***LM 52 SUMMARY PUBLIC SPEAKING - AA 2022-2023 SEPTEMBER 2022***

**BACKGROUND PAPER**

**“COMMUNICATING IN THE GLOBAL WORLD”**

**SOFT SKILLS provide you the FLEXIBILITY to “UNDERSTAND” and “ADAPT” to the world in which you live.**

**PUBLIC SPEAKING helps you to “EXPRESS” your views about that world.**

**Therefore, you need to get acquainted of major GLOBAL TRENDS and be able to TALK about them**

**In other words, PUBLIC SPEAKING is a TECHINQUE, a TOOL to reach a GOAL – I call it a “TOOL-BOX”**

**Your GOAL is to able to REPRESENT your thoughts/ideas in public**

**Main features of our RAPIDLY CHANGING WORLD are:**

**GLOBALIZATION – GLOBAL TRENDS**

**EMPOWERMENT OF INDIVIDUAL “PERSONHOOD”**

**GROWING ROLE OF CIVIL SOCIETY**

**All these MACROTRENDS will affect your life, personal and professional, for decades to come.**

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**UNDERSTANDING YOUR ENVIRONMENT:**

**INTRODUCTION:**

* **GREAT – planetary - FORCES** are shaping the **PRESENT and the FUTURE of our world:**
* **CENTRIPETAL and CENTRIFUGAL forces contemporary in action**
* **GLOBALITY & COMPLEXITY**
* **GLOBAL POWER SHIFTS: towards a MULTIPOLAR/MULTICIVILIZATIONAL GLOBAL ORDER**
* Interconnections between **TOP-DOWN and BOTTOM-UP processes**: **new ACTORS** entering the SCENE
* **We are in a PASSAGE of ERA, not ERA of PASSAGE** - from the **MODER WORLD to the GLOBAL WORLD**
* **SEA CHANGES occurring with unprecedented rapidity: WE SWIM IN UNCHARTED WATERS: no GSM signal available: we need to rely on our “NOSE”….**
* **HUMANITY is incapable** to appreciate the **magnitude of CHANGE// a COGNITIVE FAILURE**
* Need to abandon **old CLICHES and XX Century CONVENTIONAL WISDOM**: “**leave the “COMFORT ZONE”**
* **RISKS but also OPPORTUNITIES:**
* **UNCERTAINTY is the name of the game:** Consider the **CORONAVIRUS PANDEMIC**
* **It is an unprecedented crisis in modern history and we do not know the long-range implications**
* **It is accelerating epochal changes already incubating// not a “BLACK SWAN”**

**LOOKING FOR THE INTERCONNECTING “FIL ROUGE”:**

* **We shall EXPLORE DIFFERENT POSSIBILITIES/FUTURES, always looking for the “FIL-ROUGE” CONNECTING facts apparently distant from each other**
* **we shall take into account the following:**

* 1) **HISTORY “LONGUE DUREE**”
* Need to discern the difference between an **occasional STORM and a TSUNAMI:**
* Both start with a light wind, but one becomes a **MEGATREND**
* **Example:**
* **“COVID 19” pandemic/ “black lives matter”/”FridayforFuture” movement are a storm or a tsunami?**
* **Therefore, do not focus on SHORT TERM but look at the GIGANTIC GLOBAL FORCES CONTEMPORARY IN ACTION:**
* **The strength of INERTIA and STATUS QUO is powerful but so the FORCES OF CHANGE:**
* **Forces of change vs forces of continuity**
* **Globalist forces vs sovereignty forces**
* **Globalization vs de-globalization**
* **Centripetal forces vs centrifugal forces**
* **Liberal-democracy vs autocracies**
* **economic and social stability vs. fragmentation**
* **Individualism vs. collectivism**

