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this influence intercultural / international relations? While officially dialogues between different national societies are conducted by diplomats in bilateral and multilateral settings, in practice journalists also participate every day in such dialogues through the phenomenon of the "international media echo" in which they report on each others' societies. Until now, media have only been investigated for their potential role in the foreign policy of specific states. In a case study involving media in three national cultures and languages (French, American and Russian), this book presents an interdisciplinary framework that combines quantitative and qualitative analyses for the study of the international media echo in an intercultural / international relations perspective. In particular, the fundamental functioning of "spirals of anti-Other rhetoric", i.e. media wars, is examined in a Critical Discourse Analysis approach completed with Social Identity Theory and International Relations theories.
