Homeland Security: Strategic Communication

The modules in this class will examine US capability to affect timely, accurate, and credible global communication to combat and defeat terror.

Module 1
Understanding Strategic Communication and its role in U.S. Policy & Military Operations
1. Strategic Communication: Key Enabler for Elements of National Power
2. Strategic Communication: A Tool for Asymmetric Warfare
3. Winning the Information War in Afghanistan and Pakistan
4. Getting Serious About Strategic Influence
5. Strategic Communication A Mandate for the United States
6. Fighting Back: New Media and Military Operations
8. On the Nature of Strategic Communication
10. Strategic Communication & National Strategy
11. Strategic Communication: A Mandate for the United States
12. British Strategic Communication: A Primer
13. The Truth is Out There: Responding to Insurgent Disinformation and Deception Operations
14. The Principles of Strategic Communication (DOD)
15. Defense Science Board Task Force on Strategic Communication

Module 2
Strategic Communication Intricacies & Challenges
1. Strategic Communication: How to make it Work
2. Communicating with Intent: DOD and Strategic Communication
3. From the Chairman Strategic Communication: Getting back to basics
4. Mapping smart power in multi-stakeholder public diplomacy / strategic communication
5. U.S. Public Diplomacy: state department efforts lack certain communication elements & face persistent challenges
6. YouTube War: Fighting in a world of cameras in every cell phone & Photoshop on every computer
7. Strategic Communication: Distortion and White Noise

U.S. Strategic Communication with the Arab & Muslim Worlds
2. American PD in the Arab World - a Strategic Communication Analysis
4. Engaging the Muslim World: A Communication strategy to win the war of ideas
5. Restoring America’s Good Name: Improving Strategic Communication with the Islamic World
6. Messaging to the Muslim Masses

Melding of the Tactical, Operational and Strategic Levels of War
1. The Essence of War at the Strategic Level
2. Thoughts on Hybrid Conflict
3. The Changing Face of War: Into the Fourth Generation
4. Networks and Knowing: Globalization is Flattening the Military Landscape
5. Shifting Fire: Information Effects in Counterinsurgency and Stability Operations
Module 3
Successful Strategic Communication Imperatives & Planning
1. Strategic Communication Plan Template
2. Strategizing Strategic Communication
3. Strategic Communication Planning
4. The ABCs of Strategic Communication
5. Obama’s On-Target Message to Muslims

Strategic Communication, Foreign Policy, and Contradictory Actions
2. A Strategic Failure: American Information Control Policy in Occupied Iraq
3. Top Ten Obama Foreign Policy Blinders
4. What was Bush’s Biggest Foreign Policy Blunder?
5. African Dictatorships and Double Standards
6. Dictatorships and Double Standards
7. India, Iran and the Case for Double Standards
8. Russians Claim Double Standard in Foreign Policy
9. Anti-Americanism Has Roots in U.S. Foreign Policy

The Bush and Obama Administrations: Comparative Approaches to Strategic Communication
1. Strategic Communication and the Graveyard of Empires
2. From September 11 to Saddam: George Bush and Strategic Communication
3. Public Diplomacy: Reinvigorating Our Strategic Communication
4. Drafting a New Policy for Public Diplomacy and Strategic Communication
5. Obama’s Impressive First Week in Strategic Communication with Muslims
6. Don’t Let Captain Underpants Bring Back the GWOT

Learning Outcomes from taking these modules:
Students will:
1. Study the fundamentals of U.S. strategic Communication and how strategic Communication plays a major role in support of our national and foreign policy objectives and power and in military operations (Part I).
2. Study the fundamentals of U.S. strategic Communication and how strategic Communication plays a major role in support of our national and foreign policy objectives and power and in military operations (Part II).
3. Learn about the intricacies and challenges involved with achieving credible, strategic Communication from the Oval Office to the world at large.
4. Study U.S. Strategic Communication with the Arab & Muslim Worlds.
5. Examine the phenomenon of the melding of the tactical, operational and strategic levels of war caused by our 21st century, immediate information environment and their influence on strategic Communication.
6. Learn the importance of remaining “on target/on message” in order to achieve credible and effective, strategic Communication.
7. Become familiar with some contradictions between national and U.S. foreign policies and associated U.S. actions that result in the creation of a national double standard and a resulting lack of trust and confidence in the credibility of our nation’s strategic Communication abroad.