



2022: Democracy at a Crossroads

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Framing

The Pen is Mightier than the Sword

Old Term

Taxes

Dumps

Invasions

Dropping bombs

Bombing cities

Errant bomb

Oops, innocents

Oops, our troops

New Frame

Revenue enhancements

Public waste reception centers

Incursions

Deploying ordinance

Servicing the target

Incontinent ordinance

Collateral casualties

Friendly fire

1. Simplify the Message

- “Government takeover”
- “No child left behind”
- “Death tax”
- “Free trade”
- “Partial-birth abortion”
- “Welfare queens”

2. Repeat It Over and Over

- “We don’t need a permission slip to defend America”
- “We must undermine Saddam Hussein’s ability to wage war”
- “I have a responsibility before God”
- “Biden’s inflation”
- “The war at the border”
- “Flood of illegals”
- “Democrats letting drugs flow”

3. Link Position to Values

- “Family values”
- “Save Our Marriages Act”
- “Tea Party”
- “Compassionate conservatism”
- “I have moral clarity”
- “Patriot Act”
- “With us or against us”
- “Pro-Life”

4. Appeal to Fear

- “Death panels”
- “Cash for caskets”
- “Axis of Evil”
- “Loaded gun”
- “We can fight them over there or fight them here”
- “Socialized medicine”
- “Economic terrorism”
- “Biden weaponized the DOJ”
- “If the FBI can raid a president, imagine what they can do to you”
- “The president just raided another president”
- “The mushroom cloud is imminent”



5. The Best Defense...

- “Third world [expletive]”
- “Tree huggers”
- “Pin-heads” and “elites”
- “Coalition of the willing”
- “Biden is using government to persecute political opponents”
- “The president controls declassification authority”

6. Bamboozle the Public

- “Clear skies”
- “Healthy forests”
- “Intensive forest management”
- “Overly mature tree harvest”
- “Negative economic growth”
- “Pre-dawn vertical insertion...”