

DEFINING THE GENRE OF THE U.S. POLICY ISSUES WEBPAGE WITH A
CROSS-LINGUISTIC CONTRASTIVE ANALYSIS

by

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ABSTRACT

MACY LENTZ DUNKLIN. Defining the genre of the U.S. policy issues webpage with a cross-linguistic contrastive analysis. (Under the direction of Dr. PILAR GARCÉS-CONEJOS BLITVICH)

In recent years, government genres have been largely under-studied within linguistic and rhetorical studies. To allow for a better image and more accessible government, it is imperative that online political genres receive attention. This study aims to add to the conversation of genre analyses of political web pages that are created by governments, by investigating what comprises the genre of the Policy Issues Webpage within two governments' websites: The United States' Department of State and Germany's *Auswärtiges Amt*. Using the Swalesian (1990) genre model supplemented by Askehave and Nielsen's (2005) updated digital genre model, this study names and defines the Policy Issues Webpage genre by determining the communicative purpose realized by moves realized by rhetorical strategies. To better understand the variation of features between language cultures, a cross-linguistic analysis supported by the Bax (2011) heuristic is used to contrast and analyze the differences between the two governments.

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TABLE OF CONTENTS

LIST OF TABLES	vii
LIST OF FIGURES	viii
CHAPTER 1: INTRODUCTION	1
CHAPTER 2: LITERATURE REVIEW	5
2.1 Theoretical Approaches to Genre	6
2.2 Digital Genre Studies	10
2.3 The Homepage	21
2.4 E-Democracy and Genre Studies	23
2.5 Research Questions	30
CHAPTER 3: METHODOLOGY	33
3.1 Data Collection	33
3.2 Theoretical Framework	36
3.3 Procedures	40
CHAPTER 4: ANALYSIS AND RESULTS	42
4.1 Policy Issues Webpage as a Genre- Defining the Genre	44
4.2 Analysis of the Moves and Rhetorical Strategies of the DoS and AA's Landing Page	46
4.3 Analysis of the Moves and Rhetorical Strategies of the DoS and AA's Policy Issues Topic Pages	74
CHAPTER 5: CONCLUSION	117
REFERENCES	124
APPENDIX A: DEPARTMENT OF STATE PIW LANDING PAGE	128
APPENDIX B: <i>AUSWÄRTIGES AMT</i> PIW LANDING PAGE	129

APPENDIX C: DEPARTMENT OF STATE PIW PITP-- WOMEN'S ISSUES	130
APPENDIX D: DEPARTMENT OF STATE PIW PITP—CLIMATE AND ENVIRONMENT	131
APPENDIX E: DEPARTMENT OF STATE PIW PITP—COMBATTING DRUGS & CRIME	132
APPENDIX F: DEPARTMENT OF STATE PIW PITP—NONPROLIFERATION	135
APPENDIX G: DEPARTMENT OF STATE PIW PITP—DEFEATING ISIS	137
APPENDIX H: DEPARTMENT OF STATE PIW PITP—CYBER ISSUES	138
APPENDIX I: DEPARTMENT OF STATE PIW PITP—REFUGEES	139
APPENDIX J: DEPARTMENT OF STATE PIW PITP—HEALTH DIPLOMACY	140
APPENDIX K: <i>AUSWÄRTIGES AMT PIW PITP—FRAUEN UND GLEICHSTELLUNG</i>	141
APPENDIX L: <i>AUSWÄRTIGES AMT PIW PITP—KLIMA UND SICHERHEIT</i>	144
APPENDIX M: <i>AUSWÄRTIGES AMT PIW PITP—KAMPF GEGEN DROGEN</i>	146
APPENDIX N: <i>AUSWÄRTIGES AMT PIW PITP-- NUKLEARE ABRÜSTUNG UND NICHTVERBREITUNG</i>	149
APPENDIX O: <i>AUSWÄRTIGES AMT PIW PITP—KAMPF GEGEN DEN IS</i>	151
APPENDIX P: <i>AUSWÄRTIGES AMT PIW PITP— CYBER-AUSSENPOLITIK</i>	154
APPENDIX Q: <i>AUSWÄRTIGES AMT PIW PITP— FLUCHT UND MIGRATION</i>	157
APPENDIX R: <i>AUSWÄRTIGES AMT PIW PITP—GESUNDHEITSPOLITIK</i>	161

LIST OF TABLES

TABLE 1: DoS Landing Page Moves	48
TABLE 2: AA Landing Page Moves	56
TABLE 3: DoS PITP Moves	75
TABLE 4: AA PITP Moves	94
TABLE 5: Moves of the Policy Issues Webpage	117

LIST OF FIGURES

FIGURE 1: DoS Landing Page Sample View	33
FIGURE 2: <i>Auswärtiges Amt's Außen- und Europapolitik</i> Landing Page Sample View	34
FIGURE 3: AA Landing Page Sample	34
FIGURE 4: DoS Landing Page Banner Macro-Move	48
FIGURE 5: DoS Landing Page Contents Macro-Move	50
FIGURE 6: DoS Information Sharing Subordinate Move	51
FIGURE 7: DoS End of Page Macro-Move	52
FIGURE 8: AA Banner Macro-Move	56
FIGURE 9: AA Viewer Option Subordinate Move	57
FIGURE 10: AA Contents Macro-Move	58
FIGURE 11: AA End of Page Macro-Move	60
FIGURE 12: DoS Sample of Glossary	65
FIGURE 13: AA Sample of Glossary	65
FIGURE 14: AA Introduction Subordinate Move	67
FIGURE 15: DoS External Identity Platforms Subordinate Move	71
FIGURE 16: AA External Identity Platforms Subordinate Move	71
FIGURE 17: DoS PITP Banner Macro-Move	76
FIGURE 18: DoS PITP Contents Macro-Move Sample	77
FIGURE 19: DoS Information Sharing Subordinate Move	78
FIGURE 20: DoS Stay Connected Subordinate Move Samplea	79
FIGURE 21: DoS Stay Connected Subordinate Move Sampleb	79

FIGURE 22: DoS Attention Getter Subordinate Move Sample	80
FIGURE 23: DoS Identifying Self Subordinate Move Sample	81
FIGURE 24: DoS Global Connections & Resources Subordinate Move Sample	82
FIGURE 25: In This Section Subordinate Move Sample	83
FIGURE 26: DoS Quick Links Subordinate Move Sample	84
FIGURE 27: DoS Highlight Timeline's Twitter Feed Sample	85
FIGURE 28: DoS Learn More Subordinate Move Sample	85
FIGURE 29: DoS PITP End of Page Macro-Move	86
FIGURE 30: DoS List of Objectives Subordinate Move Sample	91
FIGURE 31: AA PITP Banner Macro-Move	95
FIGURE 32: AA Viewer Options Subordinate Move Sample	95
FIGURE 33: AA PITP Contents Macro-Move Sample	97
FIGURE 34: AA Reasoning for Policy Issue Subordinate Move Sample	98
FIGURE 35: AA <i>Weitere Informationen</i> Subordinate Move Sample	101
FIGURE 36: AA <i>Zurück zu...</i> Subordinate Move Sample	101
FIGURE 37: AA <i>Verwandte Inhalte</i> Subordinate Move Sample	102
FIGURE 38: AA <i>Aktuelles zu...</i> Subordinate Move Sample	103
FIGURE 39: AA PITP End of Page Macro-Move	103
FIGURE 40: AA <i>Aktuelles zu Rede</i> Sample	113
FIGURE 41: DoS Hyperlinking Sample	113
FIGURE 42: AA Hyperlinking Sample	114
FIGURE 43: DoS Visual Sample	115
FIGURE 44: AA Visual Sample	115

CHAPTER 1: INTRODUCTION

Classifying the concepts and objects around us is a fundamental part of human nature. Scientists attempt to name every living organism on earth; similarly, parents teach children to speak by pointing at and naming things; even award shows put films and television shows into various categories. The urge to classify crosses multiple disciplines and subject matters, including the fields of linguistics and rhetoric. Spoken and written texts that share patterns and features are categorized using the concept of genres, which help us better comprehend and unify types of speech and writing. The number of genres in any society is “indeterminate and depends upon the complexity and diversity of the society” (Miller, 1984, p. 163), so we must continue to investigate how genres occur in different instantiations of spoken or written texts to understand why and how we interact with each other.

Genres are constantly changing on their own based on the changing needs of society, but sometimes technological advancements expedite the creation of new genres and their functions. One of the most revolutionizing advancements that has affected genre theory is the remediation of genres online. “Offline” genres suddenly acquire new spatial and navigational methods once they are remediated in the digital field, allowing for the genre to expand or morph. For instance, when the newspaper genre was remediated online, it suddenly developed new affordances for links to sources, video content, and much more. All types of genres, including those related to political discourse, have now gone through this same experience at varying paces around the world, with new genres and variations branching out from their offline predecessors. Institutions, such as governments, consistently use the same genres making them recognizable to the public.

