

Content

List of figures	xiv
List of abbreviations	xvi
Introduction.....	1
1. Media and its contribution to war and peace.....	1
2. The use of media by UN and NATO peacebuilding missions	2
3. Research question.....	5
4. Relevance of the research question	7
5. Literature review.....	9
6. The structure of the thesis.....	14
7. Methodological considerations	18
Theoretical Part	21
1. Peace Journalism.....	21
1.1. The history of peace journalism	21
1.2. Characteristics of peace journalism.....	27
1.2.1. Group identification	27
1.2.2. Conflict background and origins	28
1.2.3. Description of conflict parties.....	30
1.2.4. Covering both groups' actions	31
1.2.5. Examples of peaceful cooperation	33

2. An effective communication process	36
2.1. The history of studies in Public Relations	36
2.2. Phases of an effective communication process	40
2.2.1. Analysis of the situation	40
2.2.2. Development of strategy	42
2.2.3. Operationalization of strategy	43
2.2.4. Evaluation of media impact	44
3. Media effects theories	46
3.1. The history of media effects theories.....	46
3.2. Two hypotheses as to the effect of media on recipients.....	49
3.2.1. Edward Bernays' stimulus-response approach	49
3.2.2. Joseph T. Klapper's limited effects theory	50
4. Synopsis of theoretical findings.....	52
 Empirical Part	 53
1. History of public information in UN peace missions.....	53
2. The military's use of media during history.....	63
3. The background to the Kosovo conflict.....	74
4. The UN and NATO mission in Kosovo 1999-2008	77
4.1. United Nations' Mission in Kosovo (UNMIK).....	77
4.2. NATO's Kosovo Force (KFOR)	82

5. Evaluation of media content	86
5.1. UNMIK	86
5.1.1. Media products: General information and evaluation	86
5.1.2. Peace journalism?.....	103
5.1.3. Summary	124
5.2. KFOR.....	128
5.2.1. Media products: General information and evaluation.....	128
5.2.2. Peace journalism?	151
5.2.3. Summary	163
6. The media production process	167
6.1. UNMIK.....	167
6.1.1. Analysis of the situation.....	167
6.1.2. Development of strategy	171
6.1.3. Operationalization of strategy.....	181
6.1.4. Evaluation of media impact.....	187
6.1.5. Summary	191
6.2. KFOR.....	195
6.2.1. Analysis of the situation	195
6.2.2. Development of strategy	207
6.2.3. Operationalization of strategy.....	216
6.2.4. Evaluation of media impact	222
6.2.5. Summary	228

7. Impact of UNMIK and KFOR media on the local audience	233
7.1. UNMIK.....	235
7.1.1. General image of UNMIK in the local population	235
7.1.2. Size of UNMIK media's audience.....	239
7.1.3. Approval for UNMIK media within the local audience	242
7.1.4. Relationship between UNMIK media consumption and willingness for interethnic cooperation	247
7.1.5. Summary	248
7.2. KFOR	250
7.2.1. General image of KFOR in the local population.....	250
7.2.2. Size of KFOR media's audience	252
7.2.3. Approval for KFOR media within the local audience.....	256
7.2.4. Relationship between KFOR media consumption and willingness for interethnic cooperation	262
7.2.5. Summary	264
7.3. Impact of UNMIK and KFOR media	265
Conclusion	273
1. UNMIK and KFOR media=peace journalism?	273
2. UNMIK and KFOR = effective media producers?	275
3. UNMIK and KFOR media having a peaceful effect?	281
4. Answer to the leading question of the thesis	283
5. Practical recommendations for future UN and NATO missions	284
6. Theory revisited	290

Bibliography.....	293
Primary Sources.....	293
UNMIK media	295
KFOR media	298
Websites	302
Interviews	302
Index Kosovo Surveys.....	303
Secondary Literature	304
Annex.....	312
Information on Interviews.....	312
Information on Indexes	315