Use the following list of sound bite types from TJ Walker’s Media Training Series video (http://www.youtube.com/watch?v=iWNsDsJVC4M&playnext=1&list=PLDFD81555EE64937A) to categorize each sound bite in the table. NOTE: “Folksy Observation” and “Literary Devices” have been added from other sources. Also, there may be occasions when more than one type could be applied.

### Types of sound bites:
- Analogies
- Bold action words
- Emotions
- Examples
- Attacks
- Absolutes
- Clichés
- Humor
- Pop culture references
- Rhetorical questions
- Folksy observation
- Literary devices

<table>
<thead>
<tr>
<th>Sound Bite (Source)</th>
<th>Type</th>
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</thead>
<tbody>
<tr>
<td>1. Any one flight in space on the space shuttle is as dangerous as 60 combat missions during wartime. (John Young, astronaut)</td>
<td>Absolutes</td>
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<tr>
<td>2. Are you better off now than you were four years ago? (Ronald Reagan)</td>
<td>Absolutes</td>
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<tr>
<td>3. Republicans are as serious about fiscal responsibility as Paris Hilton is about modesty. (Marshall Wittman, political activist)</td>
<td>Absolutes</td>
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<td>4. Read my lips. No new taxes! (George H. W. Bush)</td>
<td>Absolutes</td>
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<tr>
<td>5. The only thing we have to fear is fear itself. (Franklin Delano Roosevelt)</td>
<td>Absolutes</td>
</tr>
<tr>
<td>6. How many times are we going to gamble with lives, economies, and ecosystems? (John Hocevar, Greenpeace USA)</td>
<td>Absolutes</td>
</tr>
<tr>
<td>7. I am not a crook. (Richard Nixon)</td>
<td>Clichés</td>
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<tr>
<td>8. I have a dream! (Martin Luther King, Jr.)</td>
<td>Clichés</td>
</tr>
<tr>
<td>9. I will not make age an issue in this campaign. I am not going to exploit, for political purposes, my opponent’s youth and inexperience. (Ronald Reagan)</td>
<td>Clichés</td>
</tr>
<tr>
<td>10. If it doesn’t fit, you must acquit. (Johnny Cochran, attorney)</td>
<td>Clichés</td>
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<tr>
<td>11. It’s like trying to fill the bathtub with the drain open. (Mary Johnson, policy analyst)</td>
<td>Clichés</td>
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<tr>
<td>12. It’s the economy, stupid. (James Carville, political pundit)</td>
<td>Clichés</td>
</tr>
<tr>
<td>13. Mr. Gorbachev, tear down this wall. (Ronald Reagan)</td>
<td>Clichés</td>
</tr>
<tr>
<td>14. Our choices right now are not between good and better; they’re between bad and worse. (Alan Greenspan, former Federal Reserve chairman)</td>
<td>Clichés</td>
</tr>
<tr>
<td>15. Senator, I served with Jack Kennedy. I knew Jack Kennedy. Jack Kennedy was a friend of mine. Senator, you are no Jack Kennedy. (Lloyd Bentsen, former senator)</td>
<td>Clichés</td>
</tr>
<tr>
<td>16. She couldn’t get elected if two of her opponents died. (Peck Young, political consultant)</td>
<td>Clichés</td>
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<tr>
<td>17. Sir, at long last, have you left no sense of decency? (Joseph Welch, policy analyst)</td>
<td>Clichés</td>
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<tr>
<td>18.</td>
<td>The truth is always more heroic than the hype. (Jessica Dawn Lynch, former U.S. Army private)</td>
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<td>19.</td>
<td>There’s something about August going into September where everybody in Washington gets all wee-weed up. (President Barack Obama)</td>
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<td>20.</td>
<td>We can’t afford to make the perfect the enemy of the good. (President Barack Obama)</td>
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</tbody>
</table>