

# Strategic Narratives in a Media Society

Lilly Korpiola



2.11.2018

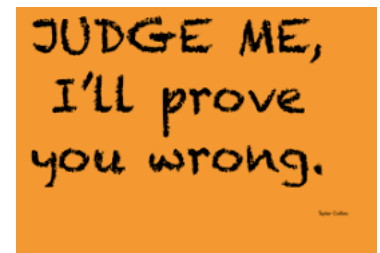
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# WHY NARRATIVES?

BASIC FORM OF COMMUNICATION

OLDEST FORM OF COMMUNICATION

MOST EFFECTIVE WAY TO COMMUNICATE TO MASSES



# Why narratives?

- Strategic narratives can provide a framework of understanding that can bind a 'fighting force' together. Networks are held together by narratives. Nations are 'imagined communities' (Anderson) that are held together by a national narrative. (Our mission, place in the world, purpose etc.)
- For the first time in history pressure groups and individuals are able to reach mass audiences directly without the mediating influence of the traditional mass media and its gatekeepers. Mass self-communication is a more powerful force than we were able to imagine a decade ago. Their narratives can create global movements #metoo #ilmastomuutos (mikä se on engl?)
- Networks of activists, sympathizers and resonators are composing audiences and hubs of influence beyond nation states.
- Circulation of narratives (e.g. Sumiala, Valaskivi, Tikka) can create 'hybrid media events' that are more powerful than traditional weapons.
- Strategic narratives must have a compelling storyline which can explain the events convincingly. The response and actions are dependent on the relevance and emotional appeal of the narrative.

# METANARRTIVE



# Metanarrative world order

*"I think Trump may be one of those figures in history who appears from time to time to mark the end of an era and to force it to give up its old pretences."*

Said Sadek jakoi linkin. 8 t · 



FT.COM  
Henry Kissinger: 'We are in a very, very grave period'

 Sinä ja 3 muuta

 Tykkää  Kommentoi  Jaa

## *The Atlantic Oct 2018*

### **A Warning From Europe: The Worst Is Yet to Come**

Polarization. Conspiracy theories. Attacks on the free press. An obsession with loyalty. Recent events in the United States follow a pattern Europeans know all too well.





