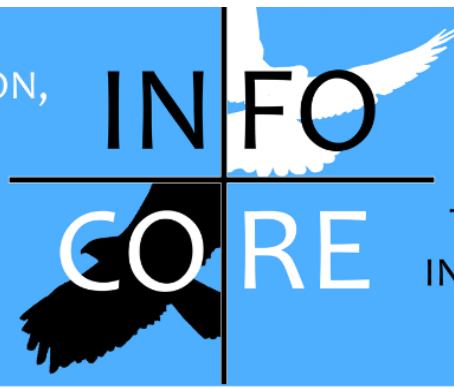


(IN)FORMING CONFLICT PREVENTION,  
RESPONSE AND RESOLUTION:



THE ROLE OF MEDIA  
IN VIOLENT CONFLICT

# INFOCORE Definitions

“Articulation”

© Rosa Berganza & Adolfo Carratalá  
Universidad Rey Juan Carlos

How to cite this paper: Berganza, R. & Carratalá, A. (2016). *INFOCORE Definitions: “Articulation”*. Madrid: Universidad Rey Juan Carlos. Online available at <http://www.infocore.eu/results/definitions/>

<http://www.infocore.eu/results/definitions/>

### Definition: “Articulation”

The term ‘articulation’ refers to the process by which the strategic communicators try to construct effective messages that could be selected by the media and transformed into news. To investigate this action is crucial to better understanding the dissemination of conflict news content (objective A3). Quotation from the project proposal (Annex I):

“The specific content of media conflict coverage emerges from the social processes of news production (...). It is verbalized by sources or strategically inserted by specific advocates. What contents are verbalized depends on actors’ strategic considerations, cultural perceptions/conventions, and the salience of observations (...) With regard to the distinct roles and dissemination patterns of evidential claims, frames, and agendas, INFOCORE identifies common dynamics in the evolution of conflict news over time. It traces the dissemination of conflict news from its **articulation**, through media transformation, toward their reception among news audiences.”

*Sources* and *advocates* (see separate definitions) are the actors who are involved in this process. On the one hand, sources –disinterested, relatively passive (see Annex I, 1.1.3)– verbalize their interpretations about the issue they are asked about. On the other hand, advocates –interested, active– try to insert some contents strategically. They produce messages in order to make them suitable –and even desirable– for the journalists with who they interact. The articulation of messages should be seen as a strategy to influence the media.

The main concepts associated with the articulation of information are agenda building and framing. Politicians and citizens use the news in order to bring certain issues into the public sphere. Thus, in this process, sources and advocates would determine what issues become priorities for the elites. The ‘articulation’ process also involves frame building. In this regard, the elites and other interest groups act as external factors that may determine the characteristics of the issues covered by journalists.

When sources and advocates articulate their perspectives on a particular event, the message produced can incorporate various elements: evidential claims, interpretative frames and agendas for action. Depending on the strategic skills of the actors responsible for this task, the information articulated can be successful or not. In the first case, the perspective verbalized will be *selected* by journalists –according to some news values–, will be transformed by media and, finally, will be received by audiences. As we can see, ‘articulation’ appears as the first of the different steps that ensure the diffusion of information and the evolving of news coverage.

Some INFOCORE project WPs may be involved in the study of the ‘articulation’ process. For example, task 6.5 from WP6 is directly related to the analysis of sources’ verbalization of conflict news content: the analysis of actors’ frame-and-agenda building activities through the articulation of accurate information or misinformation, propagandistic, escalatory or reconciliatory frames, and different agendas for action. Also WP5 (its research on social media could also reveal the articulation of information generated by sources and advocates in this new environment), WP7 and WP8 (the packages related to content analysis and the ones that study how the agendas of the different actors are built) will take part in the research of this process.

**References:**

- De Vreese, C. H. (2005). News framing: Theory and typology. *Information Design Journal + Document Design*, 13(1), 51-62.
- Moorcraft, P. L., & Taylor, P. M. (2008). *Shooting the messenger. The political impact of war reporting*. Washington: Potomac.