

Strategic Communication & the Gray Zone: The Holy Trinity of Narrative, Ideology & Framing

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SMA Gray Zone Speaker Series

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Agenda

- Introduction: Communication & the Gray Zone
- Narrative
- Framing
- Ideology
- Policy Recommendation: Pragmatic Complexity
- Conclusions / Q&A

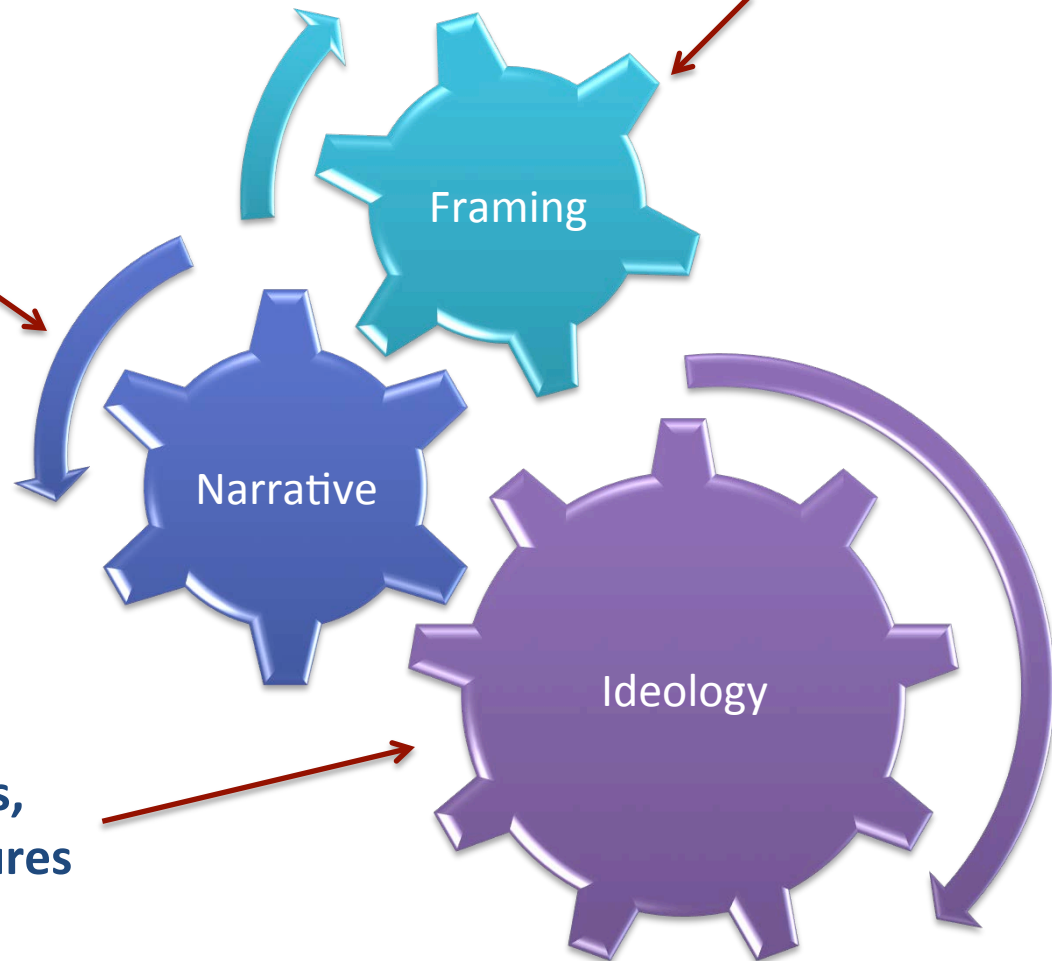


The Holy Trinity

Constructs and expresses
values, beliefs, traits

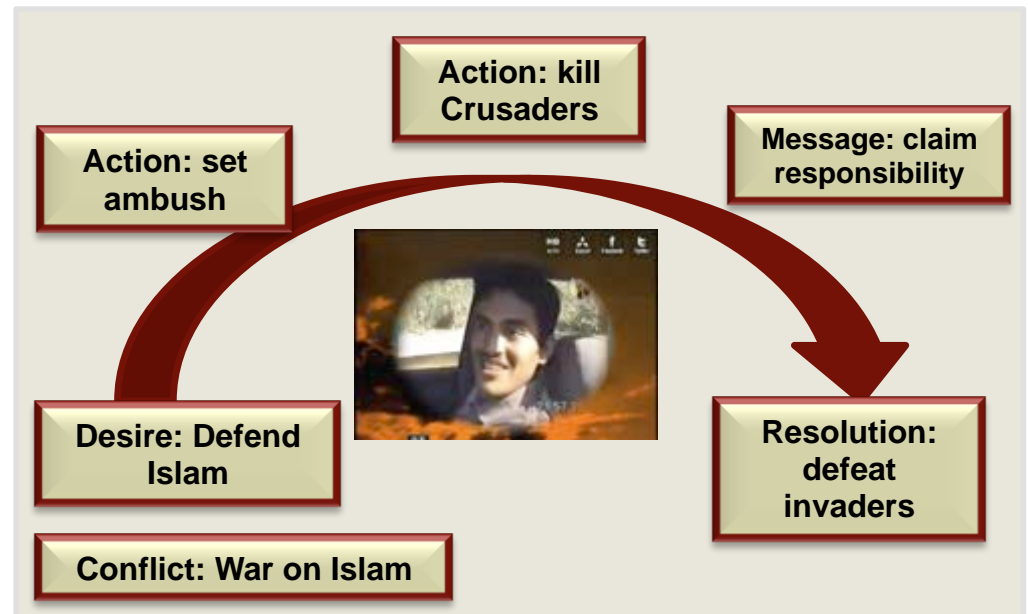
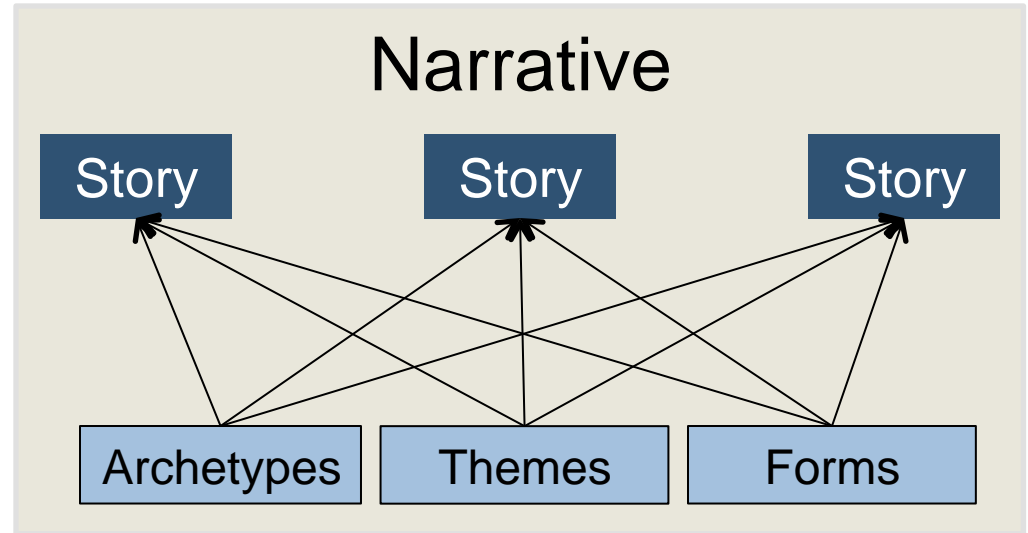
Applies to
contemporary situation

Obscures, naturalizes,
universalizes, structures



Narrative

- Recursive System
- Multiple levels
 - Macro
 - Meso
 - Micro
- Narrative Logic
 - Fidelity
 - Coherence



