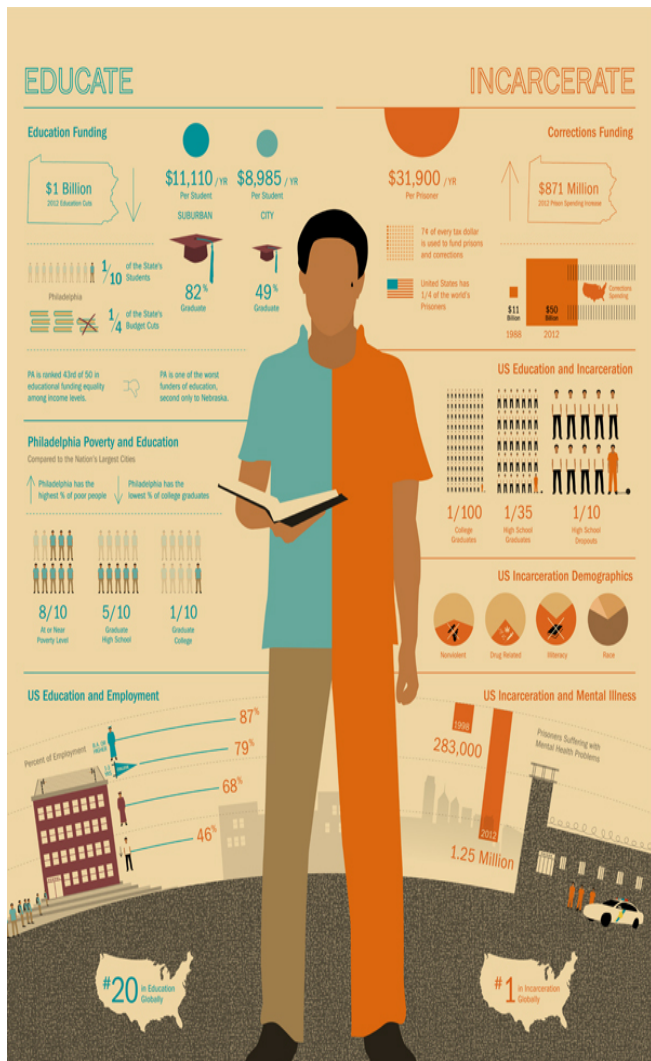


Law and Order Policy Rhetoric and the Origins of Mass Incarceration

Dana Klasky



Big Questions

Who~

The New Right, a coalition of conservative political elite ex. Barry Goldwater, Gerald Ford, and a host of senators and southern officials known for championing segregationist and anti-crime policy.

What~

The switching the debate on civil rights and welfare programs to rhetoric on law and order that demonizes and criminalizes both groups in order to gain political leverage and social control, resulting in a shift in the American justice system in the form of mass incarceration and punitive justice with longer and more frequent sentencing disproportionately of people of color.

Where~

Starting in the South of the United States and expanding to Federal policy.

When~

1963-1974

How~

Speeches, Campaign platforms, Federal reports and political initiatives including the creation of task forces, allocating departments and the creation of legislation

Types of Propaganda Utilized

1. **Fear-** convincing the American public that crime was a more dire issue than it was and that it affected white middle class Americans more than it did
2. **Weak inference-** contributing any rise to civil disobedience tactics utilized by civil rights protestors, the entitled nature of welfare, and a lenient court system
3. **Scapegoat-** using the historical racism of the American people to create greater race antagonism during a period of social movement