

## Strategic Narratives Public Opinion And War Winning Domestic Support For The Afghan War Contemporary Security Studies

*The study of narratives in a variety of disciplines has grown in recent years as a method of better explaining underlying concepts in their respective fields. Through the use of Narrative Policy Framework (NPF), political scientists can analyze the role narrative plays in political discourse.*

*Why has the Taliban been so much more effective in presenting messages that resonate with the Afghan population than the United States, the Afghan government and their allies? This book, based on years of field research and the assessment of hundreds of original source materials, examines the information operations and related narratives of Afghan insurgents, especially the Afghan Taliban, and investigates how the Taliban has won the information war. Taliban messaging, wrapped in the narrative of jihad, is both to the point and in tune with its target audiences. On the other hand, the United States and its Kabul allies committed a basic messaging blunder, failing to present narratives that spoke to or, often, were even understood by their target audiences. Thomas Johnson systematically explains why the United States lost this "battle of the story" in Afghanistan, and argues that this defeat may have cost the US the entire war, despite its conventional and technological superiority.*

*This book examines how China's international political communication of the Belt and Road Initiative comprises narratives about infrastructure and the Silk Road. By carefully selecting infrastructure modalities and Silk Road representations, it is argued that China's aesthetic production of the Belt and Road Initiative advances China's image as an infrastructure and standards-setting power, conjures up a historical continuation of friendly and cooperative relations, and forges China's identity as good neighbor, good friend, and good partner. Using a multiple-case study approach, this book analyses China's communication of the Second Belt and Road Forum, the Alternative North-South Road in Kyrgyzstan, the Standard Gauge Railway in Kenya, and the China-Maldives Friendship Bridge. Detailed literary analyses of the Travels of Marco Polo and the Travels of Ibn Battutah further elucidate China's selective uses of history. Chapters highlight spatial, temporal, political, economic, technological, and perceptual modalities in infrastructure narratives, and reveal the composition of Silk Road narratives, contributing to key debates about Chinese discourse, media strategy and infrastructure communication. China's Communication of the Belt and Road Initiative will appeal to students and scholars of politics, international relations, communication, and Asian studies globally.*

*Rhetoric, Media and the Narratives of US Foreign Policy: Making Enemies studies the process of communicating threats to the US public and explores when and why the American public believes another country or regime is a threat. Through a comparative and historical study, the author focuses on how the media environment enables and constrains rhetorical strategies deployed to construct, reproduce, and change narratives about a threat. Recent literature on threat inflation, securitization, and critical security studies returned to the concept of "threat." Building on this renewed conceptual attention, this book examines why and how policy makers and other public figures, in particular the President, convince the public about a threat and will be of interest to students and academics in the disciplines of political science, international relations, foreign policy, security studies and contemporary history.*

*Discursive Politics and Deliberative Practices*

*Extremism, Society, and the State*

*The Transformation of War in the Twenty-First Century*

*Making Enemies*

*Forging the World*

*Crystallizing Public Opinion*

*Pakistan Under Siege*

A New York Times bestseller! "Lively and absorbing. . ." — The New York Times Book Review "Engrossing." —Wall Street Journal "Entertaining and well-researched . . ." —Houston Chronicle Three noted Texan writers combine forces to tell the real story of the Alamo, dispelling the myths, exploring why they had their day for so long, and explaining why the ugly fight about its meaning is now coming to a head. Every nation needs its creation myth, and since Texas was a nation before it was a state, it's no surprise that its myths bite deep. There's no piece of history more important to Texans than the Battle of the Alamo, when Davy Crockett and a band of rebels went down in a blaze of glory fighting for independence from Mexico, losing the battle but setting Texas up to win the war. However, that version of events, as Forget the Alamo definitively shows, owes more to fantasy than reality. Just as the site of the Alamo was left in ruins for decades, its story was forgotten and twisted over time, with the contributions of Tejanos--Texans of Mexican origin, who fought alongside the Anglo rebels--scrubbed from the record, and the origin of the conflict over Mexico's push to abolish slavery papered over. Forget the Alamo provocatively explains the true story of the battle against the backdrop of Texas's struggle for independence, then shows how the sausage of myth got made in the Jim Crow South of the late nineteenth and early twentieth century. As uncomfortable as it may be to hear for some, celebrating the Alamo has long had an echo of celebrating whiteness. In the past forty-some years, waves of revisionists have come at this topic, and at times have made real progress toward a more nuanced and inclusive story that doesn't alienate anyone. But we are not living in one of those times; the fight over the Alamo's meaning has become more pitched than ever in the past few years, even violent, as Texas's future begins to look more and more different from its past. It's the perfect time for a wise and generous-spirited book that shines the bright light of the truth into a place that's gotten awfully dark.