Political science studies have shown that the effectiveness of a government's online presence demonstrates a country's status in the global economy (Foot, Xenos, Schneider, Kulver, & Jankowski, 2010), and that a government's legitimacy can be affected by their ability to keep up with the times (Chadwick, 2001). In general, the government is a system that many citizens struggle to discern regarding clarity and transparency. The internet, as a medium, calls for a simplified context and understandable language use which speaks to multiple audiences (Marwick & boyd, 2010). On political webpages, politicians and institutions can find a more natural, comprehensive way of informing the public and conveying their intentions appropriately without the necessity of legalese. Frequently, governments use their webpages as a means to define terms, issues, and situations.

In recent years, citizen trust in governments and their associated institutions has fallen (Marwick & Lewis, 2017). In order to resolve this crisis of trust, governments around the world have begun updating and transforming their websites not only to meet citizen needs but also to appeal to their own interests. To create a better image and a more accessible government, it is imperative that these online political genres receive attention. Government genres have been largely under-researched within linguistics and rhetorical studies. After 2010, publications of research on government and institutional digital genres becomes scarce. More studies on the rhetoric of counter movements and blogs discussing politics became popular (Marwick & Lewis, 2017). Even though the government is responsible for creating the content counter movements and media sites use, rhetoricians are now more focused on how second and third-party groups manipulate the context of the original governmental content. I believe that e-government genres still

deserve attention because they are a primary source of information for the public. We can see how the institutions thwart fake news and how they dispense information, which is later sourced by second and third-party groups.

This study aims to add to the conversation of genre analysis of political web pages that are created by governments; it will do so by investigating what comprises the genre of the Policy Issues Webpage (PIW) including landing pages and policy issues topic pages (PITP) (Women's Issues, Health Diplomacy, Climate & Environment, Refugees, Nonproliferation, Cyber Issues, Defeating ISIS, Combating Drugs and Crime) of the United States Department of State (DoS). Describing the functions and features of this genre will contribute to both the fields of linguistics and political science by providing a detailed description of the PIW's purpose and function. Moreover, the broader purpose of this study is to contribute to the existing literature about political and e-government genres. The study sheds light on the cognitive, cultural, and social processes that direct choices in language use by defining what is happening, who is taking part, and what role the language of the text plays in government webpages. In order to address these issues, I draw from previous research on academic webpages, e-government research, and web-design analysis. I conclude with a cross-linguistic analysis of eight corresponding PITP (*Frauen und Gleichstellung*, *Globale Gesundheitspolitik*, *Klima und Sicherheit*, *Flucht & Migration*, *Nukleare Abrüstung und Nichtverbreitung*, *Cyber-Außenpolitik*, *Kampf gegen den IS*, *Internationaler Kampf gegen Drogen*) from the German *Auswärtiges Amt* (AA), which has recently refurbished their website in attempts to modernize itself and enforce transparency. Comparing these two governments' use of the PIW allows us to bring awareness to government practices of communication in digital environments. My goal is

to unveil what constitutes the PIW genre and how this genre is negotiated in different cultures.

The present thesis is structured as follows. The next chapter, Chapter 2, delves into the theories that comprise the view of genre that will guide my analysis. The theoretical section describes the definition of genre I will be using, which stems from the belief that genre is a social action defined by its various linguistic and other semiotic elements. I will also review the changes that genres and genre models experienced when moving online and the gaps in current research on political online genres before ending the chapter with the formulation of my research questions. Chapter 3 contains an explanation of my methodology for analyzing the PIW, influenced by the models of Swales (1990), Askehave and Nielsen (2005a), and Bax (2011). Chapter 4 follows with the results of this analysis and the discussion of what this means in defining the genre under scrutiny. Chapter 5 concludes the thesis with the implications of the research corresponding to the research questions presented in Chapter 2. My research will be applicable to future studies of genre identification and analysis, as well as add to the discussion on how the Policy Issues webpage genre is used by the American and German governments.

CHAPTER 2: LITERATURE REVIEW

Genre, in its simplest form, is a common intuitive construct which classifies all instantiations of spoken and written texts (Giltrow & Stein, 2009). Regarding written genres, of special interest to this thesis, the purpose of a text is best defined when recognizing the circumstances surrounding it. We naturally recognize a genre, an abstraction, by looking at a text's function and structure. For instance, we expect short, choppy paragraphs typical of narratives when looking at how-to magazines. The speaker or writer relies on the receiver to also have knowledge of the genre conventions to be able to recognize the form. Writers know they can use a list of numbered instructions in a "Top 10" document, because we have learned to expect this structure from the genre. The variety of cues must also be linked together and help users recognize genre, from sentence structure or utterance to spatial organization or turn-taking. Genre refers to texts in which many elements are organized "in a specific way" for fluidity based "various markers of cohesion" (Meyer, 2009, p. 98). Yet for a text to be coherent, it needs more than structure.

Texts also have recognizable features and characteristics that reflect the cultural and societal level of the genre's discourse community. Even though certain features may be characteristic of multiple genres, any violation of the register of linguistic norms can be recognized by the members of the discourse community of that genre (Fakhrudin & Hassan, 2015). As language users, we become familiar with a genre by learning to anticipate and interpret the agglomerations of form within context and then mimicking it ourselves (Bakhtin, 1986). Though typically seen as a predominant variable in Systemic Functional Linguistics (SFL), locating genre at the level of the context of culture is an

idea accepted by many theorists (Bawarshi & Reiff, 2010). Thus, defining what makes each genre distinct from other genres is pertinent. Since this study pertains to the analysis of written digital genres, the theoretical literature reviewed is presented in relation to those.

This chapter begins with a review of theoretical approaches to genre (2.1). In this section, the various theories and models of genre relevant to this study will be discussed in detail. The following section (2.2), discusses the changes made to traditional genre models based on the new affordances or changes brought about by digital genres, in regard to multimodality, hypertext, and self-presentation, and the difficulties that arise when attempting to cross-analyze genres from two different language/cultures. Because the predominant genre that the PIW draws on is the homepage genre, 2.3 reviews research already done on homepages in relation to branding and identifying. The chapter ends with a discussion on e-governments and genre (2.4), and how the history of e-government and its functions affect its use of genres and digital affordances.

2.1 Theoretical approaches to genre

For sociolinguists, genre earns its meaning from the intentions and expectations of those who use them. As Askehave and Nielsen (2005a) state, “genres are best conceptualized as goal-directed or purposive” (p. 121). Naturally, we learn to recognize genres by engaging with what others say and write, identifying certain patterns recurring in certain situations. The goal for scholars in the early 1980s was to identify agglomerations in genres, develop a better way of grasping which elements define various genres, and observe how others mimic these pre-existing designs through understanding genre characteristics.

Miller's 1984 article, "Genre as Social Action", is foundational for the sociocognitive approach to genre. In this piece, she develops a social-hierarchical model to genre that connects multiple previous theories from different backgrounds. Her model provides a better definition of how to classify genres based on types of similarities that extend beyond what is present within the text to what cannot be seen, i.e. the *exigence* not materialized within the text (Bitzer, 1968). Exigence is the issue, problem, or situation that causes or prompts an individual to write or speak. Bazerman (1994) also refers to exigence in his own work on genre theory but refers to it as social fact, which seeps throughout the genre's structure and dynamic.

Miller (1984) recognized that genre is not only verified by the knowledge of appropriate topics and relevance, but also by recurrence. Recurrence appears in structures which "direct us toward what information to present, such as address, education, and prior experience" (Bazerman, 2004, p.316), or what Giltrow and Stein (2009) refer to as "pre-signals" provided by a text to let readers easily identify the genre—i.e. ways of interpreting non-literal meaning (Miller, 1984). Genre knowledge is situated cognition, or knowledge built from the information surrounding it, so recurrence builds and reinforces a genre, constantly creating changes and solidifying them as patterns. By focusing on exigence and recurrence as creations of the social world that are perceivable and fluid (Miller, 1984), the classification of genre within situated context becomes easier and more meaningful. Following this "fusion" of content, exigence is important for analyzing web pages because it is what helps us shape and reproduce social rhetorical knowledge (Bitzer, 1968). More specifically for our purposes, webpages are developed with not only

an adherence to the linguistic forms but also to the context of where they are located within a whole website.

