

STORY WARS

Domain, Doctrine
...Action

// Update //
19Mar

Marshall Monroe

MAGIC CANYON INSTITUTE
A Program of Marshall Monroe MAGIC

NASA & U.S.A. Flub Space Mission

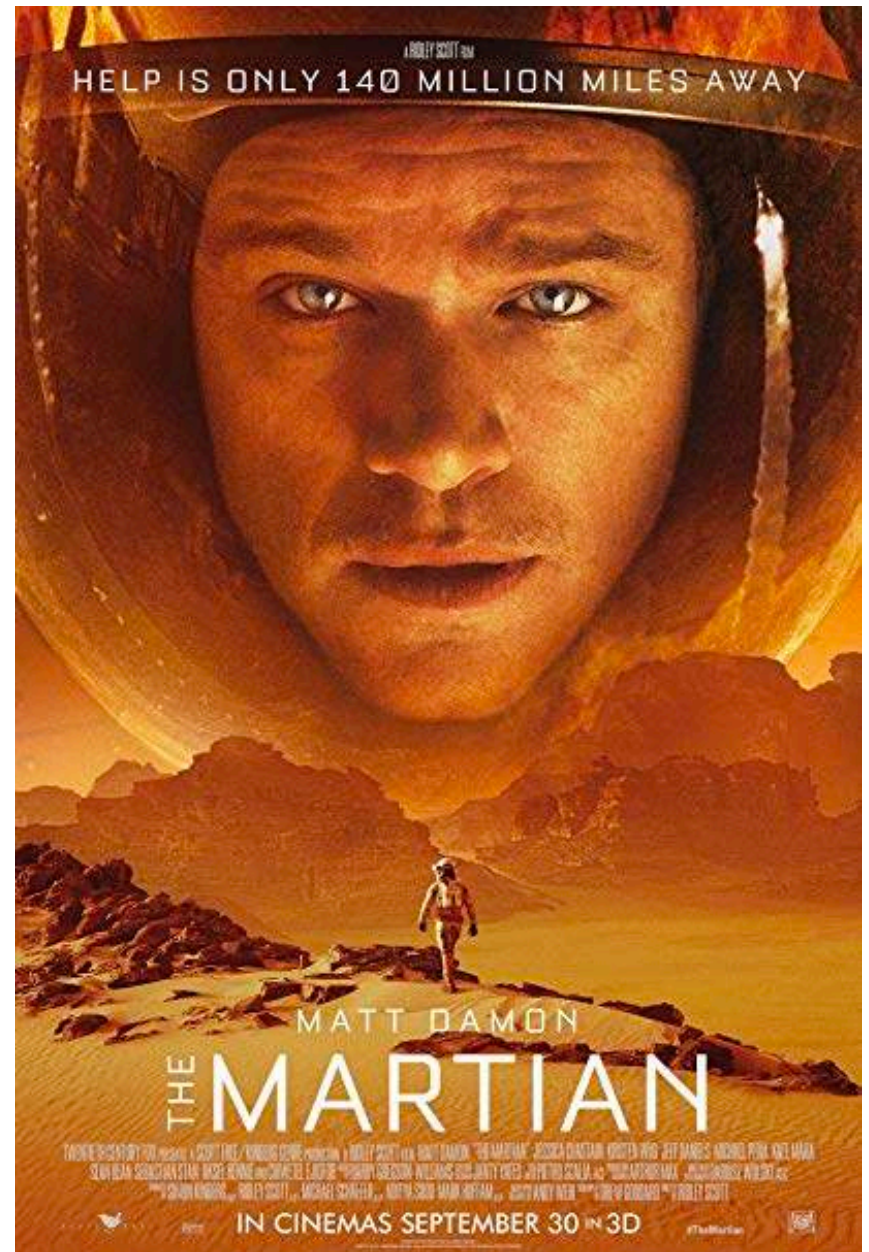
...TWICE!!!

China Holds All the Cards

Rescues Us from Ourselves!

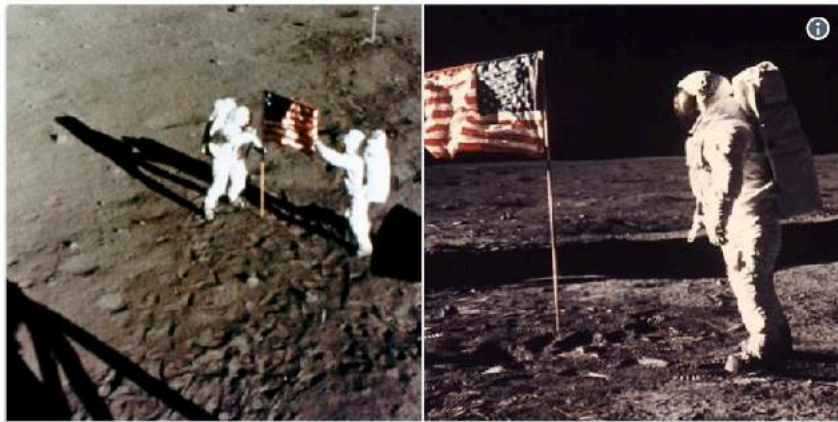
ENTERTAINMENT NEWS APRIL 22, 2016 / 5:30 AM / 3 YEARS AGO

China official says film 'The Martian' shows Americans want space cooperation





一丝不苟 分秒不差



Buzz Aldrin 
@TheRealBuzz 

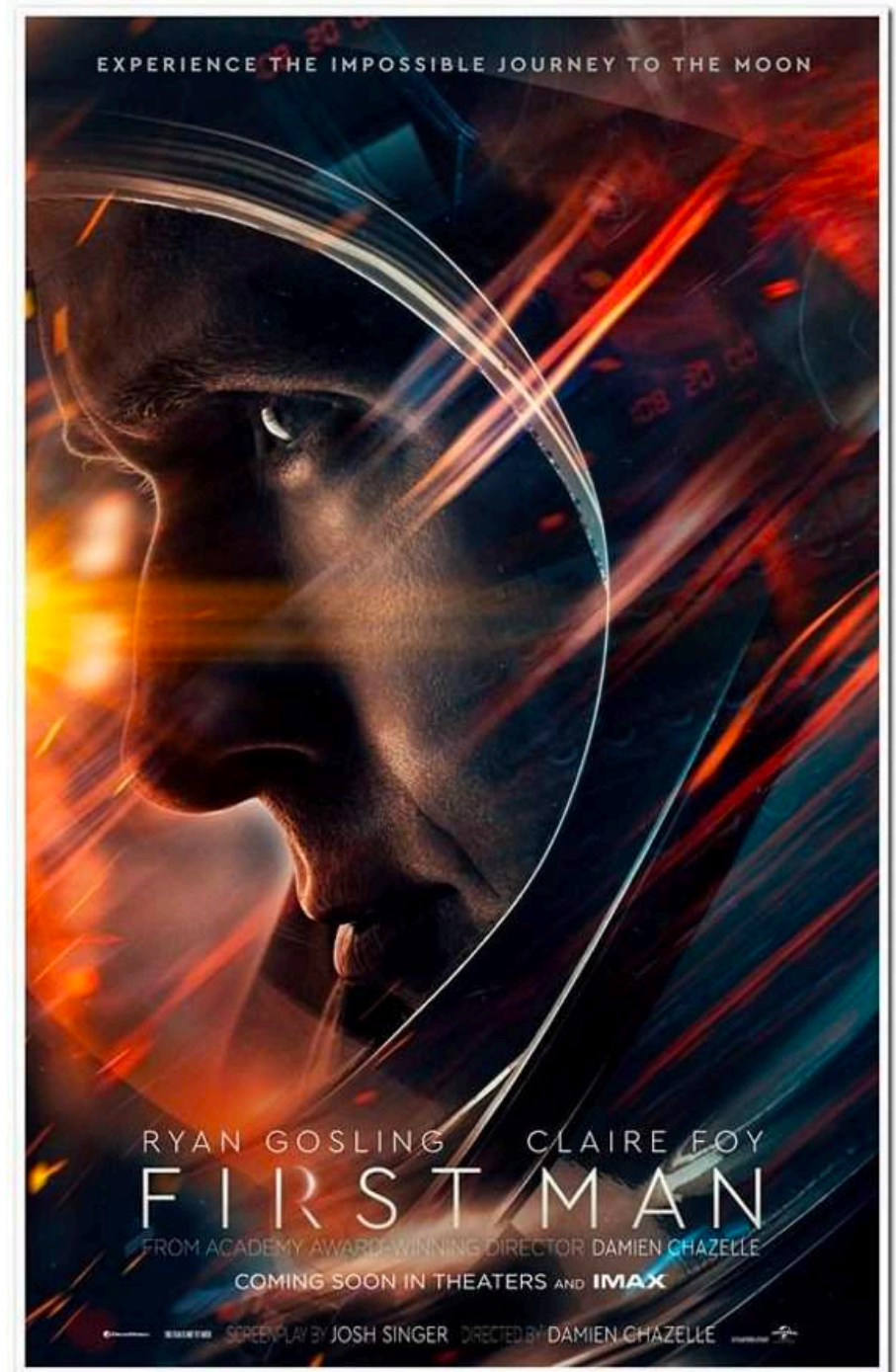
#proudtobeanAmerican #freedom #honor #onenation #Apollo11
#July1969 #roadtoApollo50

