

other cheek and show respect anyway. That takes character and dignity. Show character and dignity.

- Avoid a shouting match. Remember that the radical right requires a culture war, and shouting is the discourse form of that culture war. Civil discourse is the discourse form of nurturant morality. You win a victory when the discourse turns civil. They win when they get you to shout.
- What if you have moral outrage? You should have moral outrage. But you can display it with controlled passion. If you lose control, they win.
- Distinguish between ordinary conservatives and nasty ideologues. Most conservatives are personally nice people, and you want to bring out their niceness and their sense of neighborliness and hospitality.
- Be calm. Calmness is a sign that you know what you are talking about.
- Be good-humored. A good-natured sense of humor shows you are comfortable with yourself.
- Hold your ground. Always be on the offense. Never go on defense. Your voice should be steady. Never whine or complain. Your body and voice should show optimism. Never act like a victim. Never plead. You should convey passionate conviction without losing control. Avoid the language of weakness—for example, rising intonations on statements.
- Conservatives have parodied liberals as weak, angry (hence not in control of their emotions), weak-minded, softhearted, unpatriotic, uninformed, and elitist. Don't give them any opportunities to stereotype you in any of these ways. Expect these stereotypes, and deal with them when they come up.
- By the way you conduct yourself, show strength, calmness, and control; an ability to reason; a sense of realism; love of country; a command of the basic facts; and a sense of being an equal, not a superior. At the very least you want your audience to think of you with respect, as someone they may disagree with but who they have to take seriously. In many situations this is the best you can hope for. You have to recognize those situations and realize that a draw with dignity is a victory in the game of being taken seriously.
- Many conversations are ongoing. In an ongoing conversation, your job is to establish a position of respect and dignity, and then keep it.