Moreover, genres are intellectual scaffolds, which must be flexible and dynamic to be capable of change based on situations (Berkenkotter & Huckin, 1993). For Berkenkotter and Huckin (1993), examining the social aspects of genre helps show how the users “see the world” and “the culture’s understanding of the world and the tools” that we use to manipulate the situated cognition surrounding the text (p. 486). These scholars refined the sociocognitive approach by classifying genre according to five sociolinguistic elements: dynamism, situatedness, form and content, duality of structure, and community ownership. This approach is based on ethnographic studies that recognize speech and writing as influenced by the variables surrounding them. Berkenkotter and Huckin’s (1993) model provides insights into the relationship between communicative patterns and the ability of the community to adjust to those. From the previous five elements of the approach, key dynamism and community ownership put greater emphasis on user involvement within a text. While dynamism focuses on the relationship between the user, the text, and the receiver, community ownership claims that a genre is controlled by those who use it. Thus, community ownership and dynamism are necessary aspects for genre analysis because they are ethnographic elements, which define contexts and generic responses.

Along with Berkenkotter and Huckin’s (1993) five dimensions of genre, Swales’ (1990) model for identifying linguistic and rhetorical elements through community ownership, or discourse communities, within moves of genres can help us reach a well-rounded comprehension of genre. For Swales, moves are “rhetorical instruments that

realize a sub-set of specific communicative purposes associated with a genre” as per Bhatia’s definition (Bhatia, 2001, p. 84). Each move has the functional purpose of realizing the goal of the genre. Furthermore, genres are not only schematic, syntactic, and filled with lexical conventions (Swales, 1990; Reiff & Bawarshi, 2016), but is also a representation of the discourse community’s shared goals and understandings. On a rhetorical level, context gives language units their meaning, and these smaller lexicogrammatical patterns, known as rhetorical strategies, within each move are what make up the form we see in the overall utterance (Bakhtin, 1986). Meaning and linguistic elements must still be balanced with the analysis of social action, because meaning comes from language (Bax, 2011).

One way to balance linguistic elements with social action is to classify genres according to the discourse modes that help construct them. Genres classify texts, but it is important to find out on what basis genres can be classified. Some scholars refer to the basis on which we classify genres on a greater scale as “values” (Bhatia, 2004), or generic structures (Fairclough, 2003). For his part, Bax (2011), whose heuristic is being used in the present study, refers to this higher level of classification for categorizing genres as “discourse modes” (p. 54). Discourse modes are “abstract ways of expressing relationships about the world” (Bax, 2011, p. 58). Genres may be constructed of purposes, moves, and rhetorical strategies, but discourse modes refer to the way all of these linguistic features operate together, or as Bax (2011) refers to it, “modes of operating with language” (p. 54). For Bax (2011), the most common discourse modes are the narrating, describing, arguing, interacting, instructing, and example modes (p. 57). However, he does recognize the fact that variations of these modes and the addition or

exclusion of certain modes may also occur in classifications by other scholars. For our own purposes here, Bax's (2011) descriptions of modes drawing from researchers like Bhatia (2004) and Fairclough (2003) will be used as reference to describe the various discourse modes found in the PIW. As genres are fluid, and many genres are now contact or hybrid genres (which will later be discussed), it is not unlikely that more than one of these discourse modes will be realized in the PIW.

By combining the social intensive analyses of scholars with connections to English for Specific Purposes, such as Swales (1990), and the sociocognitive approach proposed by Miller (1984) and Berkenkotter and Huckin (1993), I will approach this genre analysis with a critical perspective that can better accommodate an understanding of the social constructs of genre. Written genres, like the one here under scrutiny, allow for more time and calculation in their production phase; therefore, they allow us to unveil more easily the explicit norms and grammatical regulations that realize the function of the genre (Bhatia, 2012). Though there may be an immediate recognition of purpose due to pre-signals and provisional identification such as headings and general design (Giltrow & Stein, 2009), the in-text inquiry must be done within the moves of the text to investigate how the rhetorical strategies, such as lexical modes of persuasion, tripling, and information presentation, help realize the specific purpose(s) of the genre.

2.2 Digital Genre Studies

To keep up with new changes and the fluidity of digitally mediated communication, many early theorists, like Thorlacius (2009), Lemke (2005), and Askehave and Nielsen (2005b), modified traditional genre models to include the new aspects of digital genres. For example, Miller and Shepherd (2009) analyze the recurring

and changing nature of digital genres by adding new features to the analysis such as aesthetic criterion, cultural moments, rhetorical features and forms, and recurrent exigence to which we respond (Miller & Shepherd, 2009, p. 266). The constantly occurring change in genre “problematizes precisely what makes genre generic” (Miller & Shepherd, 2009, p. 264). Hiippala (2014), for his part, states that this constant change makes “genre currently appear as a grey area between the social function of a multimodal artefact and its structure” (p. 113). Political genres are actually of specific interest for this change based on social function and multimodality because “the changes facilitated by the internet and the social creativity released by the new medium facilitates rhetoric’s responsiveness to changing politics” (Bazerman, 2002 as cited in Bawarshi & Reiff, 2010, p. 151).

As stated before, genre change is caused by the sociocognitive needs of individuals (Berkenkotter & Huckin, 1993), conscious effort, and the evolution of communication technologies (Bhatia, 2012). The rhetorical setting of audience, purpose, and writer essentially creates a space for genres to exist (Hiippala, 2014), and rhetorical strategies mold into these spaces as recurrent styles (Swales, 1990). Now, the internet is recognized as a digital medium which coexists with genre, rather than simply being the space it occupies (Askehave & Nielsen, 2005a). The range of choices that are provided by this medium are then combined to develop structures within the text (Hiippala, 2014). Fakhruddin and Hassan (2015) draw from several theories to address how we also use visual and linguistic cues on first glance to identify genre knowledge. For instance, Dalan and Sharoff (2016) found through their analysis of academic webpages’ homepages that authors begin with introductions and use greetings and salutations before following with

brief institutional background information. This recurrent pattern may be recognizable to the reader and then tied to their previous genre knowledge to determine the kind of webpage they are looking at—a homepage. This pattern can be seen in other variations of homepages such as the “About Me” section of institutions and organizations’ web fields (Thorlacius, 2009; Dillon & Gushrowski, 2000). As Bax (2011) claims, genre is the manifestation of “particular kinds of communicative work” based on “deploying and making selections in the available semiotic modes” (p. 114), so all elements of genre must be analyzed in order to properly interpret how the communicative purpose or purposes of a genre are realized.

Additionally, the new symbolic domains of digital mediums “actually work in shaping meaning and perception”, which is crucial for political institutions to understand the impact of their presence online (Chadwick, 2001, p. 443). Indeed, each feature and structure within the PIW aids in legitimizing of government’s “electronic face” (Chadwick, 2001, p. 444). In particular, Swales’ model is able to “to capture how these goals are achieved by means of the structural elements represented by the lexical and syntactic choices evident within the genre” (Fakhruddin & Hassan, 2015, p. 58), and is recognized as a model that integrates the balanced nature of spatial-visual elements and multimodality.

In relation to digital genres, topics such as audience, navigation, multimodality, aesthetic criterion, and hypertext are still being analyzed and refined in different ways. Analyzing and understanding how these features contribute to the function of a text, as I will do in the next sub-sections, is at the center of debate.

2.2.1 Multimodality

The use of different multimodal semiotic modes on Policy Issues webpages shows how these semiotic modes assist in the genre realizing its purpose. As mentioned above, each move within the genre has a specific goal, realized by the rhetorical strategies that construct it, but overall all moves come together to help the genre achieve its communicative purpose. These moves are not always textual, because almost all digital genres are hybrid: images, language, and music modes interact within any given digital page in an integrated way; this makes hybrid genres a preference for many users due to their flexibility (Dalan & Sharoff, 2016; Pauwels, 2012). The digital field brings about many more possibilities for combinations of text and multimedia, and “each conjoint multimodal sign-complex is one choice out of a much larger universe of possibilities” (Lemke, 2011, p. 577). The meaning of lexicogrammatical elements is determined by its alternatives but also other multimodal elements in the text (Lemke, 2011). These different features create “one much more specific, specified meaning when it occurs” to unify the various functions within a text (Lemke, 2011, p. 577).

Furthermore, a text may show features of two or more classic genres due to different reasons, such as their function or individual variation (Santini, 2007). Lemke (2005) noted that we have moved onto identifying and describing quasi-semi-genres “that will be more protean in their functions and less tied to institutional requirements” (p. 54). Nevertheless, discourse communities have expectations regarding the constraints and use of multimodal resources within a text (Hiippala, 2014). Readers have adapted to the new manipulated digital structures, easily responding to expectations of the digital multimodal structures of genre (Hiippala, 2014). However, Miller (2015) argues that linguistic

analysis is still important when understanding how words direct us to imagery within the page, or how the imagery itself may contain words to direct users. Like Miller (2015), Thorlacius (2009) claims balancing multimedia elements within a genre analysis is crucial to how a text achieves its function.

