

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

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**ASU** CENTER FOR STRATEGIC  
COMMUNICATION

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# Agenda

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

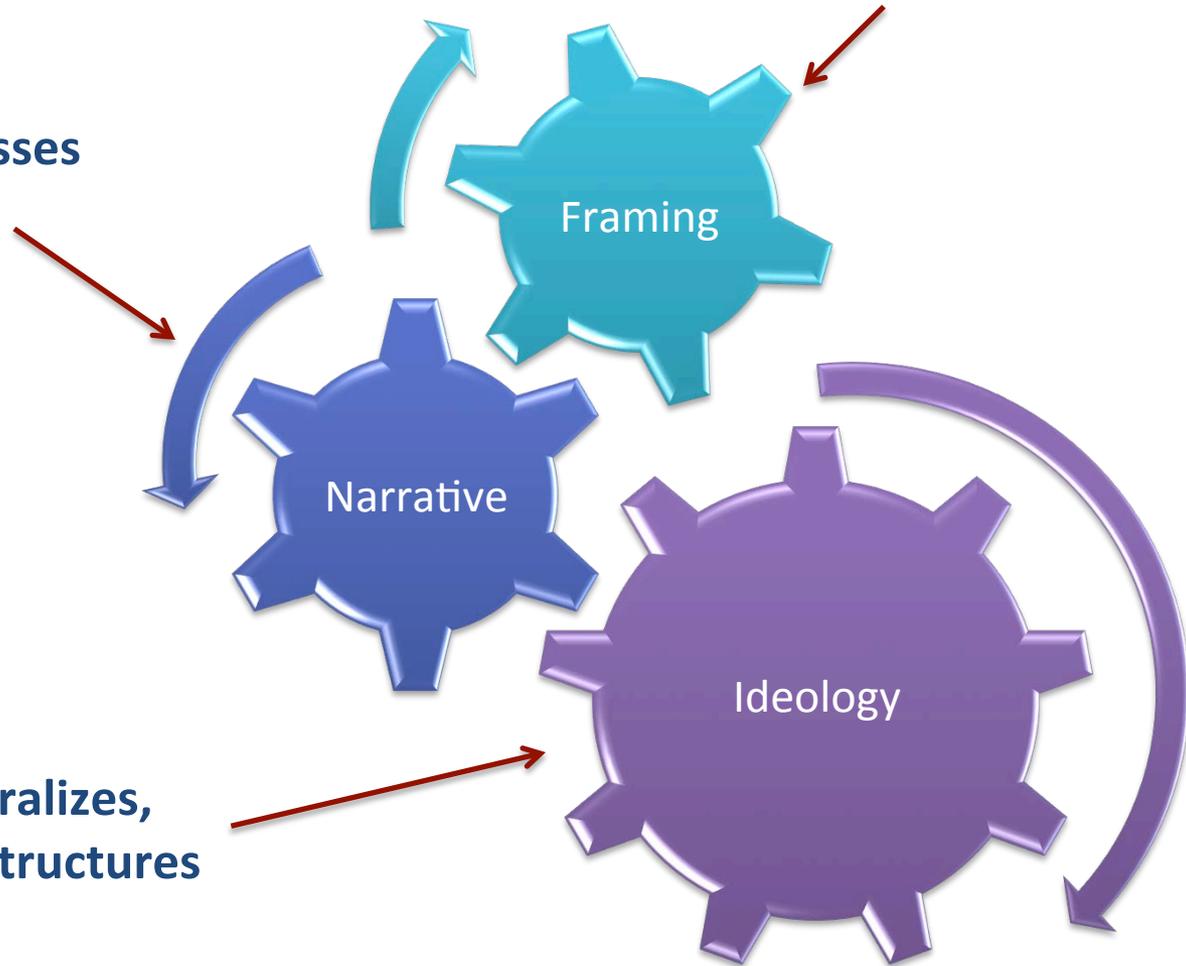


# The Holy Trinity

Constructs and expresses  
values, beliefs, traits

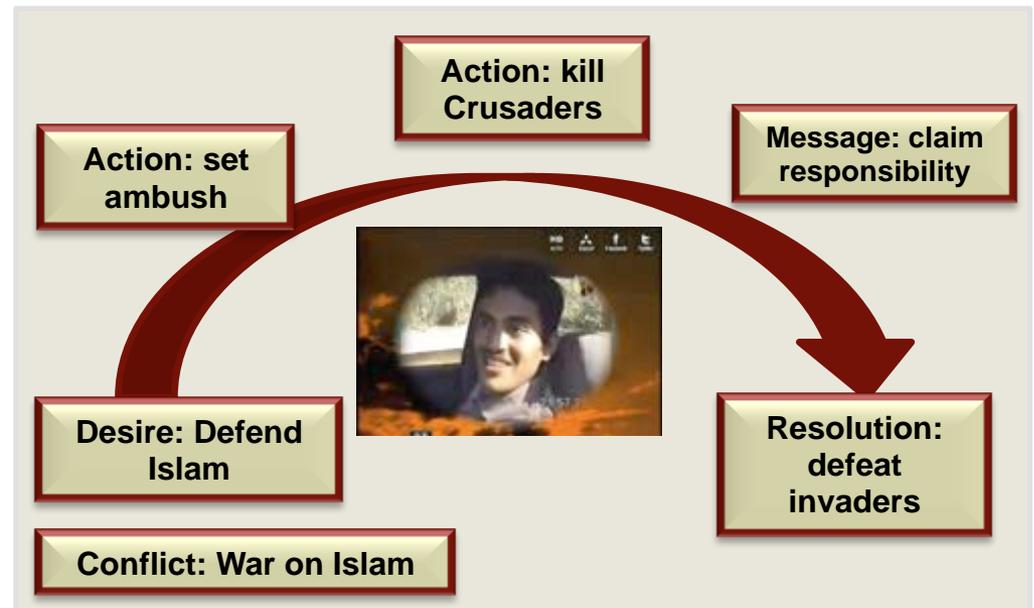
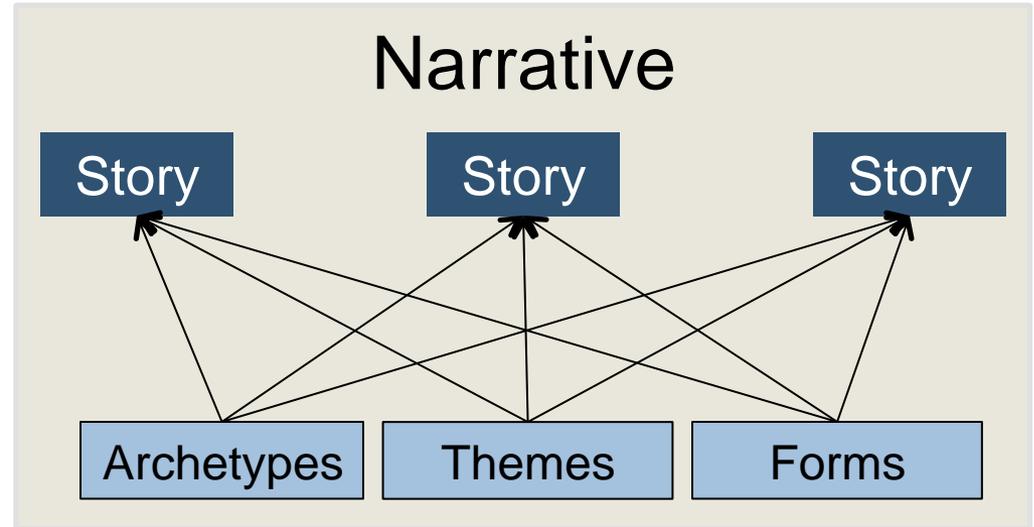
Applies to  
contemporary situation

