of frame alignment and social mobilization, the package is identified as a globalizing framing strategy. Its failure is explained by the difficulties a frame of such structure will have in meshing with the discursive practice of each site, in resonating with cultural themes of each site, and in provoking social action.



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