

Strategic communication

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Résumé ou extrait : This document is intended to be a start-point in Defence's effort to contribute to strategic communication more effectively. It is written to complement cross government approaches, but its focus is on the MOD and wider military efforts to communicate for influence. Although some agreement has been achieved amongst contributors over definitions and principles, this JDN does not describe a position of consensus. However, it does seek to put the debate on a formal footing. The importance of strategic communication in meeting national policy goals has grown both within the MOD and across government. A key driver has been the recent experience of our struggle to forge coherent strategies for our campaigns in Iraq and Afghanistan, and to communicate them to audiences in a compelling way against a backdrop of 24-hour, and increasingly pervasive, social media. While there has been considerable effort to communicate, this has not been matched by a deepening understanding of strategic communications in the contemporary environment. Satellite communications and the internet mean that information flow is now so prevalent, potent and unavoidable, that it forms as much a part of the strategic environment as the terrain or weather

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