



@LuluLemew

Thread Reader App
17 tweets - 29 Mar 2019

[LuluLemew/status/1111736340847226880](https://twitter.com/LuluLemew/status/1111736340847226880)

No, Trump isn't just using Barr's 4 pg summary as a "campaign tactic".

HE IS WEAPONIZING DISINFORMATION.

Yes I'm yelling.

[@NicolleDWallace](#)

FTR I was not yelling at [@NicolleDWallace](#)
I love this lady.

Just responding to commentary on her show...

THANK YOU [@KatyTurNBC](#) for saying it.



WEAPONIZED

/wepənaɪzd/

adjective: adapted for use as a weapon.

DISINFORMATION

/dɪsɪnfərmaʃ(ə)n/

noun: false information intended to mislead, especially propaganda issued by a government organization to a rival power or the media.

Misinformation or Disinformation: MISINFORMATION is "false information that is spread, REGARDLESS of whether there is INTENT to MISLEAD."

DISINFORMATION is "DELIBERATELY MISLEADING or BIASED information; MANIPULATED NARRATIVE or facts; [#propaganda](#)."

Barr's letter was biased and intentionally misleading in order to project a positive narrative concerning Trump.

TRUMP is weaponizing Barr's report (disinformation) at rallies and elsewhere to his baseusing it to call for Democratic leaders & reporters to be "held accountable".





“Even if a small disinformation operation is extremely successful, it has the potential to poison the well. You can have outsized impact even if you’re a small operation because it undercuts trust in our political discourse.”

FRAMING:

Barr sent his 4pg letter a week ago. By not releasing Mueller’s Report & putting forth a summary containing confusing, partial, biased mis/disinformation, he framed the narrative around Trump’s legal liabilities - or according to his letter, lack thereof- to the public.

REPETITION:

Trump repeats the same things over & over bc repetition makes it stick.

Repetition strengthens the synapses in the neural circuits that people use to think.

1. REPETITION STRENGTHENS the synapses in the brain’s circuitry.
2. “framing first” provides an advantage
3. Negating a frame by saying it’s “not” true only ACTIVATES & STRENGTHENS the frame. That’s just how our brains work.

from @GeorgeLakoff book “Don’t Think of An Elephant”

1. Ppl tend to believe when it’s repeated
2. Trump gained the advantage when Barr’s words became the public’s first impression
3. rebuttals reinforce Barr’s disinformation - which is why the sooner we get the report, the better

Adapted from cyberwarfare expert Haroon Ullah

This is about foreign digital warfare but Trump is using the same tactics.



We are being defeated in a digital war – but there is still time to fight back
 Russia and the Islamic State are diametrically opposed powers, but they both use the same playbook – and are successfully weaponizing misinformation against us on the digital battlefield. If we mobil...
<https://www.theglobeandmail.com/opinion/we-are-being-defeated-in-a-digital-war-but-there-is-still-time-to-fight...>

https://www.theglobeandmail.com/opinion/we-are-being-defeated-in-a-digital-war-but-there-is-still-time-to-fight-back/article37513436/?utm_content=buffer508a4&utm_medium=social&utm_source=twitter.com&utm_campaign=buffer

Until we see the report, some advice from [@GeorgeLakoff](#)

- Don't use any of Trump's terms, images, or videos.

Ignore his antics—

- if you retweet it you can't defeat it

- when you embed it you spread it

- To defeat, reframe, don't repeat

NEGATING A FRAME:

FRAME:

“DT is totally EXONERATED”

NEGATING A FRAME:

“Captain Poopsalot is NOT EXONERATED”

⚠ By using the same words (frame), you reinforce exactly what you're trying to rebut or fight.

REFRAME, DON'T REPEAT & BRING THE RECEIPTS

REFRAME to UNDERMINE the opposition's frame, then REPEAT.

“the key is to direct a ‘STREAM’ of pro-active, ACCURATE MESSAGING at the targeted audience.”

[@maddow](#) is excellent at this.

She does not rebut DT.

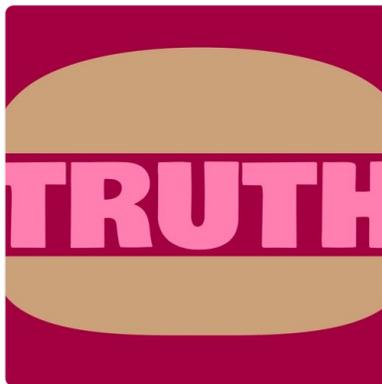
She brings a load of receipts

To Negate or Not to Negate a Frame:

If you must rebut a lie, make a TRUTH SANDWICH.

1. Start with the truth. The first frame gets the advantage.
2. Indicate the lie. Avoid using the same language
3. Truth again.

Always repeat truths more than lies.



14: Truth Sandwich Time

George and Gil discuss Trump's use of weaponized lies, and how to combat them by making Truth Sandwiches.

<https://m.soundcloud.com/user-253479697/14-truth-sandwich-time>

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