

boost the economy or do you want to protect unfair tax loopholes for billionaires and kill off equality of opportunity?”

- An opponent may be disingenuous if his real goal isn't what he says his goal is. Politely point out the real goal, then reframe. *Example:* Suppose he starts touting smaller government. Point out that conservatives don't really want smaller government. They don't want to eliminate the military, or the FBI, or the Treasury and Commerce Departments, or the nine-tenths of the courts that support corporate law. That is big government that they like. What they really want to do away with is social programs—programs that invest in people, that help people to help themselves. Such a position contradicts the values the country was founded on—the idea of a community where people pull together to help each other. From John Winthrop on, that is what our nation has stood for.
- Your opponent may use language that means the opposite of what she says, called Orwellian language. Realize that she is weak on this issue. Use language that accurately describes what she's talking about to frame the discussion your way. *Example:* Suppose she cites the “Healthy Forests Initiative” as a balanced approach to the environment. Point out that it should be called “No Tree Left Behind” because it permits and promotes clear-cutting, which is destructive to forests and other living things in the forest habitat. Use the name to point out that the public likes forests, doesn't want them clear-cut, and that the use of the phony name shows weakness on the issue. Most people want to preserve the grandeur of America, not destroy it. Don't you?
- Remember once more that our goal is to unite our country behind our values, the best of traditional American values. Right-wing ideologues need to divide our country via a nasty cultural civil war. They need discord and shouting and name calling and put-downs. We win with civil discourse and respectful cooperative conversation. Why? Because it is an instance of the nurturant model at the level of communication, and our job is to evoke and maintain the nurturant model.

Those are a lot of guidelines. But there are only four really important ones: