Contents Overview

List	of Illustrations11
Introduction	
1.	Message Structure: Functional Theming and Focus Framing of America
2.	Persuasive Foundations: Consensual American Values67
3.	Functional Representation: Asymmetric Politics of Group Interests vs. Ideology
4.	Physiological Survival Needs: Exclusive Social Welfare Ownership
5.	Safety from Outside Threat: Foreign Policy Issues
6.	Prosperity, Fairness & Government Involvement: Selective Economic Issues
7.	From Basic to Higher Needs on Social Security, Health Care, & Education
8.	Morality: Strict Republicans vs. Nurturant Democrats261
Con	clusions