



Why Conservatives Tell Stories and Liberals Don't: Rhetoric, Faith, and Vision on the American Right

David M Ricci

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Why do conservatives tell stories? Because it helps them win elections and assail liberal policies like health care reform and economic stimulus. "Why" is important, but the "what" and the "how" behind the stories that conservatives tell are equally interesting, and in this new book, David Ricci reveals all. He shows how conservative activists and candidates tell many tales that come together to project a large-scale story; a cultural narrative; a vision of what America is and what it should do to prosper socially, economically, and politically. Liberals, by contrast, tend to look for theories rather than stories, for mathematical explanations rather than theological axioms, for data rather than anecdotes, and for statistics rather than homilies. The difference is paradoxical. Liberals are unlikely to fashion sweeping narratives that capture the public's attention and commitment. Yet conservatives may tell attractive stories like the ones that got us into Iraq that momentarily capture voter support but end up costing the country more than it can afford."



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