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* 2) **CENTRIFUGAL-DISGREGATION and CENTRIPETAL-AGGREGATION FORCES**
* **CONTINUITY and BREAKDOWN:**
* **NONE KNOWS WHICH ONES WILL PREVAIL**
* **TWO TITANIC and interconnected FORCES, both growing in parallel:**
* **“GLOBAL PERSONHOOD” growing role of the individual,**
* **“GLOBAL CIVIL SOCIETY”// Brzezinski: “for the first time in history, most of the humankind is politically active: this is one of the most formidable changes in the International Relations”**

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* 3) **BE ABLE TO THINK AHEAD OF TIME:**
* **The NEW WORLD in the making will belong to those thinking ahead of competitors and therefore developing a COMPETITIVE ADVANTAGE.**

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* 4) **NEED to develop a new NARRATIVE:**
* **Discharge the XX CENTURY CLICHES and look at the NEW WORLD with NEW EYES**
* **Inter-disciplinarity/Multiculturalism**

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* 5) **WATCH CAREFULLY what is happening in PLACES were a SEA-CHANGE IS OCCURRING:**
* **Anticipate PROTAGONISTS** and COMPETITORS, do not follow them….
* **Trace the “SIGNALS**” – use your eyes/instinct/wisdom
* **Remember: a TSUNAMI always stars with a light wind…..**

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* 6) **IDENTIFY the “Key Global Actors” of XXI century:**
* Such as the **NON TRADITIONAL ACTORS, such as NGOs, MEGACITIES, lobbies, transnational corporations…..**

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* 7) **look for** the **“CULTURAL DIMENSION”**
* **So important – so neglected**
* **Example: Prof Huntington and his “Clash of Civilizations?”**

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**PERSONHOOD & VALUES:**

**GLOBAL CONSCIOUSNESS: THE GROWING ROLE OF THE INDIVIDUAL IN THE GLOCAL WORLD**

* **At the time of “King Sun”, Richelieu handled alone all the French Foreign Policy**
* **Ever since, starting with the French Revolution, the weight of the PUBLIC OPINION – in short: CIVIL SOCIETY – grew exponentially**
* **Civil society “weight” in the democratic countries, but in AUTOCRACIES as well, though on a minor scale. Autocracies could not sustain themselves using only force, censorship, repression. They need some form of CONSENSUS: total control of COMMUNICATIONS is no longer possible.**
* **Via INTERNET the CIVIL SOCIETY is informed, informs, mobilizes itself: governments lost the control of information (Stalin and his “How many divisions has the Pope”: he lost and J.P.II won)**
* **The growing role of the individuals: GRETA THUNBERG //NAVALNY // SAN SUU KYI / DALAI LAMA….**

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* **GLOBAL CONSCIOUSNESS: t**he most interesting aspect of the modern era is the way in which **a GLOBAL CONSCIOUSNESS has developed**.
* **We live in an era where the INDIVIDUAL is EMPOWERED/ becomes PROTAGONIST/ the XX century was the era of MASSES; this is the time of the INDIVIDUAL/ a multitude composed by infividuals**
* **Now we live in what as be called the “GLOBAL UNCERTAINTY ERA”.**
* **Example of RISING GLOBAL CONSCIOUSNESS:**
* **2019 - the “YEAR OF DISOBEDIENCE”.**
* Certain years in the history of humankind are “**SPECIAL**” and capture the attention of the generations to come.
* It **was the case in 1789 – 1848 – 1917 – 1968 – 1989**: revolutionary turmoil, street protests, mass demonstrations…..
* IN 2019 millions of people took the streets in dozens of countries around the Planet, creating **a global chain of discontent.** They rallied against **inequalities, corruption, governments, be them democratic or authoritarian, climate change, impotence of States to cure the social diseases, the missed “dividends” of the globalization.….**
* **WHAT ALL THOSE MOVEMENTS HAD IN COMMON, and which are they PERSPECTIVES?**
* **They signal a generalized MALAISE, a sense of disenchantment and refuse vis-à-vis the ELITE and traditional POLITICS**
* **They are largely spontaneous and creative, generally refuse violence**
* **They are not ideology-driven but propelled by concrete requests**
* **They are extensively “covered” by media to inspire emulation in other countries (remember the “Arab Springs”?).**
* **They refuse any INTERFERENCE and political EXPLOITATION**
* **They are MULTICULTURAL, INTERRACIAL, and composed by men and women.**
* **They are BOTTOM UP and not TOP DOWN as it was in MAY ’68:**
* **Protagonists are the low classes, the marginalized, the students**
* **They show how much the LOCAL and the GLOBAL, the INDIVIDUAL and the UNIVERSAL have in common and represent the two SIDES of the SAME MIRROR: the single gesture of a protester in Hong Kong or in Venezuela is going to have GLOBAL COVERAGE and REPERCUSSIONS**
* **Governments are being taken BY SURPRISE, reacting to UNCONVENTIONAL PROCESSES with CONVENTIONAL MEANS, therefore being always LATE and WRONG.**
* **They receive ample media coverage and use SOCIAL and new COMMUNICATION TECHNOLOGIES to diffuse their message, as it had been the case for the “ARAB SPRINGS”**
* **In this, though they protest about the GLOBALIZATION results, they use GLOBAL TECHNOLOGIES…..**
* **The CORONAVIRUS halted momentarily those movements but an IMPORTANT LEAP FORWARD of CONSCIOUSNESS of CIVIL SOCIETY has been achieved.**
* **Now people know that to MAKE CHANGE HAPPEN, they have to take the street and do it as a MOVEMENT to be heard.**
* **All this stresses the GROWING ROLE OF THE INDIVIDUAL IN THE GLOBALIZED WORLD…..**