# Issues management and agenda setting

Key thing in order to influence and make relevant communication strategy





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The  
Narrative

# How to influence in current media system



Narratives and visual narratives



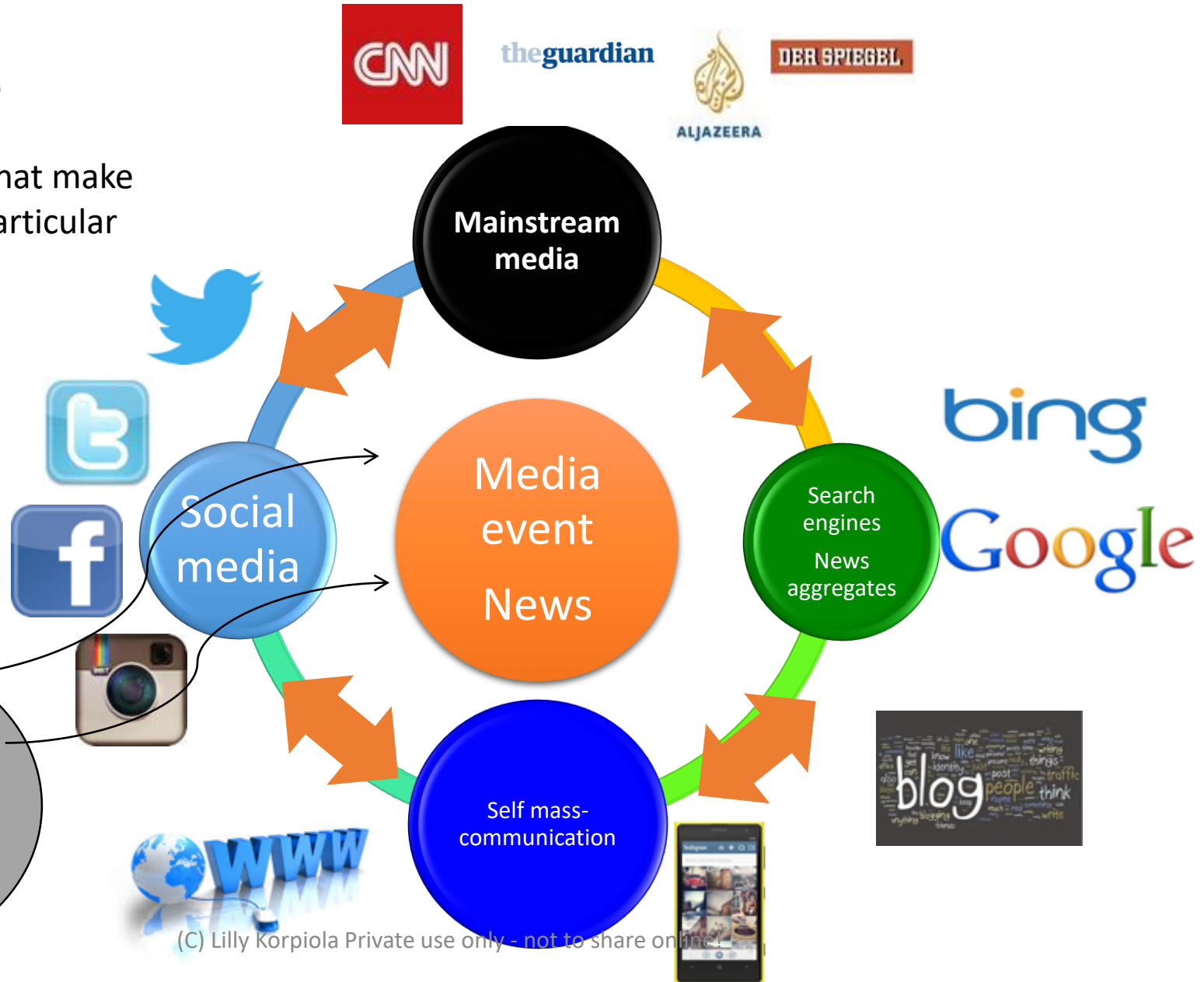
# Digital public sphere(s) and the new ecosystem of journalism

(Korpiola 2011, 2012 & 2017)

'Media' refers to *institutions* and *infrastructures* that make and distribute particular contents



