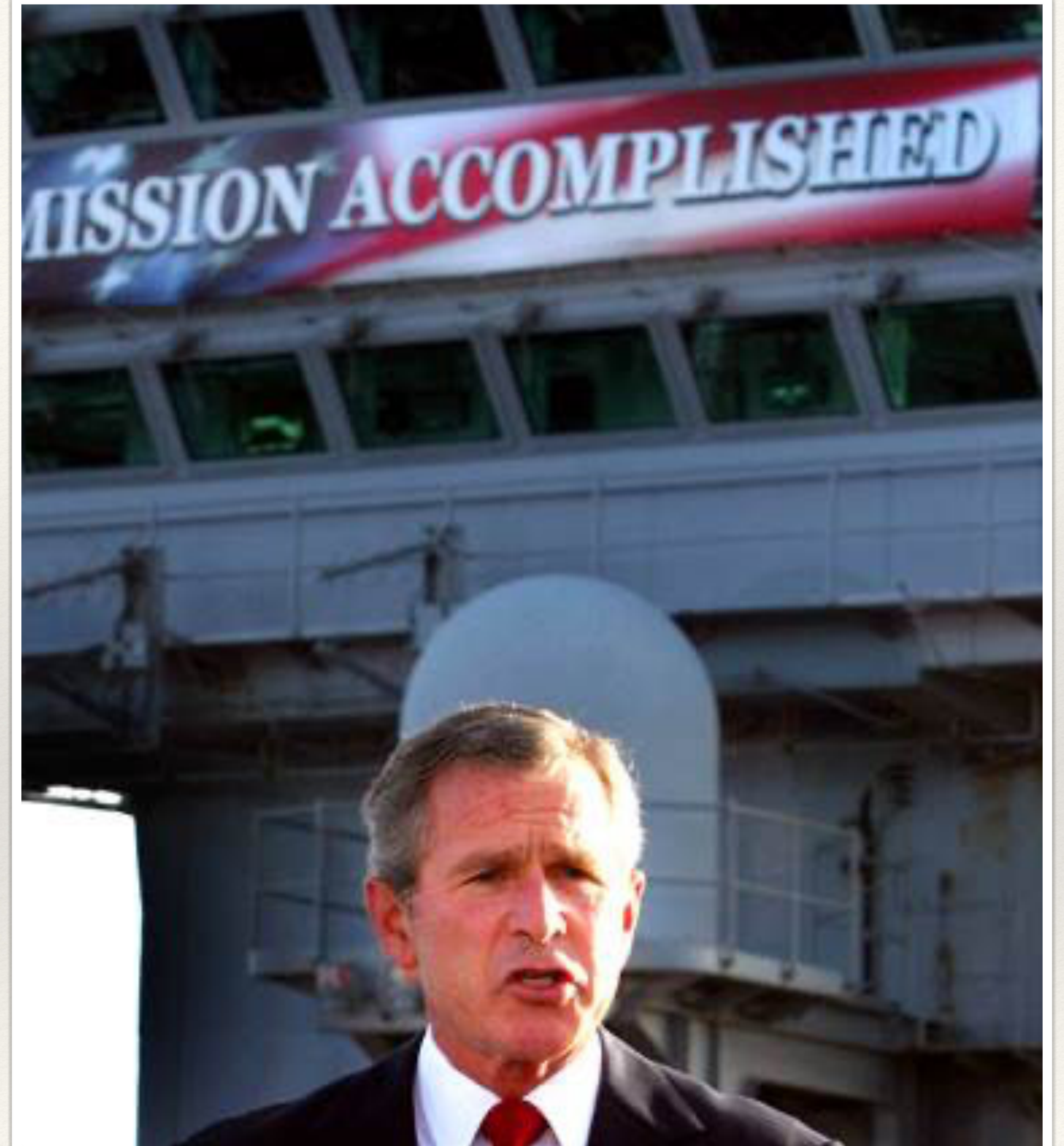


---

# Political Messaging II

---

March 15



---

# Updates

---

- ❖ No Quiz this week
- ❖ No Discussion Board this week
- ❖ Political Messaging Essay Due Sunday by 11:59 pm

---

# Political Messaging Essay Assignment

---

Points: 25

Due: Sunday, March 20 by 11:59 p.m. (no discussion that week)

Details: 2-3 Pages (not to exceed 4 pages), double-spaced, APA style (no cover sheet needed)

Congratulations! You have just scored a communication dream job with a local politician. You are immediately tasked with helping to identify and implement a communication strategy that will appeal specifically to SDSU voters.