Obscures, naturalizes,  
universalizes, structures



# Narrative

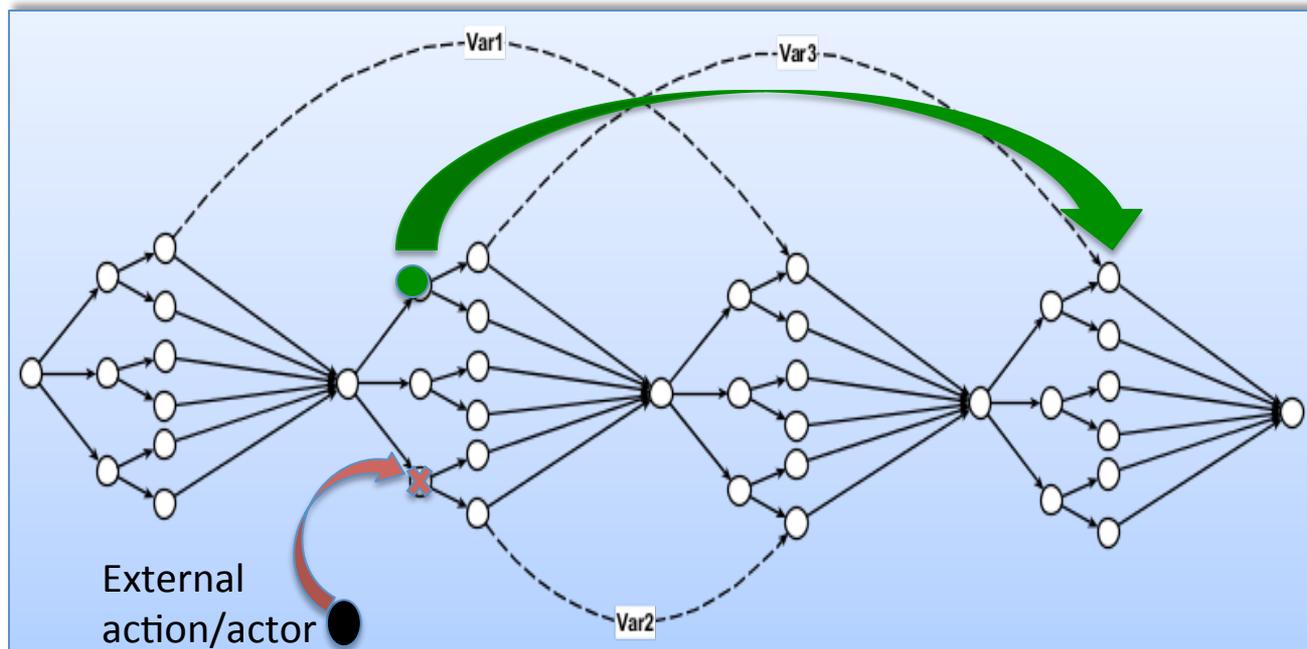
- Recursive System
- Multiple levels
  - Macro
  - Meso
  - Micro
- Narrative Logic
  - Fidelity
  - Coherence





