

### **The Right-wing**

Low tax

Self-help

Order

Selfishness

Capitalism

Leadership

Tough love

Elitism

Globalisation

Free trade

Tradition

Realism

### **The Conservative Party**

Nationalism

Strong "defence"

Family rhetoric

Business

Flag

Faith

Law and order

### **The Left-wing**

Internationalism

Peace

Welfare

Equality

Solidarity

Crowd

Human Rights

### **The Labour Party**

High taxes

Welfare State

Union support

Class war

Feminist rhetoric

Spasmodic illiberalism