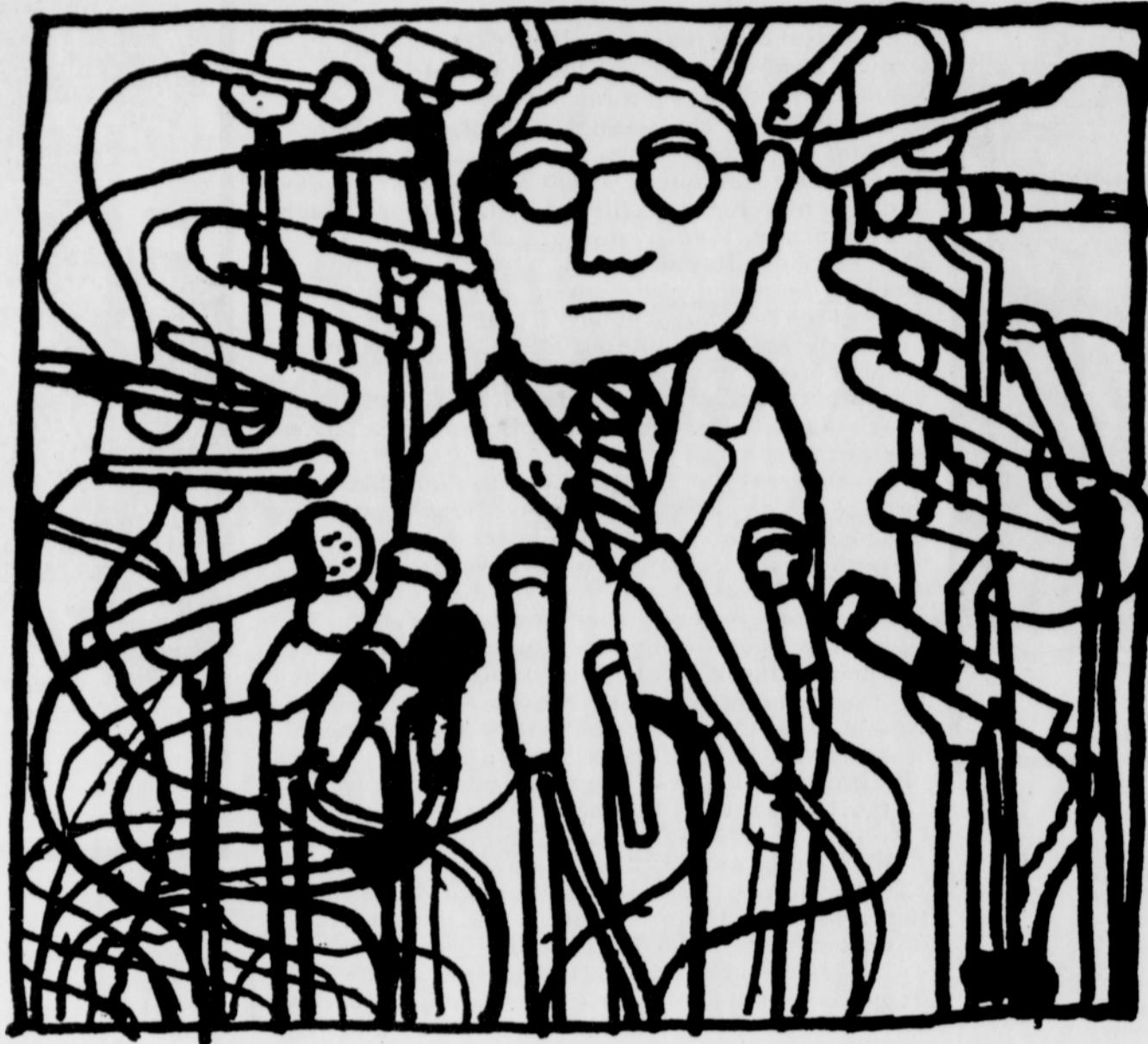


THE POWER OF BABBLE



DOUGLAS FLORIAN

THE POLITICIAN'S DICTIONARY OF BUZZWORDS & DOUBLETALK FOR EVERY OCCASION

BY NORMAN SOLOMON

Sure, you'll need pollsters and fund-raisers, ad writers and strategists. But if you want to win the next election, you've got to keep talking — and that's where "The Power of Babble" comes in.