# Narrative: Future Directions

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



# Framing

## Estate Tax



## death Tax



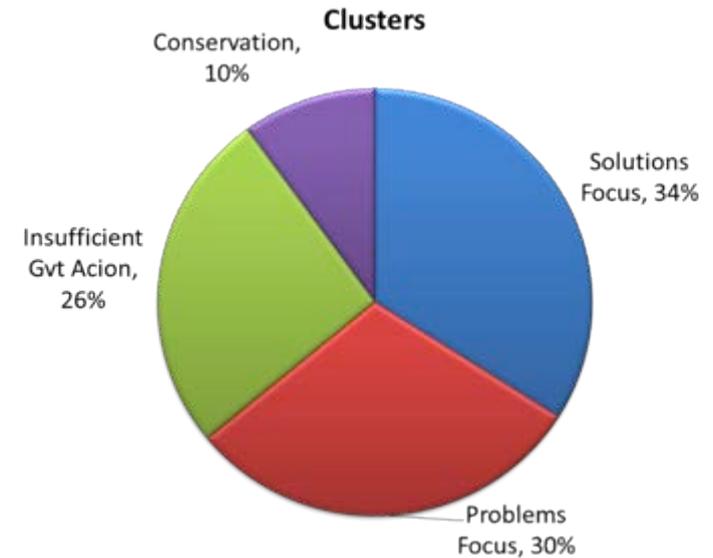
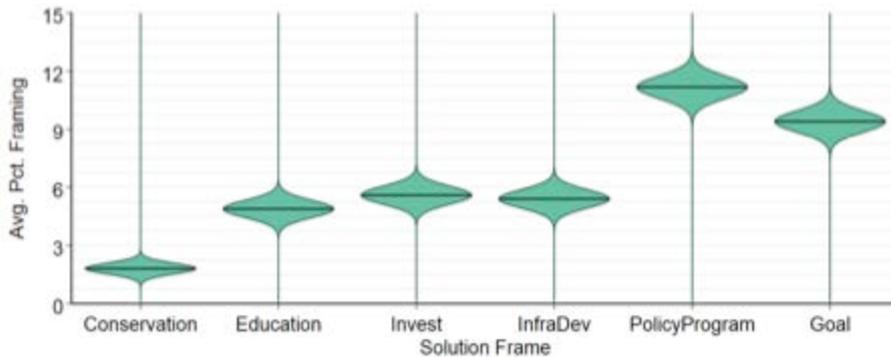
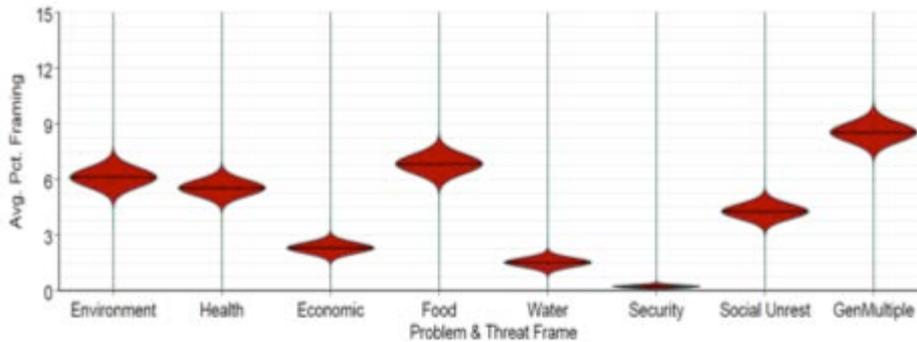
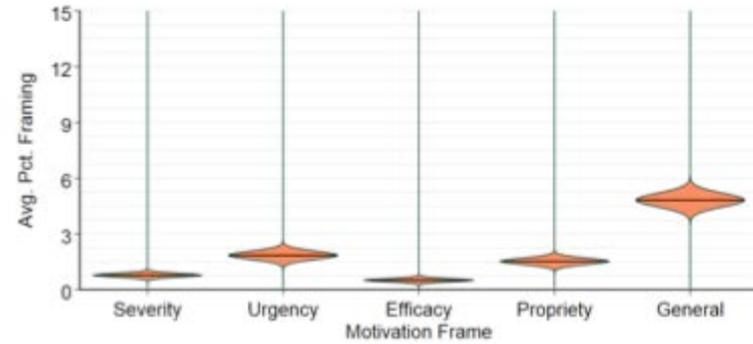
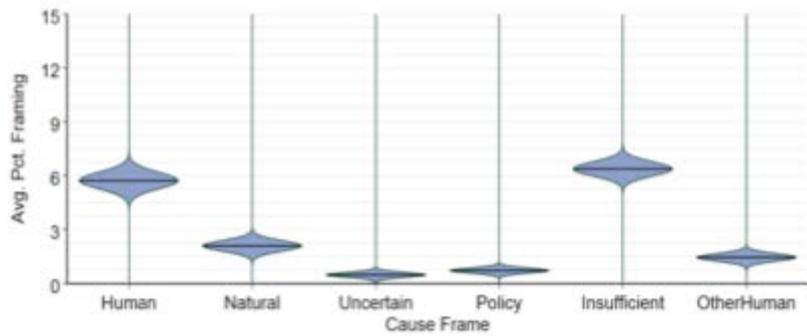
(... vs. the 1%)