Lemke (2011) also considered the value of visual-spatial meaning, especially the more frequent appearance of imagery as “a semiotic resource system for expressing meaning” (Lemke, 2005, p. 46). Along the same lines, Hiippala (2014) claims that the layout of a genre is functionally motivated, assisting the reader in making sense of the complex circular layout of the page, organizing and establishing relationships between content. This resource system exists due to traversals. Traversals act as a unifying resource for coherence within digital texts and “make meaning across boundaries: between media, genres, sites, institutions, and contexts” (Lemke, 2011, p. 579). They are a necessary concept for understanding digital genres, as they refer to the meaning of trajectory that we create digitally.

Similarly, Lemke (2005) believes that images and texts come together to create interpersonal, organizational, and ideational textural-structural meaning, which influences the way semiotic resources within a text interact (Lemke, 2005), but these features can undermine each other, as well. For instance, the sidebar and text of a webpage could undermine each other if the reader does not understand that they are not related, but simply allow the reader to navigate readable information on the same page. Scholars like Dalan and Sharoff (2016) found university homepages tend to use hypertext, images, and banners to direct users toward recurrent navigational patterns which remain constant on multiple webpages. Though all these elements are valuable to the page, they share

parallel meaning, as in the information of the sidebar and the text exist separately without referencing each other, but are both necessary for cohesive knowledge, creating a cohesive chain (Lemke, 2002). Even though the authors reviewed academic homepages, similar conclusions may be assumed for government websites like the DoS and AA.

In view of the major role of multimodality within digital genres, scholars have discussed different approaches to genre multimodal analysis. Hiippala (2014) and Bhatia (2012) believe there is still no right way to analyze multimodal genres and argue that novel approaches should be developed in order to unite linguistic and multimodal analyses. Hiippala employs Bateman's (2008) Genre and Multimodality (GeM) Model. Overall, the GeM model provides a useful, sequential way for analyzing genre; however, I believe the rhetorical layer lacks the descriptive detail necessary to truly understand the linguistic units and patterns happening within a text. Similar to multiple text groupings sharing meaning on a page, lexicogrammatical elements and other semiotic resources may be parallel, creating cohesive knowledge between various semiotic resources and language (Thorlacius, 2009; Lemke, 2005).

Overall, visuals and lexicogrammatical elements must be equally addressed within an analysis to truly understand the moves and patterns of a given text. Multimodal features provide further information about the addresser, the audience, and the genre. Sometimes, image-text combinations share rhetorical configurations that help eliminate the need for descriptors, or explicit directional cues within a text (Hiippala, 2014). In addition, the layout of the text in digital genres and the links and headings used can be determined as functional or formal "pre-signals" (Askehave & Nielsen, 2005b). For instance, sometimes pictures and headers alone can be moves, realizing their own

purpose, such as being an introduction to the page's content. Images can be used in a text as simply a typographic reference for information in the text, even if the image itself is never referenced or receives an explanation for why it is present in the text (Lemke, 2005). In this way, the meaning of both the linguistic units and the multimedia resources influence each other within a text (Lemke, 2005). The double articulation between image and text is useful to add to the "repertoire of ways to analyze their semiotic interaction" like in the topic pages found on the PIW (Lemke, 2005, p. 50)

Beyond that, imagery itself serves as a way to develop pathos, ethos, and logos in a page. Thorlacios (2009) refers to Pierce's (1977) three visual categories of iconic, indexical, or symbolic, and the roles each of these play within. For instance, graphs and statistics may be used to show the addressee that the addresser is knowledgeable or supporting an argument (Thorlacios, 2009). Photographs may be used to pull on the addressee's emotions towards the given topic. Visuals build contextualization, interactivity, and promote curiosity, which is why governments use these to build viewer interest (Chadwick, 2009). More specifically, the American and German governments' multimodal choices can tell us which moves they prefer to support with visuals, and also the selection of headings and information through fonts and design provide similar support in emphasizing various information within the webpages. In this way, the visual and linguistic features of the text work together to construct the genre (Lemke, 2005), and all of these features must be analyzed together, as semiotic resources aiding in the realization of the purpose of the genre.

2.2.2 Hypertext

Lemke (2002) believes that the semiotic sequencing of traversals is one of these semiotic resources aiding in the realization of purpose, specifically traversals relating to hypermodality. Part of hypermodality is hypertext. Hypertext does not constrain the sequence of viewing but offers a non-linear option for the text (Lemke, 2005). Indeed, it is part of the semiotic presence within digital genres that assists the semantics and the organization of the intertextual pieces of a text. This means that hyperlinks expand “combinatorially in possibilities, only to contract more intently to some nexus of instantational meaning in each actual multimodal sign or ‘text’” (Lemke, 2011, p. 577).

Lemke (2005) defines hypertext as not an actual text, but as “a medium and a technology which encourages and affords ease of constructing sequences of textual units that are not uniquely determined by, or even in many cases anticipated by, the authors or designers of a particular hypertext web” (p. 52). Within the PIW, the affordances and constraints of spatial organization and design are important foci for analyzing moves. Hypertexts in the form of hyperlinks are utilized by authors to guide readers to possible sequences of reading and navigating. By doing so, authors maintain the ability to control the wider impact and intertextuality of a text through the use of the layout and visual resources (Finnemann, 2017). Much of what we see on any given webpage is littered with hypertext through links, toolbars, and media. Syntagmatic units of genre, like the titles and headers and affiliations, are now hyperlinked, adding to their orthography and typography values within the page (Lemke, 2005). These units help guide cohesion in a kind of chain. For instance, someone reading a government page cannot simply jump from the homepage to a specific conversation that an ambassador had with the institution

months ago. They must first navigate to the policy issue page that is relevant, then look through the available navigations on that page to find where they may locate previous interviews, documents, or publications. It is up to the creator of the page to design the possible entry and exit points of that webpage using hyperlinks (Belk, 2013).

Sometimes, pages use hyperlinks to support evidence. Other times, they use them to offer an addressee the opportunity to search the current information further using images or text as a hyperlink. For example, About Us pages tend to be easy to find, with clear markings in toolbars present on multiple pages, since they hold descriptions and classifications of the type of texts a user will encounter on that website (Dalan & Sharoff, 2016). Within PIW, the choice of links can tell us what they believe is important to know from that location in the site, and what is anticipated as further information users may be looking for. Since government pages link between so many topics, issues, and institutions and combine information from statistics to infographics, hypertext is crucial to their organization. The present study only focuses on homepages; therefore, the intertextuality provided through hyperlinks is not examined in detail. However, their role and presence in the webpage will be acknowledged.

2.2.3 Self-presentation through Audience

The audience of a digital genre is what Marwick and boyd (2010) refer to as “imagined”. This constructed audience “functions more as a continuum”, serving the purpose of a reference to a possible real audience the writer could be addressing (Marwick & boyd, 2010, p. 121). On such a large scale as social or institutional sites, the wide variety of possible site visitors creates context collapse. Context collapse occurs when many audiences are “flattened into one”, a strategy in which the addresser assumes

one large audience rather than addressing each variation of audience which may interact with their text (Marwick & boyd, 2010, p. 122). Swales (1990) considers the imagined audience a way that writers can “second-guess both their readers’ general state of background knowledge and their potential immediate processing problems” (p. 62). Nowadays, the audience of digital genre is a metaphor of space and situation, because one can never be sure of the direct recipient- they are a virtualized other (Reiff & Bawarshi, 2016). Much of the time, the actual readers can differ from those expected to visit the page. For instance, a government page may be meant to inform its citizens, but anyone around the globe can access the webpages if they so please.

This “imagined audience” only exists within the text based on linguistic and other multimodal choices (Marwick & boyd, 2010). New media technologies are collapsing contexts and bringing together many different kinds of audiences that usually do not interact (Reiff & Bawarshi, 2016). Therefore, the act of creating an authentic presence for the audience is constrained by the need to make sure information overlaps in a way that would interest the most sensitive members of an imagined audience (Marwick & boyd, 2010). Marwick and boyd (2010) refer to this as the lowest-common-denominator effect, in which addressers try to accommodate all possible audiences by presenting only the information that is beneficial and unbiased.

Even though audience management may be expected, institutions like the government must thwart inauthenticity while remaining professional. Sometimes acknowledging that an audience is present can, in fact, damage the authenticity of an addresser’s presentation, as it becomes clear the work is not personal but a performance for branding (Marwick & boyd, 2010; Belk, 2013). There is already a sense of “fakeness”

due to the corporate tone of business and government sites (Marwick & boyd, 2010). Thorlacius (2009) and Belk (2013) both view the webpage as a product that addressers are trying to “sell” to the addressee. This kind of relationship tends to lead to the socio-political underpinnings that attempt to influence the reader, so analyzing the methods of communications assist in discovering why a text does what it does. All the techniques addressers employ show how the addresser best wants to represent themselves.