Counter media and counter communities



# Media narratives – a way to influence

Circulation, dissemination, repetition



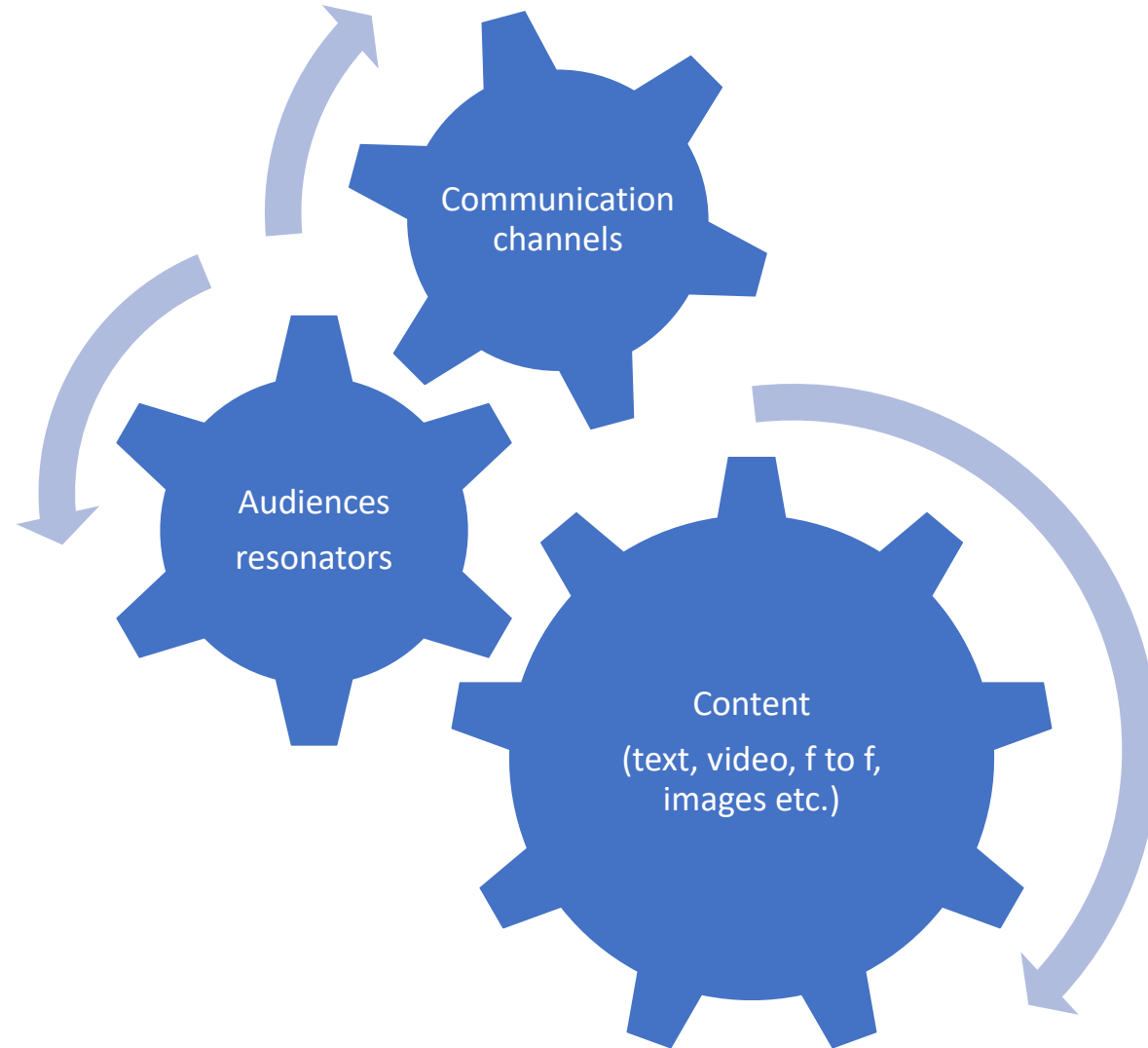
# What is communication?

# What is communication?

1. Communication is a process or an event that gives **meaning**. The interpretation is dependent on if the interaction and encounter between the parties is successful
2. Communication is a **dialogue, encounter and interaction** in face to face situation or in mediated channels. It can be hybrid also.
3. Communication (from Latin commūnicāre, meaning "**to share**") is the act of conveying intended meanings from one entity or group to another through the use of mutually understood signs and semiotic rules. (information bubbles)
4. The channel of communication can be visual, auditory, tactile (somatosensory), non verbal, electromagnetic, or biochemical. E.g. emotions are viral, passive aggressive behaviour can be sensed without words
5. It can be words, images, text, gestures, emotions and affects.
6. It is human interactions that can be controlled or out of control!

(mm. Sumiala, Juholin 2008, 2018)

# Key elements of communication strategy





# Nations, states and non governmental actors

- Nations are traditionally created through bonds of language, religion, culture and ethnicity.
- States require loyalty to institutions and laws.
- Liberalism has been the most important expression of the political aspect of Western culture and now it is questioned by many actors.
- Current European landscape is challenged by the 'identity negotiations' what is more important point of solidarity: a state of a nation or ethnicity and culture?
- People from failed states are coming to Europe. The key question is, where does their loyalty lie?
- Issues management is the most important thing to prepare for a strategic narrative.

