



Progressive Communications

Premise: As activists, we are in a persuasion role - first before we organize.

Key Question: How can we persuade others? Persuade them to a policy?
Persuade them to action?

Solution: One technique is to use a metaphor for a quick and easy way to get people “to think deeper.” Deep thinking impacts decisions.

Why Use a Metaphor?

Progressives are in a “persuasion” game when they communicate about political issues. Communication works at two levels-1) conscious and 2) unconscious. Our first response is to give people facts and figures as a method of persuasion. Although they have a place, they are only mildly persuasive and stay in the conscious part of the brain. It appeals to the rational mind.

Metaphors can be more effective because they appeal to values/morals and are considered in the unconscious part of the brain. Decisions are made in the unconscious part of the brain. Metaphors act quick and goes deep within thinking.

What is a Metaphor? It is a comparison between two things based on a resemblance or similarity without using the words, like or as. A way to give emphasis to something. Understanding or experiencing something in terms of another. A simile contracted to its smallest dimension.

Metaphors can make ordinary language interesting-hold the listeners attention. They make words interesting. Metaphors encourage interpretation, deeper thinking, and are connected to values or principles. They are more efficient and economical than ordinary language. They can distill feelings, thoughts, experiences, complex topics into a condensed form.

Metaphors create new meanings and increase your impact on the listener.

Aristotle Quote: Metaphors are a sign of genius

Action: Use them in your next speech, letter to the editor, or conversation with a neighbor.

General

- A. It is obvious Republicans have defaulted on America’s promissory note-Declaration of Independence-life, liberty, and pursuit of happiness.

- B. Reckless Republicans are gambling with our lives and turning government into a casino. One out of a hundred wins. The other 99 lose
- C. Under Republican budget cutting attitudes, they would justify buying screen doors for submarines.
- D. Republicans know the price of everything and the value of nothing.
- E. Tax Reform- This bill is like “dead fish”. The more is hangs out in the sunlight, the stinkier it gets. It stinks to begin with and gets worse over time. (Chuck Schumer)
- F. Republicans play mind games with half-truths and lies to confuse you and then take away your freedom or money.
- G. Republicans have their head in the sand. They can’t see the pain of seniors’ single moms, and kids.
- H. Republicans are a gang of “pickpockets” in 3-piece suits.
- I. Republicans should come down from their ivory towers.
- J. Republican candidates (or policies) are taken from the bottom of the barrel.
- K. Republican tax plan (healthcare) is like a speeding train, with no engineer, headed downhill towards a brick wall.
- L. The harder you work, the nicer (better) vacation the billionaires goes on.
- M. The more taxes you pay, the nicer vacation the billionaires goes on.
- N. Scott Walker (Robin Voss) wants WI taxpayers to wear a FoxConn crown of thorns for 15 years.
- O. Republican policies (thinking) is like poison ivy-scratch it and it gets worse.
- P. GOP campaign donations = Bribes= Corruption
- Q. Republican approach to government: Guessing and biased math.
- R. Voting for Republicans: It is like catching a carp when you are fishing for rainbow trout.
- S. Republican gun control: It is like tossing gasoline on smoldering problems (coals).
- T. The fabric of WI morals has been ripped wide open by Republican politicians.
- U. Republican policies are like trying to drive a car blindfolded and following directions given by a person who is looking out the back window.
- V. Republican billionaires took the cookies and cookie jar and now want to take all the crumbs.
- W. Republican thinking: How can we squeeze every penny out of a consumer’s pocket and send it up to the penthouse.
- X. Big Brother is now the Koch Brothers
- Y. Republican billionaires are like an octopus smothering the American Dream.
- Z. Republican policies are like an iceberg. You can’t see the danger below the surface.
- AA. Republicans are like corrupt salesmen waiting to sell you a lemon. They win you lose.

Healthcare

- A. Republicans healthcare is creating “broken hearts” all over America.

- B. Republican healthcare will be like an 800-pound gorilla (albatross) on the backs of every American for years to come.
- C. Republican healthcare is like a 300-pound ostrich-it won't fly.
- D. Republican healthcare is "snake oil" and will have a bad "domino" effect on your life, kids, and seniors.
- E. Republicans will turn healthcare into a game of hidden trap doors. You won't know where the door is until it is too late. You only need one trap door to "bankrupt" you
- F. Republican healthcare is like a meal of tofu-no taste appeal.
- G. Republican Healthcare: Republicans are offering a cheap bottle of wine (Boone's Farm)-guaranteed to give you a headache the next day. Americans want a good chardonnay that won't break the budget.
- H. Republican Healthcare Plan: Don't get sick.
- I. Republican healthcare: Go Fund Yourself.
- J. Republican healthcare: Begging for healthcare is the new safety net.
- K. Republican healthcare is a nightmare come to life for many seniors, kids, women, single parents.
- L. Republican healthcare has left hard working senior citizens with nothing but a "bowl of tears."
- M. Republican healthcare can't pass a bible morality test.
- N. Comparing Republican healthcare policies to "Medicare for All" is like comparing grape juice to fine wine.

Miscellaneous

- A. Progressive philosophy: Help women find the open door of opportunity.
- B. There are three constants in life: change choice, and principles.
- C. Honesty is like a rare herb. It is needed in every recipe for success.
- D. Honesty is the summit of bravery. Republicans refuse to join us on the mountain top
- E. In order for honesty to become contagious or infectious, it needs to be expressed by leaders.
- F. Corrupt money is like a cancer and needs to be resolutely eradicated (cut out).
- G. Insurance companies are like casinos managed by mafia types.
- H. Republicans are like puppy dogs lapping up cream provided by the Koch brothers
- I. Dems are like a butter knife-no point or cutting edge.
- J. Let's not seek to satisfy our thirst for economic freedom by drinking from the cup of hatred.