

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.