Ambiguity that sounds forthright is a politician's best rhetorical friend. Strive to present your expedient choices as acts of courage; when you stoke the lowest common prejudices, do so with visionary hot air. Keep flattering voters. Don't let on that you're unlikely to lose an election by underestimating their discernment.

Your ultimate weaponry comes down to words. Select only the loaded ones. Take aim with steady determination. Make every verbal bullet count. Learn to fire with a single fluid motion of your tongue, which should always be polished and well oiled.

"The Power of Babble" will provide you with plenty of ammunition, from the tarmac to the podium. Remember that the best buzzwords commonly precede and preempt thought. Used correctly, they can guard against meaning — the most dangerous hazard of political language. Meaning causes big problems. And it's so unnecessary!

Don't shy away from timeworn doubletalk, any more than you would avoid putting bullets in a gun because others just like them have been used before. It's true that the wrong cliché, ill-chosen and poorly aimed, can shoot you in the foot. But the right one will find its mark: the voter.

Thousands of effective speeches and deft press releases can result from the proper use of the power of babble. Here's an example of a combative statement — chock full of potential sound-bites.

"America bashing and anti-Western appeasement may appeal to atheists, but such backroom bankruptcy is barbaric bean counting inside the Beltway, where Big Brother is big government with a blank check. Boys on the bus don't seem to mind the breakdown of the family. With the brie-and-white-wine set and their burdensome budgets, a bureaucracy of cheap-shot class conflict is fueling costly cradle-to-grave criminality. The demagoguery is divisive. Doom-and-gloom feds promote a feeding frenzy — aided by flimflammers, flip-flops, herdjournalists, ideologues, and influence peddlers. Impotent insiders are in sync with instability, intolerance, irresponsible labor bosses, loopholes, and mudslinging. This great nation has grown overdependent on PACs, partisanship, personal attacks, perversion and pessimists. The people must not be polarized as political footballs for porkbarreling, power-hungry profligates and their propaganda. What's more, we have no need for protectionist pundits. Quotas — with the reckless red tape of reverse discrimination and the

rhetoric of self-appointed, self-styled sixties radicals — bring sleepless nights, sloganeering and smears. With smoke and mirrors and smoke filled rooms, soak-the-rich spendthrifts are strident as they tax and spend. These threats are tragic, tyrannical, unethical, and even unpatriotic — the work of vested interests, the Vietnam syndrome, violence, waste, welfare, wheeler-dealers, and wrangling zealots."

See — it's easy.

Of course, you'll want to exude plenty of positive, reassuring messages, too. Here's a sample, again alphabetized for easy reference:

"America is back and bipartisan — biting the bullet with competitiveness, diplomacy, efficiency empowerment, end games, and environmentalism, along with faith in the Founding Fathers, freedom's blessings, free markets and free peoples, and most of all, God. Our great heritage has held the line for human rights, individual initiative, justice, kids, leadership, loyalty mainstream values, the marketplace, measured responses, melting pots, the middle class, military reform, moderates, modernization, moral standards, national security, and Old Glory. Opportunity comes from optimism, patriotism peace through strength, the people, pluralism, and points of light. Pragmatism and the power of prayer, make for principle, while the private sector protects the public interest. Realism can mean recycling, self-discipline, and the spirit of '76, bringing stability and standing tall for strategic interests and streamlined taxation. Uncle Sam has been undaunted since Valley Forge with values venerated by veterans: vigilance, vigor, vision, volunteerism and Western values. Nothing to it!

May the power of babble be with you.



GIFTS FOR ALL OCCASIONS

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