Overview: Work Package 6 „*Strategic Communication*"

Conceptual framework (for details see http://www.infocore.eu/wp-content/uploads/2014/12/Conceptual-Paper-WP6_final.pdf)

- Strategic communicators are…
  - …advocates that speak to the media to insert a strategically designed message into the public discourse
  - …communicators who represent the official standpoint of the whole organization, institution or (political) entity they belong to

- Strategic communication/PR…
  - …is the non-spontaneous, planned and publicly spoken word of strategic communicators (e.g. press conference / interviews)
  - …are official press releases published/distributed by political entities, NGOs or other organizations
  - …are statements posted on their official web page

Prof. Dr. Romy Fröhlich | Coordinator, Leader of WP6
Ludwig Maximilian University Munich

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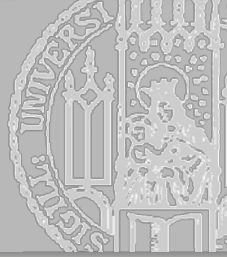
Potential groups of actors

NGOs (including spokespersons)	Political communicators (including spokespersons)	Think Tanks (including spokespersons)	Social Movements (including spokespersons)	(Para)military and terrorist communicators (including spokespersons)
Humanitarian	Political parties		Humanitarian	(Para)military PR
Peacekeeping and building	Political institutes, organizations & ministries		Peacekeeping and building	Terrorist propaganda
Representing ethnic and/or religious groups			Representing ethnic and/or religious groups	

Prof. Dr. Romy Fröhlich | Coordinator, Leader of WP6
Ludwig Maximilian University Munich

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Research interest (selection)

1. **Semantic patterns (concepts, frames, agendas for action & evidential beliefs) in strategic communication...**
   - … of different actors & groups of actors
   - … in different forms of strategic communication material
   - … on different (types of) conflicts
   - … in different conflict phases
   - … in different countries

2. **Gender-sensitive research perspective on strategic communication**

3. **Interaction and migration between semantic patterns in strategic communication and other public discourses (& contextual factors influencing that process)**

Prof. Dr. Romy Fröhlich | Coordinator, Leader of WP6
Ludwig Maximilian University Munich

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Research interest (selection/main aspects)

4. **The (potential) influence of strategic communication/PR on the conflicts' dynamic**

5. **Differences between successful and unsuccessful strategic communication / strategic communicators**

6. **Strategic communication's (potential) role in radicalization, polarization, building/eroding consensus in public discourse**

7. **Strategic communication's potential for conflict prevention and resolution**

Prof. Dr. Romy Fröhlich | Coordinator, Leader of WP6
Ludwig Maximilian University Munich

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Methodological framework
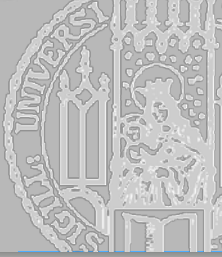
1) Qualitative pilot:

- **Purpose:**
  - Identify peculiarities in the language used in strategic communication
    - ► Strategic communication consists of two forms of texts: (1) classical PR & (2) propagandistic material
  - Create a common dictionary for the automated content analysis

- **Steps:**
  - Identify important terms
  - Group them to semantic concepts
  - Merge different list of semantic concepts in different languages from different forms of discourse

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Methodological framework

2. Quantitative Stage:

- Automated content analysis to analyze semantic concepts (frames, agendas for action, evidential claims)

- Close cooperation withWP5, 7 & 8 in developing the methodology, and analyzing the migration of semantic patterns between different forms of public debates

- Aggregation of the resulting data on basis of…
    - …a case-based perspective
    - …different forms of debate (in cooperation with WP 5, 7 &8)
    - …different conflict phases
    - …different (groups of) actors
    - …different semantic concepts / expressed ideas

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3. Qualitative in-depth analysis:

- Focus on key moments within the conflict / the debate
- Focus on key actors
- Focus on key patterns (important semantic patterns), their evolution, and their „career" in the discourse

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