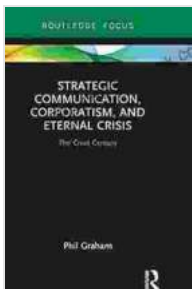


Strategic Communication Corporatism and Eternal Crisis: Rethinking the Role of Communication in the Age of Permanent Uncertainty

In a world that is increasingly volatile, uncertain, complex, and ambiguous (VUCA), communication has become a strategic weapon in the hands of corporations and governments. They use strategic communication to shape public discourse, legitimize their actions, and maintain control. This has given rise to a new form of corporatism, in which corporations and the state are intertwined in a mutually beneficial relationship. This relationship is based on the exchange of resources and support: corporations provide the state with financial support and legitimacy, while the state provides corporations with favorable policies and protection from competition.



Strategic Communication, Corporatism, and Eternal Crisis: The Creel Century (Routledge Focus on Public Relations Book 2) by John L. Offner

★★★★★ 5 out of 5

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File size : 2928 KB
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Print length : 132 pages

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One of the key features of strategic communication corporatism is the use of eternal crisis. By constantly制造危机and fear, corporations and governments can justify their actions and maintain control. This is because people are more likely to support measures that they believe are necessary to protect them from a perceived threat. For example, in the wake of the 9/11 attacks, the US government was able to pass a number of laws that expanded its surveillance powers and restricted civil liberties. These laws were justified on the grounds that they were necessary to prevent future terrorist attacks.

Another key feature of strategic communication corporatism is the use of propaganda. Propaganda is a form of communication that is designed to promote a particular point of view or agenda. It is often used to demonize opponents and justify the use of violence. For example, in the lead-up to the Iraq War, the US government used propaganda to demonize Saddam Hussein and justify the invasion of Iraq. This propaganda was based on false information and exaggerated claims, but it was effective in persuading the public to support the war.

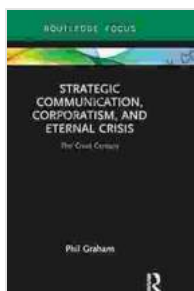
The use of strategic communication corporatism and eternal crisis has had a number of negative consequences. One of the most significant consequences is the erosion of trust in institutions. When people believe that they are being lied to and manipulated, they are less likely to trust those who are in power. This can lead to a loss of faith in democracy and a decline in civic engagement.

Another consequence of strategic communication corporatism and eternal crisis is the rise of populism. Populist leaders often use fear and anger to mobilize their supporters. They promise to protect people from the

perceived threats of globalization, immigration, and terrorism. This can lead to a dangerous cycle of violence and division.

The challenge of strategic communication corporatism and eternal crisis is to find ways to communicate with the public in a way that is honest, transparent, and accountable. This requires a commitment to truth-telling and a willingness to engage in dialogue with those who disagree. It also requires a recognition of the importance of independent media and the right to freedom of expression.

The future of democracy depends on our ability to find ways to communicate with each other in a way that is based on trust and respect. This will require a fundamental shift in the way that we think about communication. We must move away from the current model of strategic communication corporatism and eternal crisis, and towards a more open, honest, and democratic model of communication.

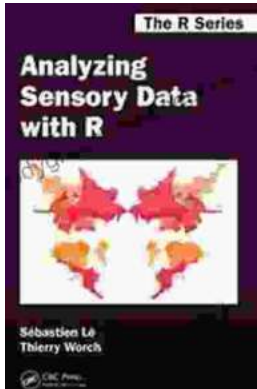


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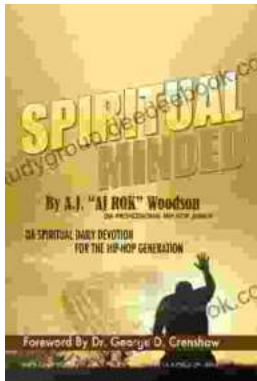
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