Communication is central to how we understand international affairs. Political leaders, diplomats, and citizens recognize that communication shapes global politics. This has only been amplified in a new media environment characterized by Internet access to information, social media, and the transformation of who can communicate and how. Soft power, public diplomacy 2.0, network power – scholars and policymakers are concerned with understanding what is happening. This book is the first to develop a systematic framework to understand how political actors seek to shape order through narrative projection in this new environment. To explain the changing world order – the rise of the BRICS, the dilemmas of climate change, poverty and terrorism, the intractability of conflict – the authors explore how actors form and project narratives and how third parties interpret and interact with these narratives. The concept of strategic narrative draws together the most salient of international relations concepts, including the links between power and ideas; international and domestic; and state and non-state actors. The book is anchored around four themes: order, actors, uncertainty, and contestation. Through these, Strategic Narratives shows both the possibilities and the limits of communication and power, and makes an important contribution to theorizing and studying empirically contemporary international relations. International Studies Association: International Communication Best Book Award Showcases a range of empirical studies that highlight the potential, inclusivity, and durability of the strategic narrative approach to International Relations

This book analyzes the strategic implications of the shift in focus for the US Armed Forces from regular to irregular war.

Power, Justice and Values

Strategic Conspiracy Narratives

Diplomacy in the 21st Century

Allies That Count

Unplugging the Protest Movement Wave

The Future of the Public's Health in the 21st Century

Proclaiming Airpower

Compelling narratives are integral to successful foreign policy, military strategy, and international relations. Yet often narrative is conceived so broadly it can be hard to identify. The formation of strategic narratives is informed by the stories governments think their people tell, rather than those they actually tell. This book examines the stories told by a broad cross-section of British society about their country's past, present, and future role in war, using in-depth interviews with 67 diverse citizens. It brings to the fore the voices of ordinary people in ways typically absent in public opinion research. *Always at War* complements a significant body of quantitative research into British attitudes to war, and presents an alternative case in a field dominated by US public opinion research. Rather than perceiving distinct periods between war and peace, British citizens see their nation as so frequently involved in conflict that they consider the country to be continuously at war. At present, public opinion appears to be a stronger constraint on Western defense policy than ever. "With today's social and geopolitical order in significant flux this project offers vital insight into the future global order by comparatively charting national media perceptions regarding the future of global competition, through the lens of Ontological Security (OS). The authors employ a mixed-method approach to analyze 620 news articles from 47 Russian, Chinese, Venezuelan, and Iranian news sources over a five-year period (2014-2019), quantitatively comparing the drivers of their visions while providing in-depth qualitative case studies for each nation. Not only do these narratives reveal how these four nations understand the current global order, but also point to their (in)flexibility and agentic capacity for reflection in adapting, even shaping the future order, and their identity-roles within it, around an economic and diplomatic battleground. The authors argue these narratives create trajectories with inertial effects grounded in their OS needs, providing enduring insights into their behavior and interests moving into the future. *The Future of Global Competition* will help readers understand how influential nations typical aligned in opposition to the US, envision the drivers of global competition and the make-up of the future international system. Those engaged in the study of media, global politics, international relations, and communication will find this book to be a critical source"--

This volume explores the way governments endeavoured to build and maintain public support for the war in Afghanistan, combining new insights on the effects of strategic narratives with an exhaustive series of case studies. In contemporary wars, with public opinion impacting heavily on outcomes, strategic narratives provide a grid for interpreting the why, what and how of the conflict. This book asks how public support for the deployment of military troops to Afghanistan was garnered, sustained or lost in thirteen contributing nations. Public attitudes in the US, Canada, Australia and Europe towards the use of military force were greatly shaped by the cohesiveness and content of the strategic narratives employed by national policy-makers. Assessing the ability of countries to craft a successful strategic narrative, the book addresses the following key areas: 1) how governments employ strategic narratives to gain public support; 2) how strategic narratives develop during the course of the conflict; 3) how these narratives are disseminated, framed and perceived through various media outlets; 4) how domestic audiences respond to strategic narratives; 5) how this interplay is conditioned by both events on the ground, in Afghanistan, and by structural elements of the domestic political systems. This book will be of much interest to students of international intervention, foreign policy, political communication, international security, strategic studies and IR in general.

