



INFORMING CONFLICT PREVENTION,
RESPONSE AND RESOLUTION:
THE ROLE OF MEDIA
IN VIOLENT CONFLICT



WP2: POLITICAL MEDIA STRATEGIES

Gadi Wolfsfeld
Interdisciplinary Center Herzliya, Israel



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RESEARCH AGENDA

Better understanding of the ways in the which
political leaders **influence and are influenced**
by various forms of media.



THREE SETS OF RESEARCH QUESTIONS

- Questions about the influence of political leaders on the media
- Questions about the influence of the media on political leaders
- Questions about the two-way flow of influence between political leaders and the media.



RESEARCH QUESTIONS ABOUT POLITICAL LEADERS INFLUENCING THE MEDIA

- What strategies do political leaders use in their attempts to influence domestic and international news coverage of a conflict?
- How much of their time and resources do political leaders devote to devising media strategies and/or taking media factors into consideration when dealing with the conflict?



RESEARCH QUESTIONS ABOUT POLITICAL LEADERS INFLUENCING THE MEDIA (cont.)

- Which types of political leaders, and which types of circumstances, appear to increase the amount of success leaders have in promoting their frames to different news media?
- How much do political leaders in various conflict areas adjust their communication strategies in response to the changes brought about by the advent of the new media?



RESEARCH QUESTIONS ABOUT POLITICAL LEADERS INFLUENCING THE MEDIA (cont.)

- How do political leaders develop and implement different media strategies when dealing with the domestic, international, and new media?



RESEARCH QUESTIONS ABOUT THE INFLUENCE OF THE MEDIA ON POLITICAL LEADERS

- Under what circumstances are political leaders most likely to react (either symbolically or substantively) to news stories that appear in the domestic, international, and new media?
- Under what circumstances do political leaders exploit negative international publicity as a springboard for achieving domestic legitimacy (“chest-banging”)?



RESEARCH QUESTIONS ABOUT THE INFLUENCE OF THE MEDIA ON POLITICAL LEADERS

- Under what circumstances are political leaders most likely to consider media reaction when planning and executing policies related to the conflict (anticipatory effects)?
- To what extent do political leaders carry out systematic attempts to monitor and analyze domestic and international media coverage of the conflict? Does such monitoring have any effects on their policies or actions?



THE TWO-WAY FLOW OF INFLUENCE BETWEEN POLITICAL LEADERS AND THE MEDIA

- How do variations in the political and media environment impact the two-way flow of influence between political leaders and the media with regard to a conflict?
- How much and in what ways has the advent of the new media impacted the two-way flow of influence between political leaders and the various media outlets with regard to a conflict?



THE TWO-WAY FLOW OF INFLUENCE BETWEEN POLITICAL LEADERS AND THE MEDIA (cont.)

- Under what circumstances do changes occur among the “routine” interactions between journalists and political leaders concerning a conflict, and what are the reasons and consequences of such changes?
- In what ways, if any, does the two-way flow of influence between political leaders and the media impact the ultimate role of the media in a conflict?



METHODOLOGY

- 135 semi-structured Interviews with political leaders in each conflict area
- Leaders Selected based on two criteria:
 - Level of political authority (Power)
 - Ongoing contact with various media
- Interviews to be transcribed and English summaries to be prepared.
- Use of qualitative software to organize results.



OVERLAP WITH OTHER WORK PACKAGES

- WP1 – **Journalistic Production** – closest coordination
- WP4 – **NGOs & the Media** – close coordination
- WP5 – **Social Media** – How political Leaders both use, monitor, and respond to social media content.
- **Content oriented** work packages:
Which leader initiated messages, agenda, and frames are being adopted and transformed by the media and received by various publics



THREE MAJOR CONTRIBUTIONS

- Comparative perspective offering insights from a variety of very different types of conflicts.
- Convening of multitude of researchers and research methods providing a more comprehensive set of results.
- One of the first to provide a systematic study of the how the role of the media changes in the digital age.