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978-1-107-07251-0 - Free Expression, Globalism and the New Strategic Communication

Monroe E. Price

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FREE EXPRESSION, GLOBALISM AND THE NEW STRATEGIC COMMUNICATION

Vast changes in technologies and geopolitics have produced a wholesale shift in the way states and other powerful entities think about the production and retention of popular loyalties. Strategic communication has embraced these changes as stakes increase and the techniques of information management become more pervasive. These shifts in strategic communication impact free speech as major players, in a global context, rhetorically embrace a world of transparency, all the while increasing surveillance and modes of control, turning altered media technologies and traditional media doctrines to their advantage.

Building on examples drawn from the Arab Spring, the shaping of the Internet in China, Iran's perception of foreign broadcasting and Russia's media interventions, this book exposes the anxieties of loss of control, on the one hand, and the missed opportunities for greater freedom, on the other. "New" strategic communication arises from the vast torrents of information that cross borders and uproot old forms of regulation. Not only states but also corporations, nongovernmental organizations, religious institutions and others have become part of this new constellation of speakers and audiences.

Monroe E. Price is the author and editor of numerous publications, including *Media and Sovereignty: The Global Information Revolution and Its Challenge to State Power* (2002), *Owning the Olympics: Narratives of the New China* (2008, edited with Daniel Dayan), the *Routledge Handbook of Media Law* (2013, edited with Stefaan Verhulst and Libby Morgan), and *Objects of Remembrance: A Memoir of American Opportunities and Viennese Dreams* (2009). Professor Price directs the University of Pennsylvania's Center for Global Communication Studies at the Annenberg School for Communication, where he works with a wide transnational network of regulators, scholars and practitioners in Europe, Africa, Latin America and Asia, as well as in the United States. He also heads the Howard Squadron Program in Law, Media and Society at the Benjamin N. Cardozo School of Law in New York City, where he was dean, and he is now senior research associate at Oxford's Programme in Comparative Media Law and Policy.

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32 Avenue of the Americas, New York, NY 10013-2473, USA

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www.cambridge.org
Information on this title: www.cambridge.org/9781107420939

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First published 2015

Printed in the United States of America

A catalog record for this publication is available from the British Library.

Library of Congress Cataloging in Publication Data

Price, Monroe E., 1938– author.

Free expression, globalism and the new strategic communication /
Monroe E. Price.

pages cm

ISBN 978-1-107-07251-0 (hardback)

1. Freedom of expression. 2. Telecommunication – Law and legislation. 3. Globalization. 4. Geopolitics. I. Title.

K3253.P75 2014

302.2–dc23 2014021008

ISBN 978-1-107-07251-0 Hardback

ISBN 978-1-107-42093-9 Paperback

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Acknowledgments

Writing a book in an area changing as quickly as communication has been complex, especially when the project spanned many years, technological and political revolutions, and association with various great academic and policy-related settings. Elements hark back to the post-Soviet transitions in the 1990s, the Balkan conflicts later in the decade, and the aftermath of the Iraq War and the Arab Spring. It encompasses the introduction of satellites, of cable, of the Internet and social media.

My primary home for this project has been the Annenberg School for Communication at the University of Pennsylvania. There I was fortunate to have been appointed director of a new Center for Global Communication Studies with the support of the school's dean, Michael Delli Carpini. The Center provided an environment that encouraged wide-ranging exploration and hospitality to interdisciplinary views. My colleagues there furnished inspiration and guidance. Professor Elihu Katz was my constant mentor and friend. Joseph Turow, Guobin Yang and Barbie Zelizer, among many others, were available when advice and support were needed. A steady flow of visitors to Professor Zelizer's Scholars Program was an added enrichment of voices. At CGCS, I have been fortunate to have excellent staff, many of whom played critical roles in bringing the book to fruition. Libby Morgan, an acute, perceptive and dedicated editor, extended herself, even after leaving Annenberg, to ensure completion of this work. She demonstrated extraordinary editorial skills and gave of her deep well of wisdom.

Among past and present PhD students, I should single out Sun-Ha Hong, Lee McGuigan, Sandra Ristovska, Lokman Tsui and Christopher Finlay, who worked as principal research assistants. David Conrad, Lauren Kogen and Corrina Laughlin also contributed (Dr. Kogen, joined CGCS as a postdoctoral Fellow after her graduate studies). Such is the span of years that I have forgotten some who should be included, and I ask their forgiveness.

