Table of contents

List of tables .................................................................................................. 11
List of figures ................................................................................................. 13
List of abbreviations ...................................................................................... 15

1. Summits in an age of global governance ........................................ 17
   1.1 Research focus and normative implications ............................. 21
   1.2 Research questions .................................................................... 22
   1.3 Overall assumptions and clarification of terms ....................... 23
   1.4 Structure of the study ............................................................... 25

2. Public discourse beyond national borders .............................. 27
   2.1 Public discourse and the notion of the public sphere .......... 27
   2.1.1 Modeling the public sphere as network of fora .......... 31
   2.1.2 The public sphere and the national context .......... 37
   2.2 Different perspectives on transnational public spheres ...... 38
   2.2.1 Transnational public spheres as autonomous ‘superstructures’ .......... 39
   2.2.2 Transnational public spheres as outcome of transnationalization .......... 44
   2.3 Transnationalization of national public spheres .................. 46
   2.3.1 Long-term restructuring of discursive communication .......... 47
   2.3.1.1 Operationalizing transnationalization ................. 48
   2.3.1.2 Transnationalization around the issue of climate change .......... 50
   2.3.2 Short-term episodes of ritualistic communication .......... 52
   2.4 The summit as transnational forum and provider of symbolic resources ............................................................... 57

3. Summits as strategic communication resources .......... 59
   3.1 Public diplomacy: strategic communication on the international stage ................................................................. 59
   3.1.1 Definitional issues ............................................................. 60
   3.1.2 Previous research: governments’ public diplomacy .... 62
Table of contents

3.1.3 Previous research: NGOs’ public diplomacy .............. 66
3.2 Conceptualizing high-level international political summits (HIPS) ................................................................................................................................. 71
  3.2.1 A closer look: History and functions of summits ....... 74
  3.2.2 Provision of symbolic resources ............................. 75
  3.2.3 Participation of civil society .................................. 78
3.3 Public diplomacy at HIPS ..................................................... 79
  3.3.1 Previous research ......................................................... 79
  3.3.2 Conceptual model of the development of communication strategies ............................................. 86
3.4 Summary of theoretical argument ........................................ 92

4. Investigating strategic communication at summits ....... 95
  4.1 The case study approach: basic features and specific configuration ................................................................. 95
    4.1.1 Causality in case study research ................................. 96
    4.1.2 Properties and value of case study findings ............... 97
    4.1.3 Nomenclature: ‘classes of events’, ‘units’, and ‘cases’ 98
    4.1.4 Integrating process-tracing and structured, focused comparison ...................................................... 99
  4.2 Unit selection: the Cancún summit and the climate change debate ............................................................. 101
  4.3 Case selection: governments and NGOs at the Cancún summit ................................................................. 103

4.4 Data collection ........................................................................ OnlinePLUS
    4.4.1 Core method: semi-standardized interviews
      4.4.1.1 Development of interview guides
      4.4.1.2 Recruitment of interviewees
      4.4.1.3 Sequence, mode, and setting of interviews
      4.4.1.4 Securing confidentiality
    4.4.2 Supplementary data: on-site observation and collection of PR material

4.5 Data analysis ........................................................................ OnlinePLUS
    4.5.1 Transcription
    4.5.2 Qualitative content analysis
      4.5.2.1 Computer-aided qualitative content analysis
      4.5.2.2 Steps of analysis

4.6 Chapter summary ................................................................. 105
5. Structuring the analysis and laying foundations .......... 107
   5.1 ‘Dissecting’ the summit: the structure of the analysis ........ 107
   5.2 Setting and infrastructure of the 2010 UN climate summit .. 109
      5.2.1 Organization and participation ................................. 109
      5.2.2 Location and venues ............................................. 111
      5.2.3 Communication infrastructure .................................. 113
   5.3 Chapter summary ......................................................... 116

6. Political actors’ communication structures, processes, and preplanned strategies ........................................... 117

   6.1 Political actors’ communication structures and processes ................................................................. OnlinePLUS
      6.1.1 Government delegations
         6.1.1.1 Brazil
         6.1.1.2 Germany
         6.1.1.3 India
         6.1.1.4 Mexico
         6.1.1.5 South Africa
         6.1.1.6 United States
      6.1.2 NGO delegations
         6.1.2.1 Climate Action Network (CAN) International
         6.1.2.2 Friends of the Earth International (FOEI)
         6.1.2.3 Global Campaign for Climate Action (GCCA)
         6.1.2.4 Greenpeace International
         6.1.2.5 World Wide Fund for Nature (WWF) International
   6.2 Political actors’ communication strategies and activities ..... 117
      6.2.1 Governments’ messaging strategies ............................ 117
      6.2.2 NGOs’ messaging strategies ...................................... 124
      6.2.3 A closer look: Dissent over strategy among NGOs ..... 128
      6.2.4 Media relations activities ......................................... 130
      6.2.5 Public outreach activities ........................................ 138
      6.2.6 A closer look: NGOs’ staging of photo opportunities .. 146
   6.3 The influence of long-term factors on strategy choice ...... 151
      6.3.1 Type of actor .............................................................. 152
      6.3.2 Worldviews and standpoints ..................................... 153
      6.3.3 Degree of professionalization .................................... 155
      6.3.4 Individual background of PR professionals ................. 157
   6.4 A typology of summit PR approaches ............................ 158
   6.5 Chapter summary ............................................................ 160
7. Short-term interactions between summit PR and summit proceedings .................................................... 163
7.1 Short-term effects of political actors’ PR at the summit ...... 163
7.1.1 The relationship between PR professionals and journalists ............................................................... 164
7.1.1.1 NGO communicators as experts and information brokers ....................................................... 164
7.1.1.2 Collaborative composing of visual coverage ...... 167
7.1.1.3 Informal interactions in shared workspace .......... 167
7.1.2 The influence of summit coverage on summit proceedings ............................................................. 168
7.1.2.1 Media attention as constitutive element of the summit .............................................................. 169
7.1.2.2 Media setting the tone of the summit .................. 169
7.1.2.3 Media as negotiation tools ................................... 172
7.2 Short-term discursive opportunity structures .................. 175
7.3 Political actors’ learning effects .............................................. 186
7.4 Chapter summary ................................................................. 191

8. The summit as world stage? .............................................. 193
8.1 Summary of empirical findings ............................................ 193
8.2 Normative assessment of empirical findings .................. 203
8.3 Concluding theoretical remarks ............................................ 210

Literature ..................................................................................................... 213

Appendices ..................................................................................................... OnlinePLUS
I Recruiting email
II Supporting letter
III Interview guide t₁
IV Interview guide t₂
V Interview guide t₃
VI Interview guide UNFCCC
VII Transcription rules
VIII Coding frame

All chapters marked ‘OnlinePLUS’ are not included in this book but can be downloaded from this book’s companion website at www.springer.com.
Communication Strategies of Governments and NGOs
Engineering Global Discourse at High-Level International Summits
Adolphsen, M.
2014, XVI, 211 p. 28 illus., Softcover
ISBN: 978-3-658-05503-5