

apart these stats, but the “over 3 million jobs are linked to our trade with the EU” is one Eurosceptics have already tried to debunk.

The most striking part of the Stronger In leaflet is the “Mythbusters” section, which occupies the entire back page. By giving Ukip so much prominence, Stronger In are pointing to the party as the main enemy. Ukip will be part of the Brexit operation but there are other, more moderate groups that Stronger In should be worried about.

But there is a danger that some swing voters will be alienated by such scare arguments. As the British Future think tank explains in its new pamphlet “How (not) to talk about Europe”, advocates for staying in the EU should be aware they can be seen as condescending if they appear to be taking the factual and moral high ground. The Mythbusters section of this leaflet risks coming across that way.



The British Future think tank argues that In campaigns need to be careful with their language.

British Future also believes pro-EU campaigners underestimate the less tangible factors in the referendum, such as identity and belonging to a community. The leaflet shows they are

keen to make a Remain vote look like the safest option with clear arguments about the jobs and economy. But Stronger In should be prepared for the Vote Leave campaign to do the doing the same if the recent tweets from its campaigning director Dominic Cummings are anything to go by.

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