

There is a crucial logic to the way the brain works with respect to public discourse. Here are ten key points to that logic.

1. The more a brain circuit is activated, the stronger its synapses get.
2. The stronger its synapses get, the more likely it is to fire and the stronger the firing is.
3. When two circuits inhibit each other, the stronger one circuit gets, the weaker the other gets.
4. Suppose two mutually inhibitory circuits apply to different issues. As one gets stronger and the other gets weaker, the more likely it is the stronger one will start applying to more issues and the weaker one to fewer issues.
5. Language changes the strength of those circuits. Conservative language activates circuitry for the conservative worldview; progressive language activates circuitry for the progressive worldview.
6. Imagery fitting one worldview or the other matters as much or more.
7. Frequency of language use and imagery matters. The more frequent the language use or imagery, the more strengthening occurs.
8. Journalists are trained to use the most frequent language in public discourse.
9. The conservative turn in America has come from the constant use of conservative language in public discourse. So much so that progressives have often adopted conservative language, thus helping the conservative cause.
10. Because of the effect of language and imagery on the brain, the constant use of one ideology's language over the other's has an enormous effect on our politics.

Conservatives have been doing a better job at getting their language into public discourse. The enormous conservative communication system has done its job well, especially on the central issue of our democracy—that the private depends on the public. The central conservative strategy to minimize, or even eliminate, public resources has been to eliminate the money that funds public resources—taxes! Taxes for the wealthy have been cut by