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**VALUES AND RIGHTS IN THE AGE OF GLOBALIZATION**

* **DISORIENTATION is the prevailing sentiment of contemporary societies**
* **We saw that philosopher Morin stresses that today “only certainty is UNCERTAINTY”**
* **BAUMAN and his “LIQUID SOCIETY”**

**DEFINITION OF VALUE:**

* **It is relative worth, merit, importance, quality, attitude, method**
* it is **normally related at something which it defines:**
* **Something has value because it worth**

**HOW “UNIVERSAL” ARE THE VALUES?**

* **PLEASE NOTE: you shall have a homework on this issue**
* **We take for granted that the WESTERN VALUES are UNIVERSAL, because they have been around for so long (French Rev/ UN Declaration on Human Rights etc**
* **Is it really so?**
* **They are the Heritage of WEST:**
* **Medieval universalism: papacy and Sacred Roman Empire: two opposite universalisms**
* **Enlightenment/Cosmopolitism/Industrial Revolution/Human rights/Secularization and nationalism/ liberal democracy/market economy/ Colonialism (Kipling: “the burden of the White Man”):**
* **All this EXPORTED/IMPOSED by the WEST**
* **Consider: if the world would be dominated by AUTOCRACIES, values would be different??????**
* **The WEST is the HEIR of this history and Christian faith**
* **the “RISE OF THE REST” of the world, headed by CHINA, is putting to the shore other values**
* **We hardly accept that other people, other cultures, other faiths, have OTHER – and often DIVERGENT - VISIONS OF FUTURE……**

**HUMAN RIGHTS – THE MAIN “UNIVERSAL” VALUES:**

* **Norms and principles defining given standards of human behaviour accepted by the NATURAL LAW and from it by the POSITIVE LAW**
* **They are INALIENABLE, regardless of sex, race, faith, nationality…..**
* **This is why they are called “UNIVERSAL”**
* The core of legislation on human rights is found in the “**UNIVERSAL DECLARATION OF HUMAN RIGHTS” of the UNs**, approved in Paris in 1948
* **IF it is NOT universally assumed that there are “UNIVERSAL VALUES”, and they are valid “ERGA OMNES”, UNIVERSALITY DOES NOT MEAN UNIFORMITY**
* **The only “UNIVERSALISM” is that a HUMAN BEING IS A HUMAN BEING……**
* **This might be the only true UNIVERSAL VALUE**
* **“HUMAN COMMON UNIVERSALITY, from which no human being MUST BE EXCLUDED”.**

**GLOBAL CIVIL SOCIETY:**

* **Vast assemblage of GROUPS and INTERESTS operating THROUGH frontiers and which are not CONTROLLED or CONTROLLABLE by governments**
* For **the first time in human history a global network is being created:**
* **feeble, ambiguous, but growing**
* It remains f**ragmente**d, still lacking a **COHESIVE SOCIAL VISION and coherent STRATEGY**
* It is a “**OPEN-ENDED**” concept……..

