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The Relationship between Strategic Communication and News Coverage
-- Strategic Communicators in Violent Conflicts -- Influences on the
(Conflict) News Production Process -- The (Potential) Impact of Conflict
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Communicators' Influence.

Sommario/riassunto

Marc Jungblut extends existing knowledge on the role of strategic communication in conflict news by examining four violent conflicts. He relies on an automated content analysis of texts by 52 strategic communicators, such as politicians, NGOs, social movements, as well as on the international news coverage in 17 media outlets. By analyzing over 80,000 texts in seven languages, the book demonstrates that media visibility is almost exclusively granted based on ethnocentrism and elite status. The journalistic framing of conflict events, however, is much more context-dependent and shows a higher degree of independence from elite voices and strategic communication in general.

Contents

- The Relationship between Strategic Communication and News Coverage
- Strategic Communicators in Violent Conflicts
- Influences on the (Conflict) News Production Process
- The (Potential) Impact of Conflict News Coverage
- Analyzing the Determinants of Strategic Communicators' Influence
- Target Groups
- Scholars and students of communication science and political science
- Politicians, NGO practitioners, journalists

The Author Dr. Marc Jungblut is a researcher at the Department of Media and Communication at the Ludwig-Maximilians University in Munich. His research focuses on political communication, conflict and terrorism news coverage, strategic communication and computational social science.