Digital technology experts at the Citizen Lab uncover an espionage network affecting more than 100 countries.

Chinese, Russian, and Arabic Media Narratives of the US Presidential Election

Applications of the Narrative Policy Framework in Public Policy Analysis

Winning domestic support for the Afghan War

Public Opinion

Rhetoric, Media, and the Narratives of US Foreign Policy

New Realities in Foreign Affairs

Strategic Narratives

Over the last fifteen years, Pakistan has come to be defined exclusively in terms of its struggle with terror. But are ordinary Pakistanis extremists? And what explains how Pakistanis think? Much of the current work on extremism in Pakistan tends to study extremist trends in the country from a detached position—a top-down security perspective, that renders a one-dimensional picture of what is at its heart a complex, richly textured country of 200 million people. In this book, using rigorous analysis of survey data, in-depth interviews in schools and universities in Pakistan, historical narrative reporting, and her own intuitive understanding of the country, Madiha Afzal gives the full picture of Pakistan's relationship with extremism. The author lays out Pakistanis' own views on terrorist groups, on jihad, on religious minorities and non-Muslims, on America, and on their place in the world. The views are not radical at first glance, but are riddled with conspiracy theories. Afzal explains how the two pillars that define the Pakistani state—Islam and a paranoia about India—have led to a regressive form of Islamization in Pakistan's narratives, laws, and curricula. These, in turn, have shaped its citizens' attitudes. Afzal traces this outlook to Pakistan's unique and tortured birth. She examines the rhetoric and the strategic actions of three actors in Pakistani politics—the military, the civilian governments, and the Islamist parties—and their relationships with militant groups. She shows how regressive Pakistani laws instituted in the 1980s worsened citizen attitudes and led to vigilante and mob violence. The author also explains that the educational regime has become a vital element in shaping citizens' thinking. How many years one attends school, whether the school is public, private, or a madrassa, and what curricula is followed all affect Pakistanis' attitudes about terrorism and the rest of the world. In the end, Afzal suggests how this beleaguered nation—one with seemingly insurmountable problems in governance and education—can change course.

This book shows that political narratives can promote or thwart the prospects for international cooperation and are major factors in international negotiation processes in the 21st century. In a world that is experiencing waves of right-wing and left-wing populism, international cooperation has become increasingly difficult. This volume focuses on how the intersubjective identities of political parties

and narratives shape their respective values, interests and negotiating behaviors and strategies. Through a series of comparative case studies, the book explains how and why narratives contribute to negotiation failure or deadlock in some circumstances and why, in others, they do not because a new narrative that garners public and political support has emerged through the process of negotiation. The book also examines how narratives interact with negotiation principles, and alter the bargaining range of a negotiation, including the ability to make concessions. This book will be of much interest to students of international negotiation, economics, security studies and international relations.

The western economic and financial crisis began with the collapse of Lehman Brothers in 2008 and led the European Union countries into recession. After this, governments started to implement austerity measures, such as cuts in public spending, including public subsidies and jobs, and rising prices. In this context, Europe started to experience a wave of protest movements. Individuals started to use the manifold interactive digital media environment to both fight against the austerity measures and find alternative ways of claiming their democratic rights. Inspired by the 2011 Arab Spring and the Occupy Wall Street movement in New York (USA), the Occupy LSX encampment in Central London (UK), The Outraged (Los Indignados)/ 15M encampment in Central Madrid (Spain), the Syntagma Square ' s Outraged movement in Athens (Greece) and the March 12th Movement in Lisbon (Portugal), although short-lived, epitomize an emerging alternative politics and participation via the media. This wave has promoted a debate on how the realm of politics is changing, as citizens broaden their ideas of what political issues and participation mean. Beyond the Internet examines the technological dimension of the recent wave of protest movements in the United Kingdom, Spain, Portugal, Greece, and Ireland. Offering an opportunity to achieve a better understanding of the dynamics between society, politics and technology, this volume questions the essentialist attributes of the Internet that fuel the techno-centric discourse. The contributors illustrate how all these protest movements were active in the social media and garnered high levels of media attention and public visibility, in spite of their failure to achieve their political goals. As intra-elite dissent was pivotal in understanding the Arab uprisings, the coalition of national ruling elites with European institutions in terms of austerity strategy is essential in understanding the limits of media/technology power and, therefore, the dissociation between communication and representative power.