♡ 49.8K 8:43 PM - Sep 2, 2018

💬 20.6K people are talking about this >

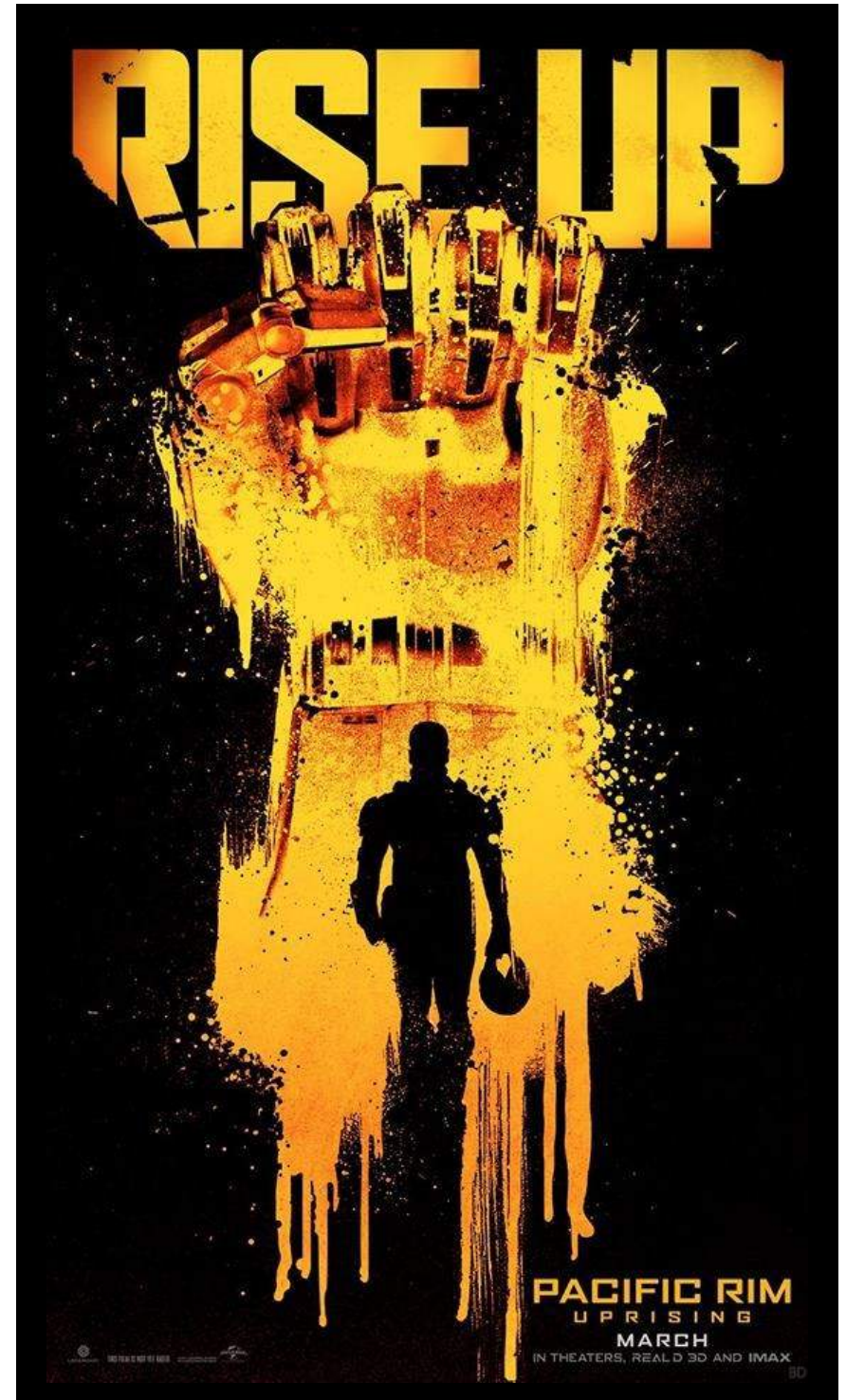
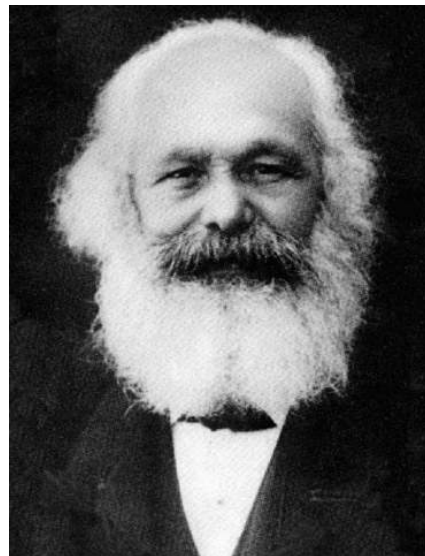
“That’s not the Neil Armstrong I knew.”
- Buzz Aldrin

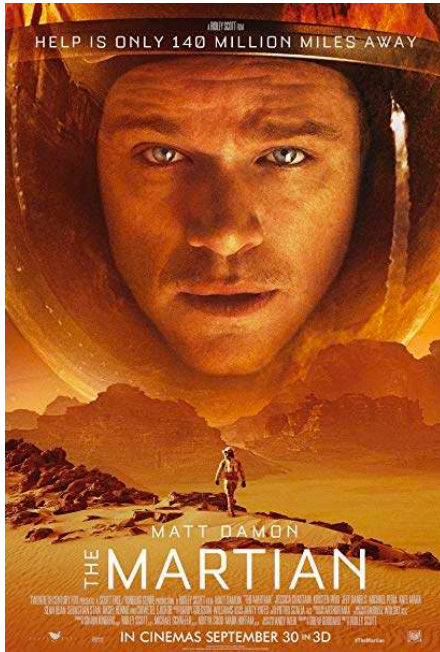
“I also think Neil was extremely humble, as were many of these astronauts, and time and time again he deferred the focus from himself to the 400,000 people who made the mission possible.”



Violent, Stalinist
Symbol & Imagery
Vilify Success & Merit
Vladimir Lenin & Karl Marx

Class & Identity Disruption
Resentment, Anger, Aggression,





The Pander Express...

U.S.A.: Bungling, Fumbling Happenstance Bravado

China as Faultless, Benevolent, Reserved, Superior Intellect & Capability

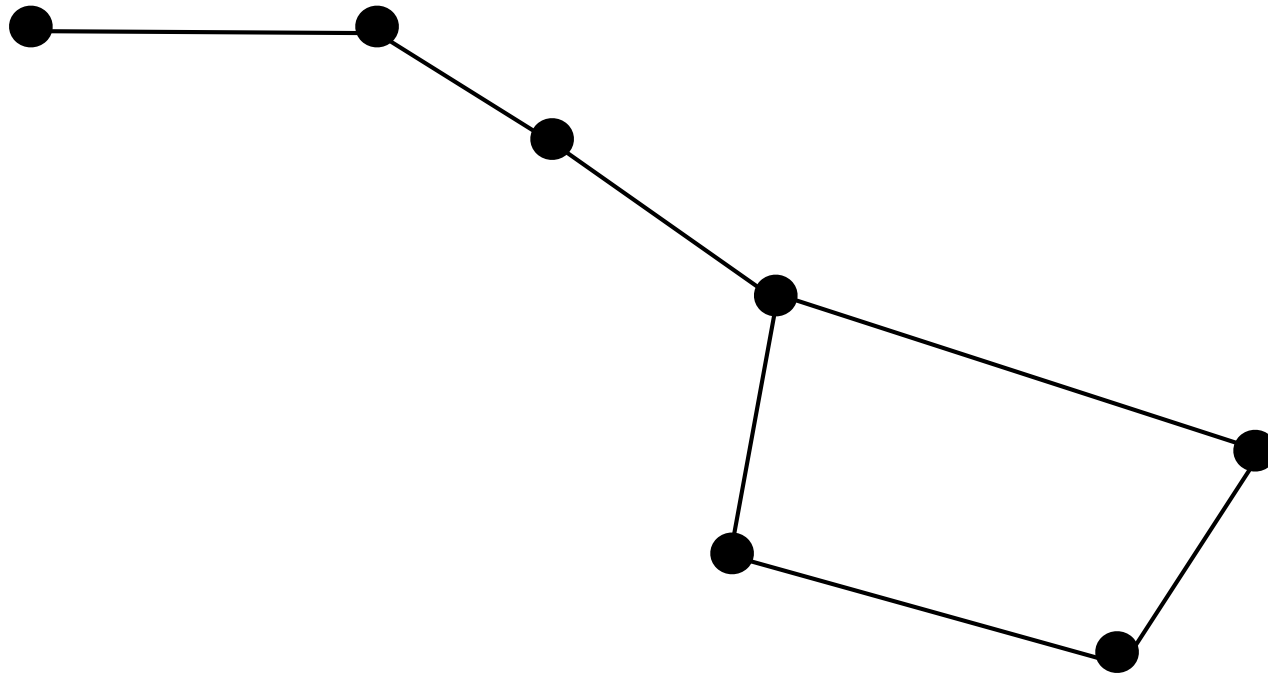
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Influence & Industry

