

Propaganda

Section B – Techniques of Language

1. **Emotional Terms:** The speaker uses arousing words to get his audience “All fired up”. He usually tries to get the audience to be for or against something.

Example: Are you going to buy a lousy stinking product like that?

Example: Smell the sweet fragrant essence of rose petals with one gentle push of a button. Buy Wish, the aerosol which brings us back to the lush greenery of nature.

Explanation: In both examples, the speaker uses vivid adjectives to convince you to feel for or against something.

2. **Metaphor and Simile:** The speaker compares something. In metaphors the comparison is implied. In similes the comparison is stated by using such words as “like” or “as”.

Example: He’s as helpless as a chicken.

Example: Napoleon was a fox.

Explanation: In both examples, comparisons are made with the first example being a simile and the second example a metaphor.

3. **Emphasis:** The speaker stresses a word or words to get his point across.

Example: *We* should not speak ill of our friends.

Example: At least *I’m* not crazy like him!

Explanation: The reader stresses the italicized word in each example.

4. **Quotation out of context:** The speaker takes a quote from something and changes it around to mean something entirely different.

Example: Gene Shalot on the movie The Life and Times of Reginald Pither:
“This is definitely the worst movie of the year.”

Visual on an ad for The Life and Times of Reginald Pither
“‘Movie of the Year’ says Gene Shalot”

Example: Mother tells Junior to eat his meat vegetables, and pie before he can leave the table. When dad asks Junior if he ate what mom directed him to eat he points to his plate, still full of vegetables and declares, “She told me to eat all my meat and pie.”

Explanation: Both examples show how the speaker took something that was said and restated it in a different way to change its original meaning.

5. **Abstract Terms:** The speaker tries to impress the audience by using terms which he doesn't understand. The lack of understanding is obvious in the example by the speaker's own speech. He'll either contradict himself or show he has not knowledge of what he's saying.

Example: I believe in freedom of speech, the Bill of Rights and a pluralistic democracy; and anyone that doesn't ought to be jailed.

Example: Girl trying to impress her mother upon coming home from school:

"Today we studied the Newtonian Laws of Motion."

"How interesting, what are those?"

"Oh, I'm not sure, but they are used by all the space scientists."

Explanation: In the 1st example, the speaker is probably aware of the fact that he is contradicting himself, but he prefers to ignore it. In the 2nd example, the speaker openly shows that she doesn't have the slightest idea what she is talking about.

6. **Vagueness:** the speaker says something which leaves a possibility of a number of different interpretations.

Example: Bring me a little water.

Example: I'd like to see some improvements in your work ethic.

Explanation: Both "little" and "some" are vague because what is a little or some to one may not be enough for another. Vagueness exists in the scope of the words "little" and "some".

7. **Ambiguity:** The speaker makes a statement which could mean one thing or another. This is different than vagueness where you have a number of choices. In ambiguity you only have a few choices, usually only two.

Example: Henry likes pudding more than his wife.

Example: We met all night talking about drunk drivers. There were only five at the meeting.

Explanation: In the first example it is not clear if Henry likes pudding more than he likes his wife or if Henry likes pudding more than his wife likes pudding. In the second example it is not clear whether there were five people at the meeting or five drunk drivers at the meeting.

8. **Shift of Meaning:** The speaker manipulates words so that he starts out saying one thing and ends up drawing a conclusion in a completely different illogical manner. The same word may appear two or more times in an argument, but it has a different meanings.

Example: Did you know that I'm a historian? I am. The definition of a historian is a student of history. I'm in a history class and I'm a student, therefore, I am a historian.

Example: The fellow who was supposed to be the impartial judge in this dispute sided with the boys in their argument with the girls. Now anyone knows that when a person takes sides, they immediately have lost any claim to being "impartial". So how can he claim to be an impartial judge?

Explanation: In both examples the speakers changes the meaning of the words to benefit themselves or to support their argument.

Section B

Language will Lure You.

Techniques of Language

1. Emotional Terms

You use words or phrases that arouse feelings for or against someone or some cause.

2. Metaphor and Simile

You claim a likeness between two things that does not really exist. Or the likeness has nothing to do with the point you are making.

3. Emphasis

You quote another person but stress one of their words or phrases. This changes the meaning of what was said.

4. Quotation Out of Context

You repeat just part of what someone said.

5. Abstract Terms

You use an abstract term but cannot give concrete examples to explain what the term means.

6. Vagueness

You use a word or phrase that has a range of meanings. However, you are not clear as to exactly what meaning you want.

7. Ambiguity

You use a word or phrase that has two or more meanings. The listener is not sure which meaning you want.

8. Shift of Meaning

You use a word or phrase to mean one thing. Then you use the same word or phrase again with a different meaning.

Watch out for '0' or *No Technique*. If the argument is logical or is identified as an opinion then 0 (No Technique) is the correct answer.

**Propaganda Examples – Section B
Grouped by Technique**

0. No Technique

1. Propaganda has got to be one of the most depressing and stupid games I've ever played. I think it stinks, and I don't think you can say anything to change my mind. (Not Emotional Terms)
2. When asked her opinion of the album "As Nasty as They Come," Maggie said, "Well, if you ask me, it is pure unadulterated filth. It is a prime example of man at his worst. The level of respect shown to women is abominable and the idiots who made the record should be thrown in the deepest dungeon they can find and never released." She added, "But someone else may see things differently." (Not Emotional Terms)
3. Doctor to patient: "Take Tylenol Plus capsules – no more than four per day – and at least 500 milligrams of Vitamin C per day. If you do, your flu symptoms should decrease rapidly."
4. I don't know what you think, but to me he is the most ugly, disgusting boy I have ever met.
5. Two druggists discussing the merits of a new product: "You know, this combination of neosynephrine and ibuprofen should produce a distinct lessening of the symptoms of nasal congestion and headaches."
6. A team of scientists researched the wearing of tires on cars and determined that the chemical additive XL-240 made the tire tread so tough that the tires could probably outlast the car. When they found out about the research, the Michigan Tire Company was pleased because they used XL-240 in their tires. So they put together an ad campaign announcing that Michigan tires included XL-240, which scientists had noted could make it possible for the tires to outlast the car.
7. Rap song with an anti-drug message: "It's a dangerous game; it's a sin with no shame; like a tiger to tame, it's a crime and a shame and the angels proclaim, it's a dangerous game."
8. Dad to daughter: "Young lady, I do not want you to stay out too late again this Friday. I expect you to be home no later than 11:30. And I mean in the door by that time!" (not Vagueness)
9. Ronald: "What this organization needs is a leader with charisma to help it change direction."
Matt: "That's nonsense! Just what is charisma, anyway?"
Ronald: "Charisma is dignity and integrity, plus a vibrant personality that excites people to believe and act. And it is honesty, like Kendra Blankenship has." (not Abstract Terms)
10. Melinda, I stated clearly that I did not want you to stay out too late. You came in at 12:30 last night. That is too late. My idea of late is 11 o'clock at night. That is when I want you in the house. Are we clear for the future, young lady? (not Vagueness)
11. I know the president said that we must not assume that all Middle Easterners are terrorists. But I still think that we need to tighten our immigration procedures to make sure that all entering citizens are people of integrity. We must maintain our national security.

Propaganda Examples – Section B
Grouped by Technique

12. Adviser to student: "It is critically important in life to seek truth. That is the firm foundation for your life."
Student: "Yeah, but I do not understand what truth is."
Adviser: "Truth is you telling the facts exactly as they really are. It is sharing your feelings exactly as you feel them. It is reading the Bible to help you discover the basic set of principles that guide us." (not Abstract Terms)
13. When I say you're lazy, I mean you're lazy. If I had meant anything else, I wouldn't have said you were lazy.
14. In the Book of Matthew, Jesus says that if God takes care of the flowers and birds and they don't worry, then how much more will He take care of us. I am not going to worry; I am going to trust in God.
15. I really believe I should be awarded the door prize as the 1,000,000th customer at your Bell Bottom Discount Store. Your "winner" pushed his way in line directly in front of me. I feel he should be disqualified.
16. Boss sending her employee on a trip: "Make sure that you do not spend too much on hotels and meals. Stay under \$150 per night on the room and less than \$40 per day on meals."
17. Article in educational technology magazine: "From an education standpoint, podcasting seems to be hitting its stride. For the uninitiated, podcasting is the creation and distribution of amateur radio that people can download to their MP3 players and listen to at their leisure. Incredibly, Podcast Alley now lists 65 education-related podcasts that cover a variety of disciplines and even come in some different languages."
18. U. S. Senator: "I really wanted to run in this year's presidential race but I couldn't lower myself to the mudslinging and name calling that I'm sure this election will turn into."
19. Salesman: "This computer has Internet capabilities."
Customer: "What exactly are 'Internet capabilities'?"
Salesman: "Well, it means that the computer has built-in hardware and software which will let you surf the net."

Propaganda Examples – Section B Grouped by Technique

1. Emotional Terms

1. Ad: "Blitz is brewed with tender loving care to give you real gusto in a great light beer."
2. Democrats are unscrupulous tax-raisers who take advantage of unsuspecting workers and poor people.
3. How can our state make any progress with a lying, scheming crook like Edwin Jones as its governor?
4. A vote for my opponent is a vote for all the cockeyed, wasteful liberal programs that nearly destroyed this nation's precious economy.
5. Trial lawyer to jury: "He's guilty because he sneakily lured the poor victim away and then mercilessly destroyed him."
6. We have already shown, my fellow citizens, that the hands of our political enemy are tainted with the filthy lucre of gambling money. Need we add more?
7. Anyone failing to see through the hypocrisy of our presence in the Middle East is just another Rambo-Reagan War Hawk who's too stupid to learn from the errors this nation has committed, including the massacre of untold numbers of innocent civilians in Vietnam.
8. If you would have chosen the proper and decent thing to do instead of indulging your own selfish desire to engage in self-satisfying vice, you would not find yourself in this predicament.
9. My fellow Congressmen, how can we stand here arguing over this budget proposal when our patriotic young soldiers are sweating in the Arabian desert as they put their lives on the line to stop that madman, Saddam Hussein?
10. Lawyer: "That overbearing blowhard of a business tycoon needs to be permanently banned from our warm, friendly community."
11. From a speech by a candidate for Governor: "It's time we have a Governor who will defend the hard-working, tax-paying, law-abiding, middle-class citizen."
12. You can see what these self-righteous book banners are trying to do to us! They want to set themselves up as dictators, telling us what books we can buy and which ones we can't!
13. Senatorial candidate: "My opponent's position on aid to education is half-baked to start with and downright cruel to small children in the bitter end. His short-sighted viewpoints have no place on Capitol Hill."
14. Republican congressman summarizing what his party has done in the first 100 days of the new Congress: "We have passed laws against welfare cheats, cut the bloated Federal bureaucracy, provided tax breaks for hard-working middle-class Americans, and eliminated many wasteful, ridiculous government projects."
15. On a frantic Monday morning, two harried economists rush to patch together their hasty recommendations for the day. Would you trust the advice from this company?
16. Ad for "Nighttime" perfume: "Nighttime slowly, gently unfurls its splendor – it heightens each sensation, makes the senses abandon their defenses. It stirs imagination."

Propaganda Examples – Section B
Grouped by Technique

17. PTA member to another member: "We don't want that witch Helen on our committee. She jabbers on all the time; she dresses with the grace of a moose; and she reeks of stale perfume."
18. TV ad: "Men, do you want to drive women crazy? Do you want to have that enticingly subtle sensual appeal? Then you want Macho Rambo, the aftershave with after shock!"
19. Be friends with that little snit Alice? Are you kidding? She is a know-it-all who bats her eyelashes at all the guys and purposely ignores me and Joanie. She has the courtesy of a snake. No way! (Has Metaphor/Simile in it also)
20. Letter from an organization for handgun control: "I'm asking you to join me in telling the NRA to 'Go Jump in the Lake!' Those are strong words, but the NRA's extremist pro-gun advocacy threatens the safety of all Americans! The NRA and its gun industry friends are dooming America to a bloody, frightening future."
21. Ad: "If you suffer from mud in your blood or artery sludge, then you need to reduce your cholesterol! Ask your doctor about the new drug *Sophretamine*."
22. Ad: "It's delicious. It's nutritious. It makes you feel ambitious. The best cereal is Quaker Oats."
23. Those plans of ours are sacred. No hotshot from some plush big city firm is going to rock our boat. We have to keep those pie-in-the-sky consultants from messing with our direction.
24. Lawyer making his opening statement to the jury at the start of the trial of the wife of a dictator who has fled from her country: "She is an evil, greedy woman who stole poor people's money and squandered it on jewels and fancy clothes and who owned three thousand pairs of shoes."
25. Senator speaking in the Senate: "We need this tax cut badly to help our bruised and battered economy."
26. From an election speech: "How can you even think about voting for my opponent? He has proven to be manipulative and deceitful to those closest to him. Imagine what he can do in office."
27. Mother to child: "That's the stupidest excuse I've ever heard. You must think I'm an idiot if you think I'm going to believe something that ridiculous."
28. President: "In this time of national crisis, I call upon all Americans to unite in defense of freedom, liberty and the American way of life. The evildoers who have committed this vile crime shall not go unpunished. If necessary, we will hunt them to the ends of the earth."
29. Mother to child: "You've done it this time! Your father is really going to go ballistic. This is by far the most lame-brained, half-thought-out paper that you have ever written. He's certainly not going to be pleased."
30. If elected president, I will work to heal our nation's wounds and help to restore the confidence in government that has been ripped apart by the man who has occupied the White House for the past eight exhausting years.
31. Ad for a new magazine: "This issue features a compelling interview with the fascinating leader of AES Corp., the world's largest global power company."

Propaganda Examples – Section B
Grouped by Technique

32. Ad for a law firm: "At Heller Beckman, you won't find heavily starched attorneys thinking equally rigid thoughts. Instead, you'll find teams of spirited individualists looking beyond the expected to the exceptional, where the extraordinary solutions are found."
33. Now you can be more attractive in a Fluffy Sweater. Fluffy gives you the beauty of spring. (Metaphor and Simile?)
34. Ad sent through the mail: "Please take a moment to look at the full-color photos in the enclosed brochure. You'll be amazed at all the incredible, authentic details lavished on every inch of this extraordinary heirloom-quality Confederate train set. The engine and freight cars are richly decorated in Southern motifs, like the proud portrait of Robert E. Lee."
35. In order to sanitize the stain of slavery, the standard history texts sell school kids a wholesale bill of goods that suggest that Africa was an uncivilized, dark continent devoid of culture or tradition. This idea led to the rationalization that it was OK to treat the natives encountered there as property to be captured and carted off, bought and sold, worked and whipped, and raped and lynched, all at the whim of guilt-free whites.
36. Student: "I can't believe you voted for David for class President. Yes, I know he is smart and all, but he is such a dork and a nerd. In fact, he is the most unpopular student on the ballot."
37. Ad: "Bright, airy apartment just steps from beautiful Central Park. 2 bedrooms, 1 bath. Contact Tommy Crane at 899-8666."
38. We cannot let our democracy suffer the long-term damage that would be inflicted should those now in control in Washington get away with their vicious assault on the First, Fourth, and Fifth Amendments of our Constitution.
39. You have to admire the courage and patriotism that was shown by William Anderson during World War II. He shed his blood for this nation that he loves so much. I'm voting for him for mayor.

Propaganda Examples – Section B
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2. Metaphor and Simile

1. You students are so hard to handle. You all act like wound-up robots.
2. Believe me, the Vietnam War is the ghost that will haunt this country for a hundred years.
3. Royal Butter makes you feel like a Queen.
4. Compared to chain smoking, car racing is just a drag.
5. Hanes hose ad: "Our sheer hose gives your legs that springtime feeling."
6. Oh, Helen, why be so contrary! He HAS got a body like a Greek god.
7. Ad from a full service bank: "Here's how to get a banker to play ball without batting an eye."
8. The hurricane roared through the state like a freight train.
9. Asked to describe the character of his political opponent, Jones replied, "He's about as personable as a slug."
10. A cold bottle of 9-UP is like a cool twilight breeze after a hot summer day. (not Emotional Terms)
11. From a speech of an ecologist: "From an airplane you can see the creeping of the fungus threads of urban growth." (not Emotional Terms)
12. After Spike had gotten himself into one jam after another due to some pretty bad excuses he was giving to Jennifer for having failed to call her, Terry showed up with some news that got everyone on another track. Later that day Spike patted Terry on the back and sighed, "Thanks, pal, you're a real lifesaver!"
13. I prefer the Republicans in the White House to the Democrats. The Democrats are a bunch of little old ladies with no gumption at all; but the Republicans, hey, they're the Hawks, the killer bees. Ain't nobody gonna mess with them.
14. Senator: "We must spend as much money as necessary to stop Hussein, who took Kuwait like a fox invading the chicken coop at night while the farmer is asleep."
15. Ad: "Cole Fresh Mixed Fruit Juice is like the refreshing gurgling of a mountain stream."
16. Ad: "It's not just a car; it's your freedom!"
17. After the President's speech explaining why the military leaders in Haiti must leave their country or face a U.S. invasion, his approval rating went up by 10 points. That fox Clinton has put one over on the American people again.
18. Ad: "Get into the cockpit of your Dodge, taxi down the driveway, and soar into traffic."
19. Ad: "Use Rogers Business Consultants. Our ideas sparkle like Tiffany diamonds."
20. A political candidate in a television debate: "My opponents are like two liberal peas in a pod."
21. She treads as gently as an elephant on the newly installed carpet.
22. TV ad: "The new Lincoln Explorer is part Oscar Madison and part Felix Unger."
23. Messing with a newspaper is like wrestling with a pig. Not only does it get everyone dirty, but the pig likes it.

Propaganda Examples – Section B
Grouped by Technique

24. Like hens in the chicken coop whose eggs are daily stolen by the farmer, the workers in this company constantly have their ideas adopted by management, which takes the credit for them.
25. With all the fuss the news media was making over the Ryder Cup Golf Challenge, you would think the players were angels playing heavenly golf in the clouds.
26. This insurance policy is the rock of our company. Without it, our corporate walls would crumble.
27. Although Amy is as quiet as a mouse, she enjoys singing with the school concert choir.
28. Sue: "Amy sings in the school choir."
Judy: "No way! Amy is as quiet as a mouse."
29. Ad showing a picture of a vehicle perched on a rocky cliff: "The all-terrain Chevy Tahoe Z71. Like a rock."
30. Ad: "Pierre Cardin Perfume. Intimate as a ski bungalow in the Alps."
31. Ad: "Sleeping on an Airtone mattress is like sleeping on a cloud."
32. Sports page: "The Senegal striker struck like a cobra to place the winning goal directly underneath the diving Irish goalie."
33. Ad: "You are the sun, you are the moon, you are the earth, you are the sky. You are everything that makes this world spin. Don't neglect it! Support the environmental movement. Don't be the one to tear our planet down."
34. Editorial in the newspaper: "Mayor Roger Dodger has submitted a mongrel as an idea for city expansion. His idea should have been a pure-bred."
35. Ad: "Like a rock, State Farm is there."
36. When Denise won the award for best speaker at our school's annual ceremony, she glided across the stage like a ballerina. She should have won the award for most graceful instead.
37. Republican candidate for President: "Pat Buchanan has the gutter ethics of a down-home racist, and the economic understanding of a flea market apple salesman."
38. Melissa's poem was a symphony of emotions. It made us soar.
39. Director to cast members: "When you go on stage tonight, I want you to shine like the sun. Command the stage, demand to be heard, and entertain as if it were your destiny. Only then, will the show be a success."
40. The next tournament will be held at Central High School, 328 Washington Avenue. Central High is just a stone's throw from the site of the previous tournament, St. Peter School.
41. Mother to her young children: "We can't trust Cookie Monster any more. He's as sneaky as a fox. He stole every cookie that we bought while shopping last week."
42. Colonel Smith to newspaper reporters: "We fell upon the enemy like a falcon falling on a helpless rabbit."
43. With her terrible lack of acting skills and her ridiculous wardrobe choices, Mischa Barton makes watching "The O. C." no day at the beach.

Propaganda Examples – Section B
Grouped by Technique

44. Man arguing in front of the county commission trying to decide whether to allow a forest to be cut down by a lumber company: "Our forest brothers and sisters are at risk."
45. Ad: "Johnny Carson Suits make you feel like a king."
46. Ad: "This tiny hummingbird is a jewel of a pendant. Shimmering with Austrian crystals, its eyes twinkle with a full-cut ruby."

Propaganda Examples – Section B
Grouped by Technique

3. Emphasis

1. "But Miss Buxley," complained Tommy, "you forbade me to CALL Maggie a vituperous vixen. I just wrote it on the board."
2. In defending his opposition to the flag burners, Senator Smokehouse insisted that the first amendment applied only to free SPEECH.
3. The dentist gave the following instructions to the girl: "You should BRUSH your teeth daily and FLOSS them at least twice per week."
The girl told her mom, "Dr. Denture said that I SHOULD brush and floss, but he didn't say that I HAD TO. I'll brush and floss on Saturdays."
4. Mom to kids: "After you clean up the yard, you can come in and get your snack."
Big brother to little brother: "What did Mom say? I had my headset on and couldn't hear her."
Little brother: "She said after YOU clean up the yard, to come in and get your snack."
5. Daughter to mother regarding her boyfriend: "Mom, all you said was not to CALL David. You did not say anything about e-mail."
6. Mom, how can I be in trouble? You told me not to play with the crystal vases in the *china cabinet*. And I didn't. I played with the crystal vases on the *bookshelf*.
7. Sally's English teacher said, "Sally, I believe that you are a very bright young lady, but you are not working up to your potential. With a little more study, you can be an A student."
Three weeks later the teacher again met with Sally and stated, "Sally, I have seen no improvement in your grades. Didn't you increase your study time?"
Sally reported, "I did. You told me to increase my study time a *little*. I increased study time from none to ten minutes a day."
8. Entering class after the tardy bell, Henry says, "But Mr. Smith, how can you give me a detention? I'm not late. My BOOKS were here."
9. Vicki, I don't know why you are so mad at me. I didn't break my promise, as you claim. I promised you that I wouldn't *tell* John that you liked him. And I didn't. I passed it to him in a note during history.

Propaganda Examples – Section B
Grouped by Technique

4. Quotation Out of Context

1. Smith: "For Cezanne (a 19th-century French painter) it's pretty poor, but still it's a whole lot better than a good many 20th-century French paintings."
Jones: "You should have heard Smith rave about that painting. He said that it was 'a whole lot better than 20th-century French paintings.'"
2. She wrote to the company: "I lost 50 ugly, unwanted pounds simply by taking two of your Slim-Bod capsules daily and following a low calorie diet for six months. Now the men won't take their eyes off me." The company used what she wrote in the following manner: "Miss Jones says she 'lost 50 ugly, unwanted pounds simply by taking two Slim-Bods daily.'"
3. A professor said in the classroom: "The Communist Government of Cuba is a good one to live under if you don't care about personal freedom and your civil liberties." The local newspaper reported his lecture this way: "Communism in our schools! Local teacher says, 'The Communist Government of Cuba is a good one to live under ...'"
4. Senator Burton said that while in principle he did not favor abortion, he would not oppose a majority vote that would have the effect of legalizing abortion. His reported speech was headlined, "Burton Favors Legalizing Abortion."
5. Malonna sang: "I like winter when it rains, fresh mown hay and blades of grass." The newspaper reported, "Malonna likes grass!"
6. In arguing with a friend over whether or not President Kennedy favored social programs like welfare, Irma insisted that he opposed government handout programs, and that it was, after all, Kennedy who told his countrymen to, "Ask not what your country can do for you."
7. Timmy didn't want to go to Joey's house, but he didn't want to tell him that because he didn't want to hurt his feelings. When Joey called and invited Timmy to his house for the night, Timmy slowly crept into the kitchen and asked his mother if he could go to Joey's house that night. "You can't go anywhere until you've put up those dishes," his mother stated. Brightening up, Timmy picked up the receiver and told Joey, "My mom told me I can't go anywhere."
8. Senator Blight: "I will never vote to send our troops to South America unless the freedom of our allies in Central America is threatened."

~~Magazine article covering the speech: "Senator Blight said that he will never vote to send our troops to South America."~~
9. Candidate Jones to the audience: "Yaboo City has contained its crime wave thanks to Sheriff Harry. Jazzbo City has more serious problems with crime. Let's face it, when it comes to crime, it's a jungle out there." Newspaper article covering the speech: "Candidate Jones owes the citizens of Jazzbo City an apology for saying they live in a jungle."
10. A warning label on a toy reads: "Warning! Choking hazard – small parts – not for children under the age of three." A spokesman for a rival toy company states, "Do you want your children to be safe? I'm sure you do. That is why all our products are tested 100% safe, unlike our competitor who labels its products as 'choking hazards.'"

