I completely agree that positive connotations can affect how messages are received or viewed. What words you use are crucial to the type of connotation you are trying to use. A good example would be a police officer doing a routine traffic stop noticing that a person is breaking the law. Instead of telling the person, “you’re under arrest” they say, “you’re just being detained.” By saying that they’re just being detained it makes the person less likely to make a rash decision and not freak out. By using a less intense definition of arrest, it makes the message received much less harsh or threatening. Another good example would be the way you describe someone’s ethnicity. Some people may take offense to the way you describe their ethnicity. Simply calling someone black or generically calling someone part of the Muslim ethnicity can really upset some people to the point of aggression. This is a great example of appropriation, causing distress based on identity. By calling people African American instead of black, or from the middle east instead of Muslim, it puts off a lot of respect and works great to prevent creating hostility between different races/ethnicities. The difference between the use of a few words is crucial to the connotation that is being received. The use of absolutism is key here, what is morally right is what should be said. I believe that using “routine” drug testing and calling lie detectors “honesty-testing devices” is completely legitimate. The words have the same meaning as the original just with less of a harsh connotation. I would feel a lot less relaxed showing up to a mandatory drug test compared to a routine drug test. Guided nuclear missiles being called “peacemakers” is morally and ethically wrong because to call a massive weapon of destruction is something completely different. I think that changing the connotation to a more positive light is generally good in most circumstances. As far as creating another connotation by changing the definition/meaning I would consider that as wrong. It can be used to create a sort of desensitization towards very serious matters like nuclear war.