A narrative needs an existing audience which can resonate it and share it with own networks!

# RULES FOR STORYTELLING - Script doctors checklist for a writer

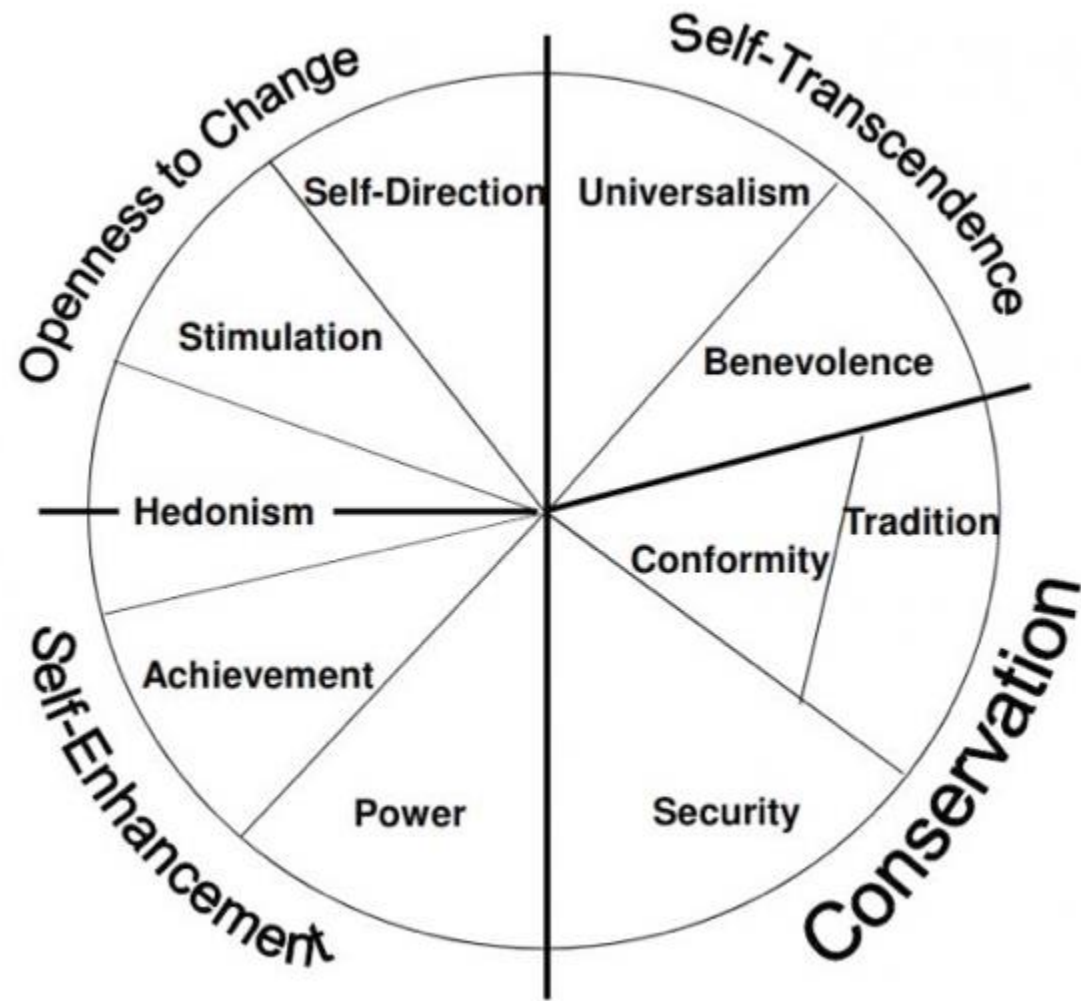
- You must admire and feel empathy for the main character, then the audience will follow you!
- Keep in mind your audience! What is interesting to them, not only to you.
- Rewrite, kill your darlings, feel compassion for the protagonist and go close to the antagonist. Both are humans with different motivations.
- What is your character good at, comfortable with, challenged and what is his/hers passion?
- Do not strive for perfection, vulnerability and rough touch is better than polished narratives
- Draw a story board, mind maps, phenomena analysis, value and motivational chart etc.
- Be bold! Surprise yourself.
- KISS - keep it simple!
- Let your characters have real opinions. Let them be active! Art of acting and actions!
- Keep clear in your mind the purpose: why do you want to tell this particular story?
- Why must you tell this story? What's the belief burning within you that your story feeds off of? That's the heart of it.
- What's the essence of your story? How you can tell the the story in the most economic and effective way?