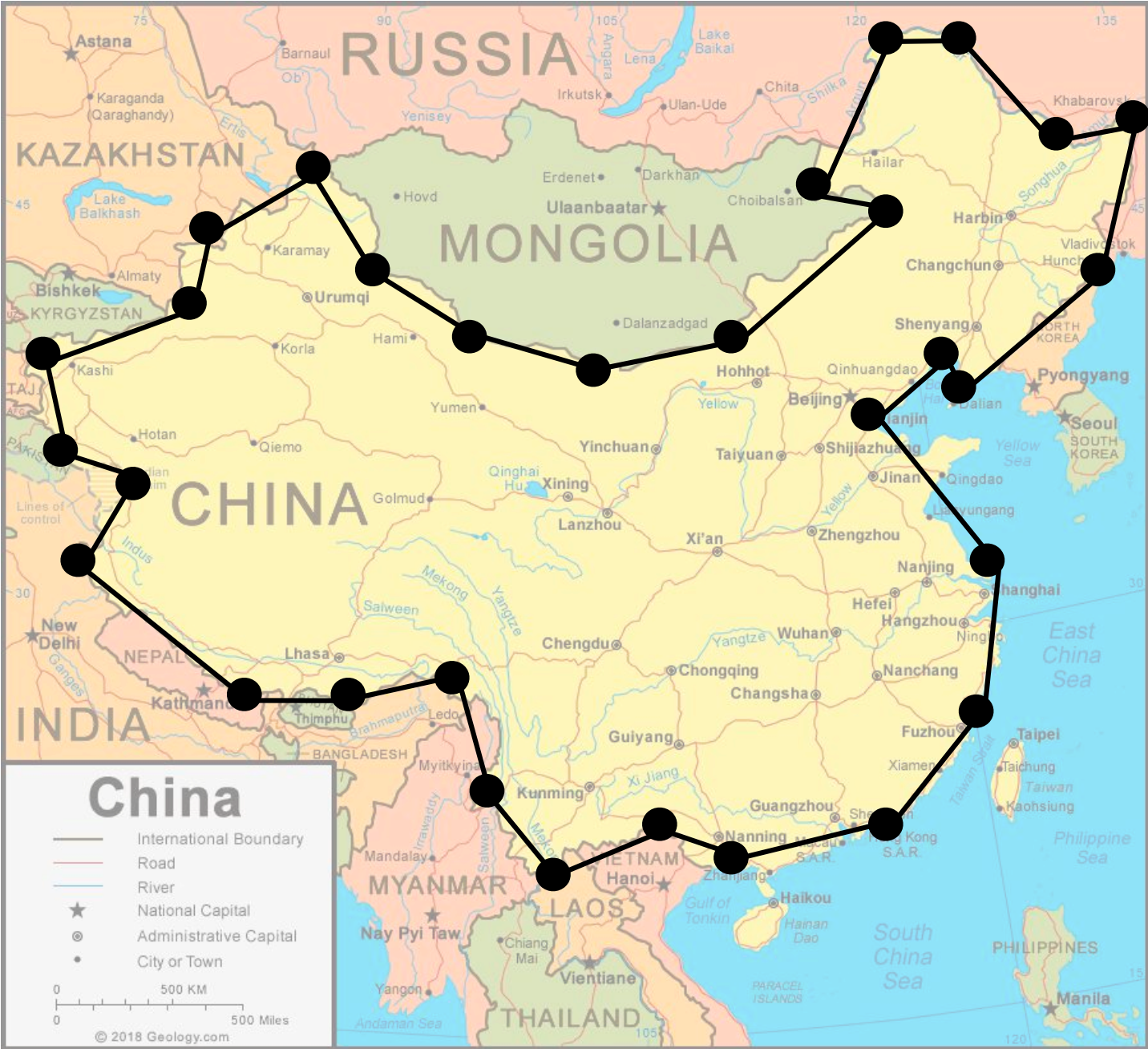
A Comprehensive Strategy

Connecting the Dots...



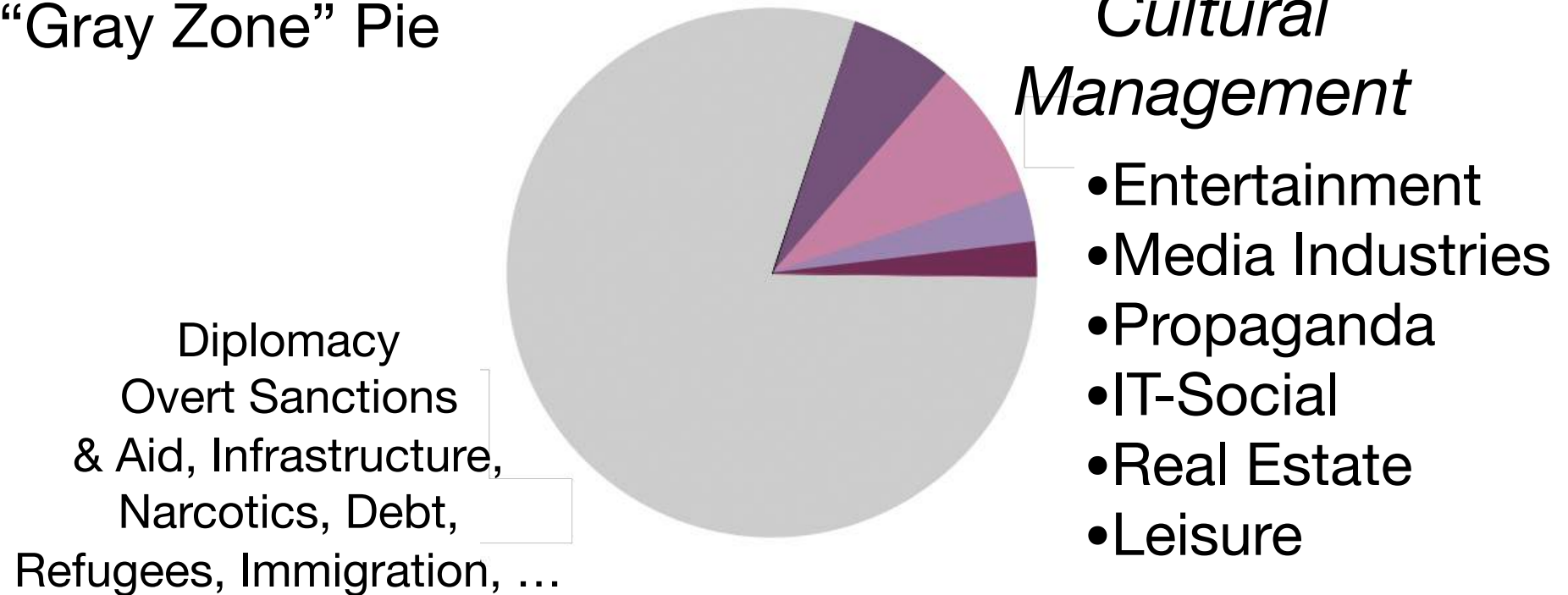
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Connecting the Dots...



Soft Power 2.0

“Gray Zone” Pie



U.S.A.: Bungling, Fumbling, Greedy, Selfish, Happenstance Bravado, Foolish

China as Faultless, Benevolent, Reserved, Superior Intellect & Capability

Soft Power 2.0 China Style

MCI & Soft Power 2.0 - Story Wars

Empirical Doctrine Framework

ACTION Items ...



