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By most accounts, Democrats are positively giddy over the selection of Wisconsin Congressman Paul Ryan as the Republican vice presidential nominee in waiting, a euphoria born of their belief that the budget cuts and dramatic restructuring of Medicare proposed by Ryan are indefensible and such a politically toxic brew that the GOP ticket is doomed.

Republicans, on the other hand, feel Democrats will experience a be-careful-what-you-wish-for moment, one that can be exploited to effectively make a case that despite a near-universal consensus that Medicare is sliding inexorably into bankruptcy, both President Obama and the Democratic Party have refused to offer any significant steps to arrest its descent into insolvency.

To succeed, Ryan and presidential candidate Mitt Romney must convince Americans that the Republican goal is to rescue Medicare for future beneficiaries, as

political campaign, an environment not conducive to technocratic explanations of complex and emotional issues.

Voter perceptions are driven by 30-second television commercials by candidates of both parties and their supporters, utilizing bumper sticker language to make an accusatory or self-lauding point.

It is an atmosphere designed for failure for a candidate attempting

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