

**“Frank Luntz doesn’t do issues, he does language around issues. He figures out what words will best sell an issue and he polls them and he tests them and he focus groups them and he comes up, issue by issue, with how to talk about it and how not to talk about it.”**

1. Political consultant Frank Luntz tells his clients that, “80 percent of our life is emotion and only 20 percent is intellect. I am much more interested in how you feel than how you think.” Contrast this with Thomas Jefferson’s notion that democracy requires an “informed citizenry.” What is the potential impact of Luntz’s political strategy recommendations on the health of democracy?
2. Rushkoff says that political strategist Frank Luntz "has built his career on a simple idea: It doesn't matter what you want to tell the public, it's about what they want to hear." Do you think the phrases that Luntz develops to “sell” political positions help clarify the issues or mislead voters?