In order to better understand how the world viewed the US 2016 presidential election, the issues that mattered around the world, and how nations made sense of how their media systems constructed presentations of the presidential election, Robert S. Hinck, Skye C. Cooley, and Randolph Kluver examine global news narratives during the campaign and immediately afterwards. Analyzing 1,578 news stories from 62 sources within three regional media ecologies in China, Russia, and the Middle East, Hinck, Cooley, and Kluver demonstrate how the US election was incorporated into narrative constructions of the global order. They establish that the narratives told about the US election through national and regional media provide insights into how foreign nations construct US democracy, and reflect local understandings regarding the issues, and impacts, of US policy towards those nations. Avoiding jargon-laden prose, *Global Media and Strategic Narratives of Contested Democracy* is as accessible as it is wide-ranging. Its empirical detail will expand readers ' understanding of soft power as narrative articulations of foreign nation ' s policies, values, and beliefs within localized media systems. Communication/media studies students, as well as political scientists whose studies includes media and global politics, will welcome its publication.

Communication Power and the New World Order

Infrastructure Communication in International Relations

Forget the Alamo

Ontological Security and Narratives in Chinese, Iranian, Russian, and Venezuelan Media

Anchoring Command Efforts on a Coherent Story

Silk Road and Infrastructure Narratives

Mobilizing Power and Knowledge for the Common Good

This is the first book on climate change denial and lobbying that combines the ideology of denial and the role of anthropocentrism in the study of interest groups and communication strategy. *Climate Change Denial and Public Relations: Strategic Communication and Interest Groups in Climate Inaction* is a critical approach to climate change denial from a strategic communication perspective. The book aims to provide an in-depth analysis of how strategic communication by interest groups is contributing to climate change inaction. It does this from a multidisciplinary perspective that expands the usual approach of climate change denialism and introduces a critical reflection on the roots of the problem, including the ethics of the denialist ideology and the rhetoric and role of climate change advocacy. Topics addressed include the power of persuasive narratives and discourses constructed to support climate inaction by lobbies and think tanks, the dominant human supremacist view and the patriarchal roots of denialists and advocates of climate change alike, the knowledge coalitions of the climate think tank networks, the denial strategies related to climate change of the nuclear, oil, and agrifood lobbies, the role of public relations firms, the anthropocentric roots of public relations, taboo topics such as human overpopulation and meat-eating, and the technological myth. This unique volume is recommended reading for students and scholars of communication and public relations.

In recent years a set of radical new approaches to public policy has been developing. These approaches, drawing on discursive analysis and participatory deliberative practices, have come to challenge the dominant technocratic, empiricist models in policy analysis. In his major new book Frank Fischer brings together this new work for the first time and critically examines it. In an accessible way he describes the theoretical, methodological, and political requirements and implications of the new "post-empiricist" approach to public policy. The volume includes a discussion of the social construction of policy problems, the role of interpretation and narrative analysis in policy inquiry, the dialectics of policy argumentation, and the uses of participatory policy analysis. The book will be required reading for anyone studying, researching, or formulating public policy.

*Strategic Conspiracy Narratives* proposes an innovative semiotic perspective for analysing how contemporary conspiracy theories are used for shaping interpretation paths and identities of a targeted audience. Conspiracy theories play a significant role in the viral spread of misinformation that has an impact on the formation of public opinion about certain topics. They

allow the connecting of different events that have taken place in various times and places and involve several actors that seem incompatible to bystanders. This book focuses on strategic-function conspiracy narratives in the context of (social) media and information conflict. It explicates the strategic devices in how conspiracy theories can be used to evoke a hermeneutics of suspicion – a permanent scepticism and questioning of so-called mainstream media channels and dominant public authorities, delegitimation of political opponents, and the ongoing search for hidden clues and coverups. The success of strategic dissemination of conspiracy narratives depends on the cultural context, specifics of the targeted audience and the semiotic construction of the message. This book proposes an innovative semiotic perspective for analysing contemporary strategic communication. The authors develop a theoretical framework that is based on semiotics of culture, the notions of strategic narrative and transmedia storytelling. This book is targeted to specialists and graduate students working on social theory, semiotics, journalism, strategic communication, social media and contemporary social problems in general. News Narratives and News Framing is a revealing look at how the media's construction of news affects our political, economic, and social realities. In this introduction to the theory behind news framing, Karen Johnson-Cartee pulls together elements from communication, journalism, politics, and sociology to create a picture of how news forms these realities for the public. With its comprehensive reference section and suggestions on how to influence the news agenda, this is a beneficial resource for students in political communication, media criticism, and communication theory. Visit our website for sample chapters!