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Global Situation Awareness

Through the Lens of

Story & Applied Imagination

Emerging Technology

Omni-Lateral Design

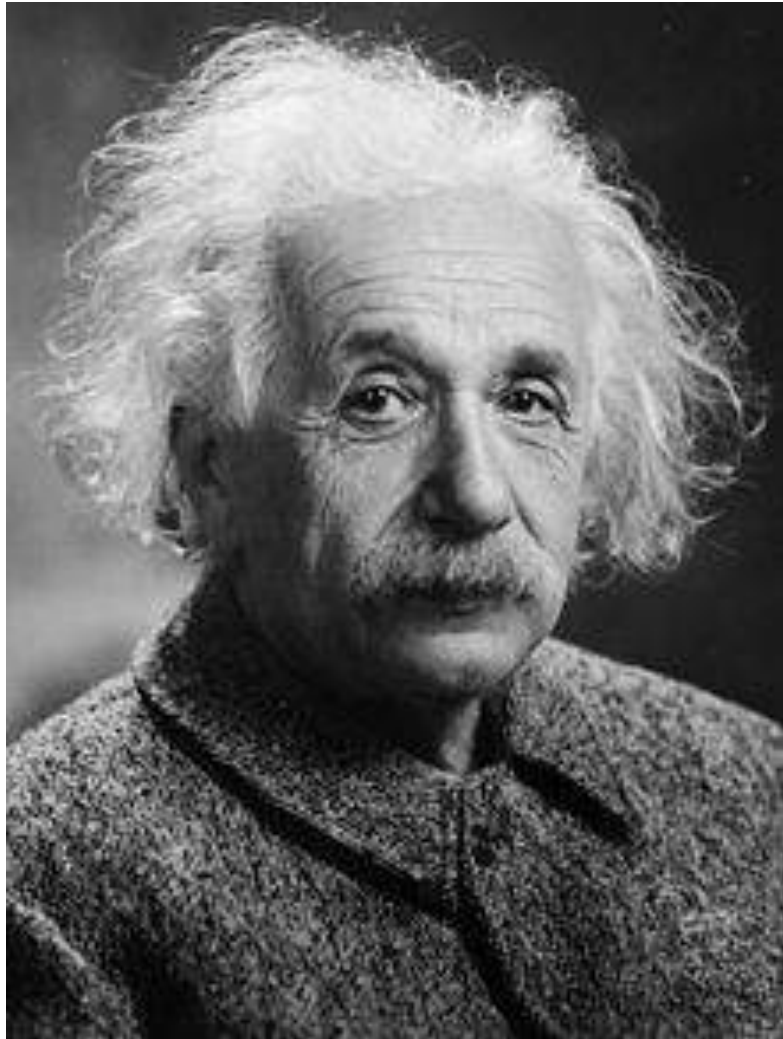
Dual Use



Emerging Trends, Tools, Patterns, ...Challenges

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Mid-20th Century

Atomic Physics

Relativity

Quantum Mechanics

Nuclear Weapons

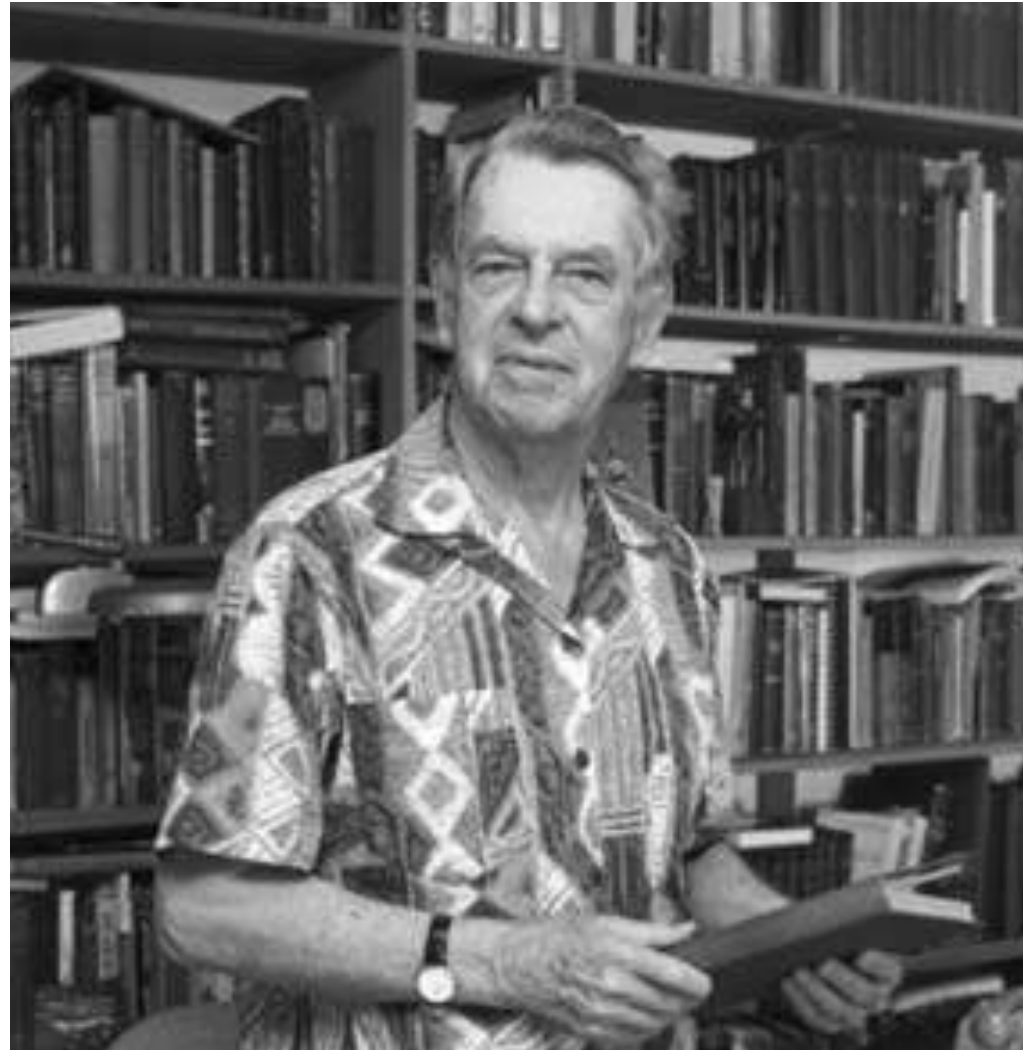
Mid-20th Century

Comparative Mythology
Subconscious
Narrative Structure
World Religions

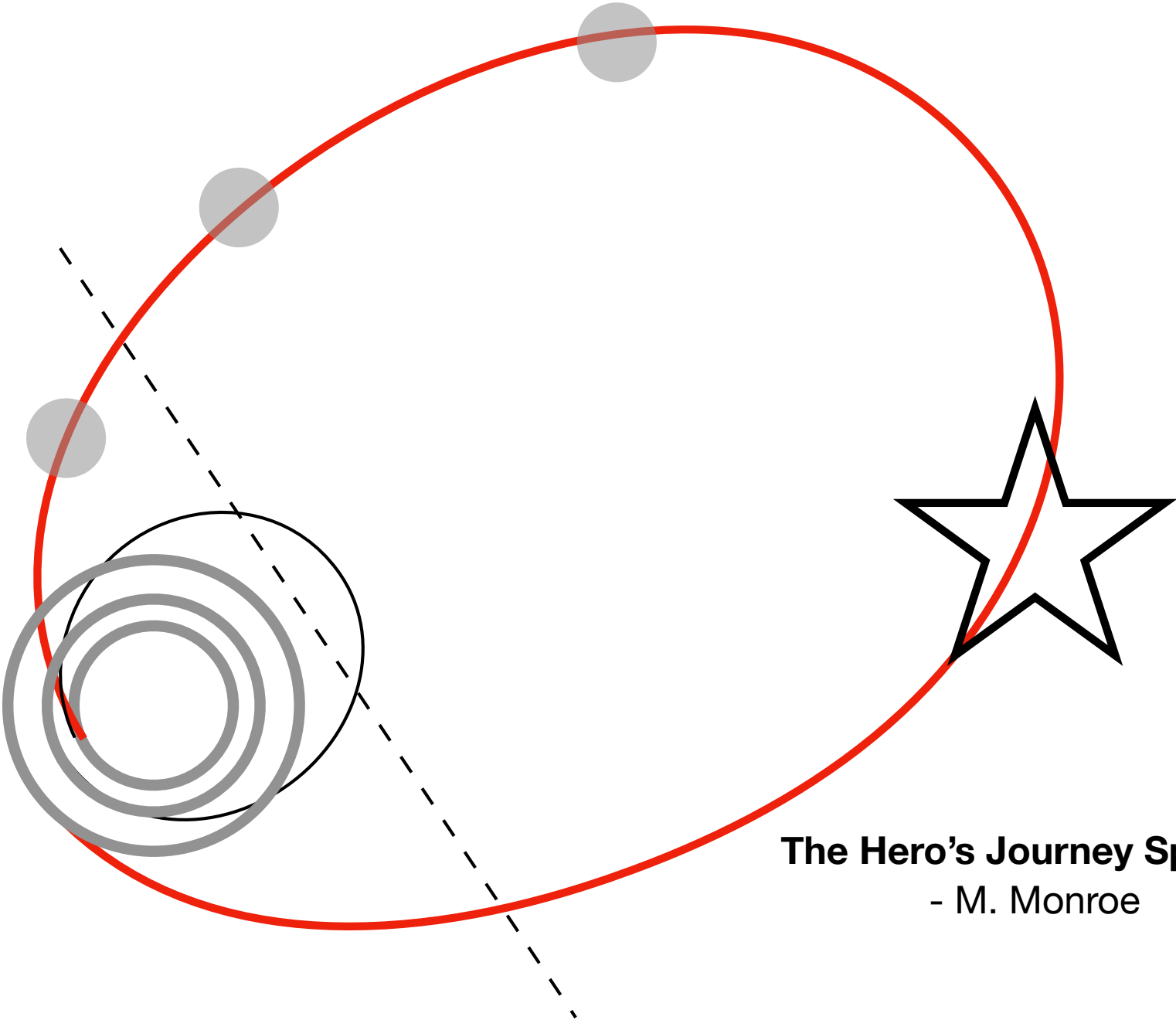
Cosmogonic Cycle

The Hero with a Thousand Faces

Bay Area Guy!



Weaponized Storytelling...



The Hero's Journey Spiral
- M. Monroe



Great Science can be Used for

Good AND/OR Evil...



Great Science can be Used for

Good AND/OR Evil -

Nazi Germany Showed Us Story Arts Can Serve Evil Ends

DEALS & DEAL MAKERS

Chinese Conglomerate Buys AMC Movie Chain in U.S.

