A TALE OF TWO MULTINATIONALS:
THE BP AND GREENPEACE ‘GO GREEN’ CONFLICT IN AN ERA OF
GREEN CRISIS

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Abstract

This dissertation offers an in-depth case study of the 11-year BP and
Greenpeace conflict. A framing analysis of news content from newspapers in the
United Kingdom and United States are employed to identify how the two
organizations were framed. In-depth interviews with members of the conflicting
parties are also included. This study also explores the relationship between crisis
communication strategies, corporate reputation, corporate social responsibility,
and pro-social messages. As its theoretical contribution, this study proposes a
new theory embedded in the media and public relations framework entitled:
media attribution theory.

Keywords: Conflict management; crisis communication; BP; Greenpeace; media
attribution theory; framing; public relations; marketing.