The Science of Stories

Communities in Action

Surrogate Warfare

News Narratives and News Framing

Taliban Narratives

Developing, Disseminating, and Assessing Command Narrative

British Public Narratives of War

*What qualities make an ally useful in coalition warfare, and when is an ally more trouble than it's worth? Allies That Count analyzes the utility of junior partners in coalition warfare and reaches surprising conclusions. In this volume, Olivier Schmitt presents detailed case-study analysis of several US allies in the Gulf War, the Kosovo campaign, the Iraq War, and the war in Afghanistan. He also includes a broader comparative analysis of 204 junior partners in various interventions since the end of the Cold War. This analysis bridges a gap in previous studies about coalition warfare, while also contributing to policy debates about a recurring defense dilemma. Previous works about coalition warfare have focused on explaining how coalitions are formed, but little attention has been given to the issue of their effectiveness. Simultaneously, policy debates, have framed the issue of junior partners in multinational military operations in terms of a trade-off between the legitimacy that is allegedly gained from a large number of coalition states vs. the decrease in military effectiveness associated with the inherent difficulties of coalition warfare. Schmitt determines which political and military variables are more likely to create utility, and he challenges the conventional wisdom about the supposed benefit of having as many states as possible in a coalition. Allies That Count will be of interest to students and scholars of security studies and international relations as well as military practitioners and policymakers.*

*More than three decades after its first publication, Edward Said's groundbreaking critique of the West's historical, cultural, and political perceptions of the East has become a modern classic. In this wide-ranging, intellectually vigorous study, Said traces the origins of "orientalism" to the centuries-long period during which Europe dominated the Middle and Near East and, from its position of power, defined "the orient" simply as "other than" the occident. This entrenched view continues to dominate western ideas and, because it does not allow the East to represent itself, prevents true understanding. Essential, and still eye-opening, Orientalism remains one of the most important books written about our divided world.*

*In the contemporary era marked by informational competition, one of the most important activities of a strategic or operational command is the development, presentation, and support of the command's narratives. Drawing on the scientific literature and lessons learned from the joint force, the authors of this report describe best practices for the effective use of command narrative.*

*Surrogate Warfare explores the emerging phenomenon of "surrogate warfare" in twenty-first century conflict. The popular notion of war is that it is fought en masse by the people of one side versus the other. But the reality today is that both state and non-state actors are increasingly looking to shift the burdens of war to surrogates. Surrogate warfare describes a patron's outsourcing of the strategic, operational, or tactical burdens of warfare, in whole or in part, to human and/or technological substitutes in*

*order to minimize the costs of war. This phenomenon ranges from arming rebel groups, to the use of armed drones, to cyber propaganda. Krieg and Rickli bring old, related practices such as war by mercenary or proxy under this new overarching concept. Apart from analyzing the underlying sociopolitical drivers that trigger patrons to substitute or supplement military action, this book looks at the intrinsic trade-offs between substitutions and control that shapes the relationship between patron and surrogate. Surrogate Warfare will be essential reading for anyone studying contemporary conflict. Strategic Narratives, Public Opinion and War*

*Strategy*

*Orientalism*

*The Oxford Handbook of Electoral Persuasion*

*Junior Partners in Coalition Warfare*

*Constructing Political Reality*

*A Comparative Study*

**This volume explores the way governments endeavoured to build and maintain public support for the war in Afghanistan, combining new insights on the effects of strategic narratives with an exhaustive series of case studies. In contemporary wars, with public opinion impacting heavily on outcomes, strategic narratives provide a grid for interpreting the why, what and how of the conflict. This book asks how public support for the deployment of military troops to Afghanistan was garnered, sustained or lost in thirteen contributing nations. Public attitudes in the US, Canada, Australia and Europe towards the use of military force were greatly shaped by the cohesiveness and content of the strategic narratives employed by national policy-makers. Assessing the ability of countries to craft a successful strategic narrative, the book addresses the following key areas: 1) how governments employ strategic narratives to gain public support; 2) how strategic narratives develop during the course of the conflict; 3) how these narratives are disseminated, framed and perceived through various media outlets; 4) how domestic audiences respond to strategic narratives; 5) how this interplay is conditioned by both events on the ground, in Afghanistan, and by structural elements of the domestic political systems. This book will be of much interest to students of international intervention, foreign policy, political communication, international security, strategic studies and IR in general.**

