**Summary:**

    After four years of negotiation, this past Monday, President Juan Manuel Santos of Colombia, and Rodrigo Londoño the head of the rebel group, FARC (Revolutionary Armed Forces of Colombia), finally came to an accord and signed a peace agreement. The people of Colombia have been tormented, beaten, massacred, and kidnapped by the FARC for the past 52 years. This peace agreement is being compared to the historic Good Friday Agreement in Ireland. Mr Londoño, the top commander of the FARC, agreed that FARC will turn in their weapons, and end this horrific war. About 7,000 rebels will have to be verified by the United Nations. After the agreement passes, FARC has only 180 days to return their weapons.

 The weapons are to be melted and converted into monuments to be located at the United Nations in NY, and one in Colombia. This agreement sets out to reduce drug trafficking, reduce prison sentences for rebels who surrender their weapons, and would initiate political activity, without guns. The FARC utilized the cocaine trade to fund their rebellion, and further terrorize the Colombian people.

 Now that the agreement is settled the rebels or guerrillas will be relocated from their forest homeland to “transition” areas. This will help facilitate their new life as civilians. Each guerrilla will be compensated $210 a month for two years. Once their transition is terminated, they will receive $685 and an extra $2,750 to start their own business. This transition will surely be a huge issue for many.

 Most of these rebels have been rebels their entire life. The forest is their home, and now they have to start over. My sources indicate that there is a, “…large scar on Colombian consciousness.” That being said, Senator of Centro Democático, and former president, Alvaro Uribe has been a huge factor in this situation, as his efforts are responsible for bringing FARC to the “negotiating table.”

 However, he opposes this agreement. He is simply stating that FARC is getting off too easy. The sentencing seems inadequate as they are not being punished for their heinous crimes. “With these agreements, there is neither justice nor truth for the victims, Uribe does not stand alone, Andre Pastrana and even some Colombians have voiced their disapproval for this agreement. Nonetheless, it is up to the people. For the deal to carry-through, Colombians must approve it in a referendum, which they are voting on today (Sunday, October 2nd 2016).

 Pastrana is using persuasive communication to advocate for the defeat of the referendum. His proposal? Don't sign the referendum. Pastrana calls the guerrillas traitors to further increase fear and anger among his citizens. The New York Times included an interview with Walter Coronado, a Colombian man who was forcefully relocated out of his ranch. Today he is a factory worker in Colombia who has an opinion on this issue. He states, “It’s not fair for them not to go to prison without repentance…We should negotiate with truth, justice. These murderers should pay.”

 Another horrific story from a Colombian woman, Yolanda Perea emerges later in an article. In 1997 she was raped with a gun pointed to her head in front of her five siblings and grandfather. She had become pregnant, which was unknown to her until she was beaten by a rebel, and lost her child to a miscarriage. She agrees however to sign the referendum. “I have to vote yes because peace depends on each of us. There are more of us who are good…” Humberto de la Calle, the chief negotiator for the government, said the agreement would “recover rural areas, improve our political system and contribute to solving the drug problem,” which “is something that should matter to all Colombians.”

 At 7:30 PM (after creating this post) I received notification that Colombian voters have rejected the peace deal. The headline of the article Buzzfeed posted is as follows, “The vote to approve a peace agreement between Colombia and FARC rebels was supposed to win by an overwhelming margin. Instead the country is left without a Plan B.” This is the issue here. There is no plan B. The “No” vote for the referendum amounted to 50.22%! Why is this the case? One small reason may be Hurricane Matthew being a threat to people’s well being, thus preventing them from voting. Fewer than 40% of registered voters went to vote.

After researching this story, and the history of this issue, it seemed to me that the hopes were high for this peace treaty, and it was meant to terminate the endless cycle of violence. The people of Colombia faced cognitive consequences. I believe this is a consequence of persuasion lead by Uribe.

 This also is an example of interpersonal influence because their attitudes were altered to the point where they took action to vote no. Most of Uribe’s campaigning took place online (please see screenshots). It is amazing the power of social media in this day. The countless tweets, videos, and overall campaigning on social media to vote no worked. In my opinion I believe the videos and photos he has posted (see attached) are examples of ethical propaganda because they are factual.

 It is interesting to see this different form of propaganda that used to take place on posters and on the radio, now taking place on social media! He utilized propaganda to change Colombians’ attitudes on the subject. His campaigning surely damaged the opposing view. Specific action took place tonight when the people of Colombia voted no. An expert on this situation, Adam Isaacson stated “A no vote is not a vote against peace but against this particular accord,” So, perhaps there is hope.

**Opinion:**

If I were in Colombia and I had a say, I believe I would vote yes. I truly feel it is a step in the right direction. The proposals of President Santos, and Rodrigo Londoño have been very successful because Santos is maintaining control with the people of Colombia as well as the rebels. He is considerate of the attitudes of Colombians, politicians, rebels, and leaders alike. Also, he is focusing much more on the issue rather than the individuals, i.e. the rebels. The way this peace treaty was established should be used as an example to further enhance our communication as a nation, amongst other nations. The trauma will surely continue for years to come, however this peace treaty allows the people to get a break. As I first read the article, my initial response, much like others, was that the rebels needed further punishment. After much consideration I came to the conclusion that the rebels are having to start a new life in a new place with new people. They no longer have a group to return to. Their security blanket is removed, and now they have to start over. I believe that if rebels do not hand in their weapons, they should be imprisoned for life. I think the rebels are getting off easy, but I am not one to vote for violence. I must admit I was disappointed when I heard the news that they rejected the peace deal. I wonder what will come now for the people of Colombia. Will the rebels attack the civilians worse than before? Will this issue get resolved? As soon as I found out I called my dad who was at Sunday dinner with my entire family. I told them the news and they felt severely disappointed. I feel saddened that this was rejected, what do you guys think?

<https://www.buzzfeed.com/hayesbrown/colombian-voters-reject-historic-peace-deal-in-shocking-vote?utm_term=.gqD85w1vm#.kjw3koGEV>

<https://www.stratfor.com/sample/situation-report/colombia-farc-members-approve-peace-deal>

<http://www.nytimes.com/slideshow/2016/03/18/world/americas/a-rebel-hide-out-deep-in-the-colombian-jungle/s/20160319-COLOMBIA-slide-X8CY.html>

 <http://www.nytimes.com/2016/10/02/world/americas/colombians-see-vote-as-a-means-to-secure-peace-if-not-justice.html?rref=collection%2Ftimestopic%2FRevolutionary%20Armed%20Forces%20of%20Colombia&action=click&contentCollection=timestopics&region=stream&module=stream_unit&version=latest&contentPlacement=1&pgtype=collection>

<http://www.nytimes.com/video/world/americas/100000004611879/colombia-and-farc-make-peace.html?action=click&contentCollection=world&module=embedded&region=caption&pgtype=article>

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<http://abcnews.go.com/International/wireStory/latest-polls-open-vote-colombia-peace-deal-42508163>