(IN)FORMING CONFLICT PREVENTION, RESPONSE AND RESOLUTION:

THE ROLE OF MEDIA IN VIOLENT CONFLICT

INFOCORE Definitions

"Local, National, Transnational/International Media"

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Definition: "Local, National, Transnational/International media"

The distinction between local, national and transnational/international media is mainly geographical as well as content- and context-related. *Local media* cover events that fall within a local context and are relevant to a small, locally defined and constrained audience and are determined by specific localities and geographical boundaries.

National media operate within the boundaries of a specific nation-state and cover news that are of interest to a broader public, but are also territorially defined and bound. They cover news and events that are of interest to a national public within the national frontiers. Though they address a greater public and promote a translocal media agenda, they are still related to a greater or lesser number of localities within particular national boundaries (Hepp & Couldry, 2010). National media produce content that is related to a specific culture and promotes specific informational and cultural flows.

With the advent of new communication technologies and the globalized virtual world, a new media order has emerged, giving rise to *transnational and international media*. New media transcend all national boundaries as well as the differences between different cultures and societies. They become detached from the symbolic spaces of national culture and are defined by the more 'universal' principles of international consumer culture (Morley & Robins, 1995). New communications technology allows for new, virtual community formation, on a global, local or special interest basis, thus blurring the boundaries of the nation-state (Bardoel & Deuze, 2001). There are no more defined localities, but "disembedded" communicative processes (Hepp, 2008). Through the empowering use of social media and networks, citizens can create demand for particular kinds of content or even produce and distribute their own content transcending the national boundaries and addressing larger and differentiated segments of audiences.

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