

MARY BAKER - AUTHOR, ACTIVIST, EDUCATOR



www.CitizensForFreeSpeech.org

STAGING YOUR DISCOURSE

PART 1

DECISION MAKING MATRIX



STAGING YOUR DISCOURSE

PART 2

WORDS

*Manipulated
Language*

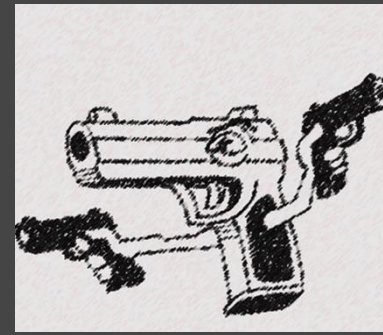


- Warm & Fuzzy Terms
- Soft /Indirect Language
- Adapted Language



STAGING YOUR DISCOURSE

PART 2



WARM & FUZZY	SOFT	INDIRECT	ADAPTED
Street Calming	Sanctuary	Boots on the Ground	Consensus
Road Diets	Hope	Gun Violence	Inclusion
Sustainability	Quality of Life	Non-Citizen	Vaccine
Smart Growth	Transformative Future	Uncontested Arrival	Equity



STAGING YOUR DISCOURSE

PART 2

EQUITY OR SOCIAL JUSTICE?

- a. the guarantee of fair treatment, access, opportunity, and advancement while at the same time striving to identify and eliminate barriers that have prevented the full participation of some groups.
- b. fair treatment of all people in a society, including respect for the rights of minorities and equitable distribution of resources among members of a community.



STAGING YOUR DISCOURSE

PART 2



COUNTER MEASURES

Language is connected to culture.

- Ask for Clarity
- Speak the same language
- Adapt



STAGING YOUR DISCOURSE

PART 2

ADAPT

*Engage in
civil political
discourse.*

RATIONAL

- Opinions
- Facts
- Arguments

RELATIONAL

- Feelings
- Empathy
- Listening (Pegging)
- Genuine interest



STAGING YOUR DISCOURSE - PART 2

RATIONAL



CHOOSE
YOUR
APPROACH

RELATIONAL



Audience tends to be
informed or uninformed.

Audience tends to be
misinformed or partisan.



STAGING YOUR DISCOURSE

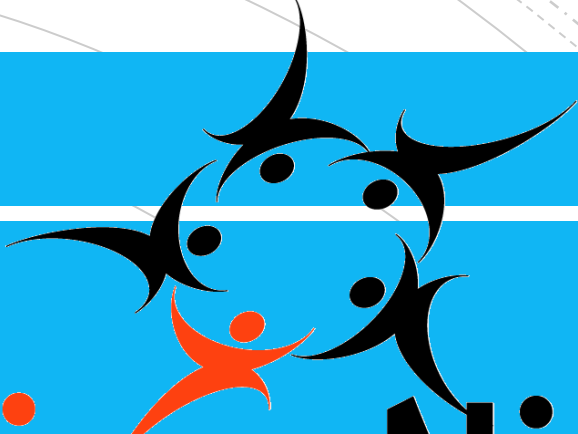
PART 2

DECISION MAKING MATRIX





- Face the Public Successfully
- Citizen Ninja Powers
- Manage Emotions
- Citizen Ninja Rules
- Bullying Counter Measures
- The Power of Words
- Measures of Engagement
- Being a Role Model
- Exercising your Power



Citizen Ninja™

BECOME ONE.



www.CitizensForFreeSpeech.org