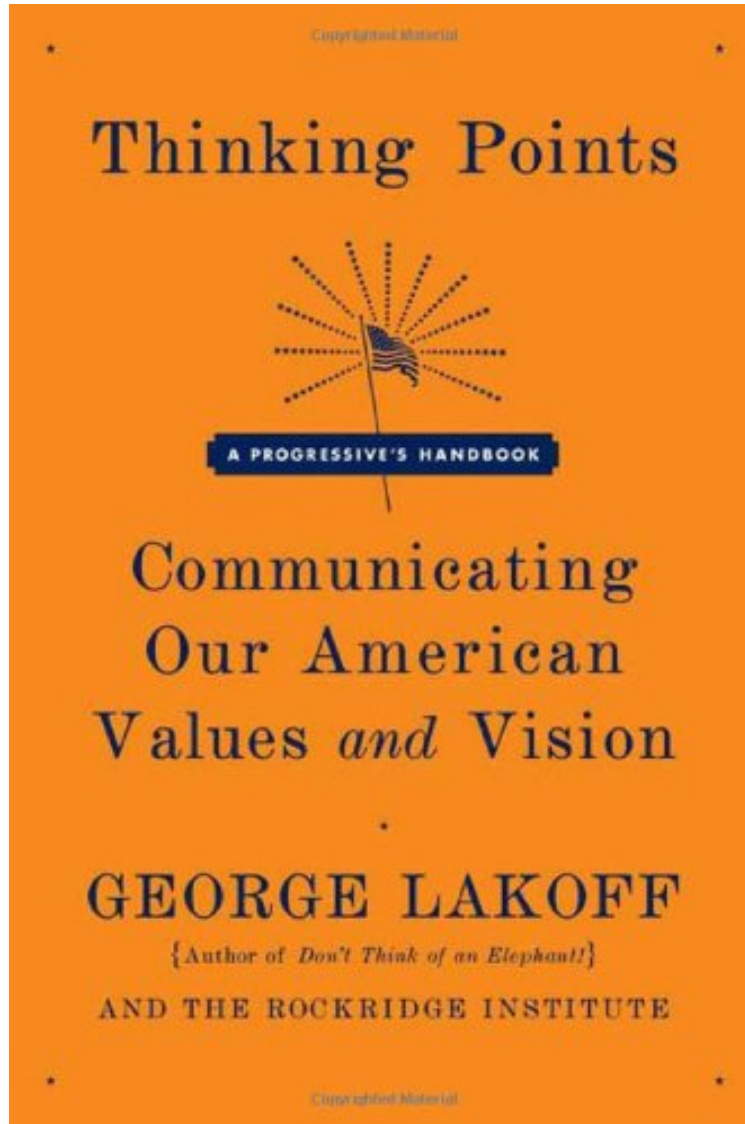


(Read free) Thinking Points: Communicating Our American Values and Vision

Thinking Points: Communicating Our American Values and Vision

George Lakoff

audiobook / *ebooks / Download PDF / ePub / DOC



 Download

 Read Online

#101865 in Books George Lakoff 2006-10-03 2006-10-03Original language:EnglishPDF # 1 8.32 x .48 x 5.511, .35 #File Name: 0374530904176 pagesThinking Points Communicating Our American Values and Vision | File size: 73.Mb

George Lakoff : Thinking Points: Communicating Our American Values and Vision before purchasing it in order to gage whether or not it would be worth my time, and all praised Thinking Points: Communicating Our American Values and Vision:

5 of 5 people found the following review helpful. Brilliant.By Edward J. BartonLet me start by saying that I don't agree with Lakoff on most policy issues. I've run for state legislature as a Republican. So, why would I read this book

AND give it 5 stars? Brilliant insights. Lakoff is a must read for every politically interested person of any persuasion. His insights into political psychology are thought provoking, his framing techniques are powerful tools, and his approach to Progressive positions need to be understood by any policy maker or politician. A must read. 1 of 1 people found the following review helpful. Democrats, Wake Up! By Ray Beam Lakoff is an important thinker. The Democratic Party, his primary audience, largely ignores him to its peril. He provides the strategic counterweight to the Republican spin doctor, Frank Luntz. Moreover Lakoff's book is deeply rooted in cognitive science research, whereas Luntz's writings are based on spin-dial gadgets that record the reactions of otherwise conventional focus groups. The Democrats deserve what they've been dished up by the obstructionist right. 2 of 2 people found the following review helpful. A must read in understanding media spin By LDW George Lakoff is a very gifted writer and teacher because he can take the complexities of sociolinguistic theory and make it completely accessible. He makes an exceedingly important contribution in helping us better understand how our politicians use language to promote their values, sometimes at the expense of our democracy.

Two years ago George Lakoff published the bestselling *Don't Think of an Elephant!* Its account of the conservative monopoly on effective framing touched off a national discussion about political language. It also gave rise to a chorus of pleas for more: * What is the progressive vision of America; * Why progressive values are America's values; * How frames are necessary to serve the truth; * Why sloganeering alone doesn't work; * How progressives trap themselves and how they can escape those traps; and * How political arguments and narratives can be put together to counter the Right. *Thinking Points* satisfies that call with a bold, concise, and systematic explanation of how conservatives think and use language and how progressives can fight back. Lakoff and the Rockridge Institute offer a new understanding of the so-called political center and explain why the most effective way to appeal to those who identify themselves as moderates or conservatives is to remain true to progressive values. This book is essential reading for anyone who wants to participate in shaping an America that serves the common good.

George Lakoff serves progressives well by explaining how language and moral framing equals power in politics. *Thinking Points* helps leaders and activists alike to turn this knowledge into a compelling vision for society. John Podesta, CEO and President, Center for American Progress *Thinking Points* is a must read for anyone who doesn't want speaking out to become a dying art. Arianna Huffington In *Thinking Points*, George Lakoff and the Rockridge Institute show how Progressives can stop appealing to some hypothetical "middle" and instead appeal to the deep morality that the vast majority of Americans share. When we speak from our hearts, the integrity of this will speak broadly. Joan Blades, MoveOn Lakoff has done it again. In *Thinking Points*, the good professor and the Rockridge Institute team have connected a broad progressive policy vision to fundamental American values. It's time for progressives to get off defense and go on offense. By laying the foundations of progressive policy in the traditional American values of freedom, responsibility, and care for others, George Lakoff and Rockridge have shown us how. This is the must-read progressive message handbook. Wes Boyd, MoveOn In an environment too often dominated by sound-bite arguments and political polarization, *Thinking Points* is more than a communications tool; it is a must-read for progressives as well as non-partisan activist organizations like the ACLU that want to trumpet their values not only loudly, but effectively. Professor Lakoff's expertise has been invaluable in articulating the ACLU's core values- fundamentally American values- to a broad and politically-diverse audience. Anthony D. Romero, Executive Director, American Civil Liberties Union This book is essential reading for anyone who wants to speak out effectively about progressive, American values. Eli Pariser, Executive Director, MoveOn.org Political Action About the Author George Lakoff is a professor of linguistics and cognitive science at the University of California, Berkeley, and a founder of the Rockridge Institute. He is the author of *Whose Freedom?*, *Don't Think of an Elephant!*, and *Moral Politics*, as well as seminal books in linguistics, including *Metaphors We Live By* (with Mark Johnson). The Rockridge Institute is a team of scholars and researchers committed to American progressive ideals. It provides intellectual support to the progressive community, partnering with advocates, activists, and policy professionals to articulate the system of American values and ideas and reframe public debate. Excerpt. Reprinted by permission. All rights reserved. Chapter One