



AMERICAN MEDIA PERCEPTION OF THE NORTH KOREAN THREAT

DANIELLE PRESKITT, NOVEMBER 16, 2016

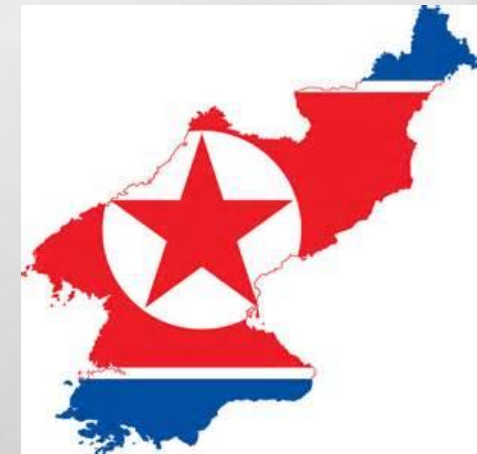


INSIDE LOOK AT THE DPRK

- POPULATION: 25, 115, 311 (JULY, 2016)

25-54 AGE RANGE: 44.22% OF POPULATION

- ETHNICITY: HOMOGENEOUS, EXCEPT SMALL CHINESE COMMUNITY AND FEW ETHNIC JAPANESE
- RELIGION: BUDDHISM AND CONFUCIANISM, FEW CHRISTIANS AND CHONDOGYO
- ENERGY: COAL AND HYDROPOWER
- TECHNOLOGY: INTRANET, CELLPHONES MORE PREVALENT
- TRANSPORTATION: TAXI BOOM, METRO, & PRIVATE CARS
- NUCLEAR: FOCUS ON QUALITY AND DELIVERY SYSTEMS





The Bohemian Blog



DPRK PERCEIVED THREAT



- IN SCHOOLS, TEACH CHILDREN ABOUT THE VULNERABILITY OF THE STATE
- BACKPACKS WITH NUCLEAR SIGN
- NUCLEAR CAPABILITIES- WARHEADS



US POLICY MAKERS AND USE OF MEDIA

- LEAK INFORMATION TO THE MEDIA TO SEE THE PUBLIC'S REACTION BEFORE THEY MAKE AN OFFICIAL ANNOUNCEMENT
 - TRIAL BALLOON, BUT THERE ARE MANY OTHER MOTIVATIONS FOR LEAKS
- GOVERNMENT LEADERS ATTEMPT TO INFLUENCE PUBLIC OPINION
- ONLY A SMALL MINORITY OF THE US POPULATION EDUCATED ABOUT THE DPRK MAKES IT VERY EASY TO SWAY PUBLIC OPINION

US MEDIA INTERPRETATION OF PERCEIVED THREAT

- SHOCK FACTOR- IRRATIONAL
- FOCUS ON LEADER'S CHARACTERISTICS
- LITTLE ON HUMAN RIGHTS
- NOT AS MUCH AVAILABLE AS OTHER INTERNATIONAL THREATS
 - ISLAMIC STATE, AL QAEDA, ETC....

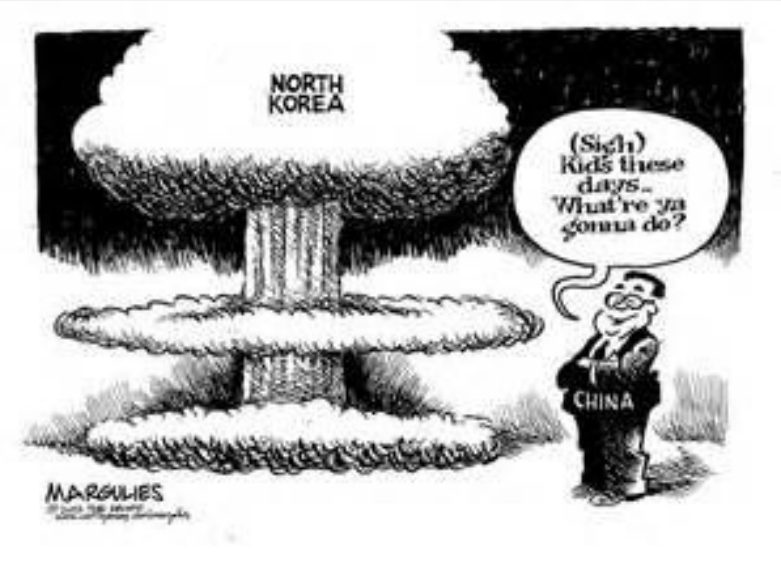
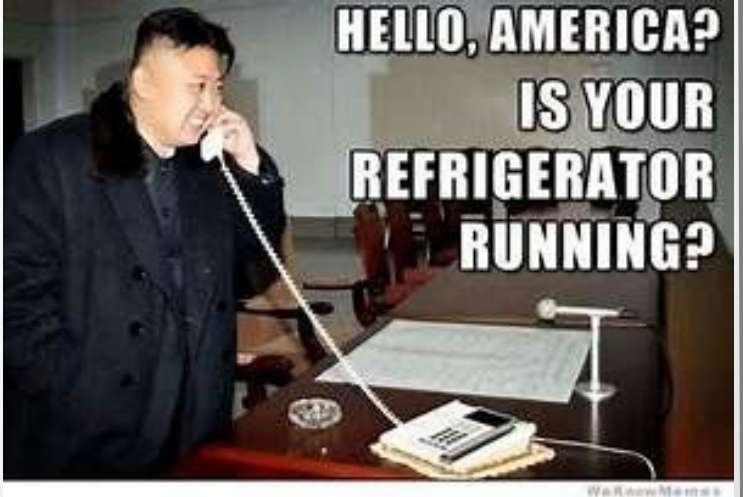


DPRK'S USE OF MEDIA

- SUBMARINE LAUNCH OF AN SLBM PROTOTYPE- MAY 8, 2015
- OVER EXAGGERATION OF CAPABILITIES- PARTICULARLY NUCLEAR
- PROHIBIT PICTURES OF ALL FOOD MARKETS
- ISOLATION OF POPULATION FROM SOCIAL MEDIA AND WORLD
 - COMPLETE CONTROL OF NARRATIVE
 - INTRANET

US MEDIA

- NEGOTIATIONS WITH DPRK DURING GEORGE W. BUSH'S TERM
 - INDECISIVENESS UNDERMINES CREDIBILITY
 - 2011- VAGUE RHETORIC
 - “DEMONSTRATE ITS GENUINE DETERMINATION IN DENUCLEARIZATION WITH ACTIONS”- HILLARY CLINTON
- SENIOR WHITE HOUSE OFFICIAL SUGGESTED THE US BLOCK 6 PARTY TALKS



- “NORTH KOREA SAYS ‘HAS POWER TO DETER US NUCLEAR THREAT’”
- “NORTH KOREA THREATENS US”
- “NORTH KOREA FIRES THREE BALLISTIC MISSILES IN A NEW SHOW OF FORCE”
- “NORTH KOREA NUKES US IN PROPAGANDA VIDEO”
- “NORTH KOREA WARNS US ABOUT ‘PRE-EMPTIVE STRIKE’ IF NECESSARY”

DOES MEDIA AFFECT FOREIGN POLICY?