Propaganda Examples – Section B
Grouped by Technique

11. Teacher: "For homework, I want you to watch the science program on the Discovery Channel at 7:00 pm and then answer the questions I am passing out now."
Student when parent asks him what he has for homework: "The teacher told us to watch the science program on the Discovery Channel at 7:00 o'clock."
12. Teacher: "Jimmy, you are a student out of my worst nightmare. I will feel fortunate not to have you again in my class after this year."
Jimmy, when Mom asks how he is doing in school: "Well, just today, my teacher told me she feels fortunate to have me in her class."
13. Palestinian diplomat: "Peace with Israel is impossible if Israel refuses to give up some of its land."
Editorial in Israel's leading newspaper the next day: "The leading Palestinian diplomat says peace with Israel is impossible. So why should we continue to negotiate with them?"
14. The visiting diplomat commented, "We will retaliate with all the force that we possess only if we are attacked with a mighty force first." The TV news that evening reported his statement as, "We will retaliate with all the force we possess..."
15. A planning meeting was held for the dedication ceremony of a new cemetery in Gettysburg, Pennsylvania. One city council member quickly pointed out, "We can't dedicate our cemetery. President Abraham Lincoln said in 1863, 'We cannot dedicate ... this ground.'"
16. Movie reviewer Simpkin's analysis of the latest comedy: "It was the very best example of a worthless movie that I have ever seen. Don't waste your hard-earned money."
Ad for the movie: "Simpkins thinks 'It was the very best example of a movie.'"
17. Candidate for governor: "I vow to uphold the policies set forth by my predecessor, which include equal housing opportunities for all, equal childcare accessibility and, above all else, equal educational opportunities."
Opponent: "Do you really want to elect a governor who values education opportunities above that of medical coverage and national security? I think not!!"
18. Critic: "The film was a colossal waste of time and a stupendous waste of money."
Newspaper ad for the film the next week: "Critics call it 'colossal' and 'stupendous!'"
19. Wife to her husband: "Melvin, you are such a slob. You never throw away anything. The house and garage are full of junk."
Melvin, remembering that his mother told him as a child, "Waste not, want not," responded, "Mother always said, 'Waste not.'"

Propaganda Examples – Section B
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5. Abstract Terms

1. Acme Paper Products President: "Our long term commitment is to increased growth."
Possible investor: "Does that mean you will expand your plants and cut more forests?"
President: "Our growth program will expand throughout the decade."
2. Smith: "All people should pay a fair share of the real estate tax load."
Jones: "What do you mean by 'fair share'?"
Smith: "Why, everyone knows what his fair share is."
3. I'm sure you will agree that deprivation of the nutritive instinct is destructive of the higher cultural interests. What does "nutritive instinct" mean? I don't have time to explain right now.
4. Senator Claghorn in a speech: "Throughout the Communist world, people call for 'freedom.' They don't have to be more specific than that – just 'freedom.' The Communist leaders are frightened."
5. A: "Phlogiston is an invisible fluid through which light can pass."
B: "What is phlogiston? Is there any in this room?"
A: "I can't explain it to you. It's invisible, you know."
6. Smith: "Christianity is the hope of the world."
Jones: "Maybe, but I haven't the slightest idea what you mean by 'Christianity.'"
Smith: "'Christianity' is, well, whatever it is – you know what I mean."
7. Salesman: "This new computer is IBM-compatible."
Customer: "Does that mean it can run the Lotus 1-2-3 program?"
Salesman: "I don't know. All I know is that it is IBM-compatible."
8. Smith: "I'm for military preparedness."
Jones: "What do you mean by 'military preparedness'?"
Smith: "I trust the Defense Department to know what we need to be ready."
9. Teacher: "I want your paper to be cogent."
Student: "Can you post on the bulletin board an example of a cogent paper?"
Teacher: "If you have learned what I've been teaching you in this unit, you'll be able to write a cogent paper."
10. Speaker: "Inflation comes back every few years in a predictable cycle. It may have many causes."
Questioner: "Are we experiencing inflation right now?"
Speaker: "I will leave that to each person's judgment. I will simply say that we can never be rid of inflation permanently."
11. Milt: "We must rid our state of all toxic waste before the next century."
Fred: "I may agree with you. Which toxic waste should we start with?"
Milt: "If I have to tell you about toxic waste, you must not be a supporter of mine."
12. Ferd: "Say, Nerd, don't you wish you could be a Teenage Mutant Ninja Turtle?"
Nerd: "I wouldn't mind the Teenage Ninja part, but what exactly is a mutant?"
Ferd: "That's a dumb question. Everyone knows what a mutant is. It's part of being a Teenage Ninja Turtle."

Propaganda Examples – Section B
Grouped by Technique

13. Candidate: "We have too much reverse discrimination in our city."
Questioner: "In what departments of the government does this discrimination exist?"
Candidate: "If you have to ask that, you haven't been paying attention to what's been going on in our city."
14. The new physician had been impressing his patients with the fact that he practiced holistic medicine. When finally asked by one patient what he meant by holistic medicine, the physician exclaimed, "It is obvious what holistic medicine is. I don't need to explain it. Aren't you feeling better?"
15. Presidential candidate: "We must have economic reform to survive in the global economy."
Interviewer: "Does economic reform include a reduction in the Social Security benefits or a cutback in the defense budget?"
Candidate: "Reform is critical to the welfare of our nation into the 21st century."
16. College instructor: "I know that you asked me about integrity and honor and how they fit into our theory of ethics. But, hey, you are a college student now. If you can't recognize integrity and honor by now, then I certainly can't help you."
17. Marty, you keep asking me what I mean by the joy of life. It is just there; it is a wonderful feeling; it is contentment. You just need to relax and feel it.
18. Speaker to a group at a seminar: "Let's all get quiet and imagine a perfect world. Each one of you can create your own picture of what that world should look like."
19. Sam: "Our teacher says that this year we are going to work on improving content standards."
Pam: "How is that different from what we did last year?"
Sam: "Well, you were here last year. You shouldn't have to ask."
20. Coach: "To make our team, you are going to have to show mastery of the game."
Prospect: "Great, coach. What do I have to do to show you my mastery?"
Coach: "If you have not figured out mastery by now, you can kiss the team goodbye."
21. Mother: "Son, I want you to have the best education possible."
Son: "Well, what do you mean by 'the best'?"
Mother: "Well, I cannot really tell you that. You must know that for yourself."
22. Son: "Mom, what is truth?"
Mother: "Truth is something you must discover for yourself."
23. Coach: "We are letting you go. I said we needed desire on this team and you have not shown it."
Player: "But coach, I gave it all that I had! How can you say I did not have desire?"
Coach: "Son, you have no idea what I mean by desire. You just don't understand."
24. Employer: "I need a company that is loyal, hardworking, and dedicated."
Employee: "What do you mean by that? How would you like our company to run differently?"
Employer: "If you don't know how to carry out my orders, you don't belong in a prestigious company like this one!"
25. You mean to tell me you don't know what a "WAHOO" is. If you don't know, I'm certainly not going to tell you!

Propaganda Examples – Section B
Grouped by Technique

26. Student: "Why was this period called the Renaissance? What does that mean? What actually happened during the Renaissance?"
Teacher: "The Renaissance was a reawakening. New and better things happened."
27. Teacher to her class on the first day of school: "What we will have in this class is discipline. If you don't know what I mean by discipline, then you're in for a very long year."
28. Speaker: "Come join our workshop on improving employee morale."
Listener: "Does 'morale' include getting along better with our bosses?"
Speaker: "If you don't already know how to get along with your boss, you shouldn't waste your time coming at all."
29. Maureen: "Many people dislike Rush because of his views and actions, but I love him because he has character."
Audrey: "I do not get what you mean. Is Rush a character? What does he have?"
Maureen: "There is no way to describe Rush's character. When you have it, it just is."
30. Senator: "I am a firm believer that with the proper use of the correct amount of American force we can turn every nation in the world into a democracy."
Reporter: "Please explain what you believe to be the proper use and number of American troops."
Senator: "I most certainly will not. I'm no traitor. That would be aiding the enemy so that he could prepare to resist our brave military."
31. Teacher: "Your current grades prove to me that you are not as erudite as you should be."
Student: "What does 'erudite' mean?"
Teacher: "By asking that question, you have just proved my point."

Propaganda Examples – Section B
Grouped by Technique

6. Vagueness

1. Dean of Women at a university: "All I intend to say to you girls is that you must keep acceptable hours, and I don't want any arguments."
2. A bill proposed in Congress would ban from the mails all "material that may be considered offensive sexually."
3. Midget has more value than any other medium-priced car in the world.
4. Teacher to parent of a student: "Your daughter hasn't been working hard enough on my subject. She simply has to work harder."
5. Smith: "Wilson is quite a competitor."
Jones: "He can hardly be called a 'competitor.' He has lost every game he has played."
Smith: "But he fights hard even in defeat."
6. Teacher: "Susie, I'm giving you an F for this paper because it's just not neat enough to suit me."
7. Congresswoman Bell: "The domestic oil programs that we have today simply will not be enough to meet the coming demand. We still have a long way to go."
8. Two Senators sponsored a bill providing that unrequested mail that is indecent must carry warning labels.
9. Mother: "Leave that boy alone! Can't you see he's tired?"
Father: "Tired? Don't be silly. He's only broken out in a little sweat and hasn't complained at all."
10. After insisting that he would be the last person alive to impose his moral values on anyone, Congressman Upchuck insisted that the evils of what he called "smut" magazines like *Playboy* must be abolished by an enforceable law in all fifty of the United States.
11. One gentleman speaking to another: "You know, if you take too much salt, it isn't very good for you. You really should use less salt than you do now."
12. My mother yelled at me to turn down my stereo. So I did. But five minutes later she came to my room and told me to turn it off because it was still too loud.
13. Baseball needs a major change. The season is too long.
14. Politician: "I will not vote to send troops to South America unless the situation gets much worse."
15. Coach to quarterback who is being cut from the team: "Your play in the preseason was just not up to our standards."
16. Teacher: "Students, don't raise your hands to ask me any questions unless they are really important!"
17. Baseball games are too long. The umpires must work toward shorter games.
18. "Remember," said the father to his son, "don't swim too far out in the river or you may have trouble getting back."
19. Boss to employees: "Next year's budget is going to be very tight. Some positions may have to be cut. Those who do more than the minimum will be looked upon favorably for continued employment."

Propaganda Examples – Section B
Grouped by Technique

20. Football coach to a prospect for the team: "Son, you just don't have what it takes inside. You don't have enough heart and guts to make my team."
21. "Do you like the statue in the window?" asked the shop owner to the customer. "Oh yes, I like it very much. It's a beautiful piece of work," replied the customer. "Well, if you have enough money in your pocket, it's yours. You can walk out with the statue today."
22. Daughter: "Mom, what's the secret of making your spaghetti sauce? I follow your recipe, but mine never tastes as good as yours."
Mom: "When you're making the sauce, remember I told you to add a pinch of garlic, a dab of hot sauce, a squeeze of lemon, and a dash of oregano."
23. Auto salesperson: "You said that you wanted a car with low gas mileage. Well, the Venus is really economical. You will save a lot with this model."
24. Ad from Modern Technologies, Inc.: "Buy a 56 kilobytes per second modem and transmit data at speeds up to twice as fast as most modems."
25. Customer, when asked what he wants on his Subway sandwich: "I want mustard and cheese, with tomatoes, pickles, lettuce, and some olives."
Subway employee finishes making the sandwich. The customer sees it and says: "That's too many olives."
Employee: "Didn't you say you wanted olives?"
Customer: "Yes, but not too many."
26. A weight loss clinic advertises: "Get the body of your dreams. All you have to do is eat less food. We'll help you."
27. The next book that we publish has to have enough star power to sell itself. Make sure that you choose a manuscript that gives us enough.
28. See Arnold Schwarzenegger's blockbuster new movie "Terminator 14" opening everywhere Friday.
29. The head of the high school bowling league asked the manager of the bowling alley if the students could get a discount if the league matches were held at the alley. The manager promised the league a "substantially lower price" for using his alley.
30. Coach telling his principal about changes to the school's baseball field: "We need to increase the seating capacity and make the home run distances longer."
31. This advertising copy is unacceptable. I asked for a green background, and you chose an awful shade of green. Don't you understand "green"? I am *not* paying for this!
32. Son: "Mom, what time do I have to be home?"
Mom: "Just don't come in too late – that's all I ask. "
33. Men, you need to stretch yourselves to get to the next level. You cannot be content to remain at a low level. You have to get farther along to be successful.
34. Mother to daughter: "Now that you are starting high school, don't expect to stay out late on school nights!"
35. Teacher: "I just handed back your test papers. All of you who did poorly stay after school and do some extra credit work."

