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So, let's examine a sampling from this anti-gun instruction book. Under the section, "KEY MESSAGING PRINCIPLES," the manual stresses:

#1: ALWAYS FOCUS ON EMOTIONAL AND VALUE DRIVEN ARGUMENTS ABOUT GUN VIOLENCE. NOT THE POLITICAL FOOT FIGHT IN WASHINGTON OR WONKY STATISTICS.

TRANSLATION:

- Always act emotionally and make it all about guns! (value driven arguments about gun violence means focus on guns/violence, i.e. make it the same thing)
- Ignore substantive debates or due process in Washington (the political food fight)
- Ignore the truth (wonky statistics are the facts)



#2: TELL STORIES WITH IMAGES AND FEELINGS.

TRANSLATION:

- This is about selling the "no guns = no violence" proposition
- Use pictures and present with feelings like a TV AD campaign
- It's all about targeting people's emotions

#3: CLAIM MORAL AUTHORITY AND THE MANTLE OF FREEDOM

TRANSLATION:

- Hijack "moral authority" and vilify defenders of gun rights as "immoral"
- Hijack "freedom" to mean "right to feel safe" instead of "right to keep and bear arms," a linguistic slight of hand

#4: EMPASIZE THAT EXTRAORDINARILY DANGEROUS, MILITARY-STYLE WEAPONS ARE NOW WITHIN EASY REACH ACROSS AMERICA.

TRANSLATION:

- Fear mongering to scare the public half to death with a complete falsehood
- Pushing the "weapons of war" narrative, i.e. too lethal for citizens to own

As you can see with just a small sampling, this 80-page manual deceives, manipulates and fear mongers to advance the Democrat's anti-Second Amendment agenda. We must all be wary of repeating those words and phrases the Left has created to attack our freedom. The term "gun-violence," for example, should never be repeated because it deliberately links "guns" with "violence" for a nefarious purpose. It sounds logical enough since it refers to the misuse of guns, but have you ever wondered why "gun-violence" is so universally used to describe "violence" in general? In fact, it has come to mean all deadly violence regardless of circumstance. Violent crimes, however, run the gambit from the use of fists, knives, baseball bats to countless other blunt instruments. So why don't we ever hear terms like "assault-fists," "knife-violence," or "baseball bat-violence" used to describe violence? The truth is the pervasive use of "gun-violence" is by design. It is a clever psychological rhetorical ploy that targets "guns" and deliberately keeps the "gun" in the conversation whenever there's a deadly crime or a violent incident. This has people subconsciously linking "guns" with "violence". You see those behind pushing its use know when you link "guns" with "violence" repeatedly the public will grow to associate guns with violence as being the same thing. Once that happens, you can now convince them "if you can get rid of guns, you will be rid of violence."

Don't be fooled by clever rhetoric and the Left's linguistic kabuki. Know your rights and defend them unconditionally. We must be vocal in our defense of freedom, and we must be silent no more. Never in America's history have law abiding citizens faced so many evil forces plotting against our basic rights. Those who disrespect our Constitution are working to erase our birthright with clever rhetoric, distract us with shiny objects and divide us with lies. We must never relent, for we know our rights as Americans. Not only do we have the facts on our side, but we also have the rule of law as well. With God's help, we must defend it for it is our Constitution and our freedoms at stake.

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- The 2nd Amendment Patriots needs you!
- Join us to spread the message of freedom!
- Counter the anti-freedom narrative of the Left!
- Defend freedom and be a Freedom Ambassador!

The 2nd Amendment Patriot's meets on the second Tuesday of each month at 2:00 PM @ the Bayboro PCLEA Range off Mill Pond Road
(If you wish to have some range time, please bring eye and ear protection.)

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