



# AMERICAN MEDIA PERCEPTION OF THE NORTH KOREAN THREAT

DANIELLE PRESKITT, NOVEMBER 16, 2016

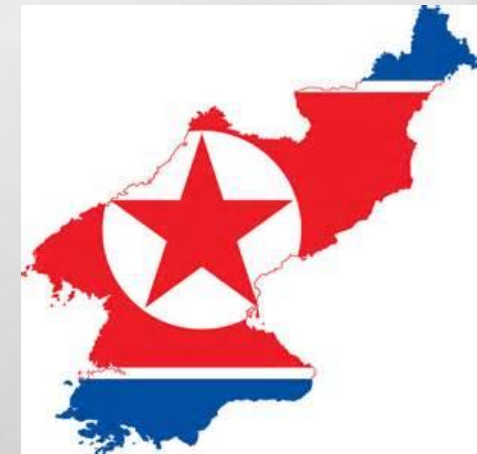


# INSIDE LOOK AT THE DPRK

- 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





"NOW WATCH AS WE LAUNCH OUR NUCLEAR WARHEADS UPON THE AMERICAN!!!!"



#ThatAwkwardMomentWhen your long-range rocket fails. LOL @ NKorea



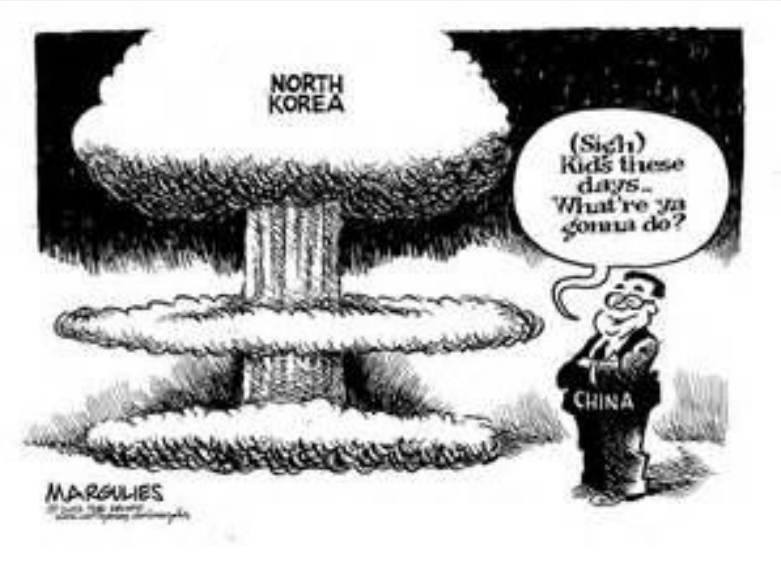
HELLO, AMERICA?  
IS YOUR REFRIGERATOR RUNNING?

We Know Memes



First picture of North Korea invading the United States

MiniCenter.com



- “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?

