

Writing 2101F – Portfolio #3

Landriault, Mathieu. “Understanding Media Perceptions of the Arctic Council.” In *Arctic Yearbook 2016*, edited by Lassi Heininen, 61-74. Akureyri, Iceland: Northern Research Forum, 2016.

The paper argues that the Arctic Council’s outreach efforts to communicate its leadership activities are reasonably successful in North America, though there is room for improvement. The Arctic Council is an international institution made up of the eight Arctic countries and six Indigenous peoples’ organizations. It is a forum to provide leadership to address issues in the Arctic that require co-operation, such as climate change mitigation and contaminants pollution. For example, it has served as a forum for states to negotiate an international agreement on search and rescue in the region. Landriault seeks to evaluate whether the Arctic Council is fulfilling a stated goal to increase its visibility. To examine this issue, he studies how much major newspapers discuss the Arctic Council and whether their descriptions are accurate. Due to measurement issues, he limits his study to newspapers in North America. Landriault finds that there are more articles written about the Council in Canada compared to the United States and these articles discuss the Council in depth. Newspapers in both countries offer positive assessments of the Council and accurately describe what the institution does. They describe the institution as being a regional leader helping to create peaceful international relations in the region. He concludes that the Council could do more to reach a larger audience. The method employed is a survey of the two Canadian national newspapers and four national newspapers in the United States to uncover trends among the 241 articles that mentioned the Arctic Council between March 1996 and March 2016.

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