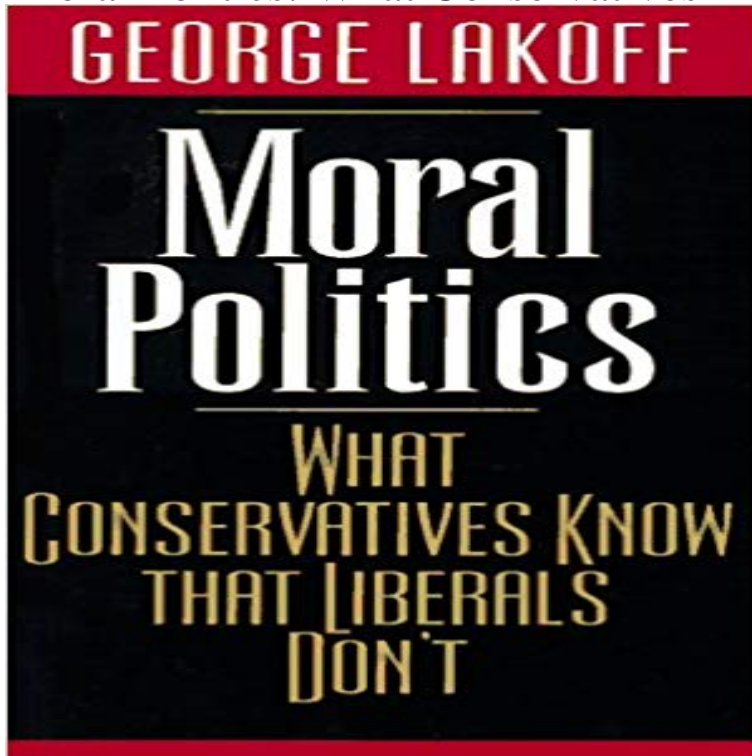


## Moral Politics: What Conservatives Know That Liberals Dont



Moral Politics takes a fresh look at how we think and talk about political and moral ideas. George Lakoff analyzed recent political discussion to find that the family—especially the ideal family—is the most powerful metaphor in politics today. Revealing how family-based moral values determine views on diverse issues as crime, gun control, taxation, social programs, and the environment, George Lakoff looks at how conservatives and liberals link morality to politics through the concept of family and how these ideals diverge. Arguing that conservatives have exploited the connection between morality, the family, and politics, while liberals have failed to recognize it, Lakoff explains why conservative moral position has not been effectively challenged. A wake up call to political pundits on both the left and the right, this work redefines how Americans think and talk about politics.

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