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|   | This is the list of "positive, governing words" that GOP candidates were told to use when speaking about themselves or their policies.* Active(ly)
* Activist
* Building
* Candid(ly)
* Care(ing)
* Challenge
* Change
* Children
* Choice/choose
* Citizen
* Commitment
* Common sense
* Compete
* Confident
* Conflict
* Control
* Courage
* Crusade
* Debate
* Dream
* Duty
* Eliminate good-time in prison
* Empower(ment)
* Fair
* Family
* Freedom
* Hard work
* Help
* Humane
* Incentive
* Initiative
* Lead
* Learn
* Legacy
* Liberty
* Light
* Listen
* Mobilize
* Moral
* Movement
* Opportunity
* Passionate
* Peace
* Pioneer
* Precious
* Premise
* Preserve
* Principle(d)
* Pristine
* Pro-(issue) flag, children, environment
* Prosperity
* Protect
* Proud/pride
* Provide
* Reform
* Rights
* Share
* Strength
* Success
* Tough
* Truth
* Unique
* Vision
* We/us/our
* Workfare
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