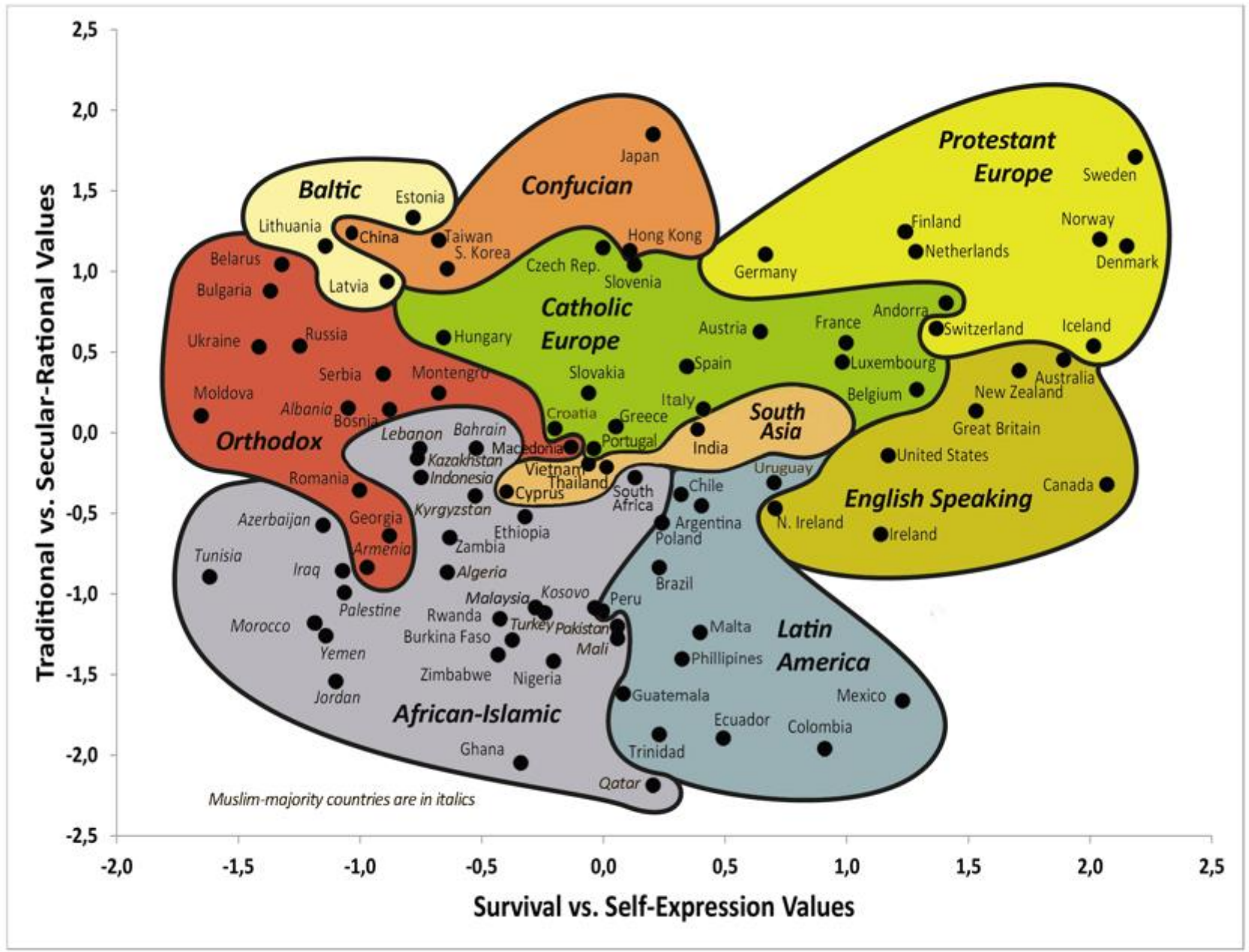
In media society people want to place themselves as part of the media. People want to be part of the narrative. Today's selfie culture and self mass-communication challenges traditional ways to tell the stories and posing of power.



