

The Little Blue Book

*The Essential Guide to
Thinking and Talking
Democratic*



GEORGE LAKOFF

*Author of the Bestselling
Don't Think of an Elephant!*

and

ELISABETH WEHLING

The Little Blue Essential Guide To Thinking And Talking Democratic George Lakoff

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The Little Blue Essential Guide To Thinking And Talking Democratic George Lakoff:

The Little Blue Book George Lakoff, Elisabeth Wehling, 2012-06-19 The indispensable handbook for Democrats Voters cast their ballots for what they believe is right for the things that make moral sense Yet Democrats have too often failed to use language linking their moral values with their policies The Little Blue Book demonstrates how to make that connection clearly and forcefully with hands on advice for discussing the most pressing issues of our time the economy health care women s issues energy and environmental policy education food policy and more Dissecting the ways that extreme conservative positions have permeated political discourse Lakoff and Wehling show how to fight back on moral grounds and in concrete terms Revelatory passionate and deeply practical The Little Blue Book will forever alter the way Democrats and progressives think and talk about politics

Communication, Meaning and Misconceptions Karol Janicki, 2024-06-21

This book covers several related topics anchored in the idea of how meaning is created The central focus in the book is however on how language awareness may help us communicate smoothly and solve social problems The book takes up language misconceptions and their social significance and promotes the view that regarding meaning and language in general as open and flexible rather than closed and rigid may lead to critical thinking innovation and creativity The book covers topics such as words and things words and emotions fake news and hate speech and it has been written in the form of short informal dialogues to engage readers and make linguistic concepts accessible

Manual of Standardization in the Romance Languages Franz Lebsanft, Felix Tacke, 2020-01-20

Language standardization is an ongoing process based on the notions of linguistic correctness and models This manual contains thirty six chapters that deal with the theories of linguistic norms and give a comprehensive up to date description and analysis of the standardization processes in the Romance languages The first section presents the essential approaches to the concept of linguistic norm ranging from antiquity to the present and includes individual chapters on the notion of linguistic norms and correctness in classical grammar and rhetoric in the Prague School in the linguistic theory of Eugenio Coseriu in sociolinguistics as well as in pragmatics cognitive and discourse linguistics The second section focuses on the application of these notions with respect to the Romance languages It examines in detail the normative grammar and the normative dictionary as the reference tools for language codification and modernization of those languages that have a long and well established written tradition i e Romanian Italian French Catalan Spanish and Portuguese Furthermore the volume offers a discussion of the key issues regarding the standardization of the minor Romance languages as well as Creoles

Pictorial Framing in Moral Politics Ahmed Abdel-Raheem, 2018-10-26 This book seeks to extend research on framing beyond linguistic and cognitive perspectives by examining framing in visual and multimodal texts and their impact on moral cognition and attitudes Drawing on perspectives from frame semantics blending theory relevance theory and pragmatics the volume establishes a model of pictorial framing arguing that subtle alterations in the visual presentation of issues around judgment and choice in such texts impact perception and applies this framework to a

range of case studies from Egyptian British and American cartoons and illustrations The book demonstrates the affordances of applying this framework in enhancing our understanding of both the nature of word image relations and issues of representation in the op ed genre but also in other forms of media more generally The volume will be of particular interest to students and scholars in multimodality critical discourse analysis cognitive linguistics social psychology and communication studies

Warring with Words Michael Hanne, William D. Crano, Jeffery Scott Mio, 2014-08-01 Scholars in many of the disciplines surrounding politics explicitly utilize either a narrative perspective or a metaphor perspective though rarely the two in combination to analyze issues theoretical and practical domestic and international in the broad field of politics Among the topics they have studied are competing metaphors for the state or nation which have been coined over the centuries in diverse cultures the frequency with which communal and international conflicts are generated at least in part by the clashing religious and historical narratives held by opposing groups the cognitive short cuts employing metaphor by which citizens make sense of politics the need for political candidates to project a convincing self narrative the extent to which the metaphors used to formulate social issues determine the policies which will be developed to resolve them the failure of narratives around the security of the nation to take account of the individual experiences of women and children This volume is the first in which eminent scholars from disciplines as diverse as social psychology anthropology political theory international relations feminist political science and media studies have sought to integrate the narrative and the metaphor perspectives on politics It will appeal to any scholar interested in the many ways in which narrative and metaphor function in combination as cognitive and rhetorical instruments in discourse around politics

Lawyers, Judges & Semi-Rational Beasts Daniel E. Holloway, 2020-01-22 Lawyers Judges it is a brilliant integration of what others have written into a powerful perspective on persuasion for the trial lawyer Richard H Friedman Inner Circle of Advocates co author of Rules of the Road author of Polarizing the Case and On Becoming a Trial Lawyer Lawyers spend their careers attempting to persuade judges jurors clients adversaries and the press to adopt their positions without giving sufficient thought to what would motivate those audiences to do so Dan Holloway has drawn together a fascinating analysis of the inner workings of the human mind and how lawyers can apply that knowledge to persuade different types of thinkers A valuable analytical tool for any attorney's arsenal Robert J Dwyer Boies Schiller Flexner LLP In easy engaging prose this book provides indispensable light for anyone engaged in the foggy mysterious work of persuasion Every law firm should provide a copy to each of its lawyers Lawrence B Schlachter MD JD Neurosurgeon retired medical malpractice attorney active author of Malpractice A Neurosurgeon Reveals How Our Health Care System Puts Patients at Risk Crossing back and forth through the permeable membrane between the conscious and the unconscious realms where decisions sprout Dan Holloway guides us on a meticulous no stone unturned quest to reveal what determines how jurors or judges hear or read what the advocate speaks or writes As Dan explains persuasion is a matter not of proof but of people No one should be disappointed or disturbed to realize how little the I

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Win DVD features a lively interview with George Lakoff television news clips and illustrative graphics this is a must see media tool for everyone who wants to better understand and communicate the progressive agenda Includes How to Debate a Conservative Know Your Values and much more Each DVD includes a summary card of key points Produced by Educate the Base LLC

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