\$2.6B 2012; 1000 Theaters around the World

Also Carmike Cinemas

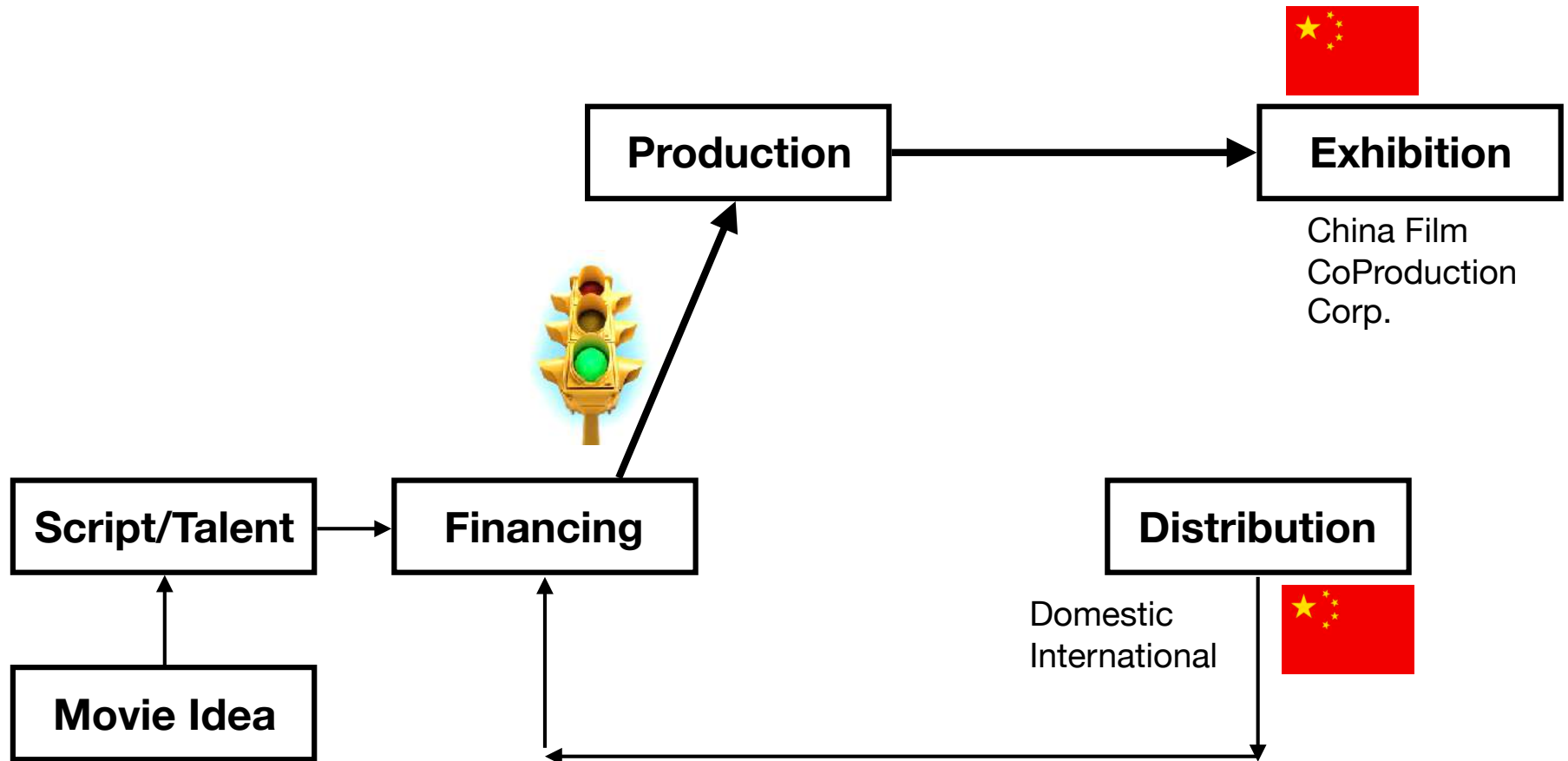
Nordic Cinema Group \$929M

Starplex

Odeon

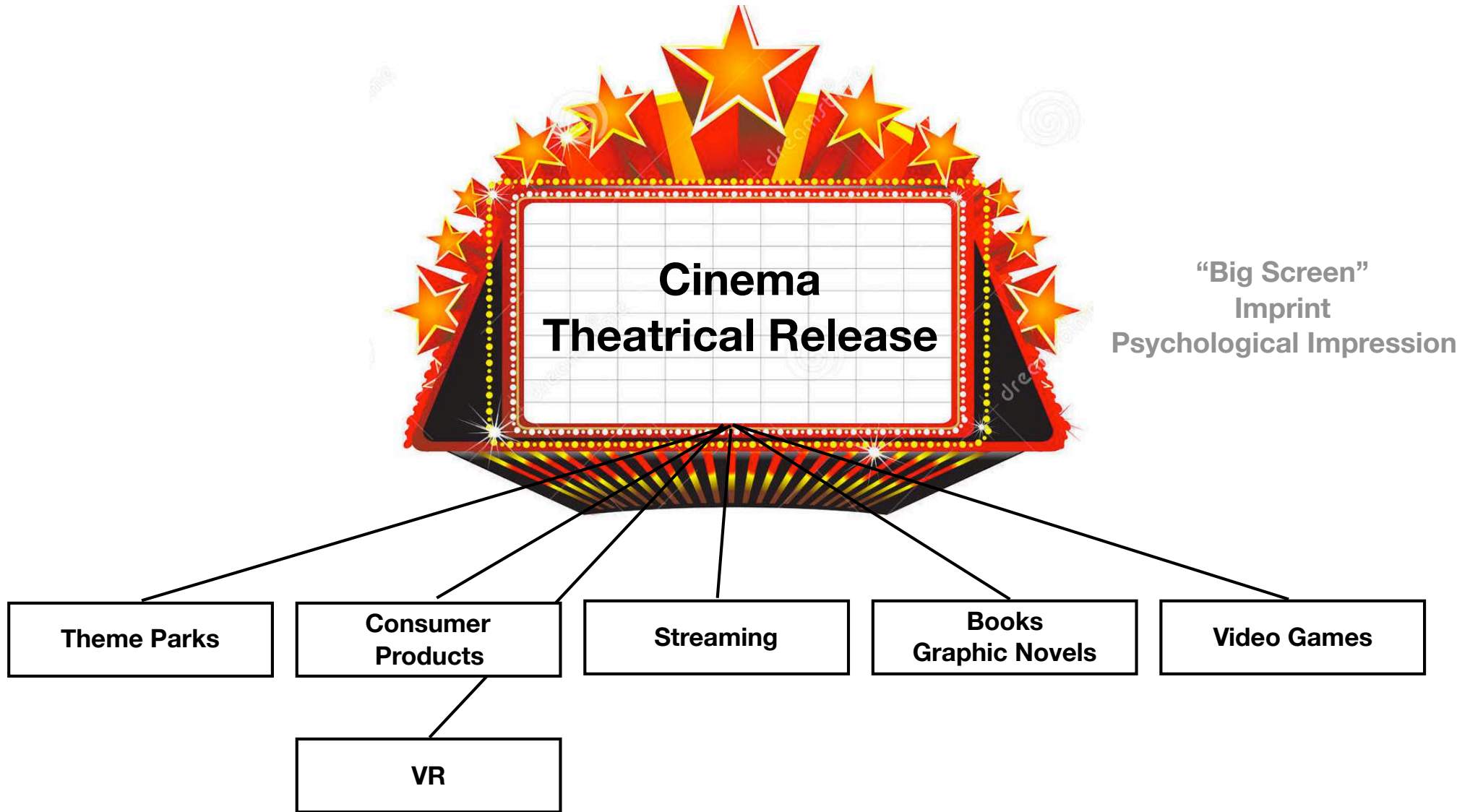
...goal of Owning 20% of global screens

When was the last time you watched a movie with a Chinese villain?



DEALS & DEAL MAKERS

Chinese Conglomerate Buys AMC Movie Chain in U.S.



Story Wars

“We have a huge market, and we want to share it with you,”

“We want films that are **heavily invested in Chinese culture**, not one or two shots,” she said. “We want to see positive Chinese images.”

- Zhang Xun, then the president of the **state-owned** China Film Co-Production Corporation, speaking to a room full of Hollywood executives.

How China Is Rewriting Its Own Script

简体繁体中文版 繁體繁體中文版

By AMY QIN and AUDREY CARLSEN Nov. 18, 2018

DEALS & DEAL MAKERS

Chinese Conglomerate Buys AMC Movie Chain in U.S.

MOVIES

It's Official: China's Wanda Acquires Legendary Entertainment for \$3.5 Billion

China's Wanda Group accused of funneling foreign money into Beverly Hills ballot measure

IDEAS | ESSAY

China Gets Its Message to Americans but Doesn't Want to Reciprocate

Beijing enjoys a big megaphone in America even as it blocks U.S. media outlets, hinders independent scholars and limits U.S. public diplomacy

When was the last time you watched a movie with a Chinese villain?

Global Opinions

Congress demands answers on AP's relationship with Chinese state media

01.01.19 | 11:55 AM

Netflix pulls episode of Hasan Minhaj's show that criticizes the Saudi government



MOVIES

It's Official: China's Wanda Acquires Legendary Entertainment for \$3.5 Billion



Wang Jianlin (front, left) says his Dalian Wanda Group is building a chain of theme parks to become the world's largest tourism company. Mr. Wang, shown here next to American film producer Thomas Tull, also controls the American theater chain AMC and media company Legendary Entertainment. Photo: Pan Zhiwang/Imaginechina



“...Government Support for State Owned Enterprise”

- WSJ

WHUT?

