

Language: A Key Mechanism of Control
Newt Gingrich's 1990 GOPAC* memo

"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, change, opportunity, legacy, challenge, control, truth, moral, courage, reform, prosperity, crusade, movement, children, family, debate, compete, active(ly), we/us/our, candid(ly), humane, pristine, provide, liberty, commitment, principle(d), unique, duty, precious, premise, care(ing), tough, listen, learn, help, lead, vision, success, empower(ment), citizen, activist, mobilize, conflict, light, dream, freedom, peace, rights, pioneer, proud/pride, building, preserve, pro-(issue): flag, children, environment; reform, workfare, eliminate good-time in prison, strength, choice/choose, fair, protect, confident, incentive, hard work, initiative, common sense, 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, failure (fail) collapse(ing) deeper, crisis, urgent(cy), destructive, destroy, sick, pathetic, lie, liberal, they/them, unionized bureaucracy, "compassion" is not enough, betray, consequences, limit(s), shallow, traitors, sensationalists, endanger, coercion, hypocrisy, radical, threaten, devour, waste, corruption, incompetent, permissive attitude, destructive, impose, self-serving, greed, ideological, insecure, anti-(issue): flag, family, child, jobs; pessimistic, excuses, intolerant, stagnation, welfare, corrupt, selfish, insensitive, status quo, mandate(s) taxes, spend (ing) shame, disgrace, punish (poor...) bizarre, cynicism, cheat, steal, abuse of power, machine, bosses, obsolete, criminal rights, red tape, patronage.

* GOPAC was created in the 1970s to recruit and promote Republican candidates for public office.