

Struggle of Narratives

Sketch for a New Map

Narratives and World Views
Major cultural belief conflicts



We are on the side of good. Yes, we're powerful but not anti-Islamic.

They are evil terrorists, who kill innocent women and children.

Modernization / Globalization

We are faithful followers of God, who is all-powerful and good.

They are morally corrupt, trying to destroy Islam!

Passive resistance of traditional cultures

Militant counterattack

- This is a war of infidels against Islam
- Islamic moderate leaders are corrupt
- We defeated the Soviets who had a much more powerful army
- U.S. won't fight. Look at Lebanon, Somalia, the destroyer Cole
- We have nukes and chemical weapons and will use them if they are used against us.

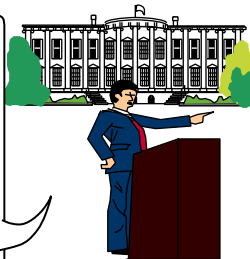
The Militants

Key players and their messages

To Islam - We don't hate you. We are not against the Islamic people. We are against the terrorists.

To U.S. public - We demand justice. We'll get them. We'll prevail. We want the terrorists dead or alive.

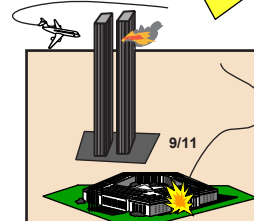
To ROW - We have no choice. It's a War of Good vs. Evil. You need to choose which side you're on.



World Media

The new fog of war

Battlefield on the ground



Knowledge Mapping for Public Policy

Draft v.5
Please send comments and suggestions to hornbob@earthlink.net.
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