

Nuggets Day 8

- Every word counts
- How to deal with intervening variables
- narrative must drive/JNE with facts on ground
- Create drumbeat
- All messaging strategic
- People don't depend on the media equally
- Change of conflict -- > increase of media use
- Rubbish rebel
- Images involve different emotions
- Field work
- Have to test - boomerang
- Messages evolve over time
- Culture is real
- Print media establish the agenda for other media
- Language of narrative shapes the discussion of discourse
- Media role in camp pem
- Always someone who does not want you to succeed
- Being reflexive - self-critical
- Communicate with stakeholders
- Some stories acquire cees
- Adapt strategies to own env
- People are cog misers
- Emotions and rationality