

Getting the talk right

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I'd [recommend an article by Tom Clark](#) in the Guardian, published sometime yesterday I think in which he concluded:

The question endlessly put to the Labour opposition is whether it can put together a “credible, costed package of alternative economic plans”, and doing that will, of course, have to be part of the answer — but only part. For no such programme, whether it stacks up or not, will compete with Osborne’s until the public can be persuaded to talk about the economy differently.

John McDonnell, the shadow chancellor, has put great effort into assembling brainy economists to help refine his detailed commitments, but the results of their deliberations will likely attract even less attention than his one rhetorical flourish to date — [“socialism with an iPad”](#). A creative writing competition might do more to help him prevail in the battles ahead.

A fascinating idea.

I don't like marketing.

But I see the relevance in this.