Strategic communication: practice, ideology and dissonance
Jantunen, Saara (2013)

This dissertation approaches the manifestations of ideology in U.S. Strategic Communication. The discussion approaches Strategic Communication by relating it to the Enlightenment narratives and suggesting these narratives maintain similar social and political functions.

This dissertation aims to address the key contents and mechanisms of Strategic Communication by covering the perspectives of (i) communication as leadership as well as (ii) communication as discourse, i.e. practice and contents. Throughout the empirical part of the dissertation, the communication theoretical discussion is supported by a methodological framework that bridges Critical Discourse Analysis (CDA) and functional language theory. According to the principles of CDA, Strategic Communication is treated as ideological, hegemonic discourse that impacts social order. The primary method of analysis is transitivity analysis, which is concerned with how language and its patterns construe reality. This analysis is complemented with a discussion on the rituals of production and interpretation, which can be treated as visual extensions of textual transitivity. The concept of agency is the key object of analysis.

From the perspective of leadership, Strategic Communication is essentially a leadership model through which the organization defines itself, its aims and legitimacy. This dissertation arrives to the conclusion that Strategic Communication is used not only as a concept for managing Public Relations and information operations. It is an essential asset in the inter-organization management of its members. The current developments indicate that the concept...
Discourse semantics and ideology. Teun A. van Dijk UNIVERSITY OF AMSTERDAM. ABSTRACT. This article presents fragments of a new, multidisciplinary theory of ideology and its relations with discourse, formulated in the broader framework of a critical discourse analysis. Ideologies are basic frameworks of social cognition, shared by members of social groups, constituted by relevant selections of sociocultural values, and organized by an ideological schema that represents the self-definition of a group. Besides their social function of sustaining the interests of groups, ideologies have the cognitive function of organizing the social representations (attitudes, knowledge) of the group, and thus indirectly monitor the group-related social practices, and hence also the text and talk of members. Organisational and Strategic Communication. Organizations develop nowadays at different styles and pace, and, paradoxically, it seems that the more standardized the world is, the less predictable organizations are. These dynamics are reflected in the communication practices of contemporary organizations, which today has become a multidisciplinary field involving a host of disciplines including public relations, marketing, organizational communication, human resource management and corporate culture. The ECREA section for Organizational and Strategic Communication promotes an active and critical dialogue among scholars in view of consolidating an interdisciplinary field for thoughts, debates, applications and complex projects.