

A STARTING POINT FOR IDENTIFYING PERPATRATOR GENOCIDAL MESSAGING

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ABSTRACT

The purpose of this research was to determine whether a consistent messaging strategy could be identified in three recent outbreaks of violence or if genocidal messaging will show tremendous variances that are unique to each circumstance. This was done by conducting a comparative textual analysis of three separate case studies (Rwanda, Darfur, and Bosnia) that looked at perpetrator messaging to their own supporters through the theoretical framework of social identity and agenda building. Through this theoretical and pragmatic approach of determining how and by what means genocidal leaders use a consistent set of messages about the victim group in the areas of religion, ethnicity, nationality, and race, a natural assessment can be made from which to understand its effectiveness. The results of the study will be useful for considering ways to counteract the messages that in these three case studies were associated with such terrible, extensive and deadly attacks by perpetrators on victims.