# Audiences and resonators









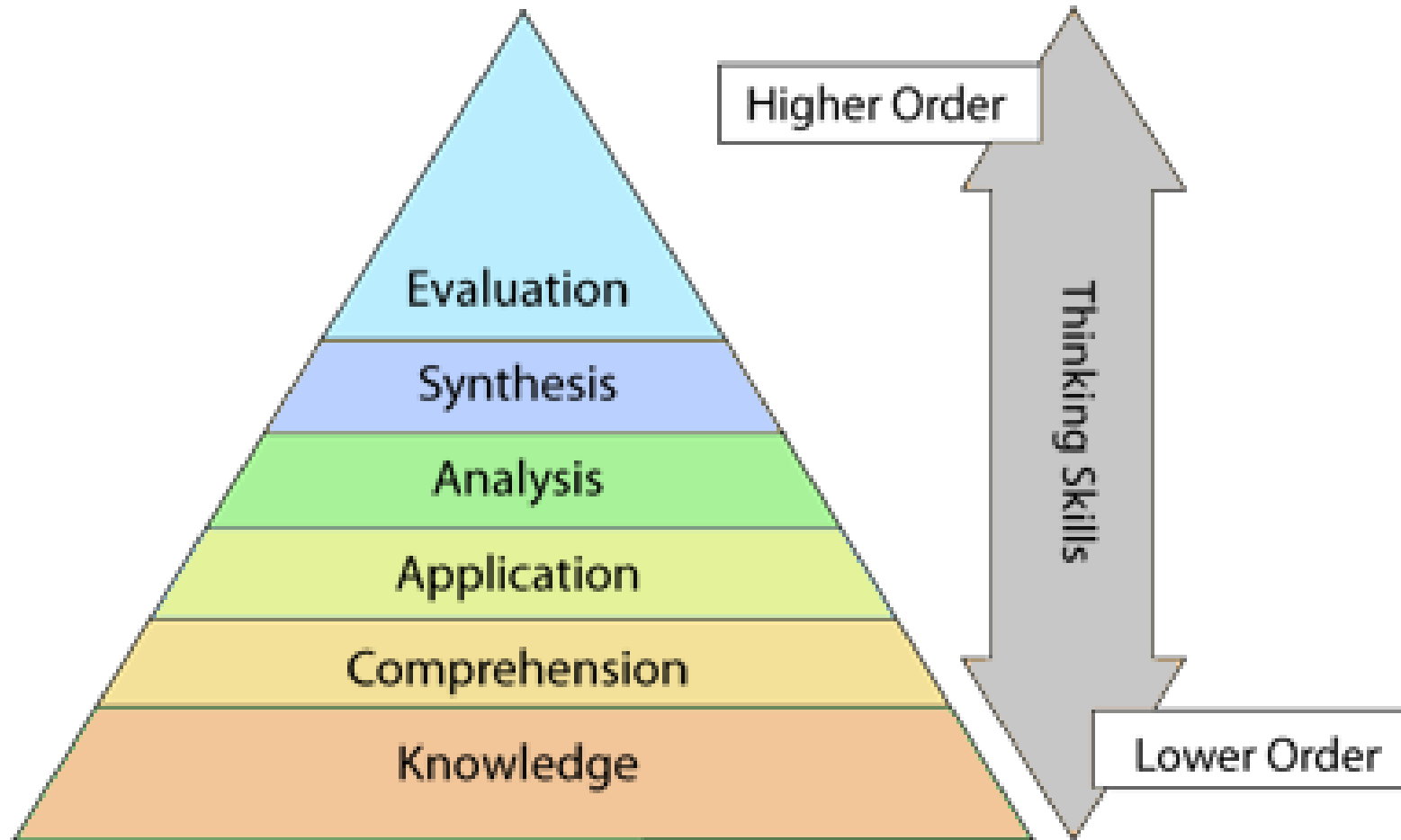
# Core values in Western democracy

- Freedom of speech, human rights, equality, non-discrimination, equal treatment, tolerance etc.
- Values and beliefs are closely linked to our emotions and affects. When values are activated, they become infused with feeling (Schwartz 2012).
- Values motivate people and give goals to us.
- **Self-transcendent** values in conflict:
  - **Benevolence** is about preserving, enhancing and strengthening the welfare of those near to us, such as family and primary groups (in-group). Helpfulness to people near.
