Struggle of Narratives  Sketch for a New Map

Narratives and World Views
Major cultural belief conflicts

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

Modernization / Globalization

Militant counterattack

Passive resistance of traditional cultures

To Islam
- We are faithful followers of God, who is all-powerful and good.
- They are morally corrupt, trying to destroy Islam!

To U.S. public
- 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

U.S. Planes Attack Mosque

Knowledge Mapping for Public Policy
Draft v.5
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