

Abstract

Heart and Minds concept is one of the most overlooked approaches of the counterinsurgency. This is surprising especially because the classic coercive strategies are struggling with producing sufficient outcomes. In fact it is quite the opposite in practice and they fail to suppress the insurgency ultimately. Hearts and Minds strategy is based on assumption that if the government is able to gain public support the insurgents will lose vital resource for their fight and they will collapse eventually. In this thesis I am going to explore the potential the Hearts and Minds strategy has and demonstrate its strengths and weaknesses. There are five cases of insurgency to be examined in which the Hearts and Minds has been used successfully or unsuccessfully. The first case is the Emergency in British Malaya. Gerard Templer is considered as an author of the Hearts and Minds phrase, therefore his administration of Malaya should be examined I believe. Second case is the FARC insurgency in Colombia. Third case is the Zapatistas movement in Mexico. Fourth case is the US invasion into Iraq in 2003. Last case is the 2012 Tuaregs uprising in Mali and subsequent development. It is clear from the findings that Hearts and minds has its place among the COIN approaches. Even though it is not best suited for all uprisings it is definitely reasonable to at least consider its application. On the other hand, Hearts and minds requires high level of cooperation between states components and serious engagement of elites into the conflict resolution. This is something not all states are willing to do.