TECHNOLOGY | NEWS | VIDEO | THE DISRUPTORS | ARTIFICIAL I

TECHNOLOGY | News Wire | Executive | International

Nov 26, 2018

Alibaba's Jack Ma confirmed as member of China's Communist Party

Bloomberg News



Bloomberg Americas Alibaba's Jack Ma Sees Singl...

Nov. 12 -- Alibaba Group Holding Inc. notched record sales for its annual Single...

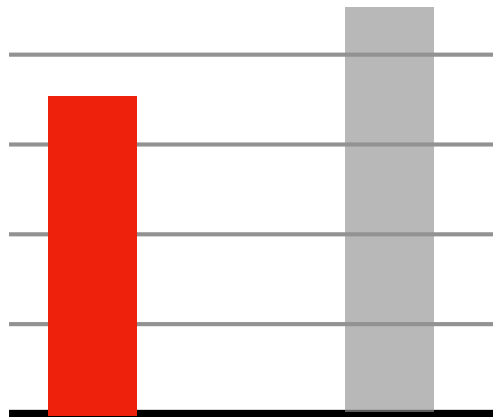


Alibaba invests
in DreamWorks
Co-Founder's Venture
in New Media...

Big Surprise There! ...



\$3.5B



\$4.5B

(Nimitz Class Aircraft Carrier)



\$ 10B Portfolio - Shell Game Move to Sunac China Holdings, Co



\$ 10B Portfolio - Shell Game Move to Sunac China Holdings, Co



\$ 10B Portfolio - Shell Game Move to Sunac China Holdings, Co

Disney ‘should not have come to China’

says Dalian Wanda Group “Chairman & Founder”

“One tiger is no match for a pack of wolves. Shanghai has one Disney, while Wanda, across the nation, will open 15 to 20”

\$ 10B Portfolio - Shell Game Move to Sunac China Holdings, Co



Forest City Malaysia
PRC Mixed-Use Development
\$136 Billion

**30.2 Nimitz-Class
Aircraft Carriers**

WORLD NEWS JANUARY 22, 2019 / 7:06 PM / UPDATED 3 HOURS AGO

Hong Kong moves to make disrespecting Chinese national anthem a crime

Jessie Pang

3 MIN READ



HONG KONG (Reuters) - Hong Kong on Wednesday presented a controversial bill to lawmakers that prescribes jail terms of up to three years for disrespecting the Chinese national anthem, a move critics say raises fresh fears over freedom of expression in the city.

March of the “Volunteers”

How China Infiltrated U.S. Classrooms

Even as they face criticism, Chinese government-run educational institutes have continued their forward march on college campuses across the United States.

By ETHAN EPSTEIN | January 16, 2018 | Updated January 17, 2018

“The Confucius Institute is an appealing brand for expanding our culture abroad,” Li Changchun said. “It has made an important contribution toward improving our soft power. The ‘Confucius’ brand has a natural attractiveness. Using the excuse of teaching Chinese language, everything looks reasonable and logical.”

2011 Communist Party Member, Beijing



500 Campuses Worldwide

100 in U.S.A.

(Math Check: That's 2 in Every State...)



Soft Power - The 3D Chess Board

An Empirical Pattern Language Inquiry

Soft Power 2.0 China Style

MCI & Soft Power 2.0 - Story Wars

Empirical Doctrine Framework

ACTION Items ...

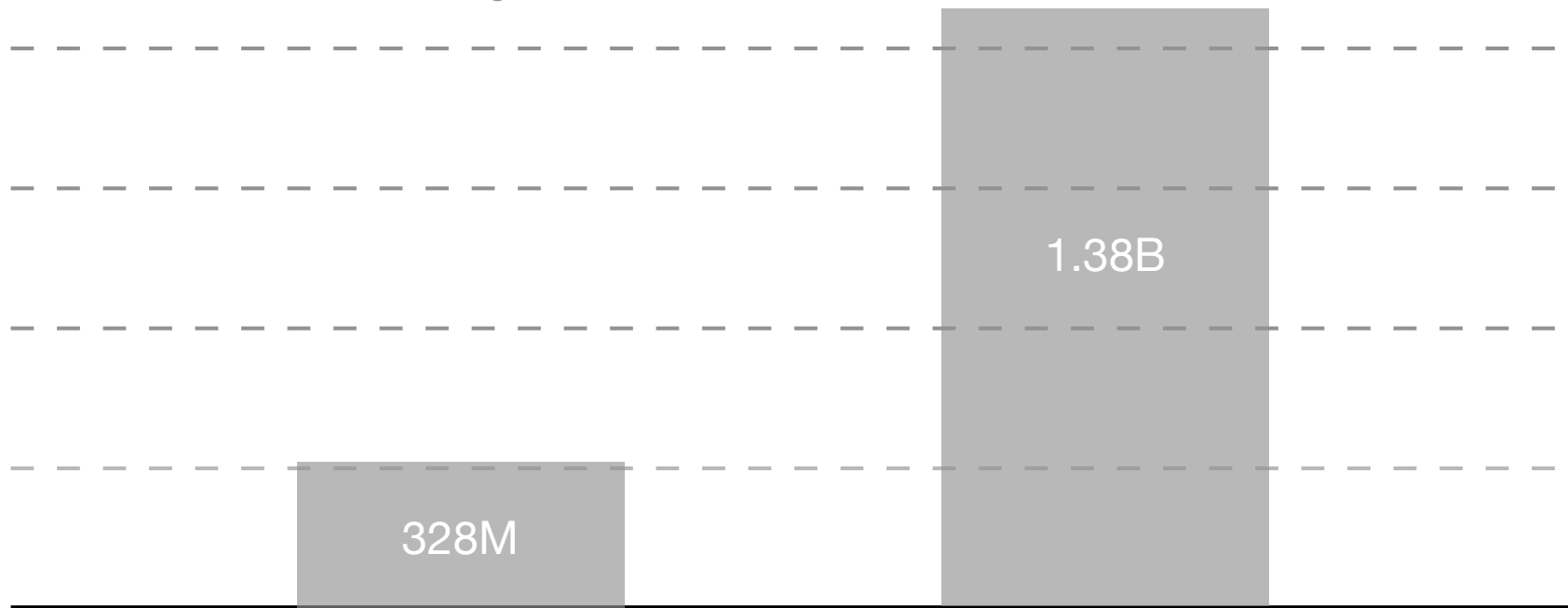


- Cash Reactor - Working Class - Economic Nuclear Weapon
- Connectivity (Silk Belt and Road - SBR - Initiative)
- Strategic Media - Sympathetic News Apparatus
- The Opioid Front
- Foreign Real Estate & Infrastructure Investment
- Education & Faculty Ideology
- Billionaire Avatars - Venture Shell Game; IT Subsidies
- Joint Venture Shakedown - Knowledge Transfer Demand
- **Cultural Mgt.: Entertainment & Mythos; Stories & Design**
- IP Asymmetry
- Digital-Social Media Mob Operations and Logistics Support
- Tariffs Red Herring

Cash Reactor: Weaponized Capital

Cash Cow Labor Camps

Tax Payers



U.S.



PRC





**How to Deconstruct an Edifice
Toward a New Era Tradecraft & SOF Capability**

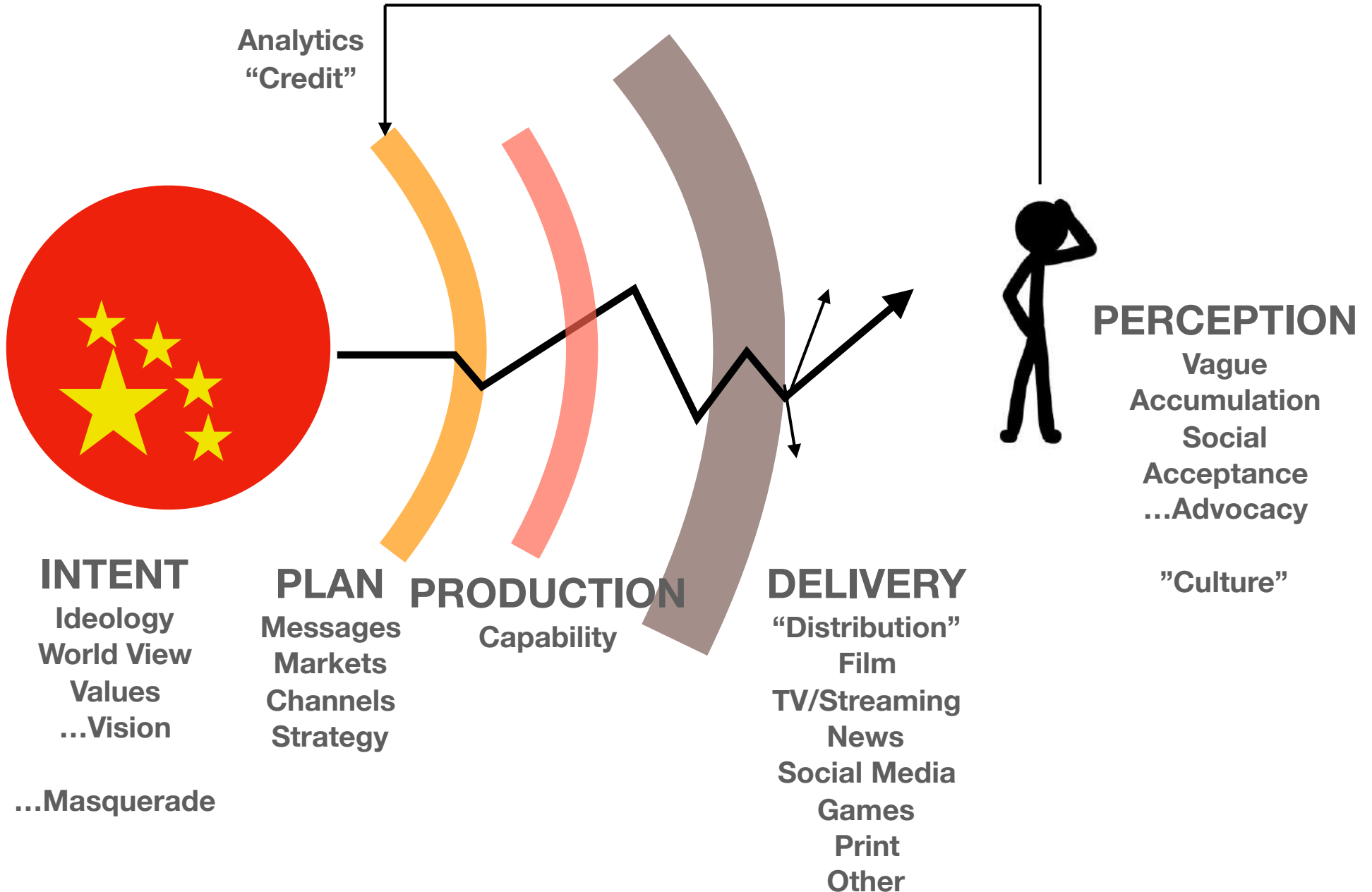
Offense - Snuff out American Spirit, Replace with Conformist Values

