

MASTER PROGRAMME PEACE AND CONFLICT STUDIES

New Publications by Beck & Spencer

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Just a bit of fun: the camouflaging and defending functions of humour in recruitment advertisements and videos in international relations of the British and Swedish armed forces

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Abstract: The article contributes to the growing literature regarding humor in international politics, especially in relation to armed conflict. In the recruitment videos of the British and Swedish armed forces, although they clearly incorporate humor, it is unclear to what extent humor is used to camouflage and defend recruitment efforts. Based on a content analysis of 100 recruitment videos, the authors find that the recruitment videos use humor to camouflage and defend recruitment efforts. The authors find that the use of humor by the international relations field is camouflaging and to socially legitimize, identify and construct a sense of community of members of social media, reflecting the social media strategy used today.

04.02.2020 - Daniel Beck and Prof. Dr. Spencer have written an article on "Just a bit of fun: the camouflaging and defending functions of humour in recruitment videos of the British and Swedish armed forces" which was published in the Cambridge Review of International Affairs. The article contributes to the growing literature regarding humor in international politics, focusing on satirical and comedic narratives in the recruitment videos of the British and Swedish armed forces.

You can find the article > here

(<https://www.tandfonline.com/doi/full/10.1080/09557571.2020.1719039>) .

◀ Vorherige Meldung

Nächste Meldung ▶