2.2.4 Cross-linguistic Analysis

A given text, like the information provided on the Policy Issues webpages, says less about itself than about the culture that created it (Miller, 2015). Yet, there has been minimal research done on cross-linguistic genre studies because “systematic cross-national comparative research is challenging to design, fund, and conduct on a large scale” (Foot et al., 2010, p. 54). Despite these challenges, such research could lead to an even greater understanding of the shared structures and formatting regarding online genres. Since disciplinary norms and values are implicitly conveyed within a text (Dalan & Sharoff, 2016), analyzing community ownership in professional online communication provides important information about textual dynamics utilized by its members in different cultural contexts.

The world wide web (WWW) is a friendly environment for genres to thrive “in, through, and across institutions” (Lemke, 2005, p. 52). Because genres tend to be shaped based on who is involved (Bhatia, 2004), the convergence of genres online may actually benefit genre unification across cultures. By analyzing a genre realization within two different cultures, we can see how the genre is instantiated in and influenced by these cultures in a setting where context is collapsed due to a wider, unpredictable audience

from many different levels of society and cultures (Fakhruddin & Hassan, 2015; Marwick & Boyd, 2010). However, the benefit of analyzing genres cross-linguistically is still up for debate, as there are linguistic variations due to cultural influences (Dalan & Sharoff, 2016; Hiippala, 2017). Taking this into consideration, Giltrow and Stein (2009) point out the difficulties in cross-analyzing genre at the utterance level. The strategies used vary not only by culture, but also within the languages the same culture may employ. Yet, Dalan and Sharoff (2016), in their analysis of multiple language groups' academic websites, found that classifying texts through their higher-level features like POS tags and rhetorical strategies still allowed for a well-balanced design. As this study applies a Swalesian model of analysis, the cross-linguistic analysis will observe organizational patterns as well.

2.3 The Homepage

The homepage is one of the most evolved forms of native web genres, offering many variations of the genre to analyze at multiple levels. This may be because the homepage structure is easily comparable to many offline genres. For example, it shares many characteristics with the genre of newspaper front pages (Askehave & Nielsen, 2005a). The homepage was also developed as an online introduction to web content and author. We, as users, can recognize its format based on recurrence, or our previous knowledge of the introductory formatting and typification as a familiar experience with the front pages of newspapers (Miller, 1984). However, as readers, we can recognize the “flexible and individual ways which then make the text itself individual and different” (Bax, 2011, p. 150), which is to say that despite the high amount of individualization found on homepages, they have many functions and features with linguistic pre-signals

which help users identify them. Web designers also argue that formatting depends upon the potential perception capacities of the audience, and the homepage is a familiar experience (Finnemann, 2017). For this reason, the purpose and basic features of the homepage will be defined in this study before we delve into the specific features of the PITP, which serve as homepages for each individual policy issue.

The internet medium goes beyond this simple access and re-wording of information in the new space of the homepage- it is really a “re-worlding” as we move beyond the physical into a world with new possibilities, tools, and functions. Dillon and Gushrowski (2000) found that features such as external links, graphics, titles, table of contents, and animations were among the most common pre-signals. However, resources, search engines, and archives could classify the homepage as a hybrid genre (Santini, 2007), since many of these features serve the function of connecting content together. As these are all elements of situatedness and hypertext, analyzing these within the Policy Issues landing page becomes crucial to understanding the basic navigation allowing access to and from the homepage. In the 21st century, this shared access also becomes of greater value than ownership. Scholars like Pauwels (2012) believe the greatest goal of the internet is to increase access and communication among individuals, leading to shared information of topics, entities, and persons. This is frequently referred to as a contact genre, when two or more groups participating in a genre activity benefit or interact via the genre for different reasons (Bawarshi & Reiff, 2010). Because the DoS PIW aims to reach a wide audience, analyzing the community ownership and dynamism within the homepages aids in attaining a stronger comprehension of how the moves on the page help carry out its purpose.

In general, digital contact genres, like the homepage, are a tool for defining self to the multiple groups who may interact with the page. The main purpose of a homepage as a genre is to represent the addresser and provide direction to relevant information for users, giving a dematerialized form of identity that helps represent a group or individual to the rest of the community (Belk, 2013). Many institutions take advantage of the digital environment to “talk” in one direction about their stance in an environment where they cannot receive direct response (Chadwick, 2009), or to create public relations with their market, clients, or friends and family (Marwick & boyd, 2010). The site itself tends to exist as its own entity, an embodiment of the addresser (Chadwick, 2009). It is a “carefully controlled performance through which self-presentation is achieved under optimal conditions” (Papacharissi, 2002, as cited in Marwick & boyd, 2010, p. 644). E-governments take advantage of this ability to control the appearance of self to attain several benefits. For instance, this expression of self helps the interdiscursivity of texts, so it is essential to the communication practices of institutions. We develop a sense of self through our past by using intertextuality to build on who we used to be and the events and people we associate with. Therefore, in this study, the homepage is seen as a genre used to represent the sense of self, or extended self, with various relations to other selves (Belk, 2013).

2.4 E-democracy and Genre Studies

Belk (2013) points out that much identity work is done online as an extension of self, as opposed to an alternative self. As a result, how an organization represents themselves online is considered a direct reflection of who they are offline (Margetts, 2010). E-government is an essential system for government operations and policies

(Margetts, 2010), and their websites and webpages help construct and present their identity to much of the population. In their own way, government pages construct their narrative to guide the reader construct a specific image of how they want to be perceived, using specific techniques like key verbs and phrasing along with colors and design to describe themselves and their activities, as we will see on the Policy Issues webpages. Even though there have been plenty of studies analyzing governments' practices on the internet (Foot et al., 2010; Chadwick, 2009), a solid structure and pattern has yet to be defined for many government genres. In this thesis, I will use the PIW as an example of how to define one government genre by focusing on its various patterns and use of rhetorical strategies.

As previously mentioned, we cannot talk about genre without understanding the community using the genre, as the discourse community has the most to gain from genre analysis (Bhatia, 2004; Bazerman, 1994). In this case, the discourse community is the American and German governments' online presence, known as e-democracy. Ward and Gibson (2010) argue that for any research in political science to be relevant, it needs to be connected to current trends in democratic politics to best understand the government's role on the internet. Digital technologies are on the front line of revolutionizing administrative reform in many countries (Margetts, 2010), so the present study focuses on features most relevant to the digital medium, such as ease of access and hypertext. Studies have proven that an interactive, participatory government creates a more trustworthy and committed community (Jordan & Maloney, 1998 as cited in Ward & Gibson, 2010). By reviewing this "discursive performance" (Bhatia, 2004), my analysis can aid in comprehending the government's professional practices. Additionally,

studying their performances can help these organizations better predict perlocutionary effects, or how people will respond to their content (Reiff & Bawarshi, 2016).

2.4.1 Audience and Rhetorical Strategies

One way to investigate government social practices is through analyzing how governments interact with their audience. Governments use digital genres as a tool to broaden support to a large, diverse audience (Ward & Gibson, 2010). The WWW allows for new opportunities to interact with a massive audience on a personal level. The discourse community of a genre, such as the Policy Issues webpages, tends to have a constantly changing audience that forms and dissolves repeatedly (Bawarshi & Reiff, 2010). The information governments present is for anyone around the world who wants to access it, creating an incredibly complex contact genre. The greatest issue political scholars have been noting is what Bazerman (1994) refers to as the understanding of perlocutionary effect. Currently, many institutions are only considering the illocutionary effect, the intended effect an utterance has on the receiver, of what the government is attempting to do (Bazerman, 1994), without considering the reception by the public. Overall, analyzing government genres like the PIW from a sociocognitive perspective can help us understand practices of an organization, and help the organization recognize how their customers react to it.

Just like any discourse community, governments have an imagined audience that helps them conceptualize the language and style necessary to communicate appropriately (Marwick & boyd, 2010). For years, the issue of a gap between the “elite” (politicians) and the “mass” (citizens) has been a struggle not only for political analysis but also society (Chadwick, 2001). Political genre studies provide a unique opportunity for

governments to analyze their information deployment and how to better improve it to satisfy citizens without alienating them (Foot et al., 2010). In a sense, relying on the lowest-common-denominator citizen allows the government to keep authenticity localized whilst serving a wide community base (Marwick & boyd, 2010).

Style and patterns within a genre affect the audience and, as Hiippala and Tseng (2017) state, observing audience can clarify how individuals and the society cope with rapidly changing media landscapes and new choices and strategies available to addressers. The government attempts to avoid being accused of a fake presentation of self by using a register that any audience can understand, while relaying information that may not be as simple. Language use is an important focus for politics because it is the “manipulations in a potential digital ‘meta-media’ as fundamental to future political communication” (Chadwick, 2001, p. 442). Chadwick used Edelman’s (1919-2001) work to demonstrate that the language employed to discuss political events and philosophies is more important than the events themselves. Furthermore, Chadwick (2001) states “hortatory language is useful for processing the role of rhetoric in maintaining popular support. The key here is that linguistic content and form combine to reassure the public that they are being ‘consulted’ on policy” (Chadwick, 2001, p. 442). Thus, a cross-linguistic analysis of a digital text can be used to demonstrate how the two governments use rhetorical strategies to persuade their audience into believing they have more agency in government matters than they actually do.

