

MOBILIZING ACCEPTANCE OF LAW

JOHANNES W. PICHLER

LEGISLATORS

**TO GO AFTER
ACCEPTANCE
MEANS**

LEGISLATORS

**WORKING
FOR A HYBRID**

LEGISLATORS

SELL

YOUR PRODUCT

LEGISLATORS

ADVERTISE ONLY.

FORGET THE

INFORMING APPROACH

LEGISLATORS

**LET HONESTY
BE YOUR POLICY,
BUT SIMPLIFY**

LEGISLATORS

**GIVE PEOPLE
SOMETHING
TO BELIEVE IN**

LEGISLATORS

**ACT ACCORDINGLY
TO YOUR OWN STANCE**

LEGISLATORS

**ACCEPTANCE IS JUST
ANOTHER WORD FOR
HAVING THE FINAL SAY**

LEGISLATORS

**GET A MAJORITY FIRST,
ACCEPTANCE WILL FOLLOW**

LEGISLATORS

**SIDE WITH
THE PEOPLE,
STRIKINGLY**

LEGISLATORS

OFFER

HOPE

**MOBILIZING ACCEPTANCE
IS PAIRING
DEMOCRACY WITH
PSYCHOLOGY**