**GLOBAL PERSONHOOD:**

* **FOCUS:**
* In a society where incertitude and confusion prevail, **we witness the strengthening/weakening of the role of the INDIVIDUAL and of their MULTIPLE IDENTITIES**………

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**THE RELATIONSHIP BETWEEN GLOBAL CULTURE AND LOCAL CULTURES**

* **DOES A GLOBAL CULTURE EXIST?:**
* **3 CULTURAL categories**:
* **1. Cultural DIFFERENTIATION (no possible convergence)**
* **2. Cultural CONVERGENCE (McDonaldization – one predominant culture absorbs the others) – “WESTERNIZATION” – “ASIANIZATION”**
* **3. Cultural HYBRIDIZATION (fusion among different cultures) – Hollywood, Bollywood**

**LOCAL & MODERN ARE GROWING SIDE BY SIDE:**

* **WEST and EAST are always more and more interconnected**
* **The CULTURAL world we are entering looks like BOLLYWOOD:**
* **It is MODERN and powerfully shaped by the WEST, BUT It also retains IMPORTANT ELEMENTS of LOCAL CULTURE:**
* People around the world are **more comfortable putting their INDIGENOUS IMPREINT on their personal MODERNITY**
* **Do not be fooled by Starbucks and Coco-Cola signs around the world:**
* **The real effect of GLOBALIZATION is the fusion of the GLOBAL & LOCAL and MODERN & TRADITIONAL**
* **EXAMPLE:**
* **The first wave of GLOBALIZATION was carried by news reported by CNN**
* **Now every country has its own “24-hour” Chains is in LOCAL language**
* **WHERE YOU SIT AFFECTS HOW YOU SEE THE WORLD.**
* Once upon a time **GLOBAL AFFAIRS WERE DEFINED BY Western standards**
* They “**saw” the world through the eyes of BBC and Voice of America**, Time, Newsweek.
* Today, **there are many DIFFERENT or ALTERNATIVE NARRATIVES**
* **SYNTHESIS:**
* **MODERNITY has come with the RISE of the WEST and so it has taken a WESTERN FACE & ACCENT**
* **BUT:**
* **As MODERN WORLD expands and embraces more of the globe, MODERNITY BECOMES a MELTING POT……**

**THE WORLD CAN BE MODERN WITHOUT BEING WESTERN?**

* **How DIFFERENT is to be MODERN from to be WESTERN?**
* Would **the world be SUBSTANTIALLY DIFFERENT if NON-WESTERN powers would be more and more powerful?**
* **Or does the economic growth also SHAPES CULTURE and VALUES??**
* **3 of the 5 larger economies are NON-WESTERN**: China, India, Japan, and a 4th, the **USA, is being shaped by increasingly NON-EUROPEAN POPULATION**
* Some scholars – **Samuel Huntington among others** – says **that MODERNIZATION and WESTERNIZATION are wholly distinct:**
* **For him, “the West was WESTERN BEFORE IT WAS MODERN”**
* **It became WESTERN before the year 1000 (Christianity), and MODERN with the Industrial Revolution**
* **The qualities that make a society WESTERN are special:**
* **Christianity / Separation of Church and State / Rule of law /Civil society**
* **WESTERN CVILIZATION – for Huntington – is precious not because IS UNIVERSAL, but because IT IS UNIQUE.**
* **BUT:**
* The **West has been around for so long and has spread so far that it is not clear** what an eventual **break between MODERNIZATION and WESTERNIZATION would mean**.
* S**o much of what we think of as MODERN is WESTERN**
* **Today’s forms of: Governments/Business/Leisure/Sports/Vacations/Holidays**
* **All have their origins in WESTERN HABITS, RULES and PRACTICES.**
* **The above is also valid for P.S.: you need to know the environment where you speak (habits, culture, demography etc)**