Propaganda Examples – Section B
Grouped by Technique

36. The principal of a high school addressing the student body at an assembly: "Our school will be evaluated for national certification sometime during the coming school year. We don't know exactly when the evaluation will take place. I ask that each of you give us a little cooperation and make some improvement in your behavior."
37. Esther! I asked all of you to come early and help me set up for the meeting! It starts in ten minutes; where have you been?
38. Ad: "A great dog deserves Alpo."
39. Sure, you can go with your friends to the circus. Just make sure you don't eat too much cotton candy. It'll spoil your dinner.
40. Sign at a Gulf Coast beach: "Beware of sharks. Do not swim or surf too far from shore."
41. Father: "Son, I'm almost finished with the job here. All I need is for you to bring me some water."
Son (a minute later): "Dad, here's the water you asked for."
Father: "Son, thanks for the glass of water, but how is that going to help me fill this garden pond? Please, go back and bring me the garden hose and turn it on."
42. Reporter to the CIA Director: "The Vice President has said the Iraq insurgency is in its last throes. Is that your read?"
CIA Director: "I think they're not quite in the last throes, but I think they are very close to it."
43. From a job posting: "Salary commensurate with experience."
44. Dear Mr. Rodriguez: We were pleased to receive your application for membership in the Partners Club. Unfortunately, our membership is reserved for those individuals who have been residents of our community for over 15 years and who own a major business in town.

Propaganda Examples – Section B
Grouped by Technique

7. Ambiguity

1. Smith took 40 measurements of seven measuring tapes. None of them were exact enough.
2. Ad: "Now there is Cologne by Pershing for both men and women. Have you noticed the difference?"
3. Thank you for a copy of the new Academic Game. I shall waste no time in playing it.
4. I heard that Jones voted for Schmidt. He must be a Democrat.
5. Some people cannot control their habits at all. Do you think Roger is going to squander all his money – or his wife?
6. The Warrior football team is really good this year; however, in the last game, the quarterback threw the ball with no protective padding and got hurt.
7. Don and Paul were friends, their girlfriends were friends, but each girl liked thinking that her boyfriend was the stronger. One day Paul came up with an idea. They got Michael, another friend, to make the following statement to their girlfriends: "Paul told Don that he was the stronger." Both girls went home satisfied.
8. At a veterans' meeting, one braggadocios individual was telling the story of how, after his ship was torpedoed, he and a friend of his survived for two weeks on a can of sardines. "Oh really," replied a droll observer, "weren't you afraid one of you would fall off?"
9. Day Care Center ad: "Wanted: Four-year old teacher. Must be self-motivated."
10. The local Teenage Mutant Ninja Turtle Fan Club members met last night to discuss the turtles. More were present than ever before.
11. Ad: "Sears paint doesn't drip like other paints."
12. A Montreal newspaper said a woman "had moved into an apartment where she was killed a few weeks before her death."
13. John left Mary crying like a baby.
14. Ad: "Macy's has set the standard for sophisticated men's clothing for over 30 years."
15. Ad: "Rent to own: big screen TV and free premium cable channels for sports fans with on-screen digital programming, MTV music access and picture in picture feature. Now only 1995."
16. ~~Wanted: Women to sew buttons on the third floor.~~
17. "For Sale: Antique desk suitable for a lady with curved legs and large drawers; also mahogany chest."
18. From an article in the school newspaper: "Several students were found in the rest rooms at recess smoking cigarettes. The principal put them out."
19. Television newscast: "For the second time in two weeks, a Galena Park woman has been murdered."
20. John Deere Lawn Tractor Ad: "Nothing Runs Like a Deere."
21. Epitaph on a tombstone: "Here lies Abigail Concord. After living with her husband for 55 years, she departed in the hope of a better life."
22. Candy ad: "Sometimes you feel like a nut. Sometimes you don't."

Propaganda Examples – Section B
Grouped by Technique

23. From a pest control company ad: “The electronic stake emits vibrations and sounds that are intensely annoying to rodents up to 10 feet in diameter.”
24. The Republican candidate, Tom Smith, disagreed with his Democratic opponent, Sam Jones. He said he favored an increase in defense spending.
25. Headline in a newspaper above an article describing a recent mining accident death: MINERS REFUSE TO WORK AFTER DEATH
26. Newspaper Headline: “Red Tape Holding Up New Bridge”
27. Actual national radio broadcast: “President George W. Bush will announce today the details of his initiative on preventing AIDS in the Rose Garden at the White House.”
28. On my recent trip to Spain, I visited Pamplona and participated in the running of the bulls. Hundreds of men and dozens of bulls were running in the streets, and I was one of them.
29. Husband speaking to wife: “I knew it was time to buy a new car when my 25-year old Ford Mustang broke down on route 95 during rush hour again. I looked at a 2005 Ford Mustang and the 2005 Nissan Maxima. One was vastly superior to the other, so I bought it.”
30. Automobile ad: “You have a screw loose. Let’s see what we’ve got in the toolbox. 400 horsepower. A commanding 5.7-liter V8. Massive 14-inch Brembo brakes. And a startling 0-60 of 4.6 seconds. That’ll straighten your head out. Cadillac CTS”
31. I had the best conversation with two Propaganda judges about the examples at our local tournament. They were very interesting. I wish you could have heard them.
32. Dr. Williams is one of the most prolific professors at the University. His bibliography of publications is longer than any of his colleagues.

Propaganda Examples – Section B
Grouped by Technique

8. Shift of Meaning

1. Man is the highest being on the evolutionary ladder, according to biology. That's why women are inferior.
2. Of course we should vote for the amendment to the new sewage bill. One of the founding principles of this nation is compromise, amending our opinion. The sewage amendment must pass.
3. The baseball commissioner tried to mediate in the players' strike. Sports writers agree the strike settlement favors the players. The commissioner was not an impartial mediator.
4. My opponent claims that his service in the army in the Vietnam War is proof of his patriotism. But I question the patriotism of a man who would cancel the Star Wars defense program if elected President.
5. Dr. Meerlo stated, "We are all sleepwalkers." When asked why, he replied: "I think each of us is a sleepwalker because we all go through a subtle transition between the sleeping and walking state."
6. Whenever someone is in an exotic surrounding in a foreign country they chose to visit, and they're living in a luxury hotel, what are they called? Guests! So don't tell me Westerners in Baghdad are hostages! It should be obvious Soddam is correct. They are guests!
7. A patriot is a person who speaks out boldly on behalf of his country and will brave the dangers of public rebuke to stand up for those principles upon which his nation was founded. It is for this reason that I say that burning this flag to establish my right to do so is not only a brave act, but a patriotic one as well.
8. Defendant: "I can't believe you think I'm guilty. The Constitution says we have the right to bear arms. You have no right to judge me for shooting my neighbor."
9. Student to teacher: "You told me what I said on the test was not right. But the Constitution says we have a right to free speech. Therefore, I should have the right to say what I please without being told I am wrong."
10. Alcohol is a drug, and anyone who sells a drug is a drug peddler. Therefore, liquor store owners should be sent to jail.
11. People have been wrong in believing tables to be solid. If we examine a table closely, we find that there is a great deal of empty space between the millions of molecules making it up. ("solid" is changed from its normal meaning to a scientific meaning)
12. A crust of bread is better than nothing. Nothing is better than true love. Therefore a crust of bread is better than true love.
13. Nicky know-it-all: "You told me what I said on the test was not right. But the constitution says we have a right to free speech. Therefore, I should have the right to say what I please without being told I am wrong."
14. The traditional definition of man as a rational animal is ridiculous. A baby can hardly engage in rational reasoning activities at birth.
15. Mom, you said that I should always focus on the principle thing and not let my mind stray. Well, my principal is very wishy-washy, and it is hard to follow his directions.

Propaganda Examples – Section B
Grouped by Technique

16. Mother to son: "Well, Henry, what do you want to be when you grow up? A doctor?"
Son: "Yeah, mom, that's it! A doctor ... a doctor of mystery just like Sherlock Holmes."
17. Political candidate: "Our Constitution says, 'All men are created equal.' That is why I tell you not to vote for my opponent, who is a woman. According to our founding fathers, only men are equal."
18. Father: "You need to finish college so you can get a better job. What you're doing now is no challenge for you."
Son: "You don't think programming video games is all fun and games, do you?"
19. Our teacher told us we should be slaves to good habits. But Abe Lincoln freed the slaves. Slavery is dead! We shouldn't have to do homework every night.
20. General: "Colonel, I wanted you to lead an aggressive attack against the enemy on that hill."
Colonel: "General, we were successful. Our aggressive attack has captured the hill. We have also suffered very high casualties."
General: "You call that an aggressive attack? It took you two days to defeat the forces on that hill. An aggressive attack is fast. You could have captured it in one day."
21. Political candidate: "America has become the most obese nation in the world. As a result, fitness needs to be at the forefront of our campaign. Running, jogging, or even walking has allowed many of our citizens to combat the issue of weight gain and become healthy again. If elected, I will work for an exercise program to target those most at risk. And that is why I'm running for office, to help those who aren't running to start."
22. Head Officer of a Company: "Our Board put expansion of our sales as #1 priority for this year. We definitely need to expand our main headquarters and entertainment expenses."
23. Boy talking on a telephone to an answering machine: "Julie, I wanted to call and tell you how much I enjoyed our date. I know you told me not to call you until tomorrow. But it's 1 a.m. so it is tomorrow. I hope to see you again soon."
24. Gus at a high school class reunion: "Roscoe, you always said that your ambition in life was to travel into space. Did you make it?"
Roscoe: "I certainly did. I'm living in Death Valley now. There isn't anything except miles and miles of empty space to travel into."
25. Ad for a shoe store: "Come by and we'll give you the boot – to try on, that is. We'll also let you try our walking and running shoes and our dress shoes. Boots or any other kind of quality footwear at Mel's Shoes."
26. Miller Lite ad showing a lovely-shaped woman in a bathing suit: "96 calories. That's quite an appealing figure."



Section B
Mixed Techniques

1. Acme Paper Products President: "Our long term commitment is to increased growth."
Possible investor: "Does that mean you will expand your plants and cut more forests?"
President: "Our growth program will expand throughout the decade."
(5 Abstract Terms)
2. Company representative to Senator: "This proposed law should cover only ultra-dense metals. By that I mean metals, such as iron, whose atomic weight is 80 or over." (0 No Technique – not Abstract Terms)
3. You'll love this girl. She's neither short nor tall, nor fat nor thin; she's just right." (6 Vagueness)
4. Smith: "All people should pay a fair share of the real estate tax load."
Jones: "What do you mean by 'fair share'?"
Smith: "Why, everyone knows what his fair share is."
(5 Abstract Terms)
5. Smith: "All people should pay a fair share of the county taxes."
Jones: "I agree. I pay my fair share of \$200."
Smith: "What? You should pay at least \$400 for your fair share."
(6 Vagueness)
6. Man is the highest being on the evolutionary ladder, according to biology. That's why women are inferior. (8 Shift of Meaning)
7. Smith took 40 measurements of seven measuring tapes. None of them were exact enough. (7 Ambiguity)
8. Smith: "For Cezanne (a 19th-century French painter) it's pretty poor, but still it's a whole lot better than a good many 20th-century French paintings."
Jones: "You should have heard Smith rave about that painting. He said that it was 'a whole lot better than 20th-century French paintings.'"
(4 Quotation out of Context)
9. You students are so hard to handle. You all act like wound-up robots. (2 Metaphor and Simile)
10. Ad: "Blitz is brewed with tender loving care to give you real gusto in a great light beer." (1 Emotional Terms)
11. Dean of Women at a university: "All I intend to say to you girls is that you must keep acceptable hours, and I don't want any arguments." (6 Vagueness)
12. The conservationists who demand that strip miners do a better job of restoring what they tear up are damned nuisances. (1 Emotional Terms)
13. Senator Barry Goldwater: "Since I have been a member of Congress, I have watched budget measures grow bigger and bigger. I can tell you the taxpayers in my district are getting a severe case of indigestion from feeding the bloated bureaucracy." (1 Emotional Terms)
14. Customer: "But you advertised the brooch as 'pure gold.'"
Salesman: "It is pure gold. That is, what gold is in it is pure. If we had meant 'all gold,' we would have said so." (8 Shift of Meaning)