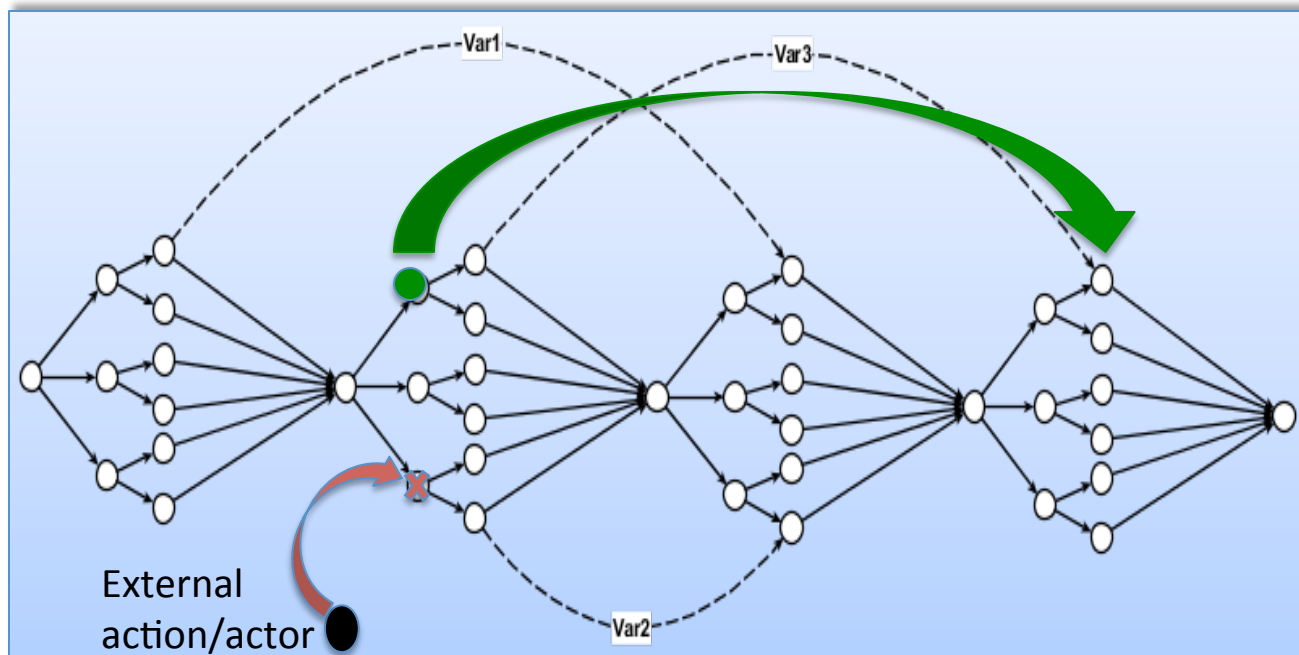
- Extremist dB
- War on Islam

N Stories	Low Level Clusters	Intermediate Groupings	High Level Clusters
6	C8: Faith		Steadfast Mujahidin (40)
2	C18: Punishment (not by Crusaders)		
5	C19: Peril, imprisonment, traveling		
2	C23: Mujahidin perseverance		
6	C5: Prison Abuse		
4	C13: (Similar Tone)		
4	C7: Patriotism & Nationalism		
7	C14: Imprisonment & torture (Syria)		
4	C1: Treachery		
3	C22: Corrupt Organizations		
4	C17: Mujahidin hardships (weak)		
2	C20: Christians v. Muslims		
4	C16: Mujahidin hardships		
3	C21: Treasonous leader		
3	C4: Battle Stories Cowardice		
6	C2: Why Muslims Should Fight		
6	C3: Crusaders		
3	C10: Doomed alliances		
13	C12: Importance of character		
5	C6: Victorious Battle		
8	C9: Unified Ummah		
2	C11: US/Saudi Alliance		
3	C15: Islamist Victory		



Narrative: Future Directions

- model narrative system
- forecast consequence
- explore narrative system adaptive response