**SYNTHESIS:**

* **IT IS DIFFICULT TO IMAGINE WHAT THE MODERN WORLD WOULD LOOK LIKE WITHOUT THE IMPACT OF THE WEST.**

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 **COMMUNICATING IN THE GLOBAL AGE**

**TRADITIONAL MEDIA & SOCIAL MEDIA: WHERE GLOBAL AND LOCAL MEET**

* First to see their potential was the **Canadian visionary media theorist Marshall McLuhan in the ‘60s, in his book “The Gutenberg Galaxy”**
* He spoke of “**GLOBAL VILLAGE**”
* **Media and social are the “quintessential” reality of GLOBALIZATION and a powerful indicator of the growing role of the PERSONHOOD**
* If there is something **GLOBAL in the world is INTERNET**
* **It dashed the DISTANCE**
* **NORTH and SOUTH**
* **POOR and RICH**
* **At the time of Roosevelt was the RADIO / for Kennedy was the TV / for Obama the WEB / Trump TWITTER**
* **MEDIA & SOCIAL:** With the revolution of **the INFORMATION TECHNOLOGY, NEWS** is reported to us from around the world **INSTANTLY, VIVIDLY, CONTINUOUSLY**
* **IMMEDIACY of images and INTENSITY of the message CREATE CONSTANT hyperbole**
* Every “major news” become **“BREAKING NEWS**”

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**THE CHANGING NATURE OF POWER IN THE ERA OF GLOBALIZATION AND INFORMATION TECHNOLOGY**

* The concept of **POWER is surprisingly ELUSIVE** and **difficult to measure.**
* **DEFINING POWER:**
* “**THE ABILITY TO MAKE OR RESIST CHANGE”**
* **Power becomes PROTEIFORM, diffused, less based on coercion and more on INFLUENCE, CREDIBILITY, CONSISTENCY.**
* **The era of territorial conquests and traditional power (Land, army, GDP, population) has ended – ss author Parag Khanna**

**POWER SHIFTS: DIFFUSION & TRANSITION**

* Two types of **POWER SHIFS** are occurring **in the XXI Century:**
* **1. POWER DIFFUSION**
* More and more things are **happening at once and they elude the control of States and Governments**
* The power is being **diffused HORIZONTALLY and VERTICALLY**
* Therefore we have a “**NO-POLAR WORLD**” – **“APOLAR WORLD”**
* **2. POWER TRANSITION,**
* **From one dominant State to another**
* **Often debated as:**
* **“THE POST-AMERICAN WORLD” or “POST-WESTERN WORLD”**
* **POWER SHIFT: the RISE of the “REST”…..**
* **See author Charles Kupchan’s book: “No one’s world”**
* **See author Fareed Zakaria’s book: “Post American world – release 2.0”**

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**HARD, SOFT AND SMART POWER**:

**HARD POWER:** The **MILITARY is the most significant form of HARD POWER**

* **Today not important the aircrafts carriers: the USA lost in Vietnam**
* **Qatar is a small country but hosts Al Jaizira and has a global status……….**

**SOFT POWER: “the ability to ATTRACT and CO-OPT, rather than COERCE”**

* **Hollywood the “dream machine”: SOFT POWER par excellence……**
* **MEASUREMENT OF SOFT POWER:**
* **COMPOSITE INDEX**” to measure the SP of countries includes a vast array of parameters:
* **quality of a country’s political institutions/the extent of their cultural appeal/the strength of their diplomatic network/the global reputation of their higher education system/the attractiveness of their economic model, and the digital development**
* Also:
* **Olympics medals, quality of architecture, public services, business brands etc.**
* **CORONAVIRUS changed the parameters: counted more administrative efficiency/ welfare system/ health system/ transparency**

**SMART POWER: The ability to combine HARD and SOFT resources into effective strategies.**

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