15. Senator Barry Goldwater: "We can increase economic growth by restoring incentive to work, save, invest, and produce through a major reduction in tax rates. When you tax something, you get less of it. Today we tax work, savings, and production." (8 Shift of Meaning)
16. Ad: "Johnny Carson Suits make you feel like a king." (2 Metaphor and Simile)
17. She wrote to the company: "I lost 50 ugly, unwanted pounds simply by taking two of your Slim-Bod capsules daily and following a low calorie diet for six months. Now the men won't take their eyes off me." The company used what she wrote in the following manner: "Miss Jones says she 'lost 50 ugly, unwanted pounds simply by taking two Slim-Bods daily.'" (4 Quotation out of Context)
18. The principal of a high school addressing the student body at an assembly: "Our school will be evaluated for national certification sometime during the coming school year. We don't know exactly when the evaluation will take place. I ask that each of you give us a little cooperation and make some improvement in your behavior." (6 Vagueness)
19. A bill proposed in Congress would ban from the mails all "material that may be considered offensive sexually." (6 Vagueness)
20. Believe me, the Vietnam War is the ghost that will haunt this country for a hundred years. (2 Metaphor and Simile)
21. Royal Butter makes you feel like a Queen. (2 Metaphor and Simile)
22. I'm sure you will agree that deprivation of the nutritive instinct is destructive of the higher cultural interests. What is the "nutritive instinct"? I don't have time to explain right now. (5 Abstract Terms)
23. Compared to chain smoking, car racing is just a drag. (2 Metaphor and Simile)
24. Midget has more value than any other medium-priced car in the world. (6 Vagueness)
25. Hanes hose ad: "Our sheer hose gives your legs that springtime feeling." (2 Metaphor and Simile)
26. Ad: "Now there is Cologne by Pershing for both men and women. Have you noticed the difference?" (7 Ambiguity)
27. A professor said in the classroom: "The Communist Government of Cuba is a good one to live under if you don't care about personal freedom and your civil liberties." The local newspaper reported his lecture this way: "Communism in our schools! Local teacher says, 'The Communist Government of Cuba is a good one to live under...'" (4 Quotation Out of Context)
28. Propaganda has got to be one of the most depressing and stupid games I've ever played. I think it stinks, and I don't think you can say anything to change my mind. (0 No Technique)
29. We are Republicans and don't propose to leave our party and identify ourselves with the party whose antecedents have been Rum, Romanism, and Rebellion. (1 Emotional Terms)
30. "But Miss Buxley," complained Tommy, "you forbade me to CALL Maggie a vituperous vixen. I just wrote it on the board." (3 Emphasis)
31. Of course we should vote for the amendment to the new sewage bill. One of the founding principles of this nation is compromise, amending our opinion. The sewage amendment must pass. (8 Shift of Meaning)

32. Teacher to parent of a student: "Your daughter hasn't been working hard enough on my subject. She simply has to work harder." (6 Vagueness)
33. Senator Burton said that while in principle he did not favor abortion, he would not oppose a majority vote that would have the effect of legalizing abortion. His reported speech was headlined, "Burton Favors Legalizing Abortion." (4 Quotation out of Context)
34. Oh, Helen, why be so contrary! He HAS got a body like a Greek god. (2 Metaphor and Simile)
35. Ad from a full service bank: "Here's how to get a banker to play ball without batting an eye." (2 Metaphor and Simile)
36. Senator Claghorn in a speech: "Throughout the Communist world, people call for 'freedom.' They don't have to be more specific than that – just 'freedom.' The Communist leaders are frightened." (5 Abstract Terms)
37. Democrats are unscrupulous tax-raisers who take advantage of unsuspecting workers and poor people. (1 Emotional Terms)
38. Smith: "Wilson is quite a competitor."
 Jones: "He can hardly be called a 'competitor.' He has lost every game he has played."
 Smith: "But he fights hard even in defeat."
 (6 Vagueness)
39. The way I see it, the School Board's plan to cut Academic Games is a half-baked idea, and we shouldn't stand for it. (1 Emotional Terms)
40. A: "Phlogiston is an invisible fluid through which light can pass."
 B: "What is phlogiston? Is there any in this room?"
 A: "I can't explain it to you. It's invisible, you know."
 (5 Abstract Terms)
41. The hurricane roared through the state like a freight train. (2 Metaphor and Simile)
42. Smith: "Christianity is the hope of the world."
 Jones: "Maybe, but I haven't the slightest idea what you mean by 'Christianity.'"
 Smith: "'Christianity' is, well, whatever it is – you know what I mean."
 (5 Abstract Terms)
43. The baseball commissioner tried to mediate in the players' strike. Sports writers agree the strike settlement favors the players. The commissioner was not an impartial mediator. (8 Shift of Meaning)
44. Asked to describe the character of his political opponent, Jones replied, "He's about as personable as a slug." (2 Metaphor and Simile)
45. Salesman: "This new computer is IBM-compatible."
 Customer: "Does that mean it can run the Lotus 1-2-3 program?"
 Salesman: "I don't know. All I know is that it is IBM-compatible."
 (5 Abstract Terms)
46. How can our state make any progress with a lying, scheming crook like Edwin Jones as its governor? (1 Emotional Terms)
47. Smith: "I'm for military preparedness."
 Jones: "What do you mean by 'military preparedness'?"
 Smith: "I trust the Defense Department to know what we need to be ready."
 (5 Abstract Terms)

48. Teacher: "Susie, I'm giving you an F for this paper because it's just not neat enough to suit me." (6 Vagueness)
49. A vote for my opponent is a vote for all the cockeyed, wasteful liberal programs that nearly destroyed this nation's precious economy. (1 Emotional Terms)
50. My opponent claims that his service in the army in the Vietnam War is proof of his patriotism. But I question the patriotism of a man who would cancel the Star Wars defense program if elected President. (8 Shift of Meaning)
51. A cold bottle of 9-UP is like a cool twilight breeze after a hot summer day. (2 Metaphor and Simile – not Emotional Terms)
52. Dr. Merlot stated, "We are all sleepwalkers." When asked why, he replied: "I think each of us is a sleepwalker because we all go through a subtle transition between the sleeping and walking state." (8 Shift of Meaning)
53. Trial lawyer to jury: "He's guilty because he sneakily lured the poor victim away and then mercilessly destroyed him." (1 Emotional Terms)
54. Malonna sang: "I like winter when it rains, fresh mown hay and blades of grass." The newspaper reported, "Malonna likes grass!" (4 Quotation out of Context)
55. The conservative is at odds with dictators who rule by terror, and equally at odds with those gentler collectivists who ask our permission to play God with the human race. (1 Emotional Terms)
56. Esther! I asked all of you to come early and help me set up for the meeting! It starts in ten minutes; where have you been? (6 Vagueness)
57. Now you can be more attractive in a Fluffy Sweater. Fluffy gives you the beauty of spring. (2 Metaphor and Simile)
58. Thank you for a copy of the new Academic Game. I shall waste no time in playing it. (7 Ambiguity)
59. I heard that Jones voted for Schmidt. He must be a Democrat. (7 Ambiguity)
60. Congresswoman Bell: "The domestic oil programs that we have today simply will not be enough to meet the coming demand. We still have a long way to go." (6 Vagueness)
61. From a speech of an ecologist: "From an airplane you can see the creeping of the fungus threads of urban growth." (2 Metaphor and Simile – not Emotional Terms)
62. Some people cannot control their habits at all. Do you think Roger is going to squander all his money – or his wife? (7 Ambiguity)
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63. We have already shown, my fellow citizens, that the hands of our political enemy are tainted with the filthy lucre of gambling money. Need we add more? (1 Emotional Terms)
64. The Warrior football team is really good this year; however, in the last game, the quarterback threw the ball with no protective padding and got hurt. (7 Ambiguity)
65. Two Senators sponsored a bill providing that unrequested mail that is indecent must carry warning labels. (6 Vagueness)
66. Whenever someone is in an exotic surrounding in a foreign country they chose to visit, and they're living in a luxury hotel, what are they called? Guests! So don't tell me Westerners in Baghdad are hostages! It should be obvious Saddam is correct. They are guests! (8 Shift of Meaning)
67. After Spike had gotten himself into one jam after another due to some pretty bad ex-

cuses he was giving to Jennifer for having failed to call her, Terry showed up with some news that got everyone on another track. Later that day Spike patted Terry on the back and sighed, "Thanks, pal, you're a real lifesaver!" (2 Metaphor and Simile)

68. In arguing with a friend over whether or not President Kennedy favored social programs like welfare, Irna insisted that he opposed government handout programs, and that it was, after all, Kennedy who told his countrymen to, "Ask not what your country can do for you." (4 Quotation out of Context)
69. Mother: "Leave that boy alone! Can't you see he's tired?"
Father: "Tired? Don't be silly. He's only broken out in a little sweat and hasn't complained at all."
(6 Vagueness)
70. Anyone failing to see through the hypocrisy of our presence in the Middle East is just another Rambo-Reagan War Hawk who's too stupid to learn from the errors this nation has committed, including the massacre of untold numbers of innocent civilians in Vietnam. (1 Emotional Terms)
71. After insisting that he would be the last person alive to impose his moral values on anyone, Congressman Upchuck insisted that the evils of what he called "smut" magazines like *Playboy* must be abolished by an enforceable law in all fifty of the United States. (6 Vagueness)
72. A patriot is a person who speaks out boldly on behalf of his country and will brave the dangers of public rebuke to stand up for those principles upon which his nation was founded. It is for this reason that I say that burning this flag to establish my right to do so is not only a brave act, but a patriotic one as well. (8 Shift of Meaning)
73. Timmy didn't want to go to Joey's house, but he didn't want to tell the kid that he didn't want to go because he didn't want to hurt his feelings. When Joey called and invited Timmy to his house for the night, Timmy slowly crept into the kitchen and asked his mother if he could go to Joey's house that night. "You can't go anywhere until you've put up those dishes," his mother stated. Brightening up, Timmy picked up the receiver and told Joey, "My mom told me I can't go anywhere." (4 Quotation out of Context)
74. I prefer the Republicans in the White House to the Democrats. The Democrats are a bunch of little old ladies with no gumption at all; but the Republicans, hey, they're the Hawks, the killer bees. Ain't nobody gonna mess with them. (2 Metaphor and Simile)
75. One gentleman speaking to another: "You know, if you take too much salt, it isn't very good for you. You really should use less salt than you do now." (6 Vagueness)
76. Teacher: "I want your paper to be cogent."
Student: "Can you post on the bulletin board an example of a cogent paper?"
Teacher: "If you have learned what I've been teaching you in this unit, you'll be able to write a cogent paper." (5 Abstract Terms)
77. If you would have chosen the proper and decent thing to do instead of indulging your own selfish desire to engage in self-satisfying vice, you would not find yourself in this predicament. (1 Emotional Terms)
78. Don and Paul were friends, their girlfriends were friends, but each girl liked thinking

that her boyfriend was the stronger. One day Paul came up with an idea. They got Michael, another friend, to make the following statement to their girlfriends: "Paul told Don that he was the stronger." Both girls went home satisfied. (7 Ambiguity)

79. Milt: "We must rid our state of all toxic waste before the next century."
Fred: "I may agree with you. Which toxic waste should we start with?"
Milt: "If I have to tell you about toxic waste, you must not be a supporter of mine."
(5 Abstract Terms)
80. When asked her opinion of the album "As Nasty as They Come," Maggie said, "Well, if you ask me, it is pure unadulterated filth. It is a prime example of man at his worst. The level of respect shown to women is abominable and the idiots who made the record should be thrown in the deepest dungeon they can find and never released." She added, "But someone else may see things differently." (0 No Technique)
81. In defending his opposition to the flag burners, Senator Smokehouse insisted that the first amendment applied only to free SPEECH. (3 Emphasis)
82. At a veterans' meeting, one braggadocios individual was telling the story of how, after his ship was torpedoed, he and a friend of his survived for two weeks on a can of sardines. "Oh really," replied a droll observer, "weren't you afraid one of you would fall off?" (7 Ambiguity)
83. My mother yelled at me to turn down my stereo. So I did. But five minutes later she came to my room and told me to turn it off because it was still too loud. (6 Vagueness)
84. My fellow Congressmen, how can we stand here arguing over this budget proposal when our patriotic young soldiers are sweating in the Arabian desert as they put their lives on the line to stop that madman, Saddam Hussein? (1 Emotional Terms)
85. Speaker: "Inflation comes back every few years in a predictable cycle. It may have many causes."
Questioner: "Are we experiencing inflation right now?"
Speaker: "I will leave that to each person's judgment. I will simply say that we can never be rid of inflation permanently."
(5 Abstract Terms)
86. Senator: "We must spend as much money as necessary to stop Hussein, who took Kuwait like a fox invading the chicken coop at night while the farmer is asleep." (2 Metaphor and Simile)
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87. Baseball needs a major change. The season is too long. (6 Vagueness)
88. Politician: "I will not vote to send troops to South America unless the situation gets much worse." (6 Vagueness)
89. Lawyer: "That overbearing blowhard of a business tycoon needs to be permanently banned from our warm, friendly community." (1 Emotional Terms)
90. Defendant: "I can't believe you think I'm guilty. The Constitution says we have the right to bear arms. You have no right to judge me for shooting my neighbor." (8 Shift of Meaning – "right")
91. Doctor to patient: "Take Tylenol Plus capsules – no more than four per day – and at least 500 milligrams of Vitamin C per day. If you do, your flu symptoms should decrease rapidly." (0 No Technique)
92. Ad: "Cole Fresh Mixed Fruit Juice is like the refreshing gurgling of a mountain stream." (2 Metaphor and Simile)

