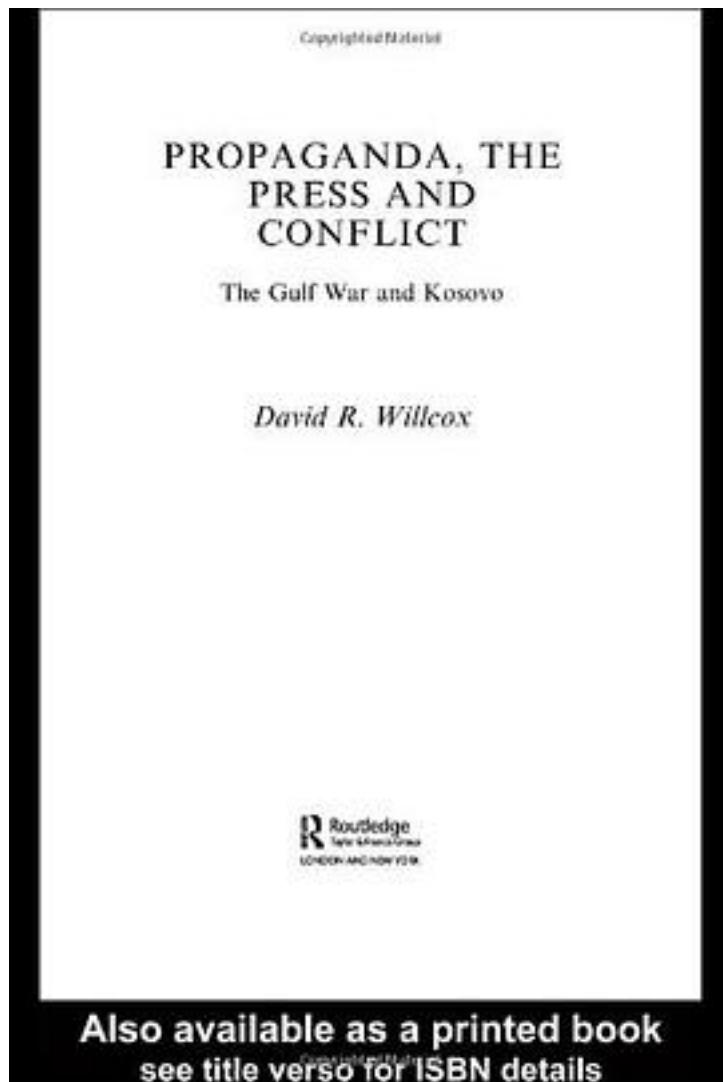


# Propaganda, the Press and Conflict



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An incisive analysis of the use of the press for propaganda purposes during conflicts, using the first Gulf War and the intervention in Kosovo as case studies. As the contemporary analysis of propaganda during conflict has tended to focus considerably upon visual and instant media coverage, this book redresses the imbalance and contributes to the growing discourse on the role of the press in modern warfare. Through an innovative comparative analysis of press treatment of the two conflicts it reveals the existence of five consistent propaganda themes: portrayal of the leader figure, portrayal of the enemy, military threat, threat to international stability and technological warfare. As these themes construct a fluid model for the analysis and understanding of propaganda content in the press during conflicts involving British forces, they also provide the background against which the author can discuss general issues regarding propaganda. Amongst the issues which have become increasingly relevant to both recent academic debate and popular culture, the author tackles the role of the journalist in war coverage, the place of the press in a news market dominated by 'instant' visual media and the effectiveness of propaganda in specific cultural and political context. This book will appeal to advanced students and researchers in war studies, media studies/propaganda and psychology.

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