

Contentious Tactics

Tactic	What is it?	Advantages	Disadvantages
Light Tactics			
1.	<p>Ingratiation:</p> <p>Ingratiation is a light contentious tactic where Party tries to make itself more attractive to Other, so that Party can then use Other to get what it wants. The emphasis here is on the combination of charm and guile.</p> <p>Examples of this tactic include giving compliments, doing favors, conforming with the Other's social/cultural group, and positive self-presentation to Other.</p>	<p>(A) Ingratiation can influence Other, by getting them to do what Party wants, possibly without Other realizing what is going on.</p> <p>(B) Ingratiation also works well when Party has more power than Other.</p>	<p>(A) This process may go badly if Other becomes aware of what is really going on and feels insulted and exploited by Party.</p> <p>(B) Ingratiation is less likely to work if Other has more power than Party. This tactic may even backfire, making things worse. (No one likes a suck up.)</p>
2.	<p>Promises [and Recommendations]:</p>		

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Medium Tactics

1. Persuasive Argumentation:

2. Shaming:

3. Nonviolent Resistance:

4. Tit-For-Tat:

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Heavy Tactics

1. Threats [and Warnings]:

2. Coercive Commitments:

3. Violence: