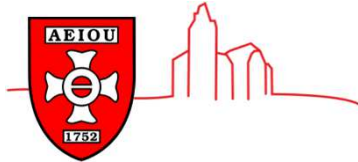


Source: From the Homepage of Theresan Military Academy.



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Rank: Officer Cadet

Name: **KURZ Christian**

Country: Austria

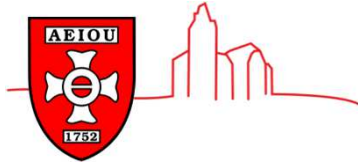
Service: Army (Infantry)

Institution: Theresan Military Academy

Wr. Neustadt



Source: Picture created during the author's wedding on 29th of July 2017.



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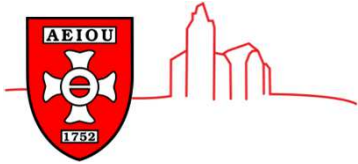
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Topic

CSDP public Relations

How to promote CSDP to the European citizens?



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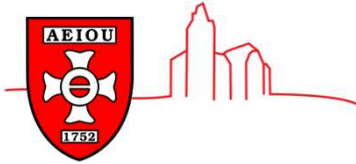
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Problem



Source: From the Homepage of Unisci.



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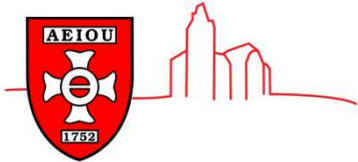
Research Questions

Main question:

How to promote CSDP to the European citizens?

Sub-questions:

- How to improve the messages of the EU?
- How can the EU deal with disinformation?
- How can multipliers be build who bring the message to the European citizens?



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Methodology

to solve the problem

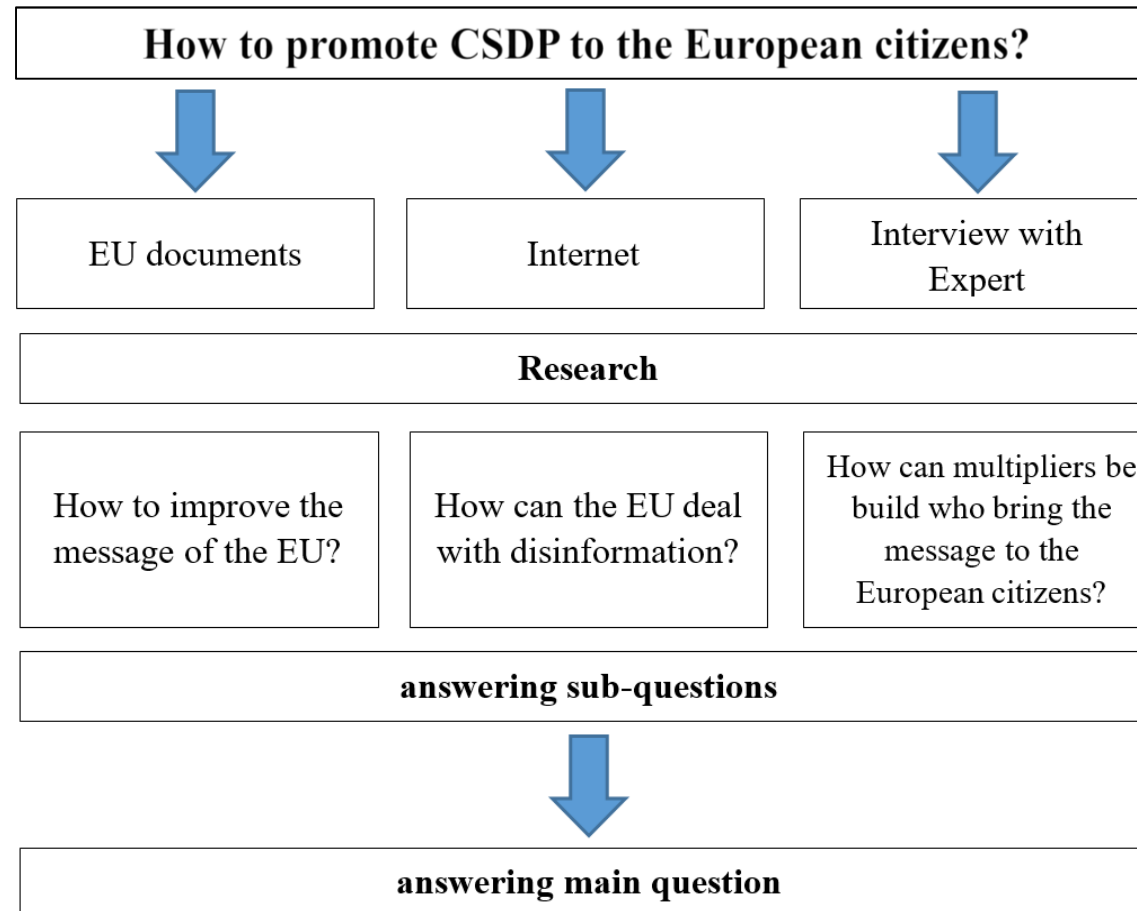
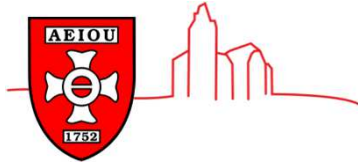


Figure: Flowchart of Methodology in the essay.



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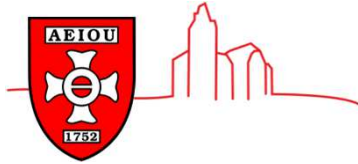
Sub-question 1:

How to improve the messages of the EU?

Work closer together

- to coordinate communication efforts,
- by pooling of communication experts, and
- by implementing tools to facilitate communication.





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Sub-question 2:

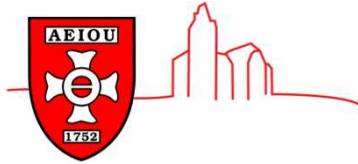
How can the EU deal with disinformation?

Build up resilience against disinformation, with

- empowerment of the civil society and free media,
- strengthening the freedom of expression and the rule of law, and
- supporting good, basic and local education.



Source: From the Homepage of Iconfinder.



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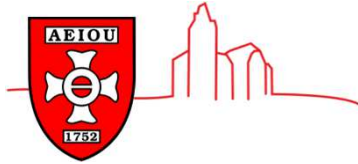
Sub-question 3:

How can multipliers be build who bring the message to the European citizens?

Build “multipliers” by

- training experts for CSDP,
- improving the use of social media, and
- increasing the number of exercises between EU Member States.





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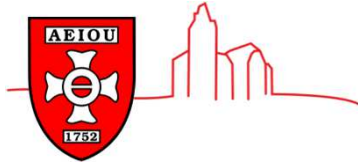
Results

Main question:

How to promote CSDP to the European citizens?

Mix of different approaches:

- Working closer together on communication.
- Build up resilience against disinformation.
- Build “multipliers”:
 - Experts on CSDP.
 - Followers on social media.
 - Participants in military exercises.



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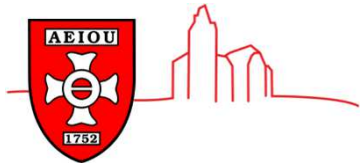
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- EU is not able to face future challenges of strategic communication alone.
- EU needs the help of the Member States.
- We need a multiplier concept.
- We need to improve the message of the EU.