Framing

Estate Tax



death Tax



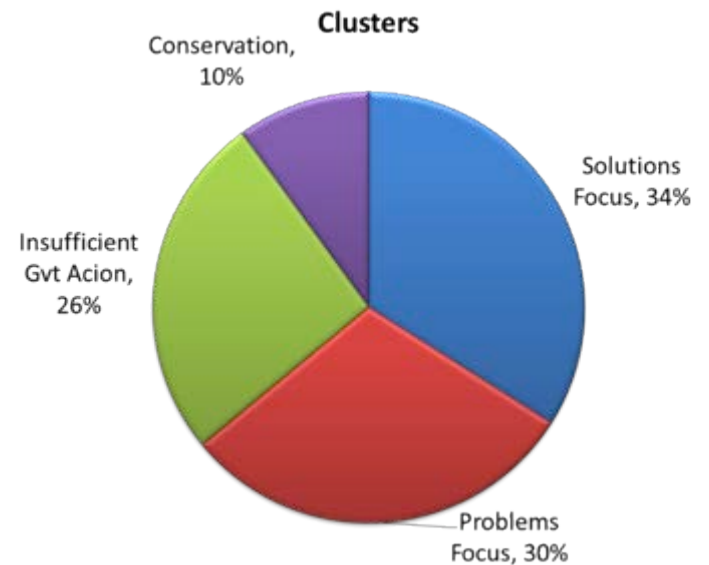
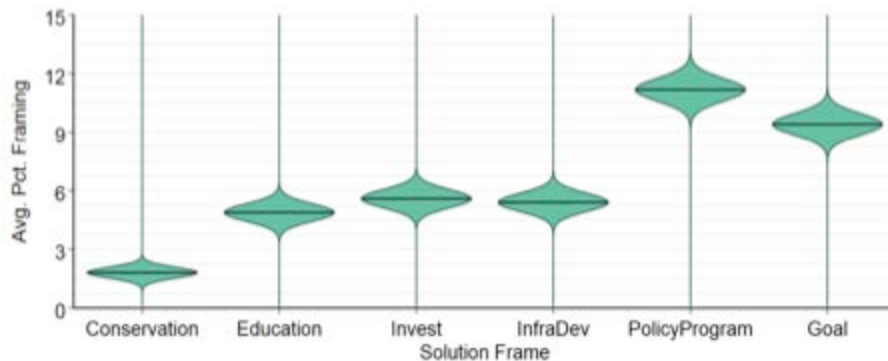
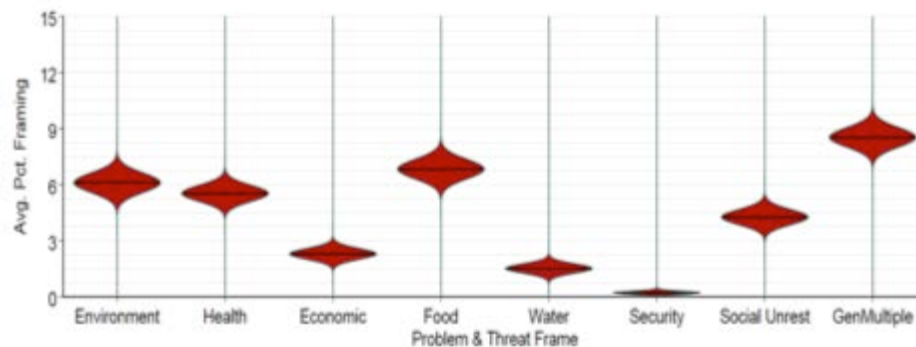
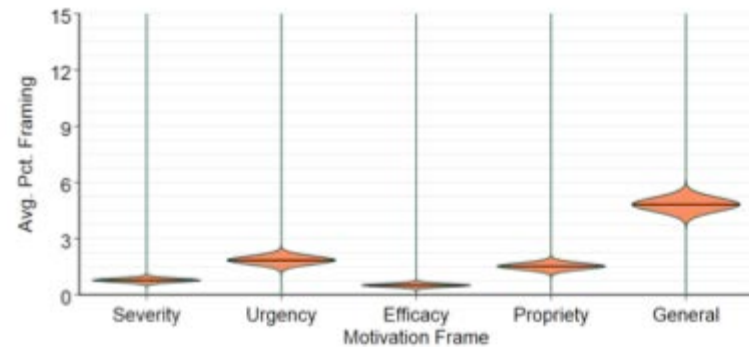
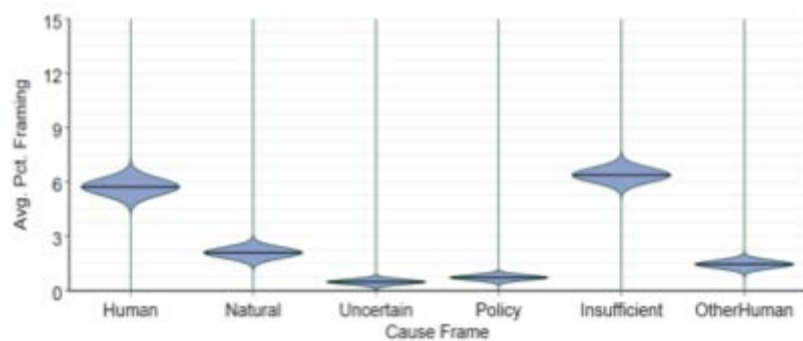
(... vs. the 1%)