**Examines how U.S. Air Force narratives and public attitudes toward civil and military aviation have evolved and interacted over the past century.**

**Elections are the means by which democratic nations determine their leaders, and communication in the context of elections has the potential to shape people's beliefs, attitudes, and actions. Thus, electoral persuasion is one of the most important political processes in any nation that regularly holds elections. Moreover, electoral persuasion encompasses not only what happens in an election but also what happens before and after, involving candidates, parties, interest groups, the media, and the voters themselves. This volume surveys the vast political science literature on this subject, emphasizing contemporary research and topics and encouraging cross-fertilization among research strands. A global roster of authors provides a broad examination of electoral persuasion, with international perspectives complementing deep coverage of U.S. politics. Major areas of coverage include: general models of political persuasion; persuasion by parties, candidates, and outside groups; media influence; interpersonal influence; electoral persuasion across contexts; and empirical methodologies for understanding electoral persuasion.**

**This book introduces Root Narrative Theory, a new approach for narrative analysis, decoding moral politics, and for building respect and understanding in conditions of radical disagreement. This theory of moral politics bridges emotion and reason, and, rather than relying on what people say, it helps both the analyst and the practitioner to focus on what people mean in a language that parties to the conflict understand. Based on a simple idea—the legacy effects of abuses of power—the book argues that conflicts only endure and escalate where there is a clash of interpretations about the history of institutional power. Providing theoretically complex but easy-to-use tools, this book offers a completely new way to think about storytelling, the effects of abusive power on interpretation, the relationship between power and conceptions of justice, and the origins and substance of ultimate values. By locating the source of radical disagreement in story structures and political history rather than in biological or cognitive systems, Root Narrative Theory bridges the divides between reason and emotion, realism and idealism, without losing sight of the inescapable human element at work in the world's most devastating conflicts. This book will be of much interest to students of conflict resolution, peace studies and International Relations, as well as to practitioners of conflict resolution.**

**Air Force Narratives and American Public Opinion from 1917 to 2014**

**The Rise and Fall of an American Myth**

**A History**

**Root Narrative Theory and Conflict Resolution**

**Global Media and Strategic Narratives of Contested Democracy**

**Narrative Analysis**

**International Negotiation and Political Narratives**

**Strategic Conspiracy Narratives proposes an innovative semiotic perspective for analysing how contemporary conspiracy theories are used for shaping interpretation paths and identities of a targeted audience. Conspiracy theories play a significant role in the viral spread of misinformation that has an impact on the formation of public opinion about certain topics. They allow the connecting of different events that have taken place in various times and places and involve several actors that seem incompatible to bystanders. This book focuses on strategic-function conspiracy narratives in the context of (social) media and information conflict. It explicates the strategic devices in how conspiracy theories can be used to evoke a hermeneutics of suspicion - a permanent scepticism and questioning of so-called mainstream media channels and dominant public authorities, delegitimation of political opponents, and the ongoing search for hidden clues and coverups. The success of strategic dissemination of conspiracy narratives depends on the cultural context, specifics of the targeted audience and the semiotic construction of the message. This book proposes an innovative semiotic perspective for analysing contemporary strategic communication. The authors develop a theoretical framework that is based on semiotics of culture, the notions of strategic narrative and transmedia storytelling. This book is targeted to specialists and graduate students working on social theory, semiotics, journalism, strategic communication, social media and contemporary social problems in general.**

**In the United States, some populations suffer from far greater disparities in health than others. Those disparities are caused**

not only by fundamental differences in health status across segments of the population, but also because of inequities in factors that impact health status, so-called determinants of health. Only part of an individual's health status depends on his or her behavior and choice; community-wide problems like poverty, unemployment, poor education, inadequate housing, poor public transportation, interpersonal violence, and decaying neighborhoods also contribute to health inequities, as well as the historic and ongoing interplay of structures, policies, and norms that shape lives. When these factors are not optimal in a community, it does not mean they are intractable: such inequities can be mitigated by social policies that can shape health in powerful ways. *Communities in Action: Pathways to Health Equity* seeks to delineate the causes of and the solutions to health inequities in the United States. This report focuses on what communities can do to promote health equity, what actions are needed by the many and varied stakeholders that are part of communities or support them, as well as the root causes and structural barriers that need to be overcome.

