

# Strategic Communication and Deformative Transparency: A Critical Analysis



## Strategic Communication and Deformative Transparency: Persuasion in Politics, Propaganda, and Public Health (Routledge Focus on Communication Studies) by Cateralu Servicios SC

★★★★★ 5 out of 5

Language	: English
File size	: 2399 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 124 pages
X-Ray for textbooks	: Enabled



Strategic communication is the use of communication tools and techniques to achieve specific objectives. It is a form of public relations that focuses on developing and implementing communication strategies to influence public opinion and behavior.

In recent years, there has been a growing concern about the use of strategic communication to deceive and manipulate the public. This concern has been heightened by the rise of social media and the spread of fake news.

One of the most common techniques used in strategic communication is deformative transparency. Deformative transparency is the use of partial or misleading information to create the illusion of transparency. This technique can be used to conceal wrongdoing or to promote a particular agenda.

For example, a company may release a report on its environmental performance that only includes positive data. This report may give the impression that the company is environmentally responsible, even though it may be engaging in harmful practices.

Deformative transparency can also be used to manipulate public opinion. For example, a government may release a report on the benefits of a new policy, even though the report is based on flawed data. This report may lead the public to support the policy, even though it may be harmful.

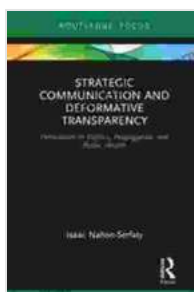
The use of deformative transparency is a serious threat to democracy. It undermines trust in institutions and makes it difficult for the public to make informed decisions.

There are a number of things that can be done to address the problem of deformative transparency. First, it is important to educate the public about this technique. The public needs to be aware of the ways in which strategic communication can be used to deceive and manipulate them.

Second, it is important to hold organizations accountable for their use of strategic communication. Organizations that use deformative transparency should be held accountable for their actions and should be punished accordingly.

Finally, it is important to support organizations that are working to promote transparency and accountability. These organizations are working to ensure that the public has access to accurate information and that organizations are held accountable for their actions.

Strategic communication is a powerful tool that can be used to achieve positive change. However, it is important to be aware of the potential for strategic communication to be used for harmful purposes. Deformative transparency is a serious threat to democracy and must be addressed.



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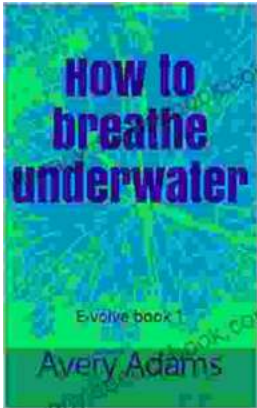
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