E-democracies try to provide an informative portal by choosing to present and publicize the hyperlinks to the information that can be found on the pages within them, the way of making meaning Lemke (2005) refers to as traversals. Placing references to

other businesses and associations on a company's homepage has become increasingly important (Belk, 2013), and it may be just as important for government policy pages. To make their webpages more accessible, government websites must show recurrent structures in the moves, rhetorical strategies and navigation options within their webpages to create a recognizable text for visitors of their websites. Using traversals, large institutions can reorganize and connect their complex interorganizational networks on the same page (Margetts, 2010; Lemke, 2011). Websites like the DoS and the White House could "provide virtual front-ends or entry points to otherwise fragmented organizational arrangements, allowing citizens to transact with several departments and agencies and across different tiers of government simultaneously" (Margetts, 2010, p. 115). Affordances, like hyperlinks, facilitate reuniting the fragmented sections of an institution, against the New Public Management format that promoted micro-level understanding for websites (Margetts, 2010).

2.4.2 Transparency

The purpose of governments' informational texts is to appear transparent and gain viewer interest (Bawarshi & Reiff, 2016; Chadwick 2009; Foot et al., 2010). Even before e-democracy began, governments have always struggled with maintaining a sense of transparency. Governments moving online resulted into "high quality services" for citizens, but they were not offering enough in terms of authenticity (Coleman, 2010). As public genres encourage citizens to participate and search for information themselves, citizens had similar expectations of their governments' sites (Margetts, 2010). Many companies, like banks and corporations, created open policies that allowed for all news, policies, and digital content to be available to the public.

Ideally, government sites should be the primary source of information. To that end, Bazerman (1994) believes governments must fight for their status as producers of informational genres, thus mobilizing the public. As mentioned above, weblogs and counter-movements have been studied extensively, but government genres have not received much attention in recent years. Genre analysis of government genres can assist the community in interpreting why the government chose certain styles, structures, and intentions, and how the citizens interpret dominant communications and functions (Thorlaciuss, 2009). However, the government needs to draw readers to their e-government websites and maintain their interest. Many citizens prefer to visit sites that regurgitate the information found on government sites in a reader-friendly format or rely on popular news outlets (Ward & Gibson, 2010). These second- and third-party sites or media outlets are savvier and fitter for what Chadwick (2009) considers the internet's chaotic nature, and the government must fight against them to maintain legitimacy (Chadwick, 2009). Overall, "the low levels of trust in media weakens the political knowledge of citizens... and may impede the full exercise of democracy" (Marwick & Lewis, 2016, p. 45). Even within the "uncontrollable" nature of the internet, governments are attempting to control and regulate their appearance (Ward & Gibson, 2010), and this is, as we will see, one of the intended purposes of the Policy Issues webpages.

Often, these political sites come across as being too dense in nature, which may result in dissatisfaction or minimal interest in viewing them. Furthermore, the recent escalation in media distrust has brought citizens to the point of thinking information is systematically less than accurate (Marwick & Lewis, 2017). Indeed, government websites are used to change the direction of focus from governmental power to "safer areas"

(Chadwick, 2001). An accurate account of events tends to be boring, and many citizens believe that plant-baiting-- giving local news sources inaccurate information-- and other such tactics are also employed by the government (Marwick & Lewis, 2017). To avoid this, government websites like the DoS and AA must strive to be more interesting, more accessible, and more legitimate in the representation and transparency of issues.

The need for legitimation is closely tied to transparency. Legitimization is “ongoing, and elite strategies mutate over time” (Chadwick, 2001, p. 454). Chadwick (2001) found that rather than creating effective policies and revealing all information, an elite government’s success lay within their “deployment of symbolic resources and rhetorical strategies” (p. 439). In the present day, Germany has aimed to counteract segregation by revamping their AA site and starting the twitter hashtag #rumoursaboutGermany to appear more receptive. For its part, the DoS site has remained somewhat static in their approach to e-democracy. A cross-linguistic analysis, such as the one carried out here, can compare the ways genres are used to benefit government legitimacy.

We have to bear in mind that most internet genres are pull technologies, meaning they are meant to attract attention, so citizens must have an interest or pre-existing knowledge to visit the pages the government creates (Ward & Gibson, 2010). That is why all the elements of a government webpage use intertextuality and monumentality to reassure the public that the government is actively “doing something” (Chadwick, 2001). Relatedly, this study aims to find when and how the governments of Germany and the United States are utilizing the interaction afforded by the digital media through the DoS

and AA websites by scrutinizing the moves and rhetorical strategies both governments utilize.

All these elements draw us back to the concept of internet genres being more user-focused than author-focused. The traversals and fragmentations of information scattered via hyperlinks allow for ease and greater use from individuals viewing the sites. When it comes to the authors and readers in online government genres, there are new stakes. Further developing such a domain is crucial for legitimizing governments' online presence. Legitimization is currently being influenced by the hybridizing of political genres through using exciting techniques from entertainment genres (Chadwick, 2001; Coleman, 2010). Even though governments use institutional sites, they are not immune to the trends of entertainment and corporate sites. The need for legitimation and entertainment has driven the emergence of different government genres like the PIW. Chadwick (2001) found similar results to those of Thorlacius (2009) who saw the use of contemporary web design as a sign of progression and acceptance. Because the medium of the internet as well as genres in general constantly evolve, studying the Policy Issues Webpage genre assists in the greater understanding of political genres online.

2.5 Research Questions

One important reason to study government genres is that it has been proven governments' online interactivity is a predictor of economic and national development (Foot et al., 2010); therefore, understanding the cultural differences and similarities between government webpages from two different countries could provide insights into international communication practices, especially in understanding power relations developed through genre features like causal relations (Swales, 1990; Bawarshi & Reiff,

2010). As we continue to study genre, we learn that there are concepts like typification that are culturally dependent, modified by cultural context (Miller, 2015). There is more to be recognized about the genre's shared structural, rhetorical, and linguistic features. In order to better assess the way the features of the genre are being used, a cross-linguistic analysis will be carried out with another major world power, Germany, by looking at the Policy Issues webpages of the *Auswärtiges Amt*. The *Auswärtiges Amt* page will be analyzed in its original language, German, as certain information tends to be excluded in the English translation (Dalan & Sharoff, 2016). The linguistic choices, construction, and style of the genre can still be assessed and interpreted to determine how the genre compares between the two governments. Yet, for this study, I will avoid a close, utterance level cross-analysis. We ourselves develop an understanding of the ultimate prototype through seeing it in multiple, individual instances, creating shared genres (Devitt, 2009), so a strong focus on the utterance level does not seem necessary for the cross comparison.

Against the theoretical backdrop and context discussed in the previous section, this study seeks to answer the following:

Research Question 1:

What constitutes the genre of the Department of State's Policy Issues landing page and subsequent topic pages?

Research Question 2:

How does the American Policy Issues Webpage compare to the German Policy Issues Webpage?

In order to answer these questions, the methodology described in the next section was devised.

CHAPTER 3: METHODOLOGY

3.1 Data Collection

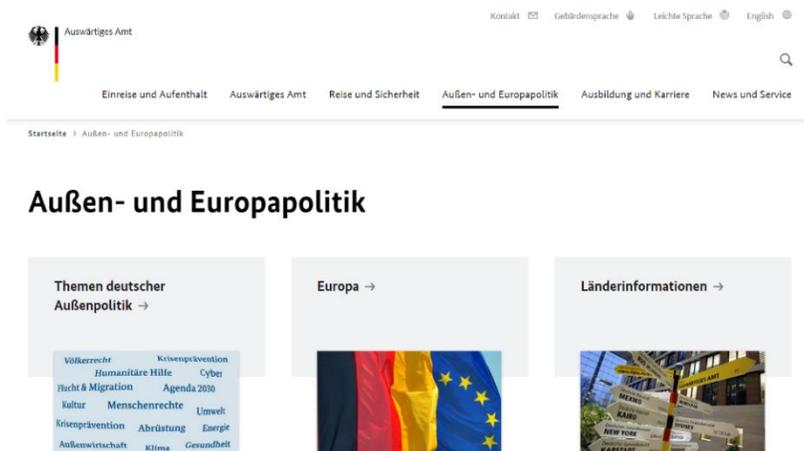
The present study focuses on the DoS's and AA's Policy Issues digital field sites. To address the research questions, I focused on the landing pages of both sites for Policy Issues and chose (8) Policy Issues topic pages (PITP) from DoS and the corresponding PITP from AA. Though both websites have their topics organized differently, I chose topics with similar or exact themes that required similar navigative choices starting from the homepage of the entire website. 8 PITP were chosen from the landing page of the



DoS Policy Issues.

