

Dynamics of a Struggle of Narratives

A

Battlefield on the ground

Oct 13

B World Media (the virtual battleground)

al Jazeera

- 24-hour news channel
- 35 million Arab-speaking viewers
- based in emirate of Qatar
- launched in 11996

They are killing thousands of civilians and children. Here's the picture.

The Times
US Bomb Misses Target
Kills Four in Kandahar Residential Neighborhood

C Key players and their messages

According to our investigation, U.S. planes did drop a 500 pound bomb that fell in a residential neighborhood in Kandahar several days ago.. We believe that the bomb had a defective guidance mechanism. We continue to avoid targeting civilians and regret any time that failures such as this occur.

Daily Clash of Narratives and World Views

D

They're

- evil
- weak
- anti-Islamic

We're

- good
- powerful
- not anti-Islamic

Show them as bad (in daily messages)

- abuse women, wear burkas
- brainwash people
- deny music, kites
- they're training for nuclear chemical biological weapons
- show him as evil (e.g. decision to show bin Ladin tape)

Show us as good in daily messages

- show humanitarian food drops
- selective bombing (mostly out of sight)
- avoid civilian casualties
- we investigate any collateral damage
- repeat message of steady progress in war as well as need for patience

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Please send comments and suggestions to hornbob@earthlink.net.
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