



# The Politics of Purple

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# The Politics of Community

- **Family**
- **Friends**
- **Faith**
- **Economy**
- **Associations**
- **Government**



# The Politics of Faith

- **Moral codes**
- **Good and evil**
- **Religious institutions**



# The Politics of Emotion

- Love
- Hate
- Fear
- Anger



# The Politics of Thought

- Rationality
- Uncertainty
- History
- Perspective



# The Politics of Nation

- **English, Spanish, French influences**
- **Native Americans**
- **Continental Congress**
- **Declaration of Independence**
- **Articles of Confederation**
- **Constitution**
- **States**
- **Leaders**



# The Politics of Law

- **Standards**
- **Enforcement (civil and criminal)**
- **Justice**



# The Politics of Science and Technology

- **Respect for inquiry**
- **Respect for community**
- **Respect for Earth**





# The Politics of Freedom

- Freedom of thought
- Freedom of expression
- Action and consequences
- As little government as we need,  
not as much government as we will  
tolerate
- Business scale is a matter of  
concern
- Defense



# The Politics of Purple Action

- **Share ideas**
- **Promote ideas**
- **Control message**
- **Establish identity**



## The Power of Purple

- Neither **Red** nor **Blue**
- Not burdened by organizational history
- Borrows ideas and people
- Appeals to love, hope, fairness, kindness, respect
- Does not need a party structure but might benefit from party structure