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Christopher, now a faculty member at Loyola Marymount University in Los Angeles, collaborated, especially, on Olympics-related research. Amelia Arsenault, a Gerbner Fellow at the Annenberg School, and now a faculty member at Georgia State University, commenced a steady and productive collaboration – aspects of which are reflected in this book. Briar Smith, who now is the Associate Director of CGCS, started to work on elements of this book as a graduate student at Annenberg, and then became the director of CGCS's Iran Program. Other staff members who have been enormously helpful include Laura Schwartz-Henderson, Research Project Manager at the Center, Andrea Highbloom and Florentina Dragalescu. Sharon Black, Annenberg's poet-librarian, was her dedicated and useful self.

Some of the most important thanks relate to my ties, Zelig-like, to Oxford University and the Programme for Comparative Media Law and Policy at the Centre for Socio-legal Studies. Its current head, the extraordinary Dr. Nicole Stremlau, has been a constant inspiration, initiating ideas and demonstrating a deep critical and ethical approach to media development studies and a strenuous dedication to making scholarship useful and relevant. Much of the thinking that permeates this book comes from my collegueship there with her but also with her partner Iginio Gagliardone. Susan Abbott, an invaluable collaborator, co-conspirator in many great efforts and friend throughout, worked with me for almost a decade building the network – in Oxford, Budapest (at Central European University) and Philadelphia – that nourished study of the questions treated here. Stefaan Verhulst, now at New York University, with whom I founded and codirected the Oxford Programme, remains a steady source of original and sweeping ideas, a standard for scholarship and, at the same time, a close friend. The Benjamin N. Cardozo School of Law at Yeshiva University, where I also happily hang my hat, is the home of the Howard Squadron Program on Law, Media and Society, which I have directed. My thanks for support to its dean, Matthew.

Professors Julia Sonnevend at the University of Michigan, Shawn Powers at Georgia State, Will Youmans at American University, and others are part of a next generation with whom it's been a pleasure to work. The always-generous Andrei Richter and Joan Barata Mir, both now at the Office of Security and Cooperation in Europe, read and commented on aspects of the manuscript as did Peter Molnar of CEu. James Deane, the perceptive director of policy and learning at BBC Media Action, provided the benefit of his great experience in reading the manuscript. Christian Sandvig has been a co-conspirator on more than a few projects that affected this text, not the least helping me in the wondrous days of the Stanhope Center for Communications Research in London. An important influence was Simon

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Haselock, whose work I observed and admired when Albany Associates was still a twinkle in his eye. Much was to be gained from witnessing Haselock and Douglas Griffin and the rest of the company design a new kind of media and conflict-related enterprise. The Annenberg School for Communication and Journalism at the University of Southern California, particularly Nicholas Cull and Larry Gross, has been hospitable and invigoratingly helpful. Aspects of the text reflect longtime collaborations and conversations with Charlie Firestone and the Communications and Society Program of the Aspen Institute.

I have been fortunate to have had the opportunity to present versions of chapters in this book in a number of academic settings, all of which have been invaluable to the development of the text. Professor Andras Sajó, many years ago, invited me to give a paper at the Central European University for a conference on religion and communication, elements of which survive in Chapter 8. Stewart Hoover also invited me to present a version of this chapter at a conference in Nigeria and provided helpful comments. I am grateful to Daniel Dayan, with whom I edited *Owning the Olympics: Narratives of the New China*. Aspects of my contribution to that volume are in Chapter 10. Peter Molnar and Michael Herz made comments on what here is Chapter 11, parts of which appeared in their powerful volume, published by Cambridge University Press, *The Content and Context of Hate Speech: Rethinking Regulation and Responses*. I remain indebted to Gary Greenstein who, as a law student at the Yale Law School, was editor for my 1994 article in the *Yale Law Journal* and helped crystallize my thoughts concerning markets for loyalties, thoughts that persist in this book. Clark McCauley kindly read and commented on the chapter concerning asymmetries in media interventions and a version of it appeared in his journal, *Dynamics of Asymmetric Conflict*. Daniel McCarthy was a keen and constructive critic.

I'm grateful to the Rockefeller Foundation for sponsoring various visits and stays at the Bellagio Conference Center. Bits and pieces of the text arise from projects generously funded by USAID, the U.S. State Department, the Open Society Foundation, the Ford Foundation, the Markle Foundation, and the Annenberg Foundation. I learned much from my service on the Advisory Board of the Center for International Media Assistance, then headed by Marguerite Sullivan, and from the media development community in Washington, especially Internews.

Last, but far, far from least, my thanks to my family: Aimée who elegantly, persistently and lovingly set an unattainable standard with her great Puvis de Chavannes scholarship; my three sons, Joshua, Gabriel and Asher, each engaged in versions of publishing and persuasion; and our seven grandchildren.