Framing of Climate Change in West Africa



Results: Framing Shapes Community Perceptions



Framing: Future Research

Social Unrest prediction through framing analysis

- Utilize media data as social unrest detector
- Generate pre-event indicators through relationships to conflict events in ICEWS, ACLED, etc.
- “The bubble before the boil”



Framing: Social Unrest



- Structural
- Thematic
- Textual



Ideology

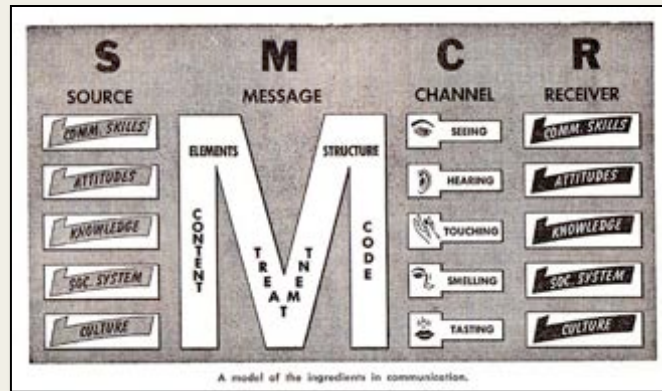
- Naturalizes
- Universalizes
- Obscures
- Structures



Pragmatic Complexity

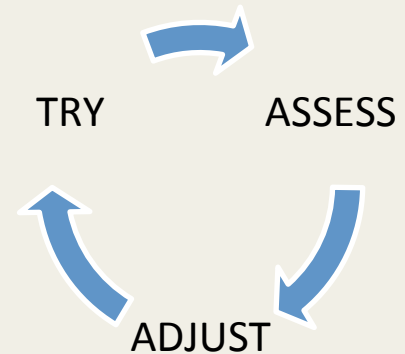
CONOPS

**20th Century
STRATCOM**



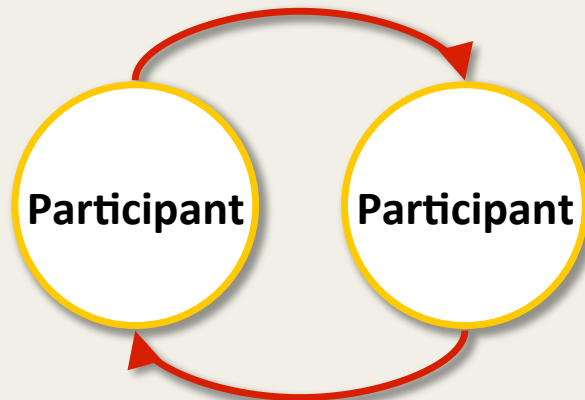
Message Delivery

Optimization

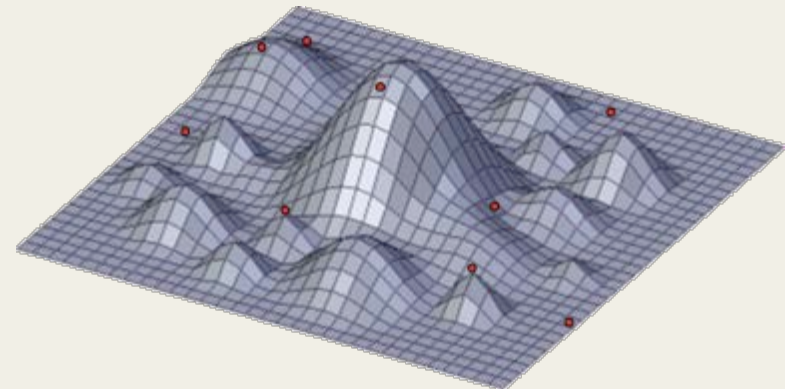


Incremental Search

**21st Century
STRATCOM**



Dynamic Interaction



Evolutionary Search



Concluding Remarks





Thank You

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