

MASS MEDIA

A POWERFUL TOOL

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La Lettre de l'ADL

Introduction

- Armenian Mass Media in France
 - Printed publication
 - Radios
 - Websites

Printed publications

(Not exhaustive list)

- Daily : Haratch
- Semi-monthly : Achkar
- Monthly :
 - Nouvelle d'Arménie Magazine
 - France Arménie
- Two-monthly
 - La Lettre de l'ADL
- Quarterly
 - Azad Magazine, UGAB Magazine, ...

Radio

- Radio stations dedicated to the Armenian community
 - Paris
 - Lyon
 - Valence
 - Marseille

Internet - online

- ADL Ramgavar official website (since Feb 2002)
- Nouvelle d'Armenie online
- Armenweb
- AYP-FM online
- Gamk Online
- CDCA...

La Lettre de l'ADL

- First published in the late 80's
- Suspended in 1991
- Republished from October 1999 up today
 - It is an ADL (Armenian Democrat Liberal) publication
 - Actually published two-monthly

The objectives of *La Lettre...*

To sensitize :

- The French public opinion
and
- The European public opinion

On the "NewArmenian Question"

Public concerned by *La Lettre...*

- ADL Members and subscribers
- French Presidency and Government officials
- French Deputies and Senators
- French News Agencies and Newspapers
- European Deputies
- and generally all "Arménophiles"

Links with the Political Parties

- ADL has close relations with the right wing parties in France
 - Partnership with UMP (ex. RPR + ex. DL)
 - Friendly relationships with UDF

The production of *La Lettre...*

- Four pages in A4 format (sometimes 6 Pages)
- Exclusively in French
- 500 specimens (up to 1000 when needed)
- Postal distribution for 300 specimens
- Hand distribution for 200 specimens

The Other ADL publications...

- *La Lettre de l'ADL* is one of the many ADL publications in the world.
 - The Armenian Mirror Spectator (Boston, USA)
 - Nor Or (Glendale, USA)
 - Abaka (Canada)
 - Zartonk (Liban)
 - AZG (Armenia)
 - ...

A Link for Coherence

- The junction between ADL publications brings more efficiency
- The newly elected Central committee of ADL decided to set up a Media Coordination Center

Mass Media to Influence...

- The Public Opinion
- In different domains like
 - Political
 - Economical
 - Social
 - ...

The Information War...

- The importance of **information** was known
 - since 5th century B.C.,
and
 - theorized by Sun-Tzu, a chinese General
who said :

Sun-Tzu : Art of War

"What is called preliminary information can not be drawn from the spirits, neither from the divinities, neither from the analogy with events passed, nor by calculating.

It should be obtained from men who know the situation of the enemy."

...The War of Information

- Today the Information is used
 - Just like a weapon
 - to destabilize the adversary
 - to dupe his opponent
 - to defend his own troops

Mass Media is a Tool

- Which can be used to:
 - Inform
 - Misinform
 - Persuade
 - Manipulate

The public opinion

To persuade : an exemple

- The use of modern technics
 - Internet
 - Electronic mail (*email*)

to persuade politicians on a given subject :
The vote of French Senate in favor of the
recognition of the Armenian genocide.

The Target : French Senators

- Mission : An individual contact for each Senator and persuasion.



How ADL zeroed in on Senators

- Analyzing the Senate's website
- Dividing in three categories
- Preparation of arguments
- Preparation of standard emails, phoning arguments and faxes
 - Sending mass mailings
 - Sending faxes
 - Phoning

Misinform : an example

- The article of Turkish newspaper "Türkiye" concerning the French Prime Minister

How "*Türkiye*" misinformed

- ***TURKIYE: France apologizes for claims on Armenian genocide***

French Prime Minister Raffarin who supported so-called Armenian genocide claims apologized to Prime Minister Erdogan. Raffarin, who met with Erdogan during Como summit in Italy, said law recognizing the so-called genocide claims was a mistake and suggested Erdogan that both countries should forget it.

– 20/09/2003 www.turkishnewsline.com

How ADL countered “*Türkiye*”?

- ADL's Letter

Paris, le 21 septembre 2003

Monsieur le Premier ministre,

Nous apprenons, non sans étonnement, des propos rapportés par le journal turc *Türkiye* concernant vos déclarations au sujet du Génocide arménien lors de votre conversation avec le PM Turc, Monsieur Erdogan, à Como, Italie.

Prime Minister's answer

- Letter of Prime minister dated 16 octobre 2003 express a "formal denial" of this purposes.

The Vectors

- The media will diffuse information via
 - Printed publications like :
 - Tracts, Letters, Newspapers, Magazines, ...
 - On the Air
 - Radio and TV
 - The World Wide Web
 - Online publications via Internet

Website : how to be attractive?

- The technics of printed publications are almost perfectly controlled by the journalists.
- Websites requests other skills.
 - Amateurism is not permitted in this domain
 - It requests a professional training

The Media in Diaspora

- Mass Media in Diaspora can have as objectives
 - News concerning the Armenian community's everyday life, people press
 - News concerning The Armenian Question and the issues
 - Both

The Targets of Media

- Exclusively the Armenian community
- Exclusively the decision makers of the country
 - Politicians
 - Businessmen
 - Journalists,
 - Intellectuals, ...
- Both

How to...

- Collect information
- Treat information
- Diffuse information



How To Collect Information

- Classical way
 - Reading published reports
 - At the source (Interview, conference, ...)
- Modern way
 - Browsing Internet

How To Treat Information

With Internet we have huge quantities of information at our disposal. It requests :

- Qualification
- Human means
- Time

That work can not be done on a voluntary basis

Working with a Computer

- Today anyone who wants to handle *Information* must be able to deal
 - with a computer,
 - word processing software
 - Internet and electronic mail.



How to attract attention

- Of News Agency's
- Of other media's
- And finally of the Public

Media Pool for Propaganda

- We could think about a Media Pool to use it for **positive propaganda**.
 - To promote Nation's assets in domains like :
 - Economic
 - Scientific
 - Tourism
 - Culture
 - Sports
 - ...

Media Pool also for

- **Counter Propaganda**
- To counter adversary's misinformation
- To stigmatize adversary's negative sides or weak points.

M P P

- Media Pool for Propaganda (Médias Pour Propagande) should use the three means :
 - Printed publication(s)
 - On the air (Radio or TV)
 - Online (Internet)

Organization of the MPP

- Must be co-ordinated by a committee
 - supervised by the Armenian authorities and
 - Diaspora representatives

experimented in political communication.

Set up a standard

- A communication standard to:
 - Facilitate links
 - Between Armenia and Diaspora
 - Between Diaspora

Standard for exchanges

- For Electronic messages
- For word processing
- For Website designs
- A pool for translations
 - English, French, Russian, Armenian, Turkish

First Step

- This first Forum of Armenian Mass Media
 - could be the first step to achieve these goals