Why would ordinary voters see themselves in any of these phrases from DCCC emails?

Crippling blow to Boehner	staggering blow to Boehner
Boehner panic	a major embarrassment for John Boehner
CRUSHING blow to Boehner's plans	now it's time for Boehner to panic
the Government Shutdown Republicans	Friends ~ you've got Speaker Boehner shaking in
agonizing defeat to Boehner and his buddies	his loafers!
Boehner = FUMING	The only way we'll be able to hand Boehner a painful loss in November is with a Sunday surge
Boehner HUMILIATED	of grassroots support. Boehner's going to be FURIOUS
a historic rebuke to Boehner	hand Boehner a devastating defeat
Boehner's FURIOUS	Boehner's FURIOUS
Obama embarrasses Boehner	Boehner GONE
Boehner BLINDSIDED	Romney/Boehner SHOCKED
Boehner HUMILIATED	Boehner GONE
Boehner SCREAMING	Boehner BACKFIRE
HUMILIATED Boehner	Boehner GONE
Boehner HUMILIATED	Boehner DEFEATED
BOEHNER = FURIOUS	Boehner's MELTDOWN
EMBARRASSING mistake (Boehner)	Boehner GONE
Boehner STUNNED	Boehner SCREAMING
Boehner "visibly frustrated"	Boehner HUMILIATED
But Boehner is going to hate this news	Boehner FURIOUS
John Boehner will be fuming mad when he hears the news!	Boehner STUNNED
Boehner loses it	