

# GOPAC

## LANGUAGE:

### A KEY MECHANISM OF CONTROL

As you know, one of the key points in the **GOPAC** tapes is that "language matters." In the video "We are a Majority," Language is listed as a key mechanism of control used by a majority party, along with Agenda, Rules, Attitude and Learning. As the tapes have been used in training sessions across the country and mailed to candidates we have heard a plaintive plea: "I wish I could speak like Newt."

That takes years of practice. But, we believe that you could have a significant impact on your campaign and the way you communicate if we help a little. That is why we have created this list of words and phrases.

This list is prepared so that you might have a directory of words to use in writing literature and mail, in preparing speeches, and in producing electronic media. The words and phrases are powerful. Read them. Memorize as many as possible. And remember that like any tool, these words will not help if they are not used.

While the list could be the size of the latest "College Edition" dictionary, we have attempted to keep it small enough to be readily useful yet large enough to be broadly functional. The list is divided into two sections: Optimistic Positive Governing words and phrases to help describe your vision for the future of your community (your message) and Contrasting words to help you clearly define the policies and record of your opponent and the Democratic party.

Please let us know if you have any other suggestions or additions. We would also like to know how you use the list. Call us at **GOPAC** or write with your suggestions and comments. We may include them in the next tape mailing so that others can benefit from your knowledge and experience.

# Optimistic Positive Governing Words

Use the list below to help define your campaign and your vision of public service. These words can help give extra power to your message. In addition, these words help develop the positive side of the contrast you should create with your opponent, giving your community something to vote *for!*

share	liberty	peace
change	commitment	rights
opportunity	principle (d)	pioneer
legacy	unique	proud / pride
challenge	duty	building
control	precious	preserve
truth	premise	pro- (issue)
moral	care (ing)	flag, children,
courage	tough	environment,
reform	listen	reform
prosperity	learn	workfare
crusade	help	eliminate good-
movement	lead	time in prison
children	vision	strength
family	success	choice / choose
debate	empower (ment)	fair
compete	citizen	protect
active (ly)	activist	confident
we / us / our	mobilize	incentive
candid (ly)	conflict	hard work
humane	light	initiative
pristine	dream	common sense
provide	freedom	passionate

## Contrasting Words

Often we search hard for words to define our opponents. Sometimes we are hesitant to use contrast. Remember that creating a difference helps you. These are powerful words that can create a clear and easily understood contrast. Apply these to the opponent, their record, proposals and their party.

decay	endanger	stagnation
failure (fail)	coercion	welfare
collapse (ing)	hypocrisy	corrupt
deeper	radical	selfish
crisis	threaten	insensitive
urgent (cy)	devour	status quo
destructive	waste	mandate (s)
destroy	corruption	taxes
sick	incompetent	spend (ing)
pathetic	permissive	shame
lie	attitude	disgrace
liberal	destructive	punish (poor...)
they / them	impose	bizarre
unionized	self-serving	cynicism
bureaucracy	greed	cheat
"compassion" is	ideological	steal
not enough	insecure	abuse of power
betray	anti - (issue)	machine
consequences	flag, family,	bosses
limit (s)	child, jobs	obsolete
shallow	pessimistic	criminal rights
traitors	excuses	red tape
sensationalists	intolerant	patronage

# USE THIS LIST

## IN WRITING

- Speeches
- Direct mail
- Brochures
- Flyers
- Newspaper ads
- Electronic advertising
- News releases
- Door to door campaigning

... Anywhere you need to talk about your campaign, your vision for a better community, and the new ideas and approaches you represent!