

Negotiating

Opinion

This document on a new negotiating philosophy is provided to the Hunter Envoy as a public service by Mr. John Connelly.

The negotiating process between societies is currently perceived to be limited to face meetings between leaders or intermediaries. This LEADERS TO LEADERS method of resolving disputes creates a situation where the world waits for the statements made by the respective leaders after their meetings have concluded. Therefore this negotiating method is judged by how the respective leaders define the outcome rather than by the content and movement of the respective positions. However a negotiating process that takes the form of LEADERS TO ALL OTHERS produces entirely different characteristics. By using an available medium of information a society has the ability today to declare their negotiating position in great detail to both the world public and the nation in control. This LEADERS TO ALL OTHERS method of negotiation would result in the nation in control receiving and studying a society's document with the full realization that their response would be judged in an entirely different manner than the LEADERS TO LEADERS method because many people would have the precise substance of the society's plan. Thus, from the point of view of the nation in control, this strategy will produce a greater momentum toward modifying or limiting a request from a society rather than rejecting it outright and that force could make a significant difference in the search for negotiated settlements.

This medium of information is a document distributed in the centerfold of a magazine or as an insert in a newspaper and is commonly called a special advertising supplement. Here, this medium is called an Independent Media Communication.

Remember that when the leaders of a society begin to negotiate in this medium, all the other media will report about it.

I can't picture it being used between societies.

Imagine if a society's leaders arranged to distribute their document in the centerfold of a large news magazine.

What would that be like?

It might begin by addressing WHY those leaders believe their society has a right to increased self-determination. It might continue with their proposed plan as to HOW they would be given increased control. It might also have a section created to negotiate in public with the nation in control that articulates their exact position for all sides to understand.

Does that mean that we'd be able to read both sides of large issues?

Not necessarily because the nation in control may choose not to respond to such an IMC. So let me ask everyone a question . . . What could a society achieve with an IMC even if there wasn't a response?

Leaders of a society would be able to declare their principles for everyone to see thereby creating a framework for a future constitution used to govern that society.

Also it could describe stages of suggested sanctions for individuals, nations and others sympathetic to the plight of that society.

Don't forget, an IMC is also a mechanism that allows a society to focus its attention on a widely understood non-violent plan of action.

Yes, this medium can be used for all of those purposes and others.

How could this process begin?

A society's leaders could announce their intention to begin negotiating with an IMC without the permission of the nation in control.

But why would a nation ever want to respond to a request from a society to negotiate since they have the control?

There are several factors that will create a momentum for a response. The most important would be the realization that if such an information confrontation were to go unmet there would exist the possibility that the sympathies of many observers might shift to the society that has made the public peace offering.

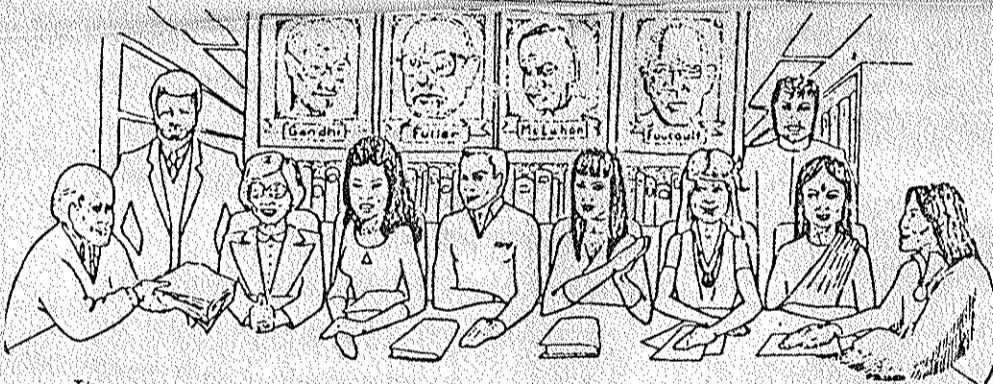
I still don't understand why TV, newspapers or magazines can't deliver the same message.

All those media can report about such a written plan but remember that with TV, newspapers and magazines a newsmaker is dependent on the news people themselves because they're going to take the newsmaker's message and edit or interpret it to the world.

Yes, and IMC's are crucially different because the sender creates the exact message desired and can then rely on its delivery inside a newspaper or magazine like any other advertiser.

And once the World Public begins to read words that they know are coming directly and in depth from leaders of oppressed societies that are attempting to negotiate in public, there will have begun a powerful macro-communication's force unlike any other.

Contemplating this strategy suggests that every society's goal when using this medium would be to sway the court of World Opinion. It then follows that brief slogans and cliches would need to give way to logical arguments and thoughtful reasoning for the full potential of this medium to be realized. Anything less would be recognized and judged as deficient and all parties would realize this. These many events and the natural developments that follow from this strategy suggest that a society's Independent Media Communication would be awaited with great worldwide anticipation.



Marshall McLuhan made the observation that the Reformation was caused when the Printing Press took the Bible from the clergy and gave it to the masses. Television caused a revolution by creating an electronic "Global Village" that was of benefit to humanity by bringing us closer together. He maintained that throughout our civilization it was the medium of information that changed human history more profoundly than politics, religion, economics, or anything else. In other words, "the medium is the message."

WHAT CAN WE DO IN SOUTH AFRICA?

The suggestion made here is that from the point of view of that society's black leaders beginning the negotiating process themselves with the creation of an Independent Media Communication is their most effective strategy at this point in history. By making public commitments and guarantees as part of their overall plan they could create a structure for a widely understood

agreement that would give increased confidence to both whites and blacks. By then sending the same message to the World Public, the nation in control, and many in their own society, these leaders will be focusing their efforts in a form and manner more powerful than any other communication strategy available to them because . . . the worldwide media will report about what they do in this medium.

PHILOSOPHY

One element of

Information is now being disseminated to people throughout the world as never before.

This causes . . . individuals everywhere to have an increased awareness that other societies enjoy self-determination.

In turn, this causes . . . many individuals to have increased expectations that they, in their society, might some day have self-determination.

In turn, that has caused . . . defiance to replace submission among oppressed societies as knowledge of the whole of our civilization spreads.

Then we repeatedly hear news of terrorists that are committing acts that gain world attention. They all have a message that compels them to commit desperate deeds that they know will result in widespread news coverage.

This has caused civilization to address the question "What can be done about terrorism?" Thus far the World Community has answered this question in two ways:

- (1) Got tougher,
- (2) Moral persuasion.

But neither strategy has shown significant cause for optimism because civilization is vulnerable in so many different places. Furthermore, if one accepts the premise, terrorists are seeking World Attention, it follows that the apprehension, prosecution, and punishment of terrorists although highly desirable and proper, will not solve this fundamental problem because these societies have many volunteers willing to give up their lives.

The argument made here suggests an additional answer to the above question by addressing the cause of these problems.

- (3) When the LEADERS TO LEADERS method of negotiating between societies fails, encourage a negotiating process that is LEADERS TO ALL OTHERS.

Remember that this negotiating strategy does not proceed from the idealistic assumption that the powerful bestow good will on the weak but . . . rather . . . that the Independent Media Communication, because of its unique characteristics, can be the cornerstone of a larger strategy implemented unilaterally by people seeking to achieve the freedom and self-determination that many others already have.

There is little certainty in this world but after giving oppressed people the knowledge of this tool they will continue to pursue their own best interests.

Yes . . . the medium is the message.

But how do we really know whether or not an IMC would ever be used by any of these societies or if it would be effective?

So the medium is the message?

Any newspaper or magazine has permission to publish this Negotiating idea.

John Connelly