

Words that Work

Contrasting Words

Often we search hard for words to help us 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 attitudes... 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

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

Living in a Culture of Fear

. . . we are living in a time of heightened fear and insecurity. The number of things we fear on a daily basis – terrorism, road rage, school shootings, plane wrecks, risky strangers, new addictions, cancer, Zika virus – is growing by the day. Americans live in a state of nearly-constant fear, a condition of the soul exacerbated by a shift in our news media that has taken place over the past 30 years. From the 1930s to the 1980s, broadcast journalism was monitored and held accountable by governmental agencies. They were required to serve the greater public good, and if they were judged to be doing anything but serving the greater public, they were fined. After deregulation in the 80s, broadcast journalism has moved from not-for-profit service to a for-profit business. Now, news companies compete for your attention, creating headlines that grab your attention and seize your heart – building sensationalist, hyper-emotional news stories to grab your attention before the other companies do.

This, my friends, has led to what we are seeing in the news these days: “fake news.” “Fake news” is a newly codified concept being studied especially in the weeks following election season. “Fake news” are stories that are written under the guise of “news” and created just to get you to click on it, read it, and share it. News that is less concerned with your well-being, and the well-being of our country and world, and more concerned with profit-margins and creating news that “sells.” Recently, Al Franken responded to the charges that the news media had either a liberal or a conservative bias by noting that there is another media bias that we should be much more concerned about – the profit-making bias.

In other words, some people have incentives and means to heighten, manipulate, and exploit our fears. Our fears lead to greater profit for them. As our fears are exploited . . . the sense of every-increasing threats can overwhelm our ability to evaluate and respond proportionately to each new risk; thus, we allow fear to overdetermine our actions.

Excerpt from the sermon, “Do Not Be Afraid, Zechariah.”
Rev. Melanie Harrell Delaney, November 27, 2016
Good Shepherd Christian Church, Macedonia, Ohio