



Moral Politics : How Liberals and Conservatives Think

By George Lakoff

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In this classic text, the first full-scale application of cognitive science to politics, George Lakoff analyzes the unconscious and rhetorical worldviews of liberals and conservatives, discovering radically different but remarkably consistent conceptions of morality on both the left and right. For this new edition, Lakoff adds a preface and an afterword extending his observations to major ideological conflicts since the book's original publication, from the impeachment of Bill Clinton to the 2000 presidential election and its aftermath.

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Editorial Review

Review

"[An] unusual mix of judicious scholarship, tendentious journalism and inflammatory wake-up call." - Editors' Recommendation, San Francisco Chronicle; "Lakoff, the cognitive linguist, understands 'how' you understand. In *Moral Politics*, [he] deftly applies that seemingly arcane understanding to the heart of American politics.... His commitment is strong and deep, but his language is far from the rhetoric usually associated with political partisanship.... Even those who disagree with him will profit deeply from encountering his challenging ideas." - Paul Rosenberg, Christian Science Monitor; "Lakoff's stunning book opens a whole new understanding of public discourse in America. Both conservatives and liberals have much to learn from this work." - Robert Bellah, University of California, Berkeley

From the Inside Flap

In *Moral Politics*, the first full-scale application of cognitive science to politics, George Lakoff analyzes the unconscious worldviews of liberals and conservatives, explaining why they are at odds over so many seemingly unrelated issues-like taxes, abortion, regulation, and social programs. The differences, Lakoff argues, are not mere matters of partisanship, but arise from radically different conceptions of morality and ideal family life-meaning that family and morality are at the heart of American politics, in ways that are far from obvious. For this edition, Lakoff adds a preface and an afterword explaining how "moral politics" makes sense of events like the impeachment of Bill Clinton and the 2000 presidential election.

About the Author

George Lakoff is a professor in the Department of Linguistics at the University of California, Berkeley. He is also the author of *Women, Fire, and Dangerous Things* and co-author of *Metaphors We Live By* and *More than Cool Reason*, all published by the University of Chicago Press-as well as co-author of *Philosophy in the Flesh* and *Where Mathematics Comes From*.

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Jeremy Windham:

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