In his most recent book, Moral Politics: What Conservatives Know That Liberals Don't, Lakoff examines the role of metaphor in shaping political discourse. How do liberals and conservatives formulate their worldviews and political perspectives? Why have conservatives so effectively preempted moral claims in political discourse? According to Lakoff, American politics is about morality and the family. Conservatives have understood this connection more clearly than liberals, and have capitalized on it to articulate their beliefs. In failing to appreciate the power of the metaphorical connection be What do conservatives know that liberals don't? According to George Lakoff, they know that American politics is about morality and the family. "Moral Politics" takes a fresh look at how we think and talk about politics and shows that political and moral ideas develop in systematic ways from our models of ideal families. What do conservatives know that liberals don't? According to George Lakoff, they know that American politics is about morality and the family. "Moral Politics" takes a fresh look at how we think and talk about politics and shows that political and moral ideas develop in systematic ways from our models of ideal families. Lakoff reveals how family-based moral values determine views on such diverse issues as crime, gun control, taxation, social programs, and the environment. When Moral Politics was first published two decades ago, it redefined how Americans think and talk about politics through the lens of cognitive political psychology. Today, George Lakoff's classic text has become all the more relevant, as liberals and conservatives have come to hold even more vigorously opposed views of the world, with the underlying assumptions of their respective worldviews at the level of basic morality. Even more so than when Lakoff wrote, liberals and conservatives simply have very different, deeply held beliefs about what is right and wrong. Lakoff reveals radically diff Moral Politics: How Liberals and Conservatives Think, Third Edition. George Lakoff. 4.5 out of 5 stars 47. Basing his contention on a rhetorical analysis of that discourse, Lakoff argues that what conservatives know that liberals don't is that American politics is about family values. He observes that conservatives and liberals have very different notions of what constitutes an ideal family: while conservatives gravitate to the "Strict Father" model, wherein a strict, patriarchal structure is meant to foster responsibility in children, liberals favor the "Nurturant Parent" scenario, which prefers open, caring family interaction.