

Democratic governance, citizenship and development:

Some thoughts and speculations

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New context for political action

- Radical changes in the ways of exercising power and authority all over the world:
 - Disenchantment and lack of confidence in democracy; generalized mistrust of those who hold political power
 - Proliferation of authoritarian and messianic leaders, both from the left and right
 - Key role of new communications media; social networks, Internet; use of big data, data analytics, micro-targeting
 - Emergence and hardening of isolated ghettos alienated from the rest of citizens
 - Proliferation and prevalence of fake news; but, are we reaching a saturation point?

New context for political action

- Modes of exercising political power and authority
 - Hard power (material)
 - Rational power (soft)
 - Emotional power (mushy)
- Growing importance of the emotional (mushy) mode of exercising power
 - Relevance of single and critical issues capable of mobilizing citizens (*“Hot button issues: gender ideology, death penalty, taxes, gun ownership, etc.”*)
 - Importance of citizen identification with authorities, leaders and candidates (*“he/she is like me”*)
 - Means of communication and social networks as effective ways of promoting identification

SOME CONCEPTIONS OF THE NATURE OF POLITICAL POWER

<i>Type</i>	Hard (material)	Soft (rational)	Mushy (emotional)
<i>Dimension</i>			
<i>Foundations</i>	Pressures, threats, coercion, violence	Persuasion, arguments, agreement	Identification, recognition, emotional connection
<i>Resorts to</i>	Force, control of resources, access to goods and services	Values, principles, ideals, visions	Sentiments, affections, instincts, relations
<i>Uses</i>	Domination, violence, punishment, reward	Reasons, laws, regulations, rules norms	Images, messages, metaphors, stories
<i>Implies</i>	Asymmetry, acceptance of inequalities	Equity, inclusion, participation, horizontality	Illusion of equality, perception of closeness

SOME CONCEPTIONS OF THE NATURE OF POLITICAL POWER

<i>Type</i> Dimension	Hard (material)	Soft (rational)	Mushy (emotional)
<i>Leadership style</i>	Distant, remote, arrogant, fulminating	Exemplar, admired, imitated, inclusive	Familiar, recognized, complicit, conspiratorial
<i>Approach to communications</i>	Intermittent presence, inscrutable behavior	Systematic campaigns, directed messages	Constant visibility, exposure, saturation; disinformation
<i>Scale</i>	Local/Regional	National/Internatio nal	Local/regional/ National/Global

SOME CONCEPTIONS OF THE NATURE OF POLITICAL POWER

<i>Type</i> Dimension	Hard (material)	Soft (rational)	Mushy (emotional)
<i>Decisions based on</i>	Will (whims?) of the ruler	Plans, strategies, expected results, consequences	Empathy, convenience (improvisation?)
<i>Associated political system</i>	Dictatorship	Democracy	Autocracy?
<i>Reaction</i>	Rebellion, revolution	Tolerance, agreement/disagreement, consensus/dissent	Protest, revenge

CONCEPTIONS OF REALITY

Idea of reality

Tangible, material;
reality is what it is

Intangible,
conceptual;
reality is as you
interpret it

Virtual, simulation;
everything is
opinion;
reality is what you
want it to be

*Mental
processes*

Dialectics
(opposition, conflict,
outcome)

Logic
(deduction,
induction)

Paradox
(alternating
certitudes,
persistent
ambiguities)

New context for political action

- The exercise of political power and authority **always combines the different modes** (hard, soft, mushy)
- But, there appears to be a displacement from a combination of material (hard) and rational (soft) power —with a certain predominance of the second— **towards a greater weight of emotional (mushy) power**
- Is this hypothesis **plausible?**
 - What does it mean for the **political models of the future?**
 - How will it affect upcoming **electoral processes?**
 - What impact will it have on **governance and ways of governing?**

New context for political action

- Question of a participant in one of the dissemination meetings of *Agenda : PERU* (Huancayo, Peru 2000):

“Why is it that those who know how to win elections do not know how to govern, ... and those who know how to govern do not know how to win elections?”

- With a political leadership crisis under way:

*Will it be possible to both win elections, ...
and govern well?*

Thank you

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