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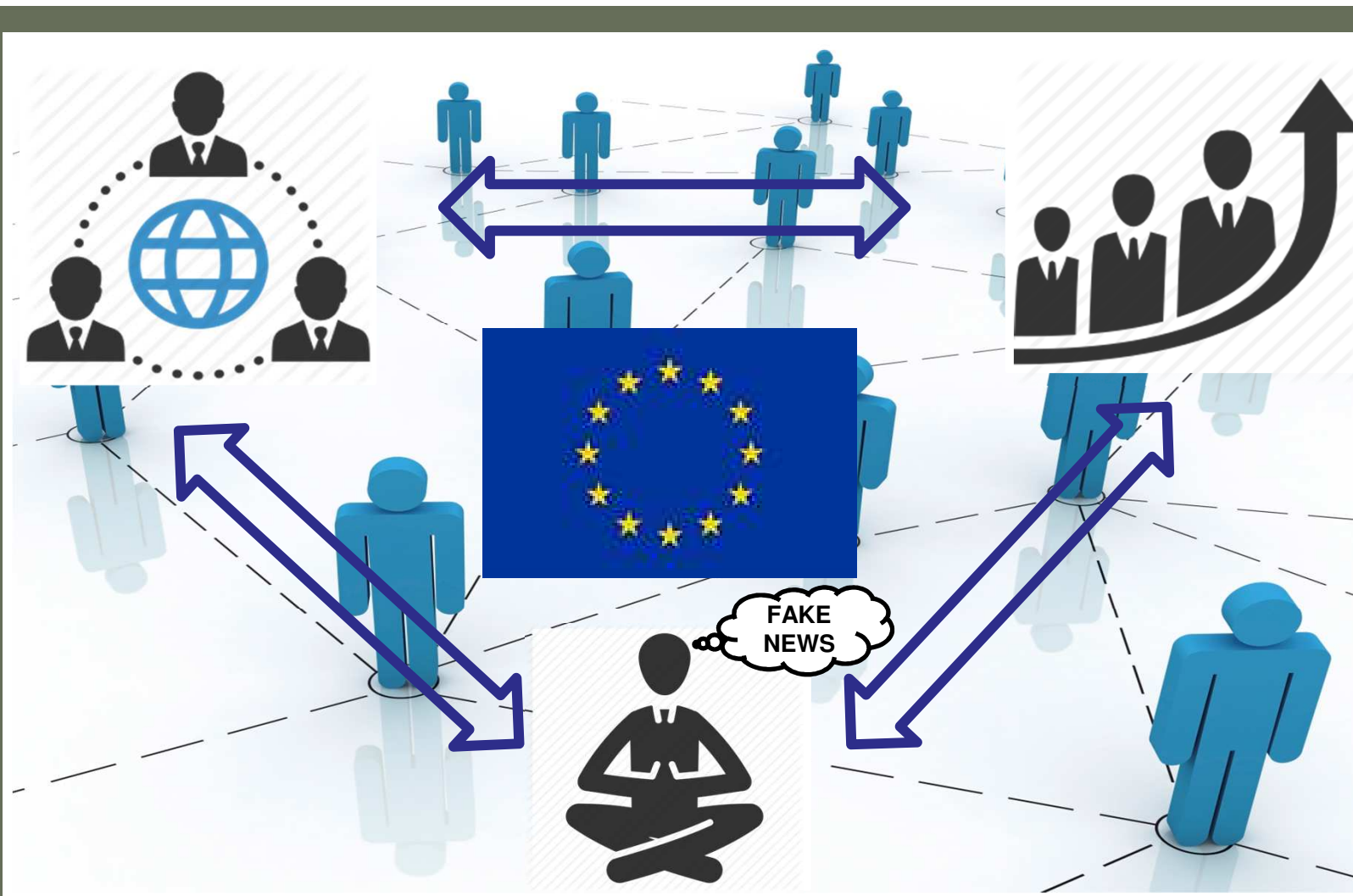
Research Questions

Methodology

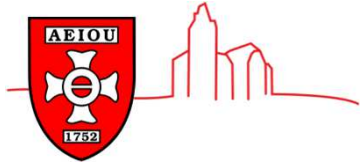
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Source for the background: From the Homepage of Unisci.
Source for the flag of European Union: From the Homepage of European Union.
Source for the icons: From the Homepage of Iconfinder.



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**Thank you very much
for your attention!**