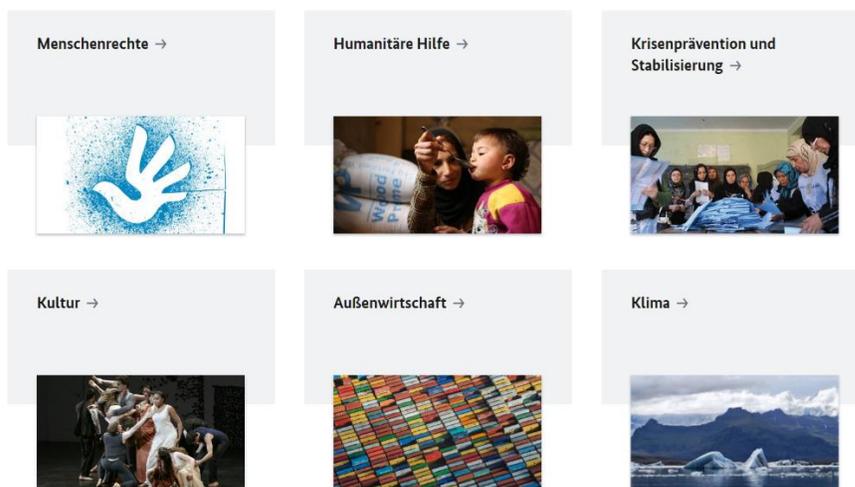
(Figure 1: DoS Landing Page Sample View)

The following PITP are not found on the landing page of the corresponding AA *Außen- und Europapolitik* landing page.



(Figure 2: *Auswärtiges Amt's Außen- und Europapolitik* Landing Page Sample View)

The reader must navigate from the landing page to the topics list by choosing *Themen Deutscher Außenpolitik*.



(Figure 3: AA Landing Page Sample)

The 8 topic pages and their corresponding German equivalents are as follows:

- Women's Issues/ *Frauen und Gleichstellung*
- Health Diplomacy/ *Globale Gesundheitspolitik*
- Climate & Environment/ *Klima und Sicherheit*

- Refugees/ *Flucht & Migration*
- Nonproliferation/ *Nukleare Abrüstung und Nichtverbreitung*
- Cyber Issues/ *Cyber-Außenpolitik*
- Defeating ISIS/ *Kampf gegen den IS*
- Combating Drugs and Crime/ *Internationaler Kampf gegen Drogen*

Additionally, I chose themes that present “hot topics”, or are more likely to gain viewers.

These judgements were based on my own observation of news and media in both countries at the time of data collection.

Because this study recognizes and acknowledges the role of hypertext, multimedia, and formatting as necessary for a well-rounded analysis, the pages were not altered for analysis. The Firefox application “Full Webpage Screenshots” was used in order to capture the full scope of each page. Capturing the entire web screen as one complete text is important because it will then include all the information of the page like the header, toolbars, and information that concludes the page.

Though my sample is small, with roughly 3,300 words for the DoS and roughly 4,400 for the AA, I believe it will suffice for the purpose of defining and understanding what constitutes the PIW genre. Despite the advantages of corpus-based studies gathering information on many different parts of a genre at once (Fakhruddin & Hassan, 2015), the sample size for this study still allows for monitoring patterns and strategies that could be interpreted as generic. A rhetorical understanding of genre as social action combines form and content both in images and words, so to answer the research questions, I will make assessments and base these assessments on the emerging generic conventions of my samples.

3.2 Theoretical Framework

To forward a description of the Policy Issues webpage genre, the present study adopts a qualitative approach based on genre models. The main goal of many genre analysis models is to “incorporate the flexibility [of rhetorical strategies] in the genre model, thereby modifying the claim of a “fixed” staging structure with a specific number of moves and a predetermined sequence” (Askehave & Nielsen, 2005a, p. 122). Though there are quantitative aspects to genre studies, a considerable number of linguistic studies take on a qualitative approach when it comes to genre analyses in order to keep the social context as a factor of the choices made in the text (Devitt, 2009; Reiff & Bawarshi, 2016).

Because I am interested in genre structure and its rationale (Swales, 1990), I will use the Swalesian genre model to analyze the data in order to address the two research questions posed. The study is driven by Swales’ belief that

...even when we grant that surface features and local decisions are highly contributory to the performance outcome, it is still very much the case that for a participant to have a sense of the ‘underlying logic’ or rationale is facilitative in both reception and production (Swales, 1990, p. 54).

Additionally, Askehave and Nielsen’s (2005a) genre model will be used as a reference. Their model attempts “to ‘upgrade’ the genre model and suggest ways in which the traditional model could be extended to account for web-mediated texts” (p. 138) for the many variables of the WWW which influence functional realization and text production.

The Swalesian model identifies genre based on the “recognition of purposes [which] provides the rationale, while the rationale gives rise to constraining conventions”

(Swales, 1990, p. 53). The model does so by going through a three-part analysis to determine the essence of what constitutes a genre:

communicative purpose; realized by

move structure; realized by

rhetorical strategies (Askehave & Nielsen, 2005a, p. 122).

Additionally, Swales (1990) notes that a genre may have a communicative purpose, or a set of communicative purposes. For instance, broadcasting is not only designed to “keep citizens up to date” (p. 47), but also to possibly persuade or manipulate public opinion (Swales, 1990). Much in the same way, the PIW may have the purpose of informing the public, but as a specific thematic government webpage, there may be additional purposes such as doing so with transparency.

Structure, presented in moves, is how genres “lay down the way to go about accomplishing communicative purposes” (Askehave & Nielsen, 2005a, p. 122).

Askehave and Nielsen (2005a) refer to the staging structure of moves as “the major linguistic reflex of communicative purpose” (p. 122). This means to “establish whether some expressions are more preferred, and therefore more genre-specific than others” (Askehave & Nielsen, 2005a, p. 121). Early genre studies had a sense of prescriptivism when it came to moves present in a genre (Swales, 1990). However, in present genre studies, there is a greater sense of flexibility when it comes to the common repertoire of moves a discourse community can and may choose from in the instances of genres (Askehave & Nielsen, 2005a; Swales, 1990). This analysis aims to unveil what moves are optional and which are core in the genre under scrutiny, and this will also be a focus of the comparison between the AA and DoS Policy Issues webpage.

These moves, shaped by the communicative purpose, influence and constrain the possible choices in content and style of the instantiation of a genre (Askehave & Nielsen, 2005a). Though there are many moves present in texts of the same genre, one of the aims of this analysis is to explore the “common repertoire” of rhetorical strategies. The content and style of the genre is referred to as the rhetorical strategies, i.e. specific lexico-grammatical choices, the final breakdown from the Swalesian model. The rationale or the purpose of the genre, not only creates a particular text structure but also a “host of conventionalized verbal and visual rhetorical strategies” (Askehave & Nielsen, 2005, p. 122). For this study, the pages are also analyzed for the presence of specific moves and rhetorical strategies and then compared to see whether the same moves and rhetorical strategies are present in the AA Policy Issues webpages. By including a cross-linguistic analysis, I aim to determine whether some rhetorical strategies are part of a common repertoire across languages/cultures for the same genre, and if some expressions, moves, or rhetorical strategies are used similarly by different governments.

Taking a cultural perspective when analyzing communicative acts adds to the integrity and validity of the observations (Pauwels, 2012). Swales (1990) states “it is important to compare texts of the same genre in two languages” (p. 65). In this study, due to the similarity in government and online presentation, it is easier to conclude that the AA and DoS are utilizing the same genre, making it an easier comparison at the discourse level. Though the study does not include interviews or research data pertaining to personal experience, the structure of moves and rhetorical strategies can shed light on the cultural context and interactivity within the site.

Askehave and Nielsen (2005b) emphasize the importance for situating multimedia and hypertext in the texts, similar to the models of Hiippala (2014) and Bateman (2008). As discussed in the literature review, digital genres have unique affordances when it comes to combining multimedia and hypertext, allowing the text to fulfill multiple functions at once within a text. Askehave and Nielsen's (2005a) model accounts for the elements of a digital genre, such as images, videos, or audio, which can be recognized as individual moves within a text.

