

DoD S&T Supporting Strategic Communications Capabilities

Areas Of Consideration

- **Understanding foreign audience perceptions**
 - ⇒ what are the necessary social/behavioral science theories and practice to enable understanding the message?
- **Strategic communications responsiveness**
 - ⇒ what tools (with scientific underpinnings) can be developed to enable rapid media analysis and timely response cycling?
- **Measures of effect (MOE)**
 - ⇒ can we develop a science base for generic strategic communications MOE?
- **Alternative media utilization**
 - ⇒ what would be a research agenda to evaluate the use of non-traditional media modalities for strategic communications?
- **Competencies and proficiency in strategic communication**
 - ⇒ what are the science-based learning and training strategies that could be employed to improve the competencies and proficiencies of all personnel implementing strategic communications?
- **Content**
 - ⇒ can we develop a scientifically valid semantic architecture for strategic communication?
- **EBO**
 - ⇒ what are the scientific bases for assessing the psychological effects (at the individual, group, societal, cultural levels) of strategic communications strategies?