  - **Universalism** is about understanding, appreciating and protecting the welfare of larger society and world or nature. Tolerance and solidarity beyond one's primary group.

*“People everywhere experience conflict between pursuing openness to change values or conservation values. They also experience conflict between pursuing self-transcendence or self-enhancement values. Conflicts between specific values (e.g. power vs. universalism, tradition vs. hedonism) are also near-universal.” (Schwartz 2012)*

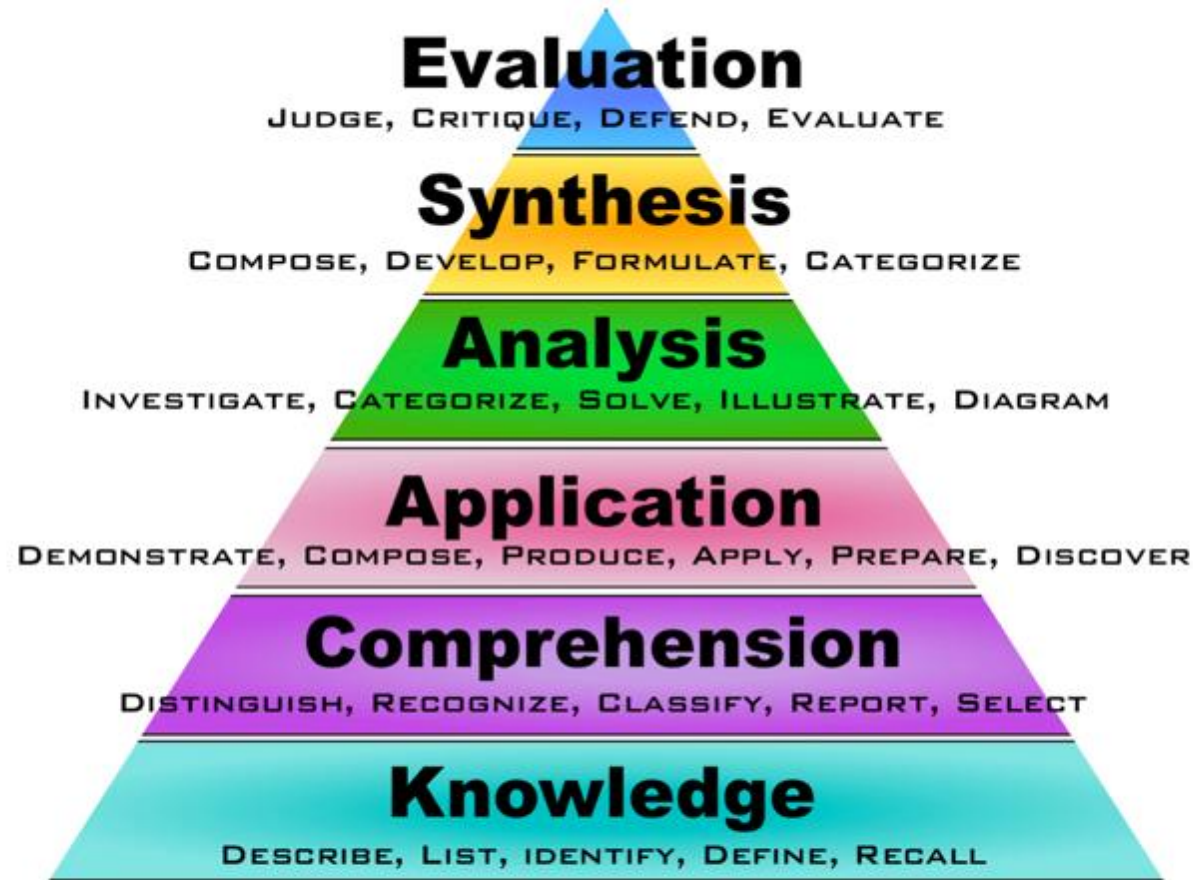
# Bloom's taxonomy and creating understanding