- Benevolent, Flawless, Smarter than You, Calm, ...Omnipotent
- Virtue of Violent Overthrow of Government to replace with ...Central Government

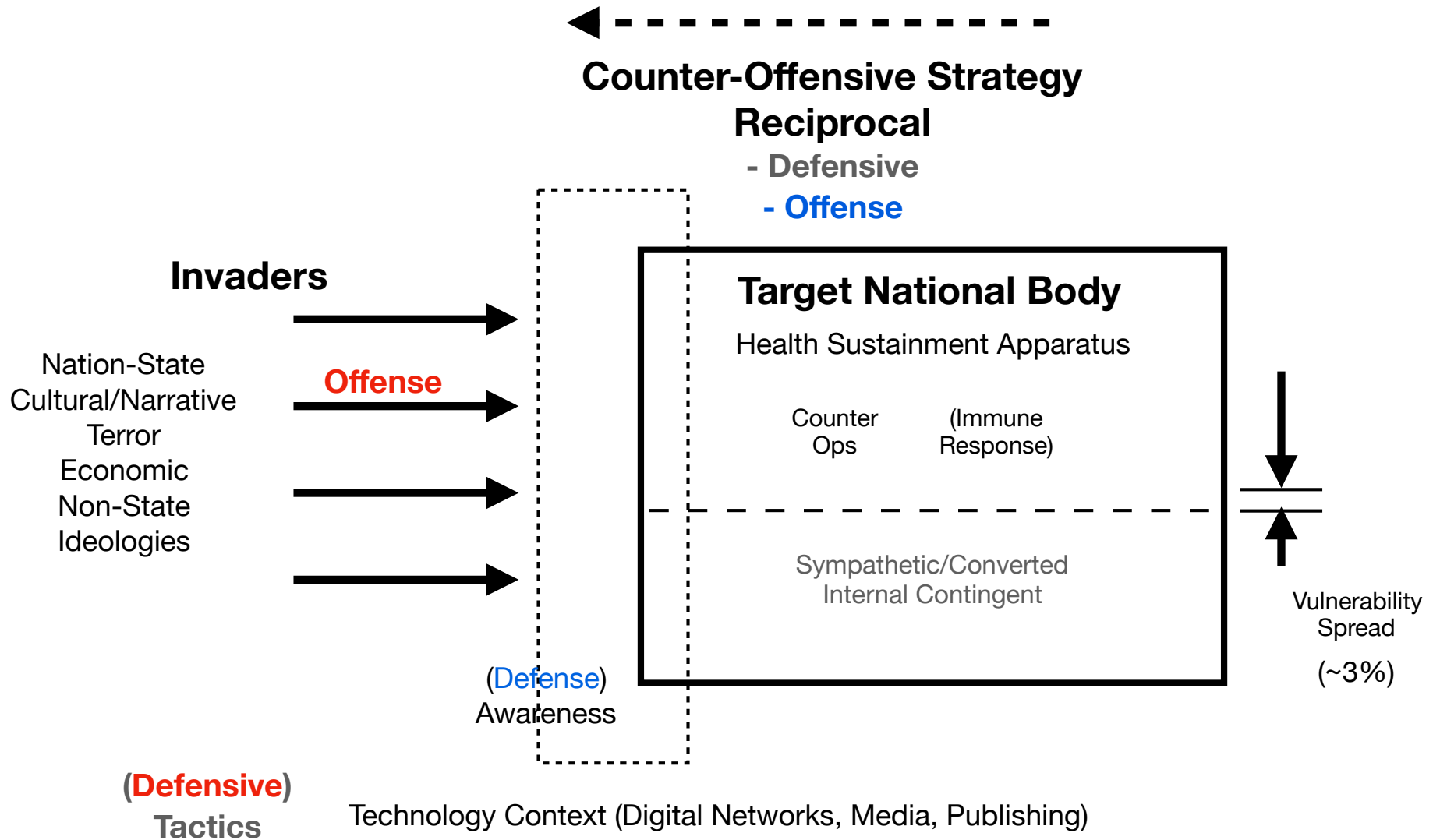
Defense - Prevent American Message from Reaching Citizens

- State-Run Media Complex - CONTROL; No Liberty or Marketplace of Ideas

Soft Power Sports Center...



Soft Power Sports Center...



Masquerade Marketing - *Planned Deception...*

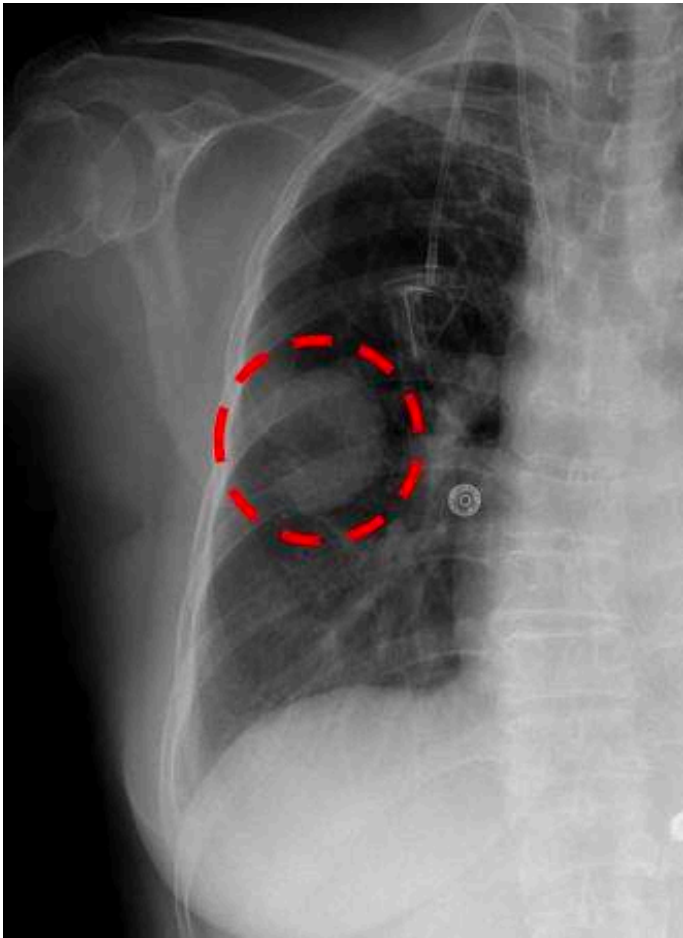


Romantic Image



Romantic Image

The DeBeers Model - *A Diamond is Forever*



Reality



Reality

Simple Policy Threat Analysis... Which is Worse?

Nuclear Event

Regional Conflict, West Coast w/Plume

Big Mess to Clean Up

Dirty Spoils

Total Narrative Supremacy

Swing the Vote (55%)

Annex America in 8 years
“Strategic Alliance”

...with Benefits

Natural Resources
IP

Capture U.S. Nuclear Arsenal

Why Should USG Care?

Mission Bloopers:

“Amazon is not a threat to us. ...they don’t have any stores...”

- Imaginary Sears Executive, c.2008

“Digital Pictures Could Never Replace the Sophisticated Chemistry of Film ...”

- Imaginary Kodak Executive, c.1995

If Kinetic War is like Football...

Soft Power is like Big Budget Opera...

Soft Power 2.0 China Style

MCi & Soft Power 2.0 - Story Wars

Empirical Doctrine Framework

ACTION Items ...

