

Flipping the left-right script chart (US politics)

	Moral foundation	Concepts to employ	Right-wing argument to test with the script flipped
Flipping left-wing audiences	Care	benefit, defend, guard, peace, protect, shelter	<i>"Increased spending for the military is necessary to safeguard the lives of innocent civilians abroad, especially children."</i>
	(vs. harm)	cruel, damage, exploit, harm, hurt, suffer, violence	<i>"Obamacare hurts everyday Americans by subjecting them to exploitative deductible increases."</i>
	Fairness	equal, fair, fair play, justice, rights, tolerant, reasonable, honest	<i>"By joining the military, disadvantaged Americans can achieve equal standing and overcome poverty."</i>
	(vs. cheating)	bias, cheat, exclusion, favoritism, prejudice, unjust	<i>"Crooked Hillary"</i>

	Moral foundation	Concepts to employ	Left-wing argument to test with the script flipped
Flipping right-wing audiences	Loyalty	devotion, family, homeland, nation, patriot	<i>"If someone is devoted enough to risk their life defending our great nation from outside threats, I don't care what letter was on their birth certificate."</i>
	(vs. betrayal)	foreign, betray, imposter, deserter, terrorist	<i>"What does a Manhattan draft dodger understand about sacrifice?"</i>
	Authority	allegiance, comply, father, hierarchy, honor, lawful, obey, order, mother, permit, position, respect, serve, tradition	<i>"These dreamers, with their clean records and strong family values, are fine examples for the children of other immigrants and we should grant them the same rights and responsibilities as their US-born peers."</i>
	(vs. subversion)	defiant, denounce, dissent, insubordinate, nonconformist, obstruct, oppose, rebel, riot	<i>"Police officers who unlawfully discharge their weapons and obstruct investigations into their actions should be held fully accountable for their defiance of the rules that uphold our great society."</i>
	Purity	abstention, austerity, chaste, clean, decent, holy, integrity, modesty, pristine, sacred, unadulterated, upright, virtuous, wholesome	<i>"The food we serve our children at school should be as pure and wholesome as they are."</i>
	(vs. degradation)	adulterer, blemish, debase, disgust, disease, gross, lewd, sin, sick, tarnish, unclean	<i>"This beautiful land should not be defaced by an unsightly, low-quality wall. It would be a disgrace to tear up our pristine land because some politician did a sloppy rush job."</i>
	Liberty	autonomy, choice, freedom, independence, individuals, self-determination	<i>"Big Oil holds our energy independence hostage and it is our right as Americans to choose how we power our own homes and businesses."</i>
	(vs. oppression)	dependence, oppression, overprotection, restriction	<i>"The government should get out of our bedrooms and leave family planning to individual families."</i>