93. Senator Blight: "I will never vote to send our troops to South America unless the freedom of our allies in Central America is threatened."
Magazine article covering the speech: "Senator Blight said that he will never vote to send our troops to South America." (4 Quotation Out of Context)
94. Ad: "Brooks Brothers has set the standard for good men's clothes for half a century." (7 Ambiguity – clothes for good men or good men's clothes?)
95. Coach to quarterback who is being cut from the team: "Your play in the preseason was just not up to our standards." (6 Vagueness)
96. Day Care Center ad: "Wanted: Four-year old teacher. Must be self-motivated." (7 Ambiguity)
97. Teacher: "Students, don't raise your hands to ask me any questions unless they are really important!" (6 Vagueness)
98. I don't know what you think, but to me he is the most ugly, disgusting boy I have ever met. (0 No Technique)
99. Ferd: "Say, Nerd, don't you wish you could be a Teenage Mutant Ninja Turtle?"
Nerd: "I wouldn't mind the Teenage Ninja part, but what exactly is a mutant?"
Ferd: "That's a dumb question. Everyone knows what a mutant is. It's part of being a Teenage Ninja Turtle."
(5 Abstract Terms)
100. Student to teacher: "You told me what I said on the test was not right. But the Constitution says we have a right to free speech. Therefore, I should have the right to say what I please without being told I am wrong." (8 Shift of Meaning)
101. The local Teenage Mutant Ninja Turtle Fan Club members met last night to discuss the turtles. More were present than ever before. (7 Ambiguity)
102. Two druggists discussing the merits of a new product: "You know, this combination of neosynephrine and ibuprofen should produce a distinct lessening of the symptoms of nasal congestion and headaches." (0 No Technique)
103. Sign in a men's clothing store: "15 men's wool suits – \$10. They won't last an hour." (7 Ambiguity)
104. Ad: "It's not just a car; it's your freedom!" (2 Metaphor and Simile)
105. Ad: "Sears paint doesn't drip like other paints." (7 Ambiguity)
106. From a speech by a candidate for Governor: "It's time we have a Governor who will defend the hard-working, tax-paying, law-abiding, middle-class citizen." (1 Emotional Terms)
107. "We are fighting an epidemic of hatred, harassment, and homicide. The panicked politicians are crushing us mercilessly," said National Gay spokesman Thomas Cray. (1 Emotional Terms)
108. The new physician had been impressing his patients with the fact that he practiced holistic medicine. When finally asked by one patient what he meant by holistic medicine, the physician exclaimed, "It is obvious what holistic medicine is. I don't need to explain it. Aren't you feeling better?" (5 Abstract Terms)
109. You can see what these self-righteous book banners are trying to do to us! They want to set themselves up as dictators, telling us what books we can buy and which ones we can't! (1 Emotional Terms)
110. Baseball games are too long. The umpires must work toward shorter games. (6 Vagueness)

111. Candidate: "We have too much reverse discrimination in our city."
Questioner: "In what departments of the government does this discrimination exist?"
Candidate: "If you have to ask that, you haven't been paying attention to what's been going on in our city."
(5 Abstract Terms)
112. Outraged citizen: "There is no reason why we should have to tie all our shrubbery in small bundles for the garbage trucks. We already separate our aluminum cans and glass containers. We have done enough for the garbage companies." (6 Vagueness)
113. After the President's speech explaining why the military leaders in Haiti must leave their country or face a U.S. invasion, his approval rating went up by 10 points. That fox Clinton has put one over on the American people again. (2 Metaphor and Simile)
114. Montreal newspaper said a woman "had moved into an apartment where she was killed a few weeks before her death." (7 Ambiguity)
115. When the computer vendor asked the School Board member how the School Board would judge which computers to purchase, the School Board member declared, "We will consider only computers of the highest quality and latest technology." (6 Vagueness)
116. Senatorial candidate: "My opponent's position on aid to education is half-baked to start with and downright cruel to small children in the bitter end. His short-sighted viewpoints have no place on Capitol Hill." (1 Emotional Terms)
117. "Remember," said the father to his son, "don't swim too far out in the river or you may have trouble getting back." (6 Vagueness)
118. Ad: "Get into the cockpit of your Dodge, taxi down the driveway, and soar into traffic." (2 Metaphor and Simile)
119. A team of scientists researched the wearing of tires on cars and determined that the chemical additive XL-240 made the tire tread so tough that the tires could probably outlast the car. When they found out about the research, the Michigan Tire Company was pleased because they used XL-240 in their tires. So they put together an ad campaign announcing that Michigan tires included XL-240, which scientists had noted could make it possible for the tires to outlast the car. (0 No Technique)
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120. Republican congressman summarizing what his party has done in the first 100 days of the new Congress: "We have passed laws against welfare cheats, cut the bloated Federal bureaucracy, provided tax breaks for hard-working middle-class Americans, and eliminated many wasteful, ridiculous government projects." (1 Emotional Terms)
121. Space Administration official testifying before Congress: "We have improved our safety procedures, reduced waste, and speeded up the development of new projects." (6 Vagueness)
122. Boss to employees: "Next year's budget is going to be very tight. Some positions may have to be cut. Those who do more than the minimum will be looked upon favorably for continued employment." (6 Vagueness)
123. John left Mary crying like a baby. (7 Ambiguity)
124. Presidential candidate: "We must have economic reform to survive in the global

economy.”

Interviewer: “Does economic reform include a reduction in the Social Security benefits or a cutback in the defense budget?”

Candidate: “Reform is critical to the welfare of our nation into the 21st century.”
(5 Abstract Terms)

125. Football coach to a prospect for the team: “Son, you just don’t have what it takes inside. You don’t have enough heart and guts to make my team.” (6 Vagueness)
126. Republican candidate for President: “Pat Buchanan has the gutter ethics of a down-home racist, and the economic understanding of a flea market apple salesman.” (2 Metaphor and Simile)
127. Ad: “Use Rogers Business Consultants. Our ideas sparkle like Tiffany diamonds.” (2 Metaphor and Simile)
128. On a frantic Monday morning, two harried economists rush to patch together their hasty recommendations for the day. Would you trust the advice from this company? (1 Emotional Terms)
129. Ad: “Macy’s has set the standard for sophisticated men’s clothing for over 30 years.” (7 Ambiguity)
130. Alcohol is a drug, and anyone who sells a drug is a drug peddler. Therefore, liquor store owners should be sent to jail. (8 Shift of Meaning)
131. Ad: “This tiny hummingbird is a jewel of a pendant. Shimmering with Austrian crystals, its eyes twinkle with a full-cut ruby.” (2 Metaphor and Simile)
132. Presidential candidate William Jennings Bryan, in a famous speech about 100 years ago: “You shall not press down upon the brow of labor this crown of thorns; you shall not crucify mankind upon a cross of gold.” (1 Emotional Terms)
133. American society sends dangerous messages to young women about being overly plump. Women are expected by society to be just the perfect weight and the proper shape. (6 Vagueness)
134. The Beatles went to India to seek the guru’s advice. Said the guru: “If you wish to be happy, seek blessed bliss.”
The Beatles asked, “We do not understand. What is this bliss we are supposed to seek?”
The guru replied, “If I have to explain bliss to you, you will never find it.”
(5 Abstract Terms)
135. Candidate Jones to the audience: “Yaboo City has contained its crime wave thanks to Sheriff Harry. Jazzbo City has more serious problems with crime. Let’s face it, when it comes to crime, it’s a jungle out there.” Newspaper article covering the speech: “Candidate Jones owes the citizens of Jazzbo City an apology for saying they live in a jungle.” (4 Quotation out of Context)
136. Ad for “Nighttime” perfume: “Nighttime slowly, gently unfurls its splendor – it heightens each sensation, makes the senses abandon their defenses. It stirs imagination.” (1 Emotional Terms)
137. Ad: “Rent to own: big screen TV and free premium cable channels for sports fans with on-screen digital programming, MTV music access and picture in picture feature. Now only 1995.” (7 Ambiguity)
138. Rap song with an anti-drug message: “It’s a dangerous game; it’s a sin with no shame; like a tiger to tame, it’s a crime and a shame and the angels proclaim, it’s a dangerous game.” (0 No Technique)

139. "Do you like the statue in the window?" asked the shop owner to the customer.
"Oh yes, I like it very much. It's a beautiful piece of work," replied the customer.
"Well, if you have enough money in your pocket, it's yours. You can walk out with the statue today."
(6 Vagueness)
140. Ad for Hanson Forest Products: "We've got 98 billion branches and you've never heard of us?" (7 Ambiguity)
141. Fabric buyer to one of the vendors: "I have not been buying your stuff because you just don't bring me fabric of the right quality and proper colors. When you do, I'll buy." (6 Vagueness)
142. College instructor: "I know that you asked me about integrity and honor and how they fit into our theory of ethics. But, hey, you are a college student now. If you can't recognize integrity and honor by now, then I certainly can't help you." (5 Abstract Terms)
143. People have been wrong in believing tables to be solid. If we examine a table closely, we find that there is a great deal of empty space between the millions of molecules making it up. (8 Shift of Meaning – "solid" is changed from its normal meaning to a scientific meaning)
144. PTA member to another member: "We don't want that witch Helen on our committee. She jabbars on all the time; she dresses with the grace of a moose; and she reeks of stale perfume." (1 Emotional Terms)
145. Father to his son: "What is love? Love to me is care and consistency and support. Love is always being there for someone, no matter how hard it is for you. Love never wavers." (0 No Technique)
146. Dad to his young son: "No, Mark, you may not invite Robert to the islands with us. His family does not have the background and stability that we require. Try someone else." (6 Vagueness)
147. After President Clinton changed his mind on national TV about another major issue, the news commentator said, "The Waffle President just folded again." (2 Metaphor and Simile)
148. The dentist gave the following instructions to the girl: "You should BRUSH your teeth daily and FLOSS them at least twice per week."
The girl told her mom, "Dr. Denture said that I SHOULD brush and floss, but he didn't say that I HAD TO. I'll brush and floss on Saturdays."
(3 Emphasis)
149. Dad to daughter: "Young lady, I do not want you to stay out too late again this Friday. I expect you to be home no later than 11:30. And I mean in the door by that time!" (0 No Technique – not Vagueness, not Emphasis)
150. Wanted: Women to sew buttons on the third floor. (7 Ambiguity)
151. Ad: "A great dog deserves Alpo." (6 Vagueness)
152. Ad: "Piaget turns the telling of time into the wearing of precious jewels. To witness the making of a Piaget is to experience the mentality of perfection." (2 Metaphor and Simile)
153. "For Sale: Antique desk suitable for a lady with curved legs and large drawers; also mahogany chest." (7 Ambiguity)
154. A crust of bread is better than nothing. Nothing is better than true love. Therefore a

crust of bread is better than true love. (8 Shift of Meaning)

155. A political candidate in a television debate: "My opponents are like two liberal peas in a pod." (2 Metaphor and Simile)
156. Ronald: "What this organization needs is a leader with charisma to help it change direction."
Matt: "That's nonsense! Just what is charisma, anyway?"
Ronald: "Charisma is dignity and integrity, plus a vibrant personality that excites people to believe and act. And it is honesty, like Kendra Blankenship has."
(0 No Technique)
157. TV ad: "Men, do you want to drive women crazy? Do you want to have that enticingly subtle sensual appeal? Then you want Macho Rambo, the aftershave with after shock!" (1 Emotional Terms)
158. All women are men. All men are non-child bearers. Therefore all women are non-child bearers. (8 Shift of Meaning)
159. She treads as gently as an elephant on the newly installed carpet. (2 Metaphor and Simile)
160. TV ad: "The new Lincoln Explorer is part Oscar Madison and part Felix Unger." (2 Metaphor and Simile)
161. School Board Project Manager: "We cannot accept your bid offer because the total amount of your bid is greater than the amount we had anticipated spending."
Computer Vendor: "Well, OK. But how much are you prepared to spend?"
Project Manager: "I repeat, your bid was just more than we are able to spend at this time."
(6 Vagueness)
162. Smith: "My school, which is already experimenting with the '4 by 4' schedule, is now encouraging teachers to implement the '4-mat' approach to teaching."
Jones: "What is the '4-mat' approach?"
Smith: "You know, the '4-mat' approach which is used in the classroom."
(5 Abstract Terms)
163. Only Zoplait can bring you a new flavor this lusciously exotic. Introducing a light key lime pie so tropical and so refreshing it'll take you to paradise. (1 Emotional Terms)
164. Mom to kids: "After you clean up the yard, you can come in and get your snack."
Big brother to little brother: "What did Mom say? I had my headset on and couldn't hear her."
Little brother: "She said after YOU clean up the yard, to come in and get your snack."
(3 Emphasis)
165. Teacher: "For homework, I want you to watch the science program on the Discovery Channel at 7:00 pm and then answer the questions I am passing out now."
Student when parent asks him what he has for homework: "The teacher told us to watch the science program on the Discovery Channel at 7:00 o'clock."
(4 Quotation out of Context)
166. Nicky know-it-all: "You told me what I said on the test was not right. But the constitution says we have a right to free speech. Therefore, I should have the right to say what I please without being told I am wrong." (8 Shift of Meaning)
167. Salesman: "This computer has Internet capabilities."

