



IPCEL Conference - 2016  
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**Constructing a New World Order through a Narrative of  
Infrastructural Development: the Case of the BRICS**

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# Presentation Outline



- ◆ Research question
- ◆ Concept of Strategic Narratives
- ◆ Narrative techniques
- ◆ System Narrative
- ◆ Identity Narrative
- ◆ Issue Narrative of Infrastructural Development
- ◆ Tentative recommendations & Conclusions
- ◆ Your Feedback is Welcome!

# Research Q

- How are the emerging power bloc BRICS engaging in infrastructural development narratives to construct a new world order?



# Strategic Narratives

- ◆ Strategic narratives are: '[...] representations of a sequence of events and identities, a communicative tool through which political actors – usually elites – attempt to give determined meaning to past, present, and future in order to achieve political objectives' ([Miskimmon, p. 5](#)).



# Narrative techniques

- ◆ 'Human communication is tested against the principles of probability (coherence) and fidelity (truthfulness and reliability) ([Fisher, 1989, p. 47](#))'.





# BRICS

## System Narrative



# BRICS

## Identity Narrative



# BRICS

## Issue Narrative of Infrastructural Development





# Tentative Recommendations & Conclusions

## BRICS Image

- ◆ Less coherent and less reliable than necessary



## Policies

- ◆ Improve characterological coherence
- ◆ Address material incoherence
- ◆ Sophistication of BRICS Strategic Narratives: attentive to general perception and expectations
- ◆ Comprehensive storyline



Your Feedback is Welcome!

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