Higher level of interaction



Basic level of interaction

# Content and how to influence by information and make people to learn



# Visual narratives

Universal emotions and affect appeal



# Collective sentiments and solidarities by visual communication



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@SikhProf



My mom just joined Twitter and saw all the racist messages where people tell me to "go home" and "go back to where I came from." She wanted me to thank you all. She really wants me to move back to Texas.

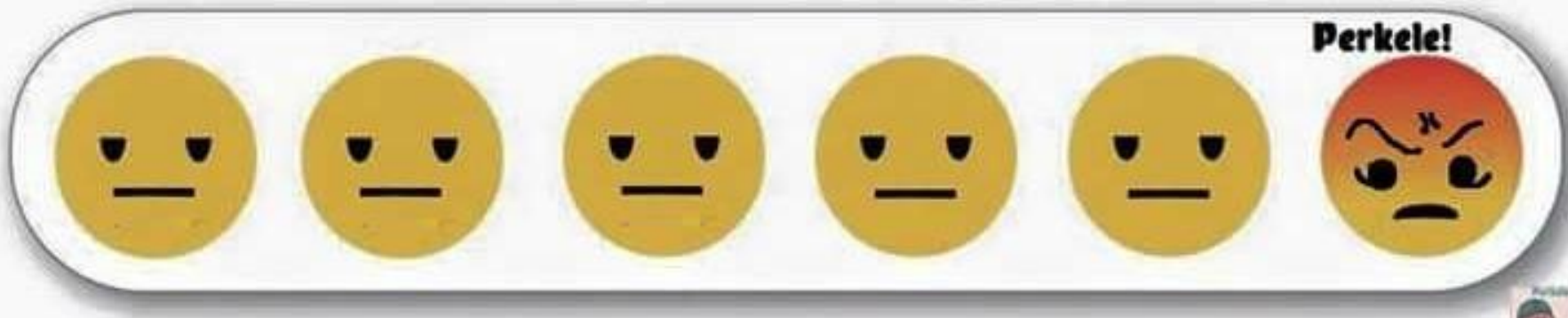
7:12 PM - Dec 5, 2017

♡ 152K 💬 27.5K people are talking about this  
[boredpanda.com](http://boredpanda.com)

## Facebook new Reactions



## Facebook new Reactions for Finns



*Know your stakeholders*  
*Build a coherent narrative*  
*Emotionally connect*

