

CPT 54306

Geopolitics and strategic communication

Serious gaming, serious theory, serious reflection

Period 4, Academic Year 2013/2014

Coordinator:

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Geopolitics and strategic communication (CPT 54306)

Language of instruction: English

Study load / Credit points: 6 ect

Components:

Classroom lectures

Tutorials/Instruction

Period / time: 4 (February – March)

Exam dates

Regular exam 13 March 2014

First resit

Second resit

Contact Person: Dr. ir. R. Beunen

Lectures:

Prof. C. Minca

Prof. N. Aarts

Prof. P. Feindt

Dr. M. Duineveld

Dr. ir. R. Beunen

Dr. Ir. A. Dewulf

others

Examiners:

Examination:

Examination is based upon 3 parts:

Written exam: 50%

Book review 25%

Reflection assignments: 25%

Note: minimum requirement for each part is ≥ 5.5

Validity of grades for the different parts

Grades for the different parts remain valid till the end of the academic year in which the course is taken. If the course is not finished by then these grades expire and an insufficient mark will be reported.

Profile and content of the course

This course engages students with theories on interpersonal relations and strategic communication in the context of geopolitics. It addresses the dynamics of negotiation processes and the verbal and non-verbal ways to influence, persuade or even manipulate other people. Students will discuss and experience the importance of different aspects like trust, framing, persuasion, power-relations. These aspects play a pivotal role in negotiation and decision-making processes and are studied in a wide variety of disciplines such as policymaking, planning, communication, and international development. The course combines theoretical and experimental learning. Learning processes are enhanced through serious gaming and conscious reflections upon theory and practice. During the course knowledge about theories, concepts and different methods for observation, analysis and reflection will be provided through (guest)lectures and reading materials. Serious gaming will be used to link theoretical reflections and observation skills with practicing persuasive and negotiation skills. Playing the game Diplomacy will allow the students to engage with the students with the real practices of geopolitics and strategic communication. As the developer of the game stated, "The notion that a player may tell all the lies he wants and cross people as he pleases etc., make some people almost euphoric and causes others to "shake like a leaf", as one new player put it, came up almost incidentally, because it was the most realistic in international affairs and also far and away the most workable approach" (Calhamer, 1993).

Geopolitics

In this course, the deliberate and unintended influencing of other's behaviour by means of strategies, negotiations, imaginations, and agreements are studied in the context of Geopolitics. We define geopolitics broadly as the politics of space, as the study of the power relations that produce and control the competition of actors over territories and natural resources. The relationship of politics to the earth is more important than ever as states and peoples struggle to deal with environmental degradation, resource depletion, transnational pollution and global warming and the globalization of economic activity and global flows of trade, investment, commodities and images are remaking states, sovereignty and the geographical structure of the planet (Tuathail et al., 1998, p. 1). Within geopolitics much attention is given to the competition between states, the domination of states over each other and the ways states are constituted and represented in discourses. States and their boundaries are the temporally outcome of power relations. Some states are more stable than others but the long history of international relations, wars, and their continuation by other means, like politics, learns that the boundaries of a state and thereby the state itself is maintained by means of on-going acts of violence, reproduction of institutions, laws, habits and so on. Territorial boundaries can therefore never assumed to be fixed. Change is always possible and can be triggered from unanticipated directions. Understanding geopolitics is therefore an understanding of the powers that shape nations, countries and regions and spatial planning and decision-making processes. "It promotes a spatial way of thinking that arranges different actors, elements and locations simultaneously on a global chessboard" (Tuathail et al., 1998, p. 1).

Strategic communication, strategies and tactics

Power-relations, strategies, negotiations, imaginations, agreements, and trust are aspects that are important aspects of geopolitics. In this course attention is given to the on-going negotiations between public and private parties about all the issues that are at the core of Wageningen University, such as globalisation, agricultural innovation, natural resource management, climate change, social inequalities, and the decline of the welfare state. If we look carefully at the decision-making processes about these issues we see that strategic negotiations are going on at all levels of society. We can find them in national and local politics, in planning processes, within organisations, in project teams, boardroom meetings, and even when buying a new laundry machine.

