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## Strong Horses - Systems Thinking - Strategic Communication

By U. S. Army, Maj Mark B. Sherkey

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Paperback. 104 pages. Dimensions: 11.0in. x 8.5in. x 0.2in. 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,...


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