The study is supplemented by a heuristic (Bax, 2011) in an attempt to thwart some of the limitations posed by a purely qualitative approach. Bax (2011) draws from Bhatia's and Swales' views on genre, and, as noted below, many of Bax's (2011) questions fit into ways of recognizing the common repertoire of moves and strategies. In order to analyze how the individual texts of the PIW webpages unfold, I will apply Bax's (2011) heuristic, which reads as follows:

1. In the context of the text, "what do the texts achieve (or not) or aim to achieve? What is the function of the text, or what do they do? What other impacts or functions can be identified?" (p. 98)
2. How do the texts achieve their goal? What are the core features of the texts, and how do they relate to the overall function? What aspects of the text structure do the texts employ so as to achieve their function? What layout, auditory, or visual resources does the text or texts draw on? What lexical and grammatical resources do the texts draw on in achieving their effects? (p. 99)

3. “Why do the texts seek to do this? What are the socio-political and ideological underpinnings of the text? What do the texts seek to foreground and why? What do the texts seek to obscure or “background” and why?” (p. 100).

Bax’s (2011) heuristic not only accounts for Swales’ (1990) focus on lexicogrammar and rhetorical strategies, but also what Martin (1992) considered as most important-- the layout of the text. For example, “titles, subtitles, headings and subheadings are commonly deployed to keep track of the composition of structure (Martin, 1992, p. 443 as cited in Askehave & Nielsen, 2005a, p.123).

The sample of Policy Issue pages were examined through this lens while more closely considering how various move structures and rhetorical strategies realize the of the genre of Policy Issues. Swales believes genre is “conceived narrowly focused on comparable rhetorical action. In addition to purpose, exemplars of a genre exhibit various patterns of similarity in terms of structure, style, content, and intended audience” (p. 58). These values, along with Bax’s heuristic, will help determine how the Policy Issues webpage can be described as it achieves its purpose.

3.3 Procedure

On September 24, 2018, the landing pages and PITP samples from the AA and DoS websites were archived for analysis. After reviewing the samples, the communicative purposes for the genre were considered. Following the unveiling of the communicative purposes, I then turned to analyzing how the landing pages and sample PITP realized the communicative purposes through realizing moves realizing rhetorical strategies. First, the DoS and AA landing pages were analyzed individually and assessed by listing out the moves and rhetorical strategies of both webpages. Following the

results of defining the prototypical moves of the landing pages, a contrastive analysis was conducted, applying Bax's heuristic, between the two landing pages. The main foci were on how the multimodal features and presentation features functioned and what purposes they seemed to be trying to achieve.

Next, the eight sample PITP pages were analyzed collectively for the DoS, then collectively for the AA. It was decided that all moves should be listed, as the sample size cannot determine what may or may not be considered a recurring pattern, even if it only appears two or three times in the selected sample. After analyzing the moves, the rhetorical strategies for each sample PITP were analyzed. Due to the significant number of rhetorical strategies found on the pages, I focused specifically on those that seemed most recurrent. These were then reported for the respective samples. Following the moves and rhetorical strategies report, a contrastive analysis similar to the one conducted for the landing pages was carried out. The contrastive analysis focused primarily on the difference in structure, multimodality, and similarities in rhetorical strategies between the AA and DoS.

CHAPTER 4: ANALYSIS AND RESULTS

Chapter 4 of this thesis is dedicated to the analysis and discussion of the Policy Issues webpage's (PIW) landing page and policy issues topic pages (PITP). The subsequent analysis and discussion are divided into several sections. Each section serves to analyze and report the results of the analysis for both the policy issues landing page and PITP, in order to describe a well-rounded prototype of how the PIW genre is recognized and achieves its goal. According to Swales (1990), a prototype of a genre can be recognized when the "exemplars of a genre exhibit various patterns of similarity in terms of structure, style, content, and intended audience" (p. 58). As stated in Chapter 3, Swales (1990) genre analysis model, with reference to Askehave and Nielsen's (2005a) updated digital genre analysis model, will be used to analyze the purpose which is realized by moves, in turn, realized by rhetorical strategies. Lastly, the contrastive analysis for both the landing pages and the policy issues topic pages will be addressed using Bax's (2011) heuristic, influenced by the questions prompted in Chapter 3.

A description of the communicative purpose of the PIW will be included in section 4.1. In order to describe how the moves and rhetorical strategies assist in realizing the communicative purpose, the analysis is broken into two further sections: describing the Department of State's (DoS) and *Auswärtiges Amt's* (AA) landing page's common repertoire of moves and rhetorical strategies (4.2) and describing the DoS and AA's eight sample PITP common repertoire of moves and rhetorical strategies (4.3). Within each of these sections, I will describe the moves of the DoS PIW Landing Page/PITP (4.2.1/4.3.1), the AA PIW Landing Page/PITP (4.2.2/4.3.2). Lastly, I will follow both with the contrastive analysis supplemented by Bax's (2011) heuristic (4.2.3/4.3.3).

In section 4.1, I will first describe the communicative purpose of the PIW. As Swales (1990) states, “recognition of purposes provides rationale, while rationale gives rise to constraining conventions” (p. 53). This means the purpose must be identified before delving into the move analysis. Next, I will describe how it functions as a genre. Although the texts I am dealing with here are digital, the approach used for the analysis of this section is similar to that for analyzing traditional, non-digital genres (Askehave & Nielsen, 2005b).

In section 4.2, I will report the results of the analysis of the moves and rhetorical strategies of the DoS and AA PIW landing pages. The communicative purpose of a genre is realized by moves which are realized by rhetorical strategies, both of which are used to “realize a particular social purpose” (Askehave & Nielsen, 2005b, p. 2). I will first describe how both the DoS and AA PIW realize their communicative purposes defined in section 4.1 through the common repertoire of moves and additionally the rhetorical strategies of the landing page. As this section only has one webpage from each government for comparison, the moves and rhetorical strategies reflect all those present on the page. This description will be followed by a contrastive analysis of moves and rhetorical strategies of the American and German policy issues landing pages according to the Bax (2011) heuristic. In this way, this portion of the analysis aims to describe shared concepts and moves that may exist for the genre at an international level, possibly influenced by the global nature of the WWW.

In section 4.3, I will report the results of the analysis of the moves and rhetorical strategies of DoS and AA PIW PITP. This section will mimic the design and procedures of the aforementioned PIW Landing Pages, but for the PITP. I will first describe how

both the DoS and AA PIW realizes communicative purposes defined in section 4.1 through a common repertoire of moves and additionally the rhetorical strategies PITP. As this section has several samples taken from both governments, the moves and rhetorical strategies reflect the most common and recurring moves and rhetorical strategies for both the DoS and AA. This description will be followed by a contrastive analysis of moves and rhetorical strategies of the American and German policy issues landing pages according to Bax's (2011) heuristic. In this way, this portion of the analysis aims at identifying and describing shared concepts and moves that may exist for the genre at an international level, possibly influenced by the global nature of the WWW.

4.1 Policy Issues Webpage as a genre- defining the genre

As mentioned in Chapter 2, e-government genres began to emerge as a way for governments to identify and brand themselves online. Additionally, e-government genres were utilized as a new tool to interact with and present themselves to the general public (Engholm, 2002). The PIW, as an e-government genre, is a series of various informative webpages that traverse across various topics and issues that the DoS, a specific department of the United States government, encounter and regulate. The same applies to the AA, a department of the *Bundesrepublik Deutschland* (Federal Republic of Germany). Among the many affordances of the WWW, the digitally-mediated context allows for different types of information within and between departments to be linked on the webpage which changes the way multimodality and navigation are presented within the text online, allowing for non-linear reading. Furthermore, this information adds to the branding and identification of the department. Pages for identifying as well as informing can be found on the same webpages through hypertext and multimodality. In this way,

the PIW is another e-government genre that fulfills the need for identifying and informing. Because of this, the primary purpose for the PIW can be determined as:

- Providing information and resources for the public to further investigate policy issues and/or the department

Additionally, the landing page and PITP act as homepages for the Department of State's PIW and the compartmentalized issues respectively. As Askehave and Nielsen (2005a) note, homepages tend to play more than "a purely informative role" (p. 130). Homepages are also used to establish identity (Belk, 2013). The homepage is the first source of contact and has certain informative and descriptive needs to meet for the reader. Readers expect to find the "immediate information" they are looking for relating to the websites' content—i.e. policy issues (Askehave & Nielsen, 2005a, p. 130). The establishment of contact also serves as branding and identification for the reader to retrieve further information about the creator and author of the page. Therefore, the landing page has a secondary communicative purpose, in both its reading and navigating mode, of:

- Creating a brand or identity image through the information available on the page.

Furthermore, as mentioned before, there is another possible secondary purpose for these webpages. The government attempts to be transparent, which implies linking and producing as much information as possible to and within these pages, to appear like they are "doing something" or being honest with the public (Chadwick, 2001). Thus, it can be argued that there is an additional secondary purpose for the PIW genre:

- To connect with citizens on a personal level that also combats viewer disinterest

Overall, the PIW realizes one primary communicative purpose and two secondary purposes. Through the moves and rhetorical strategies