

## ***Notice of Doctoral Dissertation Examination***

**Rupinder (Tina) Mangat**  
PhD Global Governance

### **"Tweeting Strategy: Military Social Media Use as Strategic Communication"**

**Wed July 25<sup>th</sup> 10:00 AM**

BSIA Boardroom 1-23

**Chairperson**  
Madhu Kalimipalli

**Advisor**  
Alistair Edgar

**Committee**  
Jeremy Hunsinger  
Roger Sarty  
**Internal/External**  
Mark Humphries  
**External**  
Kim Nossal

Many Western militaries now actively engage with various social media platforms. The starting point for my dissertation research was the question, how does the military use social media? Considering the Canadian Armed Forces' use of Twitter as a case study, I employed Grounded Theory Method to collect and analyze over 14,000 tweets from four Twitter accounts of the Canadian Armed Forces (CAF), the Canadian Army, the Royal Canadian Navy, and the Royal Canadian Air Force. My analysis of tweets from these four accounts revealed four themes — organization, history, preparedness, and partnership — which create an image of the CAF as a Canadian institution and a military one, as they speak to the many war and other combat operations that the Canadian Armed Forces have engaged in at the behest of the government. A literature review conducted simultaneously with the analysis uncovered the International Relations literature on strategic narratives and the Organizational/Military Studies literature on strategic communication. The main finding is that the Canadian Armed Forces are using social media for the strategic communication of state and/or government strategic narratives because civil-military relations norms restrict the military's ability to use social media as intended. The tweet analysis shows that the Canadian Armed Forces operationalized the Harper government's strategic narrative of Canada as a warrior nation. As the case study indicates, government and state strategic narratives frame organizational strategic communication, and organizational strategic communication supports government and state strategic narratives.

***Dissertation will be on deposit in the Faculty of Graduate and Postdoctoral Studies and available for perusal.***