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, <u>Dems and progressives tend to</u> <u>speak (and think) at Level 3 of political speech when they should spend much</u> <u>more time at Level 1</u> to better connect.

Political debate unfolds at three levels:

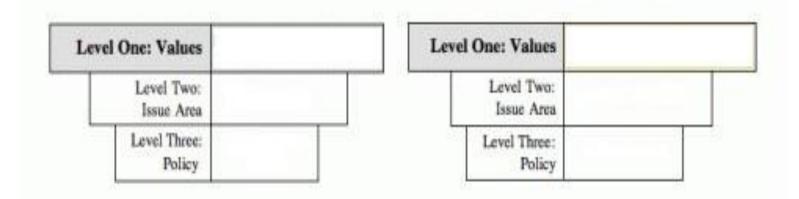
- (1) LEVEL 1: Core Beliefs, morally-grounded Values (e.g. freedom/liberty, personal and shared responsibility, national strength, respect, patriotism, prosperity, family strength, kindness/empathy/care, fairness, equality, community, unity, collaboration);
- (2) LEVEL 2: Issue Areas (e.g. Healthcare, 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: Valu	s Fairness, Opp	ortunity	Level One: Values		Protection, Responsibili	
Level Tw Issue Ar	UNU RIEDIS			Level Two: Issue Area	Consumer Safety	
Level Thre Polic			L	Level Three: Policy	Seat belt laws	

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

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

Complete the following charts with your own examples:



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

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

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