

Traditionally major difference between Dem and Repub persuasive speech with average voters

Keeping in mind that many average American voters may not know enough about or understand some political controversies, the legislative sausage factory, or government, or may be outright misinformed, **Dems and progressives tend to speak (and think) at Level 3 of political speech when they should spend much more time at Level 1 to better connect.**

Political debate unfolds at three levels:

- (1) **LEVEL 1: Core Beliefs, morally-grounded Values** (e.g. freedom/liberty, personal and shared responsibility, national strength, respect, patriotism, prosperity, family strength, kindness/empathy/care, fairness, equality, community, unity, collaboration);
- (2) **LEVEL 2: Issue Areas** (e.g. Healthcare, Education, Transportation, Terrorism, National Security, Immigration, Civil Rights, Elections, Economy, Environment, Senior Security, Child Safety);
- (3) **LEVEL 3: Policies** (e.g., Affordable Care Act, comprehensive immigration reform, No Child Left Behind, more-accessible voter registration, Medicare changes, Medicaid changes, Social Security changes. Affrdbl prescriptions for seniors.)

Level One: Values	<i>Fairness, Opportunity</i>
Level Two: Issue Area	Civil Rights
Level Three: Policy	<i>Affirmative Action</i>

Level One: Values	<i>Protection, Responsibility</i>
Level Two: Issue Area	Consumer Safety
Level Three: Policy	<i>Seat belt laws</i>

Now, please complete the following chart with your own example:

Level One: Values	
Level Two: Issue Area	
Level Three: Policy	

Level One: Values	
Level Two: Issue Area	
Level Three: Policy	

Complete the following charts with your own examples:

Level One: Values	
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