The anthrax incidents following the 9/11 terrorist attacks put the spotlight on the nation's public health agencies, placing it under an unprecedented scrutiny that added new dimensions to the complex issues considered in this report. *The Future of the Public's Health in the 21st Century* reaffirms the vision of Healthy People 2010, and outlines a systems approach to assuring the nation's health in practice, research, and policy. This approach focuses on joining the unique resources and perspectives of diverse sectors and entities and challenges these groups to work in a concerted, strategic way to promote and protect the public's health. Focusing on diverse partnerships as the framework for public health, the book discusses: The need for a shift from an individual to a population-based approach in practice, research, policy, and community engagement. The status of the governmental public health infrastructure and what needs to be improved, including its interface with the health care delivery system. The roles nongovernment actors, such as academia, business, local communities and the media can play in creating a healthy nation. Providing an accessible analysis, this book will be important to public health policy-makers and practitioners, business and community leaders, health advocates, educators and journalists.

This book demonstrates how infrastructure projects and the communications thereof are strategized by rising powers to envision progress, to enhance the actor's international identity, and to substantiate and leverage the actor's vision of international order. While the physical aspects of infrastructure are important, infrastructure communication in international relations demands more scholarly attention. Using a case-study approach, Carolijn van Noort examines how rising powers communicate about infrastructure internationally and discusses the significance of these communication practices. The four case studies include BRICS's summit communications about infrastructure, Brazil's infrastructure promises to Africa, China's communication of the Belt and Road Initiative in East Africa, and Kazakhstan's news media coverage of China's Belt and Road Initiative. Van Noort highlights the fact that the link between infrastructure, identity, and order-making is arbitrary and thus contested in practice, with rising powers operationalizing infrastructure communication in international relations in varied ways. She argues that both communication organization and the visuality of strategic narratives on infrastructure influence the international communication of infrastructure vision and action plans, with different levels of success.

*Infrastructure Communication in International Relations* is a welcome and timely book of interest to students and scholars in the fields of international relations, global communications, and the politics of infrastructure.

The Future of Global Competition

Pathways to Health Equity

The Use and Power of Stories in the Afghanistan Conflict

A Semiotic Approach

China's Communication of the Belt and Road Initiative

Beyond the Internet

The Transformation of Strategic Affairs

The strategies adopted by governments and public officials can have dramatic effects on peoples' lives. The best ones can transform economic laggards into trailblazers, eliminate diseases, or sharply cut crime. Strategic failures can result in highly visible disasters, like the shrinking of the Russian economy in the 1990s, or the aftermath of Hurricane Katrina in New Orleans in 2005. This book is about how strategies take shape, and how money, people, technologies, and public commitment can be mobilized to achieve important goals. It considers the common mistakes made, and how these can be avoided, as well as analysing the tools governments can use to meet their goals, from targets and behaviour change programmes, to innovation and risk management.

Written by Geoff Mulgan, a former head of policy for the UK prime minister, and advisor to governments round the world, it is packed with examples, and shaped by the author's practical experience. The author shows that governments which give more weight to the long-term are not only more likely to leave their citizens richer, healthier, and safer; they're also better protected from being blown off course by short-term pressures. The book is essential reading for anyone involved in running public organizations - from hospitals and schools to national government departments and local councils - and for anyone interested in how government really works.

In what is widely considered the most influential book ever written by Walter Lippmann, the late journalist and social critic provides a fundamental treatise on the nature of human information and communication. The work is divided into eight parts, covering such varied issues as stereotypes, image making, and organized intelligence. The study begins with an analysis of "the world outside and the pictures in our heads", a leitmotif that starts with issues of censorship and privacy, speed, words, and clarity, and ends with a careful survey of the modern newspaper. Lippmann's conclusions are as meaningful in a world of television and computers as in the earlier period when newspapers were dominant. *Public Opinion* is of enduring significance for communications scholars, historians, sociologists, and political scientists. Copyright © Libri GmbH. All rights reserved.