People consciously and unconsciously are trying to influence other's behaviour. They develop and apply a wide range of strategies and while doing so they are continuously using and transforming their relations with others. Despite the well-recognised political and strategic importance of relation management, little attention is given to the skills that are required to understand and influence negotiation processes. This course aims to fill that gap. This course conceives of society as places of struggle and competition. All societies deal with conflicts and contestations. War and politics are on a continuum in which politics can be seen as 'the continuation of war by other means' (Foucault, 2003). Within the context of these political games, this course will focus on the strategies and tactics that people use to gain influence, to become important, and to get things done.

Such focus on strategic games in governance is often linked with the work of Niccolo Machiavelli (1469-1527). Machiavelli was a renaissance writer, often considered to be the founder of modern political theory. He drew upon his own observations as a Florentine diplomat and the insights of ancient writers to investigate politics as strategic games. In his work he paid attention to leadership, laws, transparency and the necessity and risks of active citizen involvement in all aspects of governance. He has been successively vilified and glorified, claimed by the political left (Gramsci, Althusser) and right (Strauss, Mansfield), and his ideas have been applied to a wide range of topics, from modern corporate leadership (Mansfield, 1989) to democracy (McCormick, 2011), military tactics (von Clausewitz, 1976), diplomacy (Berridge et al, 2001), the role of fortune (Mansfield, 1996), the nature of power (Honohan, 2002) and human nature (Colish, 1971). His famous and for this course most relevant book *Il Principe* is a brief treatise instructing a prince or aspiring the prince (leader) how to gain and maintain power and territory. This book is as much praised as it is disapproved. While some considered it the basis for a long tradition in political studies that focuses on how politics really work, other's criticise its immoral perspective. Much of the critics relates to the fact that Machiavelli presented his observations as crystal clear recommendations about how to gain and maintain power. Just like Machiavelli's book *Il Principe*, this course aims to uncover how geopolitics really works instead of covering politics up with fantasies about how it should work.

Learning outcomes:

After successful completion of this course students are expected to be able to:

- Demonstrate knowledge of theoretical concepts for understanding interpersonal relations
- Reflect upon geo-politics and strategic communication
- Understand and apply strategies influencing negotiation processes
- Be strong like a lion and cunning like a fox

Educational activities

1. Studying literature on geopolitics and strategic communication
2. Lectures on geopolitics and strategic communication
3. 'Doing' and experiencing geopolitics and strategic communication through serious gaming
4. Observing, analysing and (self-)reflecting on geopolitics and strategic communication

Examination

The final grade will be calculated based upon three parts:

- written exam: 50%
- Book review: 25%
- reflection assignments 25%

This grade will only be given after each part is assessed with at least a 5.5. Grades for the different parts, also grades for the parts that were sufficient, remain valid till the end of the academic year in which the course is taken. If the course is not finished by then, these grades expire and an insufficient mark will be reported.

Written exam

During the course different theoretical approaches and concepts for analysing negotiation processes, interpersonal relations and strategies will be discussed. Compulsory readings that will be discussed during the lectures have to be studied. During the written exam the knowledge and understanding about the theories and practices on geopolitics and strategic communication will be tested.

Serious gaming and reflection assignment

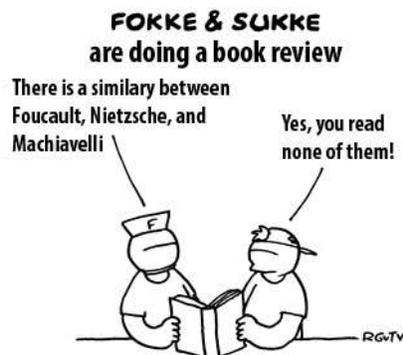
Serious gaming is used to practice skills and to improve the understanding of negotiation processes. Diplomacy offers a realistic simulation of a negotiation process. It can be used to better understand theories as well as how these theories can be used to analyse practices. The game will be played four times (once a week) and students will alternately perform the role of player or observer. Before, during and after the game students and lectures will together discuss the usefulness of different theories for analysing the strategies of the different players and the development of the game. After each game the individual student has to write down a reflection, linked with the theories discussed in advance.