Customer: "What exactly are 'Internet capabilities'?"

Salesman: "Well, it means that the computer has built-in software which will let you surf the net."

(0 No Technique – Abstract Terms)

168. Daughter: "Mom, what's the secret of making your spaghetti sauce? I follow your recipe, but mine never tastes as good as yours."
Mom: "When you're making the sauce, remember I told you to add a pinch of garlic, a dab of hot sauce, a squeeze of lemon, and a dash of oregano."
(6 Vagueness)
169. Be friends with that little snit Alice? Are you kidding? She is a know-it-all who bats her eyelashes at all the guys and purposely ignores Joanie and me. She has the courtesy of a snake. No way! (1 Emotional Terms)
170. From an article in the school newspaper: "Several students were found in the rest rooms at recess smoking cigarettes. The principal put them out." (7 Ambiguity)
171. Melinda, I stated clearly that I did not want you to stay out too late. You came in at 12:30 last night. That is too late. My idea of late is 11 o'clock at night. That is when I want you in the house. Are we clear for the future, young lady? (0 No Technique)
172. Letter from an organization for handgun control: "I'm asking you to join me in telling the NRA to 'Go Jump in the Lake!' Those are strong words, but the NRA's extremist pro-gun advocacy threatens the safety of all Americans! The NRA and its gun industry friends are dooming America to a bloody, frightening future." (1 Emotional Terms)
173. Auto salesperson: "You said that you wanted a car with low gas mileage. Well, the Venus is really economical. You will save a lot with this model." (6 Vagueness)
174. Messing with a newspaper is like wrestling with a pig. Not only does it get everyone dirty, but the pig likes it. (2 Metaphor and Simile)
175. Marty, you keep asking me what I mean by the joy of life. It is just there; it is a wonderful feeling; it is contentment. You just need to relax and feel it. (5 Abstract Terms)
176. Television newscast: "For the second time in two weeks, a Galena Park woman has been murdered." (7 Ambiguity)
177. Adviser to student: "It is critically important in life to seek truth. That is the firm foundation for your life."
Student: "Yeah, but I do not understand what truth is."
Adviser: "Truth is you telling the facts exactly as they really are. It is sharing your feelings exactly as you feel them. It is reading the Bible to help you discover the basic set of principles that guide us."
(0 No Technique)
178. The traditional definition of man as a rational animal is ridiculous. A baby can hardly engage in rational reasoning activities at birth. (8 Shift of Meaning)
179. Speaker to a group at a seminar: "Let's all get quiet and imagine a perfect world. Each one of you can create your own picture of what that world should look like."
(5 Abstract Terms)
180. Ad: "If you suffer from mud in your blood or artery sludge, then you need to reduce your cholesterol! Ask your doctor about the new drug *Sophretamine*." (1 Emotional Terms)
181. Like hens in the chicken coop whose eggs are daily stolen by the farmer, the work-

- ers in this company constantly have their ideas adopted by management, which takes the credit for them. (2 Metaphor and Simile)
182. Ad from Modern Technologies, Inc.: "Buy a 56 kilobytes per second modem and transmit data at speeds up to twice as fast as most modems." (6 Vagueness)
183. John Deere Lawn Tractor Ad: "Nothing Runs Like a Deere." (7 Ambiguity)
184. Epitaph on a tombstone: "Here lies Abigail Concord. After living with her husband for 55 years, she departed in the hope of a better life." (7 Ambiguity)
185. When I say you're lazy, I mean you're lazy. If I had meant anything else, I wouldn't have said you were lazy. (0 No Technique)
186. Ad: "It's delicious. It's nutritious. It makes you feel ambitious. The best cereal is Quaker Oats." (1 Emotional Terms)
187. Life is a puzzle, and it is our job to put it together. (2 Metaphor and Simile)
188. Teacher: "Jimmy, you are a student out of my worst nightmare. I will feel fortunate not to have you again in my class after this year."
Jimmy, when Mom asks how he is doing in school: "Well, just today, my teacher told me she feels fortunate to have me in her class."
(4 Quotation out of Context)
189. Sam: "Our teacher says that this year we are going to work on improving content standards."
Pam: "How is that different from what we did last year?"
Sam: "Well, you were here last year. You shouldn't have to ask."
(5 Abstract Terms)
190. Customer, when asked what he wants on his Subway sandwich: "I want mustard and cheese, with tomatoes, pickles, lettuce, and some olives."
Subway employee finishes making the sandwich. The customer sees it and says: "That's too many olives."
Employee: "Didn't you say you wanted olives?"
Customer: "Yes, but not too many."
(6 Vagueness)
191. With all the fuss the news media was making over the Ryder Cup Golf Challenge, you would think the players were angels playing heavenly golf in the clouds. (2 Metaphor and Simile)
192. A weight loss clinic advertises: "Get the body of your dreams. All you have to do is eat less food. We'll help you." (6 Vagueness)
193. Candy ad: "Sometimes you feel like a nut. Sometimes you don't." (7 Ambiguity)
194. In the Book of Matthew, Jesus says that if God takes care of the flowers and birds and they don't worry, then how much more will He take care of us. I am not going to worry; I am going to trust in God. (0 No Technique)
195. Lawyer making his opening statement to the jury at the start of the trial of the wife of a dictator who has fled from her country: "She is an evil, greedy woman who stole poor people's money and squandered it on jewels and fancy clothes and who owned three thousand pairs of shoes." (1 Emotional Terms)
196. Those plans of ours are sacred. No hotshot from some plush big city firm is going to rock our boat. We have to keep those pie-in-the-sky consultants from messing with our direction. (1 Emotional Terms)
197. This insurance policy is the rock of our company. Without it, our corporate walls

would crumble. (2 Metaphor and Simile)

198. Political candidate explaining why he opposes allowing a factory to open in the county: "This valley is a work of art created by God. Don't let a greedy company spoil it." (2 Metaphor and Simile)
199. Daughter to mother regarding her boyfriend: "Mom, all you said was not to CALL David. You did not say anything about e-mail." (3 Emphasis)
200. Mother to son: "Well, Henry, what do you want to be when you grow up? A doctor?"
Son: "Yeah, mom, that's it! A doctor ... a doctor of mystery just like Sherlock Holmes."
(8 Shift of Meaning)
201. A warning label on a toy reads: "Warning! Choking hazard – small parts – not for children under the age of three." A spokesman for a rival toy company states, "Do you want your children to be safe? I'm sure you do. That is why all our products are tested 100% safe, unlike our competitor who labels its products as 'choking hazards.'" (4 Quotation out of Context)
202. Coach: "To make our team, you are going to have to show mastery of the game."
Prospect: "Great, coach. What do I have to do to show you my mastery?"
Coach: "If you have not figured out mastery by now, you can kiss the team good-bye."
(5 Abstract Terms)
203. The next book that we publish has to have enough star power to sell itself. Make sure that you choose a manuscript that gives us enough. (6 Vagueness)
204. Although Amy is as quiet as a mouse, she enjoys singing with the school concert choir. (2 Metaphor and Simile)
205. See Arnold Schwarzenegger's blockbuster new movie "Terminator 14" opening everywhere Friday. (6 Vagueness)
206. Mom, don't worry. I'm just going out for a while. I will not be home too late. (6 Vagueness)
207. From a pest control company ad: "The electronic stake emits vibrations and sounds that are intensely annoying to rodents up to 10 feet in diameter." (7 Ambiguity)
208. Senator speaking in the Senate: "We need this tax cut badly to help our bruised and battered economy." (1 Emotional Terms)
209. Mother: "Son, I want you to have the best education possible."
Son: "Well, what do you mean by 'the best'?"
Mother: "Well, I cannot really tell you that. You must know that for yourself."
(5 Abstract Terms)
210. The head of the high school bowling league asked the manager of the bowling alley if the students could get a discount if the league matches were held at the alley. The manager promised the league a "substantially lower price" for using his alley. (6 Vagueness)
211. Political candidate: "Our Constitution says, 'All men are created equal.' That is why I tell you not to vote for my opponent, who is a woman. According to our founding fathers, only men are equal." (8 Shift of Meaning)
212. A recent headline in the local paper declares: "Hospitals are sued by 7 foot doc-

- tors." (7 Ambiguity)
213. Son: "Mom, what is truth?"
Mother: "Truth is something you must discover for yourself."
(5 Abstract Terms)
214. From an election speech: "How can you even think about voting for my opponent? He has proven to be manipulative and deceitful to those closest to him. Imagine what he can do in office." (1 Emotional Terms)
215. Mother to child: "That's the stupidest excuse I've ever heard. You must think I'm an idiot if you think I'm going to believe something that ridiculous." (1 Emotional Terms)
216. Sue: "Amy sings in the school choir."
Judy: "No way! Amy is as quiet as a mouse."
(2 Metaphor and Simile)
217. Coach telling his principal about changes to the school's baseball field: "We need to increase the seating capacity and make the home run distances longer." (6 Vagueness)
218. The Republican candidate, Tom Smith, disagreed with his Democratic opponent, Sam Jones. He said he favored an increase in defense spending. (7 Ambiguity)
219. Father: "You need to finish college so you can get a better job. What you're doing now is no challenge for you."
Son: "You don't think programming video games is all fun and games, do you?"
(8 Shift of Meaning)
220. Palestinian diplomat: "Peace with Israel is impossible if Israel refuses to give up some of its land."
Editorial in Israel's leading newspaper the next day: "The leading Palestinian diplomat says peace with Israel is impossible. So why should we continue to negotiate with them?"
(4 Quotation Out of Context)
221. Ad showing a picture of a vehicle perched on a rocky cliff: "The all-terrain Chevy Tahoe Z71. Like a rock." (2 Metaphor and Simile)
222. Headline in a newspaper above an article describing a recent mining accident death: MINERS REFUSE TO WORK AFTER DEATH (7 Ambiguity)
223. This advertising copy is unacceptable. I asked for a green background, and you chose an awful shade of green. Don't you understand "green"? I am *not* paying for this! (6 Vagueness)
224. President: "In this time of national crisis, I call upon all Americans to unite in defense of freedom, liberty and the American way of life. The evildoers who have committed this vile crime shall not go unpunished. If necessary, we will hunt them to the ends of the earth." (1 Emotional Terms)
225. I really believe I should be awarded the door prize as the 1,000,000th customer at your Bell Bottom Discount Store. Your "winner" pushed his way in line directly in front of me. I feel he should be disqualified. (0 No Technique)
226. Ad: "Pierre Cardin Perfume. Intimate as a ski bungalow in the Alps." (2 Metaphor and Simile)
227. Coach: "We are letting you go. I said we needed desire on this team and you have not shown it."

Player: "But coach, I gave it all that I had! How can you say I did not have desire?"

Coach: "Son, you have no idea what I mean by desire. You just don't understand."

