

Ten-Word Philosophy: Progressives (from George Lakoff, <i>Don't Think of an Elephant</i>)	Ten-Word Philosophy: Conservatives
<p>Effective Government</p> <ul style="list-style-type: none"> Smaller government is, in conservative propaganda, supposed to eliminate waste. It is really about eliminating social programs. Effective government is what we need our government to accomplish to create a better future. 	Smaller Government
<p>Better Future</p> <ul style="list-style-type: none"> Americans want and deserve a better future — economically, educationally, environmentally, and in all other areas of life — for themselves and their children. Lowering taxes, primarily for the super-rich elite, has had the effect of defunding programs that would make a better future possible in all these areas. The proper goal is a better future for all Americans. 	Lower Taxes
<p>Stronger America</p> <ul style="list-style-type: none"> A stronger America is not just about defense, but about every dimension of strength: our effectiveness in the world, our economy, our educational system, our health care system, our families, our communities, our environment, and so forth. 	Strong Defense
<p>Mutual Responsibility</p> <ul style="list-style-type: none"> Conservative family values are those of a strict father family — authoritarian, hierarchical, every man for himself, based around discipline and punishment. Progressives live by the best values of both families and communities: mutual responsibility, which is authoritative, equal, two-way, and based around caring, responsibility (both individual and social), and strength. 	Family Values
<p>Broad Prosperity</p> <ul style="list-style-type: none"> Broad prosperity is the effect that markets are supposed to bring about. But all markets are constructed for someone's benefit; no markets are completely free. Markets should be constructed for the broadest possible prosperity, and they haven't been. 	Free Markets