





AND THE POWER
of



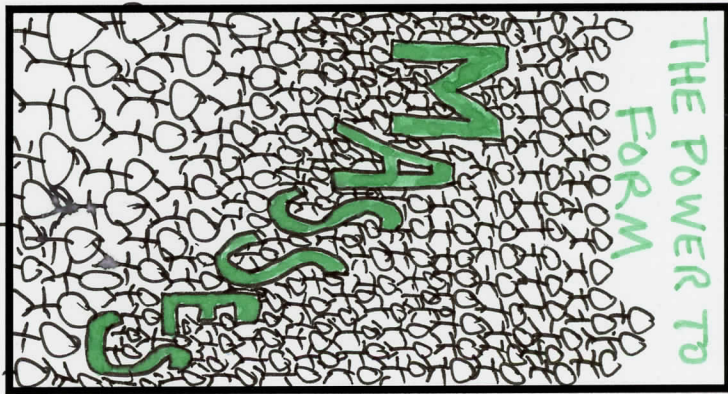
of

of

THE POWER TO
FORM

MASSSES



BUILDING
MASSES IS THE
WORK OF
COMMUNITY
ORGANIZING



DEVELOPING FACE-TO-FACE
RELATIONSHIPS WITH
PEOPLE TO MAKE CHANGE.

EVERYONE

(NO MATTER HOW
LITTLE THEY HAVE)

HAS 2

FORMS OF

POWER:

DISRUPTION IS MOST
EFFECTIVE WHEN IT
DISRUPTS THE



TARGET.

HINT! THE TARGET ARE
THE PEOPLE IN POWER WHO
CAN GIVE YOU WHAT YOU WANT,
WHO CAN MEET YOUR
DEMANDS.

WHAT
SOCIOLOGY
TEACHES
US ABOUT

SOCIAL
MOVEMENT
STRATEGY

JEN MYHRE PH.D.
A ZINE
BY

DISRUPTION IS MOST
EFFECTIVE WHEN IT IS
VIEWED BY YOUR
CONSTITUENTS AS

MORALLY
LEGITIMATE.

THIS IS WHY NONVIOLENCE
IS MORE EFFECTIVE THAN



VIOLENCE

DISRUPTION NOT VIEWED
AS MORALLY LEGITIMATE
CAN BE EFFECTIVE IF IT
LEADS TO RADICAL FLANK
EFFECTS.*

* WHEN THE RADICAL WING OF A MOVEMENT
MAKES THE REST SEEM MORE ACCEPTABLE.

YOU MUST BE
INNOVATIVE
IN ADAPTING TO

THE



TARGET'S
RESPONSE TO
YOUR STRATEGY

KEEP
THEM OFF
GUARD!
BE CREATIVE!
TRY NEW
IDEAS!