(5 Abstract Terms)

228. Ad: "Sleeping on an Airtone mattress is like sleeping on a cloud." (2 Metaphor and Simile)
229. Mom, how can I be in trouble? You told me not to play with the crystal vases in the *china cabinet*. And I didn't. I played with the crystal vases on the *bookshelf*. (3 Emphasis)
230. The visiting diplomat commented, "We will retaliate with all the force that we possess only if we are attacked with a mighty force first." The TV news that evening reported his statement as, "We will retaliate with all the force we possess..." (4 Quotation Out of Context)
231. Employer: "I need a company that is loyal, hardworking, and dedicated."
Employee: "What do you mean by that? How would you like our company to run differently?"
Employer: "If you don't know how to carry out my orders, you don't belong in a prestigious company like this one!"
(5 Abstract Terms)
232. Son: "Mom, what time do I have to be home?"
Mom: "Just don't come in too late – that's all I ask."
(6 Vagueness)
233. Newspaper Headline: "Red Tape Holding Up New Bridge" (7 Ambiguity)
234. Our teacher told us we should be slaves to good habits. But Abe Lincoln freed the slaves. Slavery is dead! We shouldn't have to do homework every night. (8 Shift of Meaning)
235. I know the president said that we must not assume that all Middle Easterners are terrorists. But I still think that we need to tighten our immigration procedures to make sure that all entering citizens are people of integrity. We must maintain our national security. (0 No Technique)
236. Mother to child: "You've done it this time! Your father is really going to go ballistic. This is by far the most lame-brained, half-thought-out paper that you have ever written. He's certainly not going to be pleased." (1 Emotional Terms)
237. A planning meeting was held for the dedication ceremony of a new cemetery in Gettysburg, Pennsylvania. One city council member quickly pointed out, "We can't dedicate our cemetery. President Abraham Lincoln said in 1863, 'We cannot dedicate...this ground.'" (4 Quotation Out of Context)
238. Ad: "You are the sun, you are the moon, you are the earth, you are the sky. You are everything that makes this world spin. Don't neglect it! Support the environmental movement. Don't be the one to tear our planet down." (2 Metaphor and Simile)
239. Men, you need to stretch yourselves to get to the next level. You cannot be content to re-main at a low level. You have to get farther along to be successful. (6 Vagueness)
240. Sally's English teacher said, "Sally, I believe that you are a very bright young lady, but you are not working up to your potential. With a little more study, you can be an A student."
Three weeks later the teacher again met with Sally and stated, "Sally, I have seen

no improvement in your grades. Didn't you increase your study time?"
Sally reported, "I did. You told me to increase my study time a *little*. I increased study time from none to ten minutes a day."
(3 Emphasis)

241. Student: "Why was this period called the Renaissance? What does that mean? What actually happened during the Renaissance?"
Teacher: "The Renaissance was a reawakening. New and better things happened."
(5 Abstract Terms)
242. Actual national radio broadcast: "President George W. Bush will announce today the details of his initiative on preventing AIDS in the Rose Garden at the White House." (7 Ambiguity)
243. General: "Colonel, I wanted you to lead an aggressive attack against the enemy on that hill."
Colonel: "General, we were successful. Our aggressive attack has captured the hill. We have also suffered very high casualties."
General: "You call that an aggressive attack? It took you two days to defeat the forces on that hill. An aggressive attack is fast. You could have captured it in one day."
(8 Shift of Meaning)
244. Editorial in the newspaper: "Mayor Roger Dodger has submitted a mongrel as an idea for city expansion. His idea should have been a pure-bred." (2 Metaphor and Simile)
245. If elected president, I will work to heal our nation's wounds and help to restore the confidence in government that has been ripped apart by the man who has occupied the White House for the past eight exhausting years. (1 Emotional Terms)
246. Entering class after the tardy bell, Henry says, "But Mr. Smith, how can you give me a detention? I'm not late. My BOOKS were here." (3 Emphasis)
247. Movie reviewer Simpkin's analysis of the latest comedy: "It was the very best example of a worthless movie that I have ever seen. Don't waste your hard-earned money."
Ad for the movie: "Simpkins thinks 'It was the very best example of a movie.'"
(4 Quotation Out of Context)
248. Sports page: "The Senegal striker struck like a cobra to place the winning goal directly underneath the diving Irish goalie." (2 Metaphor and Simile)
249. Ad for a new magazine: "This issue features a compelling interview with the fascinating leader of AES Corp., the world's largest global power company." (1 Emotional Terms)
250. Ad: "Like a rock, State Farm is there." (2 Metaphor and Simile)
251. Ad for a law firm: "At Heller Beckman, you won't find heavily starched attorneys thinking equally rigid thoughts. Instead, you'll find teams of spirited individualists looking beyond the expected to the exceptional, where the extraordinary solutions are found." (1 Emotional Terms)
252. Teacher to her class on the first day of school: "What we will have in this class is discipline. If you don't know what I mean by discipline, then you're in for a very long year." (5 Abstract Terms)
253. Mother to daughter: "Now that you are starting high school, don't expect to stay out

late on school nights!" (6 Vagueness)

254. Teacher: "I just handed back your test papers. All of you who did poorly stay after school and do some extra credit work." (6 Vagueness)
255. On my recent trip to Spain, I visited Pamplona and participated in the running of the bulls. Hundreds of men and dozens of bulls were running in the streets, and I was one of them. (7 Ambiguity)
256. Mom, you said that I should always focus on the principle thing and not let my mind stray. Well, my principal is very wishy-washy, and it is hard to follow his directions. (8 Shift of Meaning)
257. When Denise won the award for best speaker at our school's annual ceremony, she glided across the stage like a ballerina. She should have won the award for most graceful instead. (2 Metaphor and Simile)
258. Candidate for governor: "I vow to uphold the policies set forth by my predecessor, which include equal housing opportunities for all, equal childcare accessibility and, above all else, equal educational opportunities."
Opponent: "Do you really want to elect a governor who values education opportunities above that of medical coverage and national security? I think not!!"
(4 Quotation Out of Context)
259. Speaker: "Come join our workshop on improving employee morale."
Listener: "Does 'morale' include getting along better with our bosses?"
Speaker: "If you don't already know how to get along with your boss, you shouldn't waste your time coming at all."
(5 Abstract Terms)
260. Political candidate: "America has become the most obese nation in the world. As a result, fitness needs to be at the forefront of our campaign. Running, jogging, or even walking has allowed many of our citizens to combat the issue of weight gain and become healthy again. If elected, I will work for an exercise program to target those most at risk. And that is why I'm running for office, to help those who aren't running to start." (8 Shift of Meaning)
261. Critic: "The film was a colossal waste of time and a stupendous waste of money."
Newspaper ad for the film the next week: "Critics call it 'colossal' and 'stupendous!'" (4 Quotation Out of Context)
262. Maureen: "Many people dislike Rush because of his views and actions, but I love him because he has character."
Audrey: "I do not get what you mean. Is Rush a character? What does he have?"
Maureen: "There is no way to describe Rush's character. When you have it, it just is."
(5 Abstract Terms)
263. Ad sent through the mail: "Please take a moment to look at the full-color photos in the enclosed brochure. You'll be amazed at all the incredible, authentic details lavished on every inch of this extraordinary heirloom-quality Confederate train set. The engine and freight cars are richly decorated in Southern motifs, like the proud portrait of Robert E. Lee." (1 Emotional Terms)
264. Head Officer of a Company: "Our Board put expansion of our sales as #1 priority for this year. We definitely need to expand our main headquarters and entertainment expenses." (8 Shift of Meaning)
265. Melissa's poem was a symphony of emotions. It made us soar. (2 Metaphor and

Simile)

266. You mean to tell me you don't know what a "WAHOO" is. If you don't know, I'm certainly not going to tell you! (5 Abstract Terms)
267. Husband speaking to wife: "I knew it was time to buy a new car when my 25-year old Ford Mustang broke down on route 95 during rush hour again. I looked at a 2005 Ford Mustang and the 2005 Nissan Maxima. One was vastly superior to the other, so I bought it." (7 Ambiguity)
268. Vicki, I don't know why you are so mad at me. I didn't break my promise, as you claim. I promised you that I wouldn't *tell* John that you liked him. And I didn't. I passed it to him in a note during history. (3 Emphasis)
269. Sure, you can go with your friends to the circus. Just make sure you don't eat too much cotton candy. It'll spoil your dinner. (6 Vagueness)
270. Boss sending her employee on a trip: "Make sure that you do not spend too much on hotels and meals. Stay under \$150 per night on the room and less than \$40 per day on meals." (0 No Technique)
271. Senator: "I am a firm believer that with the proper use of the correct amount of American force we can turn every nation in the world into a democracy."
Reporter: "Please explain what you believe to be the proper use and number of American troops."
Senator: "I most certainly will not. I'm no traitor. That would be aiding the enemy so that he could prepare to resist our brave military."
(5 Abstract Terms)
272. Sign at a Gulf Coast beach: "Beware of sharks. Do not swim or surf too far from shore." (6 Vagueness)
273. Teacher: "Your current grades prove to me that you are not as erudite as you should be."
Student: "What does 'erudite' mean?"
Teacher: "By asking that question, you have just proved my point."
(5 Abstract Terms)
274. In order to sanitize the stain of slavery, the standard history texts sell school kids a wholesale bill of goods that suggest that Africa was an uncivilized, dark continent devoid of culture or tradition. This idea led to the rationalization that it was OK to treat the natives encountered there as property to be captured and carted off, bought and sold, worked and whipped, and raped and lynched, all at the whim of guilt-free whites. (1 Emotional Terms)
275. Director to cast members: "When you go on stage tonight, I want you to shine like the sun. Command the stage, demand to be heard, and entertain as if it were your destiny. Only then, will the show be a success." (2 Metaphor and Simile)
276. Gus at a high school class reunion: "Roscoe, you always said that your ambition in life was to travel into space. Did you make it?"
Roscoe: "I certainly did. I'm living in Death Valley now. There isn't anything except miles and miles of empty space to travel into."
(8 Shift of Meaning)
277. Article in educational technology magazine: "From an education standpoint, podcasting seems to be hitting its stride. For the uninitiated, podcasting is the creation and distribution of amateur radio that people can download to their MP3 players and listen to at their leisure. Incredibly, Podcast Alley now lists 65 education-re-

lated podcasts that cover a variety of disciplines and even come in some different languages." (0 No Technique)

278. Automobile ad: "You have a screw loose. Let's see what we've got in the toolbox. 400 horsepower. A commanding 5.7-liter V8. Massive 14-inch Brembo brakes. And a startling 0-60 of 4.6 seconds. That'll straighten your head out. Cadillac CTS" (7 Ambiguity)
279. Boy talking on a telephone to an answering machine: "Julie, I wanted to call and tell you how much I enjoyed our date. I know you told me not to call you until tomorrow. But it's 1 a.m. so it is tomorrow. I hope to see you again soon." (8 Shift of Meaning)
280. I had the best conversation with two Propaganda judges about the examples at our local tournament. They were very interesting. I wish you could have heard them. (7 Ambiguity)
281. The next tournament will be held at Central High School, 328 Washington Avenue. Central High is just a stone's throw from the site of the previous tournament, St. Peter School. (2 Metaphor and Simile)
282. Student: "I can't believe you voted for David for class President. Yes, I know he is smart and all, but he is such a dork and a nerd. In fact, he is the most unpopular student on the ballot." (1 Emotional Terms)
283. Mother to her young children: "We can't trust Cookie Monster any more. He's as sneaky as a fox. He stole every cookie that we bought while shopping last week." (2 Metaphor and Simile)
284. Wife to her husband: "Melvin, you are such a slob. You never throw away anything. The house and garage are full of junk."
Melvin, remembering that his mother told him as a child, "Waste not, want not," responded, "Mother always said, 'Waste not.'"
(4 Quotation Out of Context)
285. Father: "Son, I'm almost finished with the job here. All I need is for you to bring me some water."
Son (a minute later): "Dad, here's the water you asked for."
Father: "Son, thanks for the glass of water, but how is that going to help me fill this garden pond? Please, go back and bring me the garden hose and turn it on."
(6 Vagueness)
286. Ad: "Bright, airy apartment just steps from beautiful Central Park. 2 bedrooms, 1 bath. Contact Tommy Crane at 899-8666." (1 Emotional Terms)
287. Colonel Smith to newspaper reporters: "We fell upon the enemy like a falcon falling on a helpless rabbit." (2 Metaphor and Simile)
288. U. S. Senator: "I really wanted to run in this year's presidential race but I couldn't lower myself to the mudslinging and name calling that I'm sure this election will turn into." (0 No Technique)
289. Ad for a shoe store: "Come by and we'll give you the boot – to try on, that is. We'll also let you try our walking and running shoes and our dress shoes. Boots or any other kind of quality footwear at Mel's Shoes." (8 Shift of Meaning)
290. Reporter to the CIA Director: "The Vice President has said the Iraq insurgency is in its last throes. Is that your read?"
CIA Director: "I think they're not quite in the last throes, but I think they are very close to it."

(6 Vagueness)

291. With her terrible lack of acting skills and her ridiculous wardrobe choices, Mischa Barton makes watching "The O. C." no day at the beach. (2 Metaphor and Simile)
292. We cannot let our democracy suffer the long-term damage that would be inflicted should those now in control in Washington get away with their vicious assault on the First, Fourth, and Fifth Amendments of our Constitution. (1 Emotional Terms)
293. From a job posting: "Salary commensurate with experience." (6 Vagueness)
294. You have to admire the courage and patriotism that was shown by William Anderson during World War II. He shed his blood for this nation that he loves so much. I'm voting for him for mayor. (1 Emotional Terms)
295. Miller Lite ad showing a lovely-shaped woman in a bathing suit: "96 calories. That's quite an appealing figure." (8 Shift of Meaning)
296. Man arguing in front of the county commission trying to decide whether to allow a forest to be cut down by a lumber company: "Our forest brothers and sisters are at risk." (2 Metaphor and Simile)
297. Dear Mr. Rodriguez: We were pleased to receive your application for membership in the Partners Club. Unfortunately, our membership is reserved for those individuals who have been residents of our community for over 15 years and who own a major business in town. (6 Vagueness – "major business")
298. Dr. Williams is one of the most prolific professors at the University. His bibliography of publications is longer than any of his colleagues. (7 Ambiguity)