FUNDAMENTAL PARADIGM
for
UNDERSTANDING HUMAN BEHAVIOR

I = INDIVIDUAL

JOSEPH SMITH	ADOLF HITLER	WINSTON CHURCHILL

S = SITUATION

Burned Over District	Loss of WW I, Hyper-inflation	Threatening Invasion of England

A = AUDIENCE

Looking for Religious Belief	Dispossessed-political unrest	Target of Nazi aggression

S = SYMBOLS

Angel Moroni Book of Mormon	Swastika Mein Kampf Rhetoric	British History Rhetoric