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Descrizione fisica	1 online resource (312 p.) : 46 SW-Abbildungen
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Soggetti	Social Media; Asymmetric Conflicts; Public Diplomacy; Israel and Palestine; Underdog Effect; Strategic Communication Shaming; Branding; Blaming and Credit Claiming; Contextual Strategic Constructivism; Politics; Language; Media; Conflict Studies; Political Science
	Information asymmetry
	Social media and society
	Social media - Influence
	Social media - Political aspects - Arab countries
	Mass media and public opinion
	Communication - Social aspects
	Arab-Israeli conflict - Public opinion
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Frontmatter -- Contents -- 1. Introduction -- 2. Conceptualization -- 3. Theory - Explaining the selection of strategies of external communication -- 4. Case selection, research design & methodology -- Empirics I - Identifying strategies of external communication in the conflict in Israel and Palestine -- 5. Empirics I - Identifying strategies of external communication in the conflict in Israel and Palestine -- Empirics II - The impact of the operational environment on the selection of the strategy of external communication in the conflict in Israel and Palestine -- 6. Empirics II - Interests -- 7. Empirics II - Opportunities -- 8. Empirics II - Crisis communication and alternative

explanations -- 9. Conclusions -- 10. Literature and sources

Sommario/riassunto	Social media increasingly shapes the way in which we perceive conflicts and conflict parties abroad. Conflict parties, therefore, have started using social media strategically to influence public opinion abroad. This book explores the phenomenon by examining, (1) which strategies of external communication conflict parties use during asymmetric conflicts and (2) what shapes the selection of these communication strategies. In a comprehensive case study of the conflict in Israel and Palestine, Bernd Hirschberger shows that the selection of strategies of external communication is shaped by the (asymmetric) conflict structure.