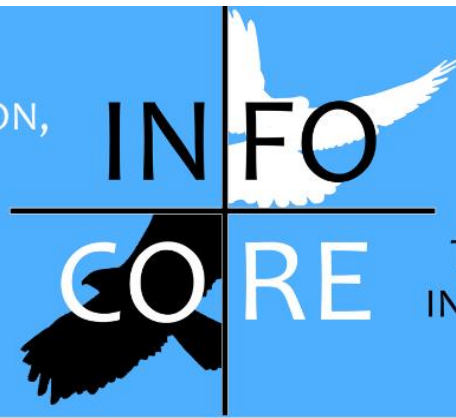


(IN)FORMING CONFLICT PREVENTION,
RESPONSE AND RESOLUTION:



THE ROLE OF MEDIA
IN VIOLENT CONFLICT

INFOCORE Definitions

“News Dissemination”

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Definition: “News Dissemination”

News dissemination refers to the entire process by which specific contents are articulated, selected, transformed into news, and received by news audiences. In our context, the contents are conflict related and belong to three main types: evidential claims, interpretive frames and agendas for action (see separate definitions).

Three main stages are involved in the news dissemination process, each associated with different actors:

- Verbalization – the articulation of claims, frames and agendas by sources and advocates. This stage often involves strategic efforts to insert specific contents into the news. However, for verbalized contents to actually enter the news dissemination process, they need to be selected by the news media.
- Mediation – the selection and transformation of the articulated content by the professional news media, as well as social media (either as the original publication venue or by remediating contents disseminated by the professional media).
- Reception – the appropriation and (re)use of the distributed news content by audiences; in our context, by political actors and lay publics. Audiences' appropriated evidential beliefs, interpretive frames and agendas for action are articulated in official political discourse (e.g., parliamentary debates), media venues (e.g., social media and comments on news articles), and face-to-face discussions.

The news dissemination process is not linear, but rather cyclical, dynamic and diachronically self-referential. Beliefs, interpretations and agendas that were appropriated by the public and political actors are reinserted into the news, resulting in a process through which news discourse constantly recreates itself from its own past, in a path dependent manner.

Our definition of news dissemination is distinguished from other available notions of dissemination in several important ways: first, unlike the narrower yet common definition of dissemination as referring to the final distribution stage, our conceptualization of news dissemination encompasses the full process, from articulation to reception. Second, different from the view of dissemination as a largely passive process of transmission, our perspective foregrounds the active reconstruction of the disseminated content in each stage, by both the news media and audiences. In this view, dissemination is a combination of transmission and construction in all stages, with each stage informing and thus possibly constraining, but not determining the subsequent stage. Finally, our conceptualization positions news dissemination as a discursive rather than a technological process.

In INFOCORE, news dissemination is one of the two primary processes investigated in the project (the other being news production), primarily by the content-based WPs. The structure of the WPs largely corresponds to the different stages of news dissemination: the stage of verbalization/articulation is addressed primarily by WP6 (Strategic Communication), but is also relevant to WP3 (NGOs and the Media); the stage of selection and transformation is addressed by WP7 (Journalistic Transformation), in some contexts by WP5 (Social Media), and is also

relevant for WP1 (Journalistic Production); and finally, the stage of reception is addressed by WP8 (Reception in Political Debates), WP4 (Media & Publics), and in some contexts also by WP5 (Social Media).

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