

Public discourse

In the early 1990s, [Newt] Gingrich [then House Minority Whip] and his team distributed memos to Republican candidates instructing them to use certain negative words to describe Democrats, including *pathetic*, *sick*, *bizarre*, *betray*, *antiflag*, *antifamily*, and *traitor*. It was the beginning of a seismic shift in American politics.

Steven Levitsky and Daniel Ziblatt,
How Democracies Die