Worst Case Scenario: Status Quo



www.marshallmonroemagic.com

STORY WARS - A Strategy

I. Monitor & Model

IIA. Freedom Ring

IIB. Literacy - MCI

III. Brutal Budget Beatdown

Better Scenario: Monitor & Model The Soft Power Shark Tank



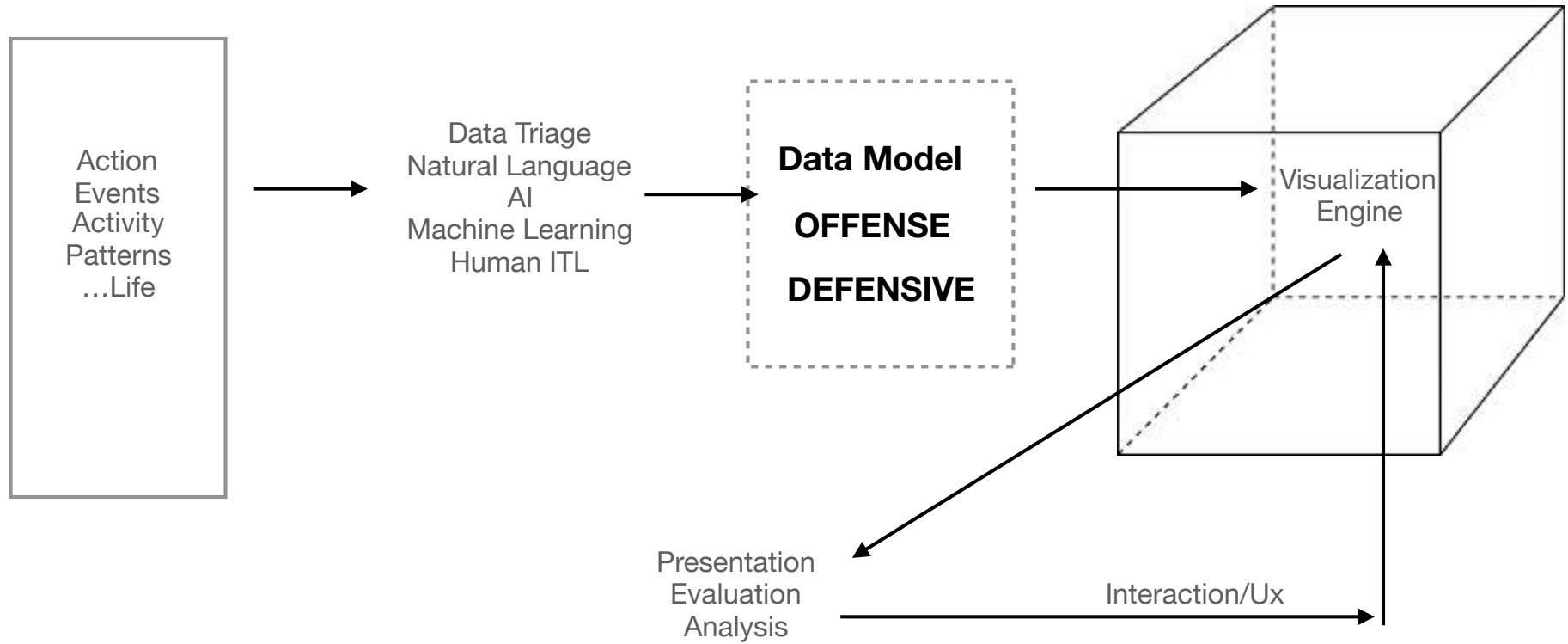
Rigorous Data Analytics
StoryWars™ Framework
Visualization Center

Briefings, Real-Time Reporting

New Doctrine of Response...
...Revival

Better Scenario: Monitor & Model The Soft Power Shark Tank





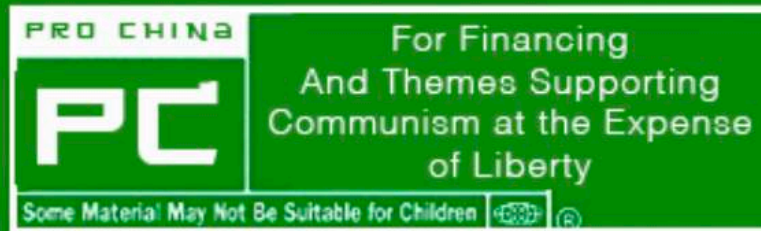
Display Innovations
Projection Mapping
Ux
Realtime 3-D

China Truth Newsroom

// WARNING //

**THE FOLLOWING PREVIEW HAS BEEN APPROVED TO
ACCOMPANY THIS FEATURE
BY THE AMERICAN FEDERATION FOR GLOBAL FREEDOM & LIBERTY**

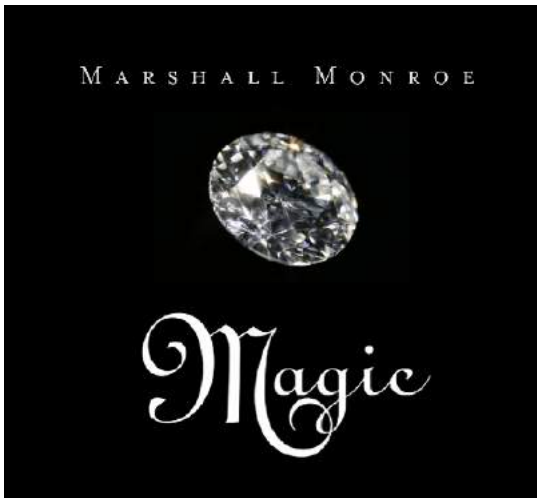
THE FILM ADVERTISED HAS BEEN RATED



www.filmratings.com

www.GFLI.org

Bold, Unflinching Truth in Literacy and Parental Guidance

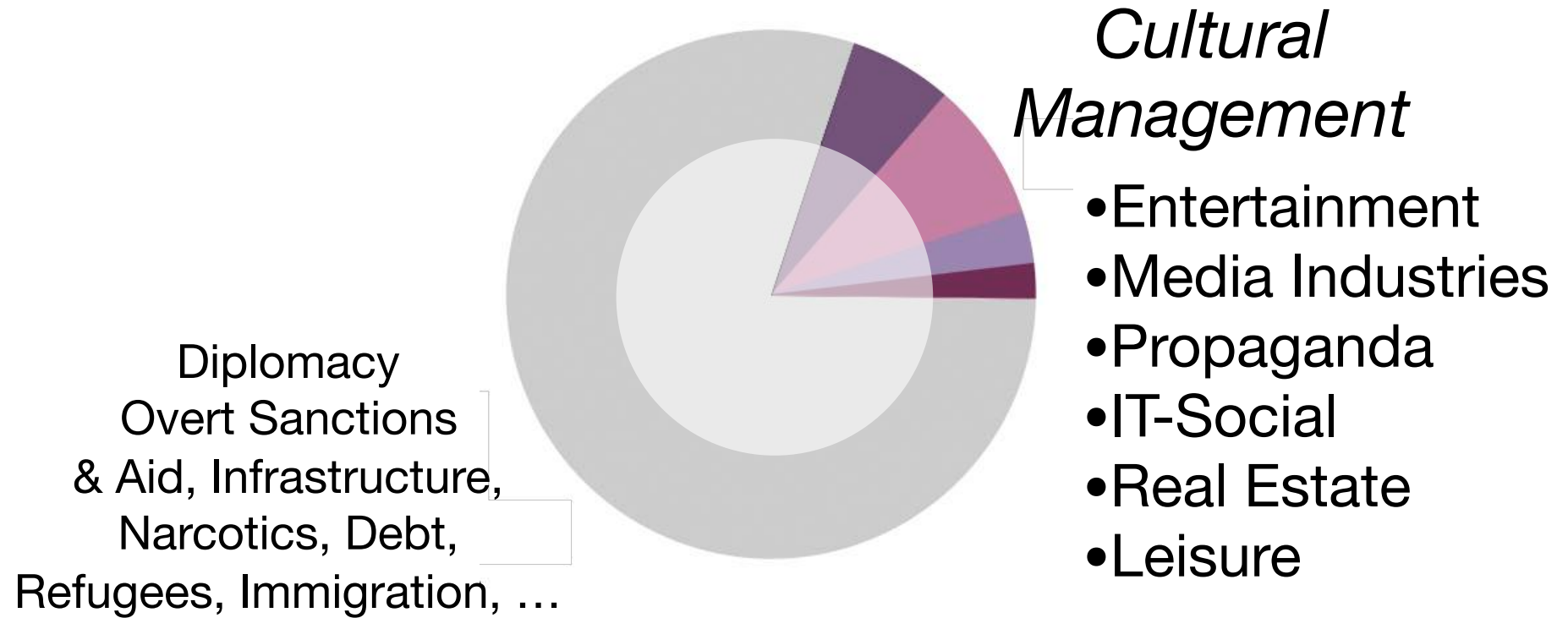


Stories of Unity, Western Values, American Ingenuity, Innovation
Government Serving the People, Generosity, Courage, & Family

Film & Messaging Fund/Alliance

Public Private Partnerships

Soft Power 2.0



Generalized Cultural Management Domain of the Gray Zone

Sphere of Influence

Soft Power

310



Global Freedom Initiative

Captivity Cannot Survive Truth...

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A Program of Marshall Monroe MAGIC
PRODUCTION

In Association with Partners including:
The Freedom Ring Narrative Alliance
USG & NGO Partners
And Generous Sponsorship from:

STORY WARS

Domain, Doctrine
...Action

// Update //
19Mar

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