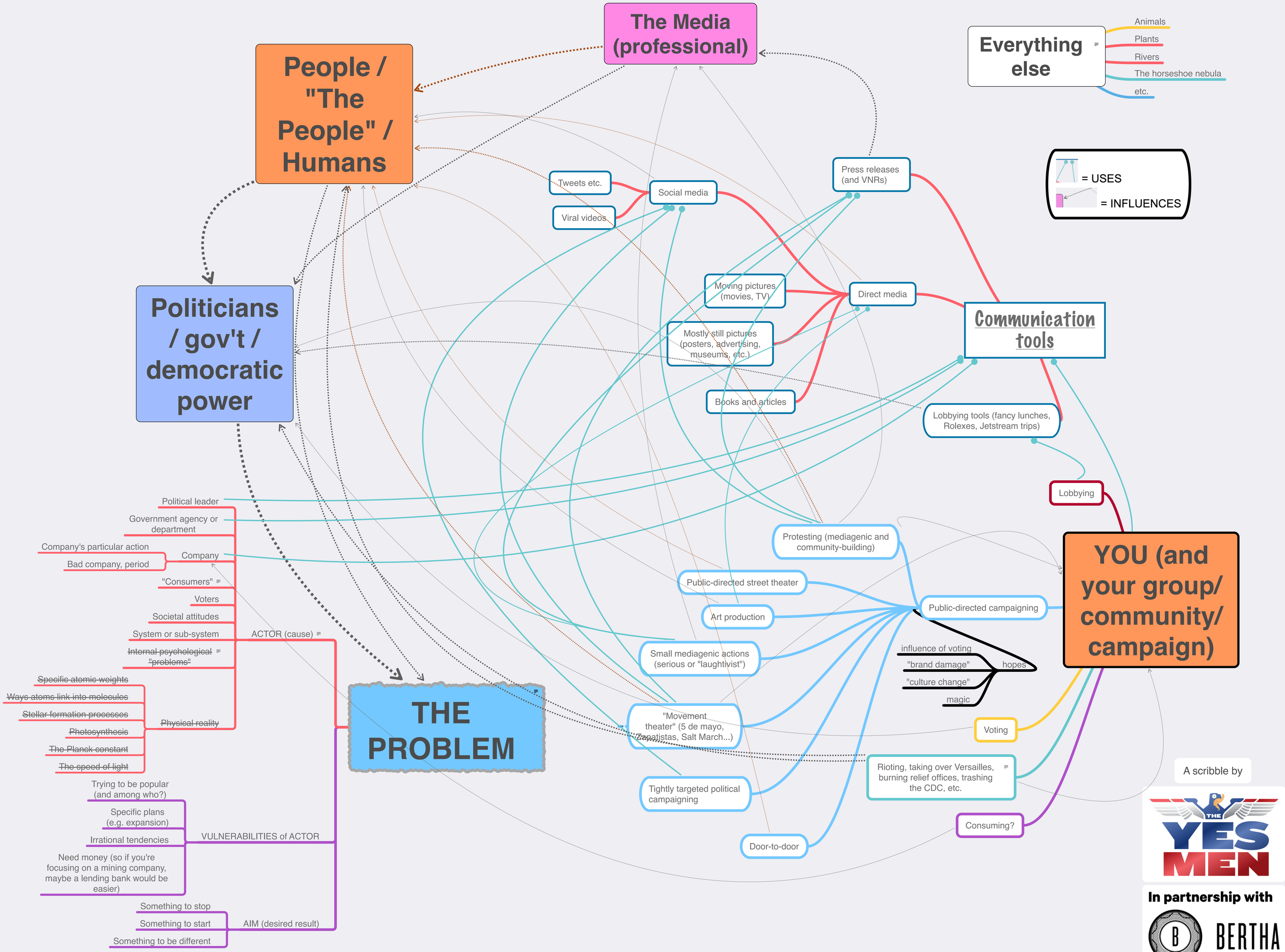
The Media (professional)
People / "The People" / Humans
Everything else
Animals
Plants
Rivers
The horseshoe nebula
etc.
= USES
= INFLUENCES
Tweets etc.
Viral videos
Social media
Press releases (and VNRs)
Moving pictures (movies, TV)
Direct media
Mostly still pictures (posters, advertising, museums, etc.)
Books and articles
Communication tools
Lobbying tools (fancy lunches, Rolexes, Jetstream trips)
Lobbying
Politicians / gov't / democratic power
Political leader
Government agency or department
Company's particular action
Bad company, period
Company
"Consumers"
Voters
Societal attitudes
System or sub-system
ACTOR (cause)
~~Internal psychological "problems"~~
~~Specific atomic weights~~
~~Ways atoms link into molecules~~
~~Stellar formation processes~~
~~Photosynthesis~~
~~The Planck constant~~
~~The speed of light~~
~~Physical reality~~
THE PROBLEM
Trying to be popular (and among who?)
Specific plans (e.g. expansion)
Irrational tendencies
Need money (so if you're focusing on a mining company, maybe a lending bank would be easier)
VULNERABILITIES of ACTOR
Something to stop
Something to start
Something to be different
AIM (desired result)
Protesting (mediagenic and community-building)
Public-directed street theater
Art production
Small mediagenic actions (serious or "laughtivist")
"Movement theater" (5 de mayo, Zapatistas, Salt March...)
Tightly targeted political campaigning
Door-to-door
Public-directed campaigning
influence of voting
"brand damage"
"culture change"
magic
hopes
YOU (and your group/ community/ campaign)
Voting
Rioting, taking over Versailles, burning relief offices, trashing the CDC, etc.
Consuming?
A scribble by
THE YES MEN
In partnership with
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