

## Some Deceptive Phrases – and Suggested Substitutes

The Left has been aggressively misleading the public about their real agenda. One of their most common (and effective) weapons, is to introduce *dishonest* terminology into the vernacular. A variation of that is to corrupt the meaning of some existing verbiage.

The words we use are extremely important regarding our understanding and feeling about issues. A famous phrase from Mark Twain is that the difference between two similar words can be like the difference between *lightning* and *lightning bug*.

**Those who control the words, control the narrative.** In the energy and environmental sectors, we are mistakenly allowing our opponents to create and redefine the words. We need to immediately stop playing along with this corruption!

A good starting point is that we should be clear about the definitions of the terms we use. For example, do we all mean the same thing when we say “reliability”?

Below are some common energy and environmental examples (arranged alphabetically), with a suggested substitute. Please let us know if you have other perverted terms, and/or better alternatives, and we will update...

**Clean Energy:** Nothing is “clean” about burning biomass, or the mining of rare earths needed for wind energy, or disposing of toxic components of solar panels, etc.

*Substitute:* Extortionate Energy; Erratic Energy

**Climate Change:** By definition the climate changes continually, so such a phrase has as much sensibility as saying something like “wet water.”

*Substitute:* Global Warming; Climadness.

**Component Liberation:** This is what wind proponents call when there’s a major mechanical failure and a 10± ton turbine blade gets flung into the community.

*Substitute:* Catastrophic Turbine Failure.

**Deniers:** This is an attempt to disparage and denigrate those who have the audacity to question the Left’s political agenda. True scientists are inherently skeptics. Further, as Solzhenitsyn has well-stated: “Intolerance is the first sign of an inadequate education.”

*Substitute:* Rationals; Realists.

**Green Energy:** This intends to imply that certain forms of energy are free of fossil fuel dependence – which is a technical impossibility for several reasons.

*Substitute:* Greed Energy.

**Green New Deal:** The “New Deal” was a series of programs and projects instituted during the Great Depression by President Franklin D. Roosevelt that aimed to restore prosperity to Americans. The new “Green” version will impoverish Americans.

*Substitute:* Green Manifesto; Green New Dole.

**Precautionary Principle:** This recently fabricated phrase implies that reasonable cautions will be incorporated into energy and environmental policies. However, when it comes to politically-favored items (e.g. wind energy), suddenly no such safeguards are needed. In reality this is just a tool to obstruct activities opposed by the Left.

*Substitute:* Preventive Principle.

**Progressives:** The conventional definition of “progress” is constructively getting better. Progressives are destructively undermining traditional American values.

*Substitute:* Regressives.

**Renewables:** An illusion is that this is a science-based homogeneous group of electrical energy sources. The reality is that there is no scientific definition of this term, *and* the characteristics of what commonly are categorized as “renewables” are all over the map. Furthermore, from some perspectives they are not even renewable!

*Substitute:* Unreliables; Regrettables, Trojan Horse; Redundant Energy.

**Smart Grid:** The false implication is that this is a beneficial improvement, where it is really about controlling ratepayers more, to compensate for dumb energy (unreliables).

*Substitute:* Restraint Grid.

**Stakeholder:** a party with an interest in something (e.g. an energy policy).

*Substitute:* Special-Interest Lobbyist.

**Sustainable:** First, this conveys the false utopian concept that things can go on forever. Second, change is an inextricable ingredient of human existence. This term imbeds the counter-productive message that keeping things “as is” is a good thing – where it’s actually contrary to the concept of progress and doing better.

*Substitute:* Handicapped.

**Wind Farm:** This attempts to deceptively portray an industrial facility as a pastoral, environmentally benign operation. Further, the only thing actually farmed is subsidies.

*Substitute:* Industrial Wind Facility; Wind Facility; Wind Project; Wind Development; Wind Energy Facility; Industrial Turbine Array; Wind Energy Enterprise, etc.

**Wind Power:** Technically, “power” is a measure of the rate at which work is done – but with wind energy, that rate is unpredictable, undependable and uncontrollable. The word “power” is purposefully used here to convey the illusion of strength.

*Substitute:* Wind Energy; Puff Power.

*On the other hand, below are some interesting terms we should maybe use more frequently...*

**Agnotology** is the study of culturally-induced ignorance or doubt, particularly the publication of inaccurate or misleading scientific data.

**Apophenia** is the experience of seeing (imagining) patterns or connections in random or meaningless data.

**Churnalism** is getting marketing material published, but disguised as a news story.

**Cultural Marxism** is the Left's infiltration of the media, education, Science, etc. So called "social justice warriors" are among the primary promoters.

**Cognitive Dissonance** is where a person has difficulty accepting facts that conflict with one or more of their beliefs. As a result they typically come up with a contrived explanation to explain away the conflict.

**Confirmational Bias** is about once an individual has formed a view, that they might solicit and only be receptive to information that confirms that view – while ignoring, or rejecting, information that casts doubt on it.

**Dramatic Encouragement** is what Kathleen Sebelius (former secretary of US Health & Human Services) called a financial penalty.

**Hypothesis** is the scientific term for matters that have not been formally adjudicated. When they have, it gets raised to a higher level: theory. Do not call a matter a theory (e.g. climate change) when scientifically it is actually a hypothesis.

**Inattentive Blindness**, also known as perceptual blindness, is the phenomenon of not being able to see things that are actually there.

**Innumerate** is a person who is unfamiliar with mathematical concepts and methods.

**Kleptocracy** refers to corrupt government officials who loot public funds.

**Meme** is any idea or behavior that can pass from one person to another by learning or imitation.

**Palaver** is a prolonged or meaningless discussion.

**Palliative** is treatment that attempts to alleviate symptoms, but not cure the disease. An other way to put it is that it is a superficial approach, and any success it has might be attributable to a placebo effect.

**Pareidolia** describes a psychological phenomenon involving a vague and random stimulus being perceived as significant.

**Sheeple** is a term for individuals who have a lemming mentality.