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Strong Horses: Systems Thinking: Strategic Communication (Paperback)

By Mark B Sherkey

Biblioscholar, United States, 2012. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.This study analyzes the theories of Pragmatic Communications, Cybernetics, and Perturbation under the framework of the Pragmatic Complexity Model to illustrate how two Presidential administrations beginning in the 20th and 21st centuries used new media ; and systems thinking to communicate to both international and domestic audiences. Moreover, the study provides examples of how each used narratives to counter opposing ideologies. Similarly, this monograph explores two notions of Chinese thought, potential and propensity, which prove useful for studying diplomacy and strategic communication. The monograph explains why a systems approach coupled with cybernetics is the future for strategic communication, why the Pragmatic Complexity Model proves a plausible replacement for the 20th century Message-Influence Model, and how new media ; technology provides better opportunities to compete in the global war of ideas. The analysis of the Pragmatic Complexity Model reveals four core principles that should be adopted: 1) control of message is impossible; 2) less messaging is better; 3) the intent is not to persuade or influence audiences, rather perturb stable system structures; and 4) expect messages to fail rather than succeed, signaling the need...



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