Book review

Many of the successful leaders and princes of this world have their shelves filled with books about strategies, political games, leadership, management, negotiations, and persuasive communication. As part of this course students have to read one of these books and present it to the other students. During the presentation the important themes of the book need to be discussed as well as their relation to the articles that have been discussed during this course.

The book review will be assessed based upon:

- The extent to which you are able to reproduce the most important aspects of the book in your own words
- The extent to which you are able to relate the book to the theories that are discussed during the course



Course materials and resources

Compulsory readings – a more detailed list will be available soon

Asal, V. 2004. *Playing games with international relations. International Studies Perspectives* 6, 359-373

Machiavelli, N. 2005 (ca 1513) *The Prince*. Boston: Bedford

Most articles can be downloaded from internet (make sure that you either use a computer at the University of log in at the website of the library of Wageningen University). You can find the articles by using scholar.google.com and search for the author and the title of the article or by going to the website from the specific journal and look for the volume, issue and title of the article.

Additional reading, including books that can be read for the book review

There is a wide body of literature that is available about geopolitics and strategic communication. Some articles and books that are particularly interesting for this course are:

Aarts, N. & Leeuwis, C. (2010) Participation and Power: Reflections on the Role of Government in Land Use Planning and Rural Development. *Journal of Agricultural Education and Extension*.

Althusser, L. 2001. *Machiavelli and us*. London: Verso.

Anderson, L. ed., 1999. *Transitions to democracy*. New York: Columbia University Press.

Berridge, G., Keens- Soper, M. and Otte, T., eds., 2001. *Diplomatic theory from Machiavelli to Kissinger*. Houndmills: Ashgate.

Bock, G., Skinner, Q. and Viroli, M., eds., 1990. *Machiavelli and republicanism*. Cambridge: Cambridge University Press.

Boix, Ch. 2003. *Democracy and redistribution*. Cambridge: Cambridge University Press.

Bowles, S., Gintis, H. and Gustafsson, B., eds. 2008. *Markets and democracy: participation, accountability and efficiency*. Cambridge: Cambridge University Press.

Collins, C. 2006. *Clan politics in Central Asia*. Cambridge: Cambridge University Press.

De Grazia, S. 1989. *Machiavelli in hell*. Princeton: Princeton University Press.

Dowdle, M., ed., 2006. *Public accountability: designs, dilemma's and experiences*. Cambridge: Cambridge University Press.

Duineveld, M., & Van Assche, K. (2011). The power of tulips: constructing nature and heritage in a contested landscape. *Journal of Environmental Policy and Planning*, 13(2), 1-20.

Easterly, W. 2006. *The white man's burden. why the West's efforts to aid the rest have done so much ill and so little good*. New York: Penguin Press.

Elkin, S. 2006. *Reconstructing the commercial republic: Constitutional design after Madison*. Chicago: University of Chicago Press.

Ellickson, R.C., 1991. *Order without Law. How Neighbors Settle Disputers*. Cambridge: Harvard University Press.

Fischer, M. 2000. *Well- ordered license: on the unity of Machiavelli's thought*. Lexington, Lanham.

Fishkin, J. 1997. *The voice of the people: public opinion and democracy*. New Haven: Yale University Press.

Flyvbjerg, B. (1998). *Rationality and Power: Democracy in Practice*. Chicago: University of Chicago Press.

Flyvbjerg, B. (2002). Bringing power to planning research. One researcher's praxis story. [© 2002 Association of Collegiate Schools of Planning]. *Journal of Planning Education and Research*, 21, 353-366.

Foucault, M. (1994). *Power. Essential Works of Foucault 1954-1984. Volume 3*. New York: The New Press.

Foucault, M. (2003). *Society must be defended: lectures at the College de France, 1975-76*. London: Allen Lane The Penguin Press.

