

Public Abstract

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Department:Journalism

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Title:IDENTITY CRISIS: THE ROLE OF ORGANIZATIONAL CULTURE IN DEFINING PUBLIC AFFAIRS AND ITS ROLES, MISSIONS, AND VALUE IN THE UNITED STATES MARINE CORPS

This study examined the valuation of soft power, specifically public affairs, and the understanding of public affairs missions within the U.S. Marine Corps from the perspective of public affairs practitioners and Marine Corps infantry officers. Marine Corps majors in the public affairs field and in infantry-related career fields were asked a series of questions via an anonymous, online focus group to ascertain their understanding of the role of public affairs across all types and phases of military operations. Their responses were compared to the doctrinally-defined missions of public affairs and the other Marine Corps information related capabilities (IRCs). Focus group participants were also asked how the Corps should prioritize or value soft power like public affairs in relation to hard power.