

You Say...They Think (Immigration)

You Say...	They Think...	What's Triggered in Their Minds?	What Helps?
Immigration is inevitable, and we need to have a well-functioning system to make sure it happens in a way that is fair to everyone.	Look, there are immigration laws in place, and people who don't follow them shouldn't get a free pass. If I break the law, I'd go to jail, so why shouldn't they?	Immigrants Are Them Law-Breakers / Politics As Usual Security and Control	<ul style="list-style-type: none"> • Use the Value <i>Pragmatism</i> to appeal to the public's belief in using commonsense approaches to fix problems. • Use an Explanatory Chain to show how the system itself is outdated, leading to millions of people who are here on expired visas, and why modernizing it will be good for the country.
We need immigrants. They contribute to our economy and diversify our society and culture.	Diversity is great, but there just aren't enough jobs to go around. We need to take care of our own people first before we start giving our jobs and resources to newcomers.	Zero-Sum Game Economic Threat Immigrants Are Them Black Box / Invisible Process	<ul style="list-style-type: none"> • Use a <i>Shared Prosperity Narrative</i> to inoculate against "Them" models of thinking and to trigger the public's ability to recognize comprehensive immigration reform as an important part of building a strong economy. • Apply the Explanatory Metaphor <i>Immigration Sail</i> to illustrate immigrants' contributions to our society and to explain how comprehensive reform will allow them to contribute even more.
The system is broken. The employment visa process doesn't match our country's economic needs, and enforcement policies are costly and ineffective.	Once again, the government proves it can't do anything right. We need to fix our leaky borders.	Government = Ineffective Fatalism Security and Control	<ul style="list-style-type: none"> • Use the Value <i>Pragmatism</i> to counter overly partisan messages. • Finish the story by using a <i>Shared Prosperity Narrative</i> to build support for policy solutions, including pathways to citizenship, that will allow us to address our changing economic needs.
Our current system denies immigrants their basic rights, and that makes them vulnerable to worker exploitation.	Sure, all people deserve respect, but if you're not a citizen, then why should you get the same rights as Americans?	Immigrants Are Them Takers Economic Threat	<ul style="list-style-type: none"> • Use the Value <i>Moral Argument</i> without reference to human rights to cue up productive "Immigrants Are Us" and humanitarian models of thinking that prime the public to consider policy solutions. • Use the Explanatory Metaphor <i>Immigration Sail</i> to discuss how immigration reform will help our entire country to move forward.