- Foucault, M. (2007). *Security, territory, population : lectures at the College de France, 1977-78*. Basingstoke: Palgrave Macmillan.
- Fraser, S. and Gerstle, G., eds., 2005. *Ruling America: a history of wealth and power in a democracy*. Cambridge: Harvard University Press.
- Garsten, B., 2006. *Saving persuasion: a defense of rhetoric and judgment*. Cambridge: Harvard University Press.
- Gerber, E., 1999. *The populist paradox: interest group influence and the promise of direct legislation*. Princeton: Princeton University Press.
- Geuss, R., 2008. *Philosophy and real politics*. Princeton: Princeton University Press.
- Gilbert, F., 1965. *Machiavelli and Guicciardini: Politics and History in Sixteenth- Century Florence*. Princeton: Princeton University Press.
- Goodin, R., 2008. *Innovating democracy: democratic theory and practice after the deliberative turn*. Oxford: Oxford University Press.
- Gramsci, A., 1959 (1929) *The modern prince and other writings*. London: International.
- Guinier, L., 1995. *Tyranny of the majority: fundamental fairness in representative democracy*. New York: Simon and Schuster.
- Held, D., 2006. *Models of democracy*. Stanford: Stanford University Press.
- Hitt, W.D., 1990. *Ethics and Leadership: Putting Theory into Practice*. Columbus, OH: Battelle Press.
- Holmes, S., 1995. *Passions and constraint: on the theory of liberal democracy*. Chicago: University of Chicago Press.
- Honohan, I., 2002. *Civic republicanism*. New York: Routledge.
- Hullington, M., 1983. *Citizen Machiavelli*. Princeton: Princeton University Press.
- Krause, S., 2008. *Civil Passions: moral sentiment and democratic deliberation*. Princeton: Princeton University Press.
- Langton, J., 1987. Machiavelli's paradox: trapping or teaching the prince. *American Policy Science Review*, 81 (4), 1277-1288.
- Lazar, N., 2009. *States of emergency in liberal democracies*. Cambridge: Cambridge University Press.
- Ledeneva, A., 2005. *How Russia really works*. Ithaca: Cornell University Press.
- Little, A., 2002. *The Politics of Community. Theory and Practice*. Edinburgh: Edinburgh University Press.
- Machiavelli, N. 1988a (1527) *Florentine Histories*. Princeton: Princeton University Press.
- Machiavelli, N. 1988b. *The letters of Machiavelli*. (Ed. and selection A. Gilbert). Chicago: University of Chicago Press.
- Machiavelli, N. 1997 (ca 1515) *Machiavelli's discourses on Livy*. Chicago: University of Chicago Press.
- Machiavelli, N. 2003 (1520) *Life of Castruccio Castracani*. London: Hesperus
- Machiavelli, N. 2004 (1521) *The art of war*. In *The Prince and the art of war*. New York: Barnes and Noble.
- Machiavelli, N. 2005 (ca 1513) *The Prince*. Boston: Bedford.
- Manent, P. 1977. *Naissances de la politique moderne: Machiavel, Hobbes, Rousseau*. Paris: Payot.
- Mansfield, H., 1979. *Machiavelli's new modes and orders*. Ithaca: Cornell University Press.
- Mansfield, H., 1989. *Taming the prince. The ambivalence of modern executive power*. Baltimore: Johns Hopkins University Press.
- Mansfield, H., 1996. *Machiavelli's virtue*. Chicago: University of Chicago Press.
- Martines, L., 1979. *Power and imagination: City- states in renaissance Italy*. New York: Knopf.
- McCormick, J., 2011. *Machiavellian democracy*. Cambridge: Cambridge University Press.
- McLean, P., 2007. *The art of the network. Strategic interaction and patronage in renaissance Florence*. Durham: Duke University Press.
- Ó Tuathail, G., Dalby, S. & Routledge, P. (1998) *The geopolitics reader*. Routledge, London.
- Rebhorn, W., 1988. *Foxes and lions. Machiavelli's confidence men*. Ithaca: Cornell University Press.
- Rose- Ackerman, S., 1999. *Corruption and government: causes, consequences and reform*. Cambridge: Cambridge University Press.

