Influencing the Insurgency

Insurgency by definition is a form of mutiny against a government that is less than an organized revolution. Afghan insurgents by nature are radicals who care more about their cause than their own wellbeing. Brian Bender in his Boston Globe article “Taliban Not Main Afghan Enemy,” argues that most members of the Afghan insurgent party represent “a tribal, localized insurgency,” and not religious zealots fighting for the Taliban. Meeting violence with violence has not proven to be successful in the past, and it is time for the American government to change tactics. Therefore, it is incumbent upon the United States governing authorities to reach the Afghan revolutionaries with incentives that will incite change.

The American soldiers are seen by the insurgents as an occupying force that threaten their livelihood, and therefore are not an effective tool for change. Instead, our government needs to infiltrate the local leadership and create liaisons who can impart change from the inside. Thomas Bouns in his article “Exploiting Insurgent Violence in Afghanistan” explains, “Afghans implicitly trust and prefer local media to Kabul media. More important they trust what their village and tribal leaders tell them.” In essence it is imperative to build relationships with those leaders who can positively influence the insurgents. The Afghan tribal leaders will encourage the insurgents to lay down their weapons and seek a more peaceful resolution.

Given that the vast majority of citizens in Afghanistan are illiterate, it is imperative to select media that will efficiently and effectively communicate the message of peace. Thus, the media outlets that will produce the greatest effect will include radio and television. In addition to these primary mediums, a secondary source of information will stream via the internet, including social media outlets such as Twitter and Facebook. Through these media tools the United States will successfully deliver information which will demonstrate the benefits of nonviolence and promote the act of capitulation.

In the article “Taliban Not Main Afghan Enemy” Bender reveals, “you need the Afghans to play. They have been only too willing to play - as long as they see a benefit for themselves.’’ Hence, it is clear that the people of Afghanistan wish to better themselves, and all the United States needs to do is provide an avenue for this change. Radio and television advertisements with the testimonials of tribal leaders will be created and placed on local stations with a high rate of reach and frequency. The insurgents will hear the message of peace from men whom they trust and will believe the message and act accordingly. Transfer will also manifest during these advertisements because the tribal leaders employed are respected men of influence who can demand a tactical change. In addition an effort will be made to create the card stocking effect by introducing an element of fear among the insurgents. Through proper propaganda techniques the insurgents will be influenced to realize the futility of war, and the promise of peace.

**30 Second Radio Advertisement**

(Testimonial from respected tribal leader Saad Mohamed Rahani)

5 seconds

*Traditional tribal music plays in background—followed by the traditional Islamic call to Prayer*

10 seconds

Rahani: You are being called.

Can you hear the call? As your tribal leader I insist that you listen.

It is time to lay down your weapons and heed the call to Peace.

The consequences could be dire, even devastating to your family.

The promises of Allah are far reaching and his message of Peace is strong.

20 seconds

(Music interrupts the broadcast and again we hear the call to Islamic Prayer)

25 Seconds

A Voice Sounding Like Allah (James Earl Jones) speaks:

Heed the call to Peace. Lay down your weapons.

30 seconds

End Ad