

# VoMI Advisory Assistance to the “Battle of the Narratives”

## **Mission:**

On 18 NOV 2014, VoMI conducted advisory assistance to the Center for the Study of Narratives and Conflict Resolution at George Mason University (GMU), to have an open dialogue with military, academic, and professional narrative practitioners on the current approach to narratives, counter-narratives, narrative mediums, and narrative imagery.

## **Background:**

VoMI has provided advisory assistance to numerous communities of interest and practice on the subject of Narrative and Engagement (N&E). GMU School of Conflict Analysis and Resolution invited AWG to provide insights and participate in dialogue and discussion with wider military and academic professional. This workshop was conducted to support the recently approved DoD concept to shape the development of future capabilities titled “The Human Aspect of Military Operations (HAMO).”

## **Tasks Conducted:**

- Introduced recent US military experiences in counter narrative operations to include Voices of Moderate Islam
- Provided vignettes in human aspects of military operations and the importance of cognitive, information, social, cultural and physical elements affecting human behavior.
- Recommended development of the ability to identify, understand, and influence actors; build trust with key actors and groups, draw on sources of legitimacy and address grievances and counter adversary messaging

## **Key Observations:**

- The use of visual imagery and the rising velocity of communication and information exchange through social media, have created the “Battle of the Narratives”
- A clear, concise and achievable Strategic Narrative is the key to counter the adversary message



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