- Roth, D., & Warner, J. (2007). Flood Risk, Uncertainty and Changing River Protection Policy in the in the Netherlands: the Case of the 'Calamity Polders'. *Tijdschrift voor economische en sociale geografie*, 98(4), 519-525.
- Routledge, P. (1997). The imagineering of resistance: Pollok Free State and the practice of postmodern politics. *Transactions of the Institute of British Geographers*, 22(3).
- Schwartzberg, M., 2007. *Democracy and legal change*. Cambridge University Press, Cambridge.
- Scott, J. C. (1985). *Weapons of the weak: everyday forms of peasant resistance*. New Haven: Yale University Press.
- Scott, J. C. (1990). *Domination and the arts of resistance: hidden transcripts*. New Haven [etc.]: Yale University Press.
- Skocpol, T. 2004. *Diminished democracy: from membership to management in American civic life*. Norman: University of Oklahoma Press.
- Thiele, L. 2003. *Thinking politics. Perspectives in ancient, modern an postmodern political theory*. New York: Chatham House.
- Van Assche, K., Beunen, R., Duineveld, M. (2014) *Evolutionary Governance Theory: An Introduction*. Springer Briefs in Economics. Springer: Heidelberg.
- Verdery, K., 2003. *The vanishing hectare*. New Haven: Yale University Press.
- Viroli, M., 1998. *Machiavelli*. Oxord: Oxford University Press.
- von Clausewitz, C., 1976 (1831) *On War*, edited and translated by Howard, M. Paret, P. Princeton: Princeton University Press.
- Wilson, A. 2005. *Virtual politics. Faking democracy in the Post- Soviet world*. New Haven: Yale University Press.
- Wootton, D., ed., 1997. *Modern Political Thought. Readings from Machiavelli to Nietzsche*. Indianapolis: Hackett Publishing Company.
- Young, I. 2006. *Inclusion and democracy*. Oxford: Oxford University Press.

Additional sources for inspiration

Borgen, the series (<http://www.youtube.com/watch?v=Nw41sTh2mds>)

House of Cards, the series (<http://www.youtube.com/watch?v=ULwUzF1q5w4>)

De prooi (Dutch), the series (<http://www.youtube.com/watch?v=hGA8o4F68cs>)

Theater: Verleiders: Casanova's van de vastgoedfraude

(<http://www.bostheaterproducties.nl/default.asp?keuze=producties&productie=221&season>)

Outline and schedule of the programme of the course

The course is scheduled from Monday 17th of February to Friday 14th of March. Lectures will be given in the mornings as well as the afternoons. Serious gaming is scheduled on Fridays and will take the whole day. A more detailed schedule will be available soon.

Bibliography

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Diplomacy (the game)

[copied from : Wikipedia, the free encyclopedia http://en.wikipedia.org/wiki/Diplomacy_%28game%29]]

'Diplomacy is a strategic board game created by Allan B. Calhamer in 1954 and released commercially in 1959. Its main distinctions from most board wargames are its negotiation phases (players spend much of their time forming and betraying alliances with other players and forming beneficial strategies) and the absence of dice or other game elements that produce random effects. Set in Europe before the beginning of World War I, Diplomacy is played by two to seven players, each controlling the armed forces of a major European Power (or, with few players, multiple powers). Each player aims to move his or her few starting units—and defeat those of others—to win possession of a majority of strategic cities and provinces marked as "supply centers" on the map; these supply centers allow players who control them to produce more units.

Basic setting and overview. The board is a map of 1914 Europe plus portions of the Middle East and North Africa. It is divided into fifty-six land regions and nineteen sea regions. Forty-two of the land regions are divided among the seven Great Powers of the game: Austria-Hungary, the United Kingdom (called "England"), France, Germany, Italy, Russia, and the Ottoman Empire (called "Turkey"). The remaining fourteen land regions are neutral at the start of the game.

Thirty-four of the land regions contain supply centers, corresponding to major centers of government, industry or commerce (e.g. Vienna, Rome); twenty-two of these are located within the Great Powers, and are referred to as home supply centers. The remaining twelve are located in provinces which are neutral at the start of the game. The number of supply centers (SCs) a player controls determines the total number of armies and fleets a player may have on the board, and as players gain and lose control of different centers, they may build (raise) or must remove (disband) units accordingly. A Diplomacy board, showing the different land and sea territories, starting borders, and the location of supply centers.

The land provinces within the Great Powers which contain supply centres are generally named after a major city in the province (e.g. London, Moscow) while the other land provinces within the Great Powers are generally named after a region (e.g. Bohemia, Apulia). Neutral land provinces are generally named after countries (e.g. Serbia, Belgium). Finland and Syria are both parts of Great Powers as Finland was part of the Russian Empire in 1914 and Syria was part of the Ottoman Empire in 1914. Tunis is used rather than Tunisia on most boards and North Africa is a single province covering parts of Algeria and Morocco. Although for game purposes the game starts in 1901, the map generally reflects the political boundaries of Europe in 1914 just before the outbreak of WWI, with Bosnia already annexed to the Austrian empire, and the Balkans reflecting the results of the wars of 1912 and 1913 in that region. On the other hand, North Africa and Tunis start the game as neutral, despite these regions being part of the French colonial empire in 1914.

All players other than England and Russia begin the game with two armies and one naval fleet; England starts with two fleets and one army, and Russia starts with two armies and two fleets (making it the only player to start the game with more than three units). Only one unit at a time may occupy a given map region. Balancing

units to supply center counts is done after each game-year (two seasons of play: Spring and Autumn). At the beginning of the game, the twelve neutral SCs are all typically captured within the first few moves. Further acquisition of supply centers becomes a zero sum dynamic with any gains in a player's resources coming at the expense of a rival.

Diplomacy differs from the majority of war games in several ways:

- Players do not take one turn each, instead all players secretly write down their moves after a negotiation period, and then all moves are revealed and put into effect simultaneously.
- Social interaction and interpersonal skills make up an essential part of the game's play.
- The rules that simulate combat are strategic, abstract, and simple—not tactical, realistic, or complex—as this is a diplomatic simulation game, not a military one.
- Combat resolution contains no random elements — no dice are rolled, no cards are drawn.

Diplomacy proceeds by seasons, beginning in the year 1901, with each year divided into two main seasons: the "Spring" and "Autumn/Fall" moves. Each season is further divided into negotiation and movement phases, followed by 'retreat' or 'disband' adjustments and an end-of-the-year Winter phase of new builds or removals following the Autumn adjustments.

Negotiation phase. In the negotiation phase, players use any verbal means necessary amongst each other to form alliances, or some other form of arrangement, with one another. Such arrangements may be made public knowledge or kept secret. Since players are not bound to anything they say during this period, and thus no agreements of any sort are enforceable, communication and trust are unusually important for a strategy game; players must forge alliances with opponents and observe them to ensure their trustworthiness; at the same time, they must convince others of their own trustworthiness while making plans to turn on their allies when others least expect it. A well-timed stab can be just as profitable as a long and trustworthy alliance.

Movement phase. After the negotiation period, players write secret orders for each unit; these orders are revealed and executed simultaneously. Units can move from their location to an adjacent space, support adjacent units in holding an area in the event of an attack, do nothing or assist in attacking an occupied area. In addition, fleets may transport armies from one coast space to another when in a chain called a "convoy". Armies may only occupy land regions, and fleets occupy sea regions and the land regions that border named seas. Only one unit may occupy a region; if multiple units are ordered to move to the same region, only the unit with the most support moves there (if two or more units have the same highest support, no units ordered to that region move). A unit giving support that is attacked has its support broken, except in the case the support is being given to an invasion of the region from which the attack it suffered comes.

During an attack, the greatest concentration of force is always victorious; if the forces are equal, a standoff results and the units remain in their original positions. If a supporting unit is attacked (except by the unit against which the support is directed), its support is nullified, which allows units to affect the outcome of conflicts in regions not directly adjacent.

End-of-year and supply centers. After each Autumn move, newly acquired supply centers become owned by the occupying player, and each power's supply center total is recalculated; players with fewer supply centers than units on the board must disband units, while players with more supply centers than units on the board are entitled to build units in their Home centers (supply centers controlled at the start of the game). Players controlling no supply centers are eliminated from the game, and if a player controls 18 or more (that is, more than half) of the 34 SCs, that person is declared the winner. Players may also agree to a draw; this also happens when (infrequent) stalemates occur.