Selected as a Financial Times Best Book of 2013 *In Strategy: A History*, Sir Lawrence Freedman, one of the world's leading authorities on war and international politics, captures the vast history of strategic thinking, in a consistently engaging and insightful account of how strategy came to pervade every aspect of our lives. The range of Freedman's narrative is extraordinary, moving from the surprisingly advanced strategy practiced in primate groups, to the opposing strategies of Achilles and Odysseus in *The Iliad*, the strategic advice of Sun Tzu and Machiavelli, the great military innovations of Baron Henri de Jomini and Carl von Clausewitz, the grounding of revolutionary strategy in class struggles by Marx, the insights into corporate strategy found in Peter Drucker and Alfred Sloan, and the contributions of the leading social scientists working on strategy today. The core issue

at the heart of strategy, the author notes, is whether it is possible to manipulate and shape our environment rather than simply become the victim of forces beyond one's control. Time and again, Freedman demonstrates that the inherent unpredictability of this environment—subject to chance events, the efforts of opponents, the missteps of friends—provides strategy with its challenge and its drama. Armies or corporations or nations rarely move from one predictable state of affairs to another, but instead feel their way through a series of states, each one not quite what was anticipated, requiring a reappraisal of the original strategy, including its ultimate objective. Thus the picture of strategy that emerges in this book is one that is fluid and flexible, governed by the starting point, not the end point. A brilliant overview of the most prominent strategic theories in history, from David's use of deception against Goliath, to the modern use of game theory in economics, this masterful volume sums up a lifetime of reflection on strategy.

Moderne Diplomatie wirkt heute in viele Bereiche des modernen Lebens hinein. Sie ist zugleich selbst neuen Einflüssen ausgesetzt. Faktoren, die unsere Gesellschaften verändern, verändern auch unser Regierungshandeln, auch in der Außenpolitik, seien es Digitalisierung, emotionalisierte Sensibilitäten unserer Öffentlichkeiten oder nicht-staatliche internationale Akteure. Derartige Entwicklungen müssen von der Diplomatie aufgenommen werden, damit sie weiter als Instrument einer Regierung funktionieren kann. Regierungen sollten Wege finden, zwischen den neuen Bedürfnissen der Gesellschaft und den Notwendigkeiten legitimen Regierungshandelns zu vermitteln. Das Ziel sollte sein, als souveräner Staat handeln zu können und zugleich das Potential der tiefgreifenden gesellschaftlichen Veränderungen zu nutzen. Mit Beiträgen von Volker Stanzel, Sascha Lohmann, Andrew Cooper, Christer Jönsson, Corneliu Bjola, Emillie V. de Keulenaar, Jan Melissen, Karsten D. Voigt, Kim B. Olsen, Hanns W. Maull und R. S. Zaharna

Strategic communication and interest groups in climate inaction

The Art of Public Strategy

Strategic Narratives and International Relations

Climate Change Denial and Public Relations

Surveillance, Privacy, and the Dark Side of the Internet

Always at War

Black Code

**"People tell stories to help organize and make sense of their lives. In the past, their narratives have often been torn apart by social scientists looking for themes, variables, and specific answers to specific questions. But in recent years, the development of narrative analysis has given life to the study of the narrative as a form of information for social research. Why are they constructed as they are? How does one dissect a narrative to understand the lived experience of the narrator? What steps can the researcher take to translate these tales and life stories into usable research? This book provides a detailed primer on the use of narrative analysis, its theoretical underpinnings and worldview, and the methods it uses."--[Source inconneue]**

**The far right is back with a vengeance. After several decades at the political margins, far-right politics has again taken center stage. Three of the world's largest democracies – Brazil, India, and the United States – now have a radical right leader, while far-right parties continue to increase their profile and support within Europe. In this timely book, leading global expert on political extremism Cas Mudde provides a concise overview of the fourth wave of postwar far-right politics, exploring its history, ideology, organization, causes, and consequences, as well as the responses available to civil society, party, and state actors to challenge its ideas and influence. What defines this current far-right renaissance, Mudde argues, is its mainstreaming and normalization within the contemporary political landscape. Challenging orthodox thinking on the relationship between conventional and far-right politics, Mudde offers a complex and insightful picture of one of the key political challenges of our time.**

Reframing Public Policy

Winning Domestic Support for the Afghan War

The Far Right Today