# 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



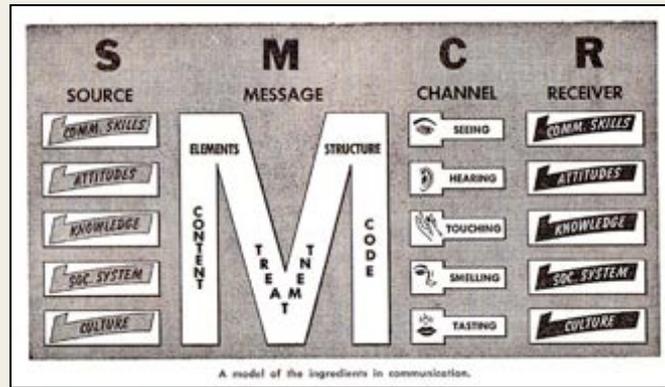
# Ideology

- Naturalizes
- Universalizes
- Obscures
- Structures



# Pragmatic Complexity

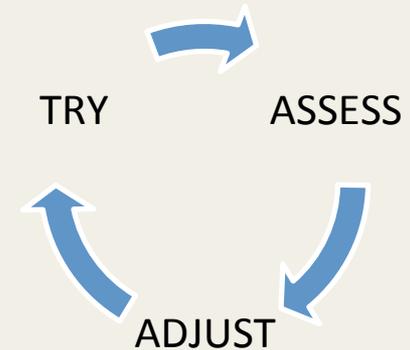
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Message Delivery

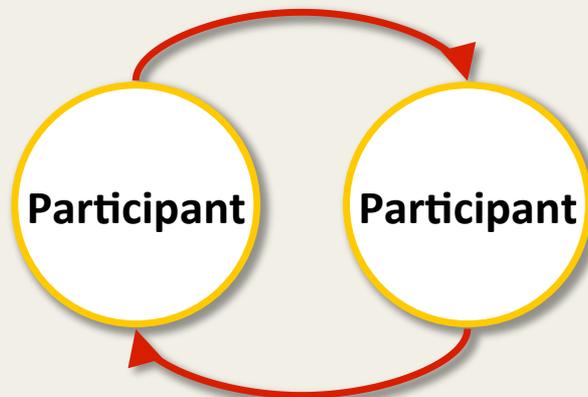
20<sup>th</sup> Century  
STRATCOM

## Optimization

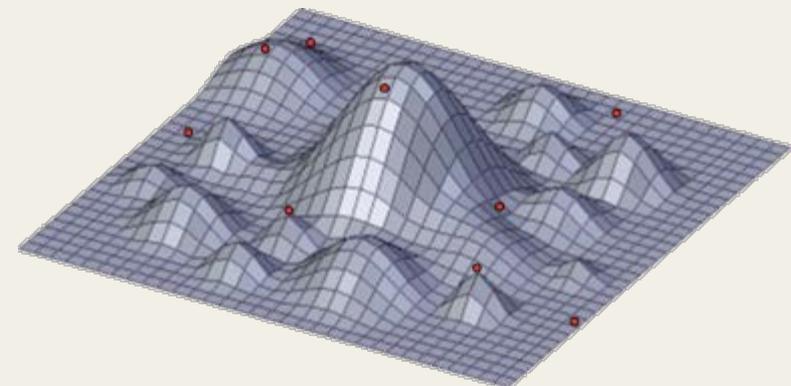


Incremental Search

21<sup>st</sup> Century  
STRATCOM



Dynamic Interaction



Evolutionary Search



# Concluding Remarks





Thank You

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