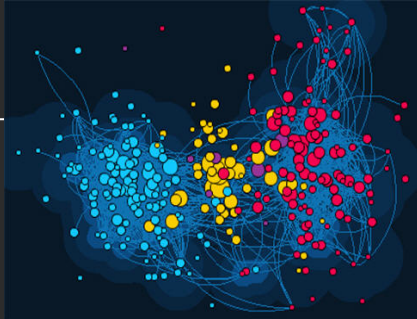


WINNING DIGITAL HEARTS AND MINDS



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Research Objectives

- Examine the dynamics of **government** blogging as a foreign policy communication tool
- Case study: State Department blog **DIPNOTE**
Regional focus: **Middle East** posts

Foreign policy communication has historically been a key preoccupation for American administrations, particularly during diplomatic crisis and international conflict. Following the advent of radio and later television, the internet has more recently been incorporated into the political communication apparatus to communicate American foreign affairs. Beyond websites providing information for a general public, the use of the internet is most importantly being expanded to include **government blogging**. Since 2007 and continuing at present, blogging technology is being integrated as a vehicle for the dissemination of **foreign policy** through a variety of posts by officials & civil servants..

Since 9/11, U.S. foreign policy has been geared primarily towards the **Middle East**, putting the region at the forefront of media attention. By focusing on one region in-depth, the findings will aim to shed light on how this government blog is used as tool of the State Department in a digital era. Indeed, since WWII, the modern communication machinery of the government has been gradually integrating new technologies to adapt to a newer media environment. As a case study, the research at hand goes behind the scenes of Dipnote, the State Department's official blog which entered the blogosphere in 2007.

DIPNOTE MISSION STATEMENT:

Blogs.state.gov offers the public an alternative source to mainstream media for U.S. foreign policy information. This blog offers the opportunity for participants to discuss important foreign policy issues with senior Department officials.



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