When Moral Politics was first published two decades ago, it redefined how Americans think and talk about politics through the lens of cognitive political psychology. Today, George Lakoff's classic text has become all the more relevant, as liberals and conservatives have come to hold even more vigorously opposed views of the world, with the underlying assumptions of their respective worldviews at the level of basic morality. Even more so than when Lakoff wrote, liberals and conservatives simply have very different, deeply held beliefs about what is right and wrong. Lakoff reveals radically different beliefs: Liberals believe in government action...Conservatives believe in limited government. Conservative The death penalty is a punishment that fits the crime of murder; it is neither ‘cruel’ nor ‘unusual.’ Executing a murderer is the appropriate punishment for taking an innocent life. Liberal The UN promotes peace and human rights. The United States has a moral and a legal obligation to support the United Nations (UN). The U.S. should not act as a sovereign nation, but as one member of a world community. The U.S. should submit its national interests to the greater good of the global community (as defined by the UN). Start by marking “Moral Politics: What Conservatives Know That Liberals Don't” as Want to Read: Want to Read saving… Want to Read. Arguing that conservatives have exploited the connection between morality, the family, and politics, while liberals have failed to recognize it, Lakoff explains why conservative moral position has not been effectively challenged. A wake up call to political pundits on both the left and the right, this work redefines how Americans think and talk about politics. ...more. In his most recent book, Moral Politics: What Conservatives Know That Liberals Don't, Lakoff examines the role of metaphor in shaping political discourse. How do liberals and conservatives formulate their worldviews and political perspectives? Why have conservatives so effectively preempted moral claims in political discourse? According to Lakoff, American politics is about morality and the family. Conservatives have understood this connection more clearly than liberals, and have capitalized on it to articulate their beliefs. In failing to appreciate the power of the metaphorical connection be Moral Politics: How Liberals and Conservatives Think, Third Edition. George Lakoff. 4.5 out of 5 stars 47. Basing his contention on a rhetorical analysis of that discourse, Lakoff argues that what conservatives know that liberals don't is that American politics is about family values. He observes that conservatives and liberals have very different notions of what constitutes an ideal family: while conservatives gravitate to the "Strict Father" model, wherein a strict, patriarchal structure is meant to foster responsibility in children, liberals favor the "Nurturant Parent" scenario, which prefers open, caring family interaction.