



Shaping Colombia's Stability Through Strategic Communication: Evaluating U.S. Effectiveness (Paperback)

By U S Army Command and General Staff Coll

Createspace Independent Publishing Platform, United States, 2014. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Colombia's future hangs in the balance with dire implications for Latin America and U.S. national interests. After forty-five years of existential conflict, Colombia has the opportunity to be a peaceful and stable country. The Colombian government has the Fuerzas Armadas Revolucionarias de Colombia (FARC), or the Revolutionary Armed Forces of Colombia, on the ropes. The FARC, a social revolutionary and narco-terrorist group who is Colombia's greatest organized threat, faces open opposition and isolation from the Colombian populace and the international community. However, the group's communist roots enable it to regain sufficient traction in a country with the socio-economic conditions fertile for leftist ideology. Given Colombia's strategic importance, the U.S. needs to continue support for the government's operations against the FARC, most decisively through strategic communication efforts. Strategic communication, a vital tool in the 21st century information environment, is necessary to shape the FARC's long-term decline. An effective strategic communication campaign is required to persuade the population that continued support for the government is the right choice and degrade the FARC's cause and activities...



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