

money for it. So you end up cutting social programs across the board in health, in education, in the enforcement of environmental regulations, and so on. At the same time you reward those who you see as the good people, namely the wealthy people—those who were disciplined enough to become wealthy.

There are other kinds of strategic initiatives as well. Take the example of same-sex marriage. Same-sex marriage contradicts large parts of the strict father model. If it's a lesbian marriage, there's no father at all, and in a gay marriage, where there are two fathers, neither of them fits the traditional view of the male strict father. Opposing same-sex marriage is thus reinforcing and extending strict father morality itself, which is the highest calling of the conservative moral system. Same-sex marriage is therefore a stand-in; it evokes the larger issue, namely what moral system is to govern our country.

The same is true of the issue of abortion. Allowing women to decide for themselves on whether to end a pregnancy flies in the face of the whole idea of a strict father family model. In the strict father model, it is the father who decides whether his wife or daughter should have an abortion. It is the father who controls his daughter's sexuality; when the daughter takes a lover, then the father loses control. If the father is to maintain control over his family, then the women in the family cannot freely control their own sexual behavior and their own ability to reproduce. Abortion is therefore not inherently a political issue, but only a political issue when it comes to whether strict father morality is to reign in American life. Abortion is a stand-in for the larger issue: Is strict father morality going to rule America?

So all I have to do to reframe my issue is think up some sound bite—worthy terms and use them in place of the conservative terms?

No! Reframing is not just about words and language. Reframing is about ideas. The ideas have to be in place in people's brains before the sound bite can make any sense. For example, take the idea of "the commons"—that is, our common inheritance, like the atmosphere or the electromagnetic spectrum (bandwidths). These are the common inheritances of all humanity, and most people who discuss them in this way refer to them as "the commons." Yet the