First, choose whether you are working for CA Governor Gavin Newsom or SD Mayor Todd Gloria. Second, choose and describe a pressing issue for CA or SD voters that the leader needs to address. Third, given what you know about our discipline and what you have learned so far in our class readings, lectures, discussions, and video clips, briefly detail what communication strategy you suggest employing, and provide reasoning. Finally, outline at least 2 specific messages you recommend in order to appeal to the particular constituency. Provide a rationale for why these messages might prove effective.

---

# Grammar & Metaphor in Political Messages

---

- ❖ Framing - how a message is worded
  - ❖ Negative framing can be effective when subtle and indirect
- ❖ Grammar and Metaphor influence meaning

---

# Grammar

---

- ❖ Grammar is not simply the structure of speech, but has implications for meaning construction
  - ❖ Grammatical aspect (how an action, event, or state - denoted by a verb - extends over time) may invite inferences about what a candidate may do in the future.
    - ❖ Past progressive: “was having an affair”
    - ❖ Simple past: “had an affair”
  - ❖ Conclusion: information framed with past progressive caused people to reflect more on the action details in a given time period than did information framed with simple past
  - ❖ A message like “was having an affair” should be worse for a candidate than a message like “had an affair” because it implies more immoral actions, and suggests that those actions may continue in the future.

---

# Metaphor

---

Metaphor – Not simply poetic or ornamental; it is a basic mechanism for understanding the world around us.

- ❖ Motion metaphors – election as race
- ❖ Orientational metaphors - directions, upward movement

“People simulate motion even when motion is metaphorical. The results are in line with findings from neuroscience. When people view static images depicting humans in motion (for example, a man throwing a discus), motion perception areas in the brain are activated. When they view static images of humans moving along paths (for example, a man walking down steps), they mentally “fast-forward” to a position slightly farther along the path. And when people observe a human extending a hand to grasp an object, it activates the same brain areas that would be activated if they were doing the action themselves.”

"Campaign messages about forward movement into the future, turning things around or getting back on track are readily understood because they are grounded in people's everyday understanding about how motion canonically works: along a path toward a destination."

---

# Luntz - 10 Rules

---

- ❖ “Words that work” - language of everyday utility, generates practical results
- ❖ 1) Simplicity - use small words
- ❖ 2) Brevity - use short sentences; never use a sentence when a phrase will do
  - ❖ Plain beats complex
- ❖ 3) Credibility is as important as philosophy - say what you mean, mean what you say
  - ❖ Is this relevant anymore?

- ❖ 4) Consistency Matters - repetition, repetition, repetition
  - ❖ Find a good message and stick with it until the end
- ❖ 5) Novelty: offer something new
  - ❖ Give a brand new take on an old idea
- ❖ 6) Sound and texture matter - here we have figures of speech, tropes, etc.
  - ❖ Rhythm, tonality, etc.
- ❖ 7) Speak Aspirationally - speak to people's deepest hopes, fears, and dreams
  - ❖ —> trigger emotional remembrance; *speeches that make idealists of us all*



- ❖ 8) Visualize - paint a vivid picture with your words (*ekphrasis*)
- ❖ 9) Ask a Question - place statement in the form of a question; make reaction personal and force contemplation
  - ❖ Responses are interactive
  - ❖ Something we can see and feel; “imagine”
- ❖ 10) Provide Context & Explain Relevance - give people the *why* of the message; Can your message encapsulate the context of the times?
  - ❖ —> framing
  - ❖ Without context, difficult to establish a message’s value, impact or relevance
    - ❖ Relevance - why does it matter to the audience?

---

# # 1 1 Address Importance of Visual Symbols

---

When the pictures are powerful and emotional, they override if not completely drown out the words / sound.

No coincidence that President often speaks in front of very specific crowds behind them.

