



SCHOOL OF INTERNATIONAL SERVICE

Course Research Paper Guide
SIS 349-005 (Rev. 1, 6 January 2009)
Strategic Communication
Dr. Eric J. Novotny
Spring Semester 2009
Mondays, 5:30-8:00 PM

CASE STUDY TERM PAPER

A case study research paper is required for this course. Citations and bibliographic entries in the research paper may be in APA, APSA, *Chicago* or MLA style. Endnotes are acceptable.

The research paper will be in the form of a specific subject or case study. The paper should be a minimum of 3,600 words [≈15 pages @ ≈240 words per page] and a maximum of 4,000 words [≈17 pages @ ≈240 words per page], excluding notes, citations and figures.

The paper topic should be chosen as follows:

1. Read and review each of the themes in the attached table after the lecture on Week 3 during which the case study period will be considered in detail;
2. Choose any one of the themes in which you have an interest;

The paper should be organized into three sections:

1. The Event: research into the events comprising the theme from the case study—what happened, in what context, with what historical consequences, etc., relating to the strategic communication theme chosen;
2. The Implications: Your evaluation of what conceptual issues, problems, or conditions were present and what lessons can be learned—either as a contribution to theory or as specific advice to practitioners. These lessons learned can be either positive (what succeeded), negative (what failed), or both.
3. The Recommendations: A statement of generalized principles, practices, or rules that draw from the lessons learned which could be implemented in a contemporary organization of your choice to take advantage of your findings.

The paper is worth 30 percent of the student's grade for the course. The final paper is due the last class session. Grades of papers submitted late after this date will be reduced by five percentage points per day until submitted.

RESEARCH RESOURCES FOR STUDENTS

Periodicals

There exists a very large and diverse literature that encompasses many topics in strategic communication, intelligence, and the uses of communication in conflict situations. In the historical literature, over 1,500 studies in the field of international communication have been cited in: Hamid Mowlana, *International Communication: A Selected Bibliography* (1971). For additional references see Mowlana, *International Flow of News: an Annotated Bibliography* (1985); Karen P. Middleton and Meheroo Jussawalla, *The Economics of Communication: A Selected Bibliography with Abstracts* (1981); John A. Lent, *A Global Guide to Media and Communication* (1987); and Daya Kishan Thussu, *International Communication: Continuity and Change* (2000).

It is advisable for students (especially those students whose knowledge of communication is at the beginning stage) to review some standard communication textbooks as well: David Berlo, *Process of Communication*; Ervin P. Bettinghaus, *Persuasive Communication*; J.H. Campbell and H.W. Hepler, *Dimensions in Communication: Readings*; Floyd Matson and Ashley Montague, *The Human Dialogue*; and Edward T. Hall, *Beyond Culture*; are of substantial value.

In the contemporary literature, students are advised to search such periodicals as: *The Journal of Communication*; *Journal of International Communication*; *Critical Studies in Mass Communication*; *Journalism Quarterly*; *Public Opinion Quarterly*; *Cultures* (UNESCO); *Reports and Papers on Mass Communication* (UNESCO); *Telecommunications Policy*; *International Journal of Intercultural Communication*; *Telematics and Informatics*; *Communication Theory*; *The Information Society: An International Journal*; *Human Communication*; *Media, Culture, Society*; *European Journal of Communication*; *Media Development*; *Journal of Conflict Resolution* First Monday; and *Communication Research Trends*.

In the realm of intelligence and secrecy, interested students should consult the journals *Intelligence and National Security Studies*, *International Journal of Intelligence and Counter Intelligence* and *Cryptologia*. The bibliography in Manheim's *Strategic Public Diplomacy* also has a good list of sources.

Internet (WWW) Sources

There are a number of excellent pages on the World Wide Web that have a wealth of source material:

Extensive information on cryptology:

<http://cryptocellar.org>

General sources on the study of international communications:

<http://www.uiowa.edu/commstud/resources/>

Side-by-side comparison of Google results showing Internet censorship:

<http://www.computerbytesman.com/google/imagesearch.htm?tiananmen>

Global resources on information and communication policy:

<http://www.unesco.org/webworld/publications/index.shtml>

Comprehensive bibliographies on the study of strategic intelligence:

<http://intellit.muskingum.edu/>

News and research on Cryptology in World War II



<http://www.codesandciphers.org.uk/index.htm>

Index to the International Journal of Intelligence and Counter Intelligence

<http://frode.home.cern.ch/frode/crypto/IJICindex.html>

Reports on software used to censor communications traffic

<http://sethf.com/anticensorware/>

Directives on the National Communication System

<http://www.ncs.gov/nstac/nstac.html>

Huge compendium of documents on government secrecy

<http://www.gwu.edu/~nsarchiv>

Site devoted to military intelligence

<http://www.loyola.edu/dept/politics/milintel.html>

Official Site of the U.S. intelligence community

http://www.intelligence.gov/2-business_cycle2.shtml

Nazi propaganda studies

<http://www.calvin.edu/academic/cas/gpa/ww2era.htm>

Searchable compendium of legal decisions on communications

<http://www.glin.gov/>

Products that track persons and patterns on the Internet

<http://www.i2inc.com>

Sources on communications espionage

<http://www.cdt.org/security/nsa/briefingbook.php>

Source material on information warfare

<http://www.irational.org/APD/cyber/wwwinfo.html>

Excellent source materials on intelligence agencies of many nations

<http://sources.ouvertes.free.fr/>

Sources on Strategic Intelligence

<http://www.loyola.edu/dept/politics/intel.html>

Encyclopædia on the history of computers

<http://www.computermuseum.li/Testpage/02HISTORYCD-Index.htm>

Sources on strategic communications

<http://www.au.af.mil/info-ops/strategic.htm>

Information on the Echelon program

<http://mprofaca.cro.net/echelonfr.html>

Sources on terrorism and communications

<http://www.teachingterror.com/pubs.htm>



Sources on information warfare
<http://www.iwar.org.uk/iwar/>

Index of articles on Internet governance and control policies
<http://www.firstmonday.org/issues/articleindex.html>

Please report broken links to the instructor. If the link does not appear with a direct click on this document, try copying the URL into your web browser's destination box.

Documentaries and Films

Students can view a number of documentaries on various topics relevant to the course through [Www.pbs.org](http://www.pbs.org) and other sources.

Spying on the Homefront:
<http://www.pbs.org/wgbh/pages/frontline/homefront/>

New Digital Media
<http://www.pbs.org/mediashift/>

Iraq War Espionage
<http://www.pbs.org/wgbh/pages/frontline/shows/unscom/>

SELECTED BIBLIOGRAPHY

There are a number of additional citations from which the instructor has gathered materials for the lectures. A number of these are cited in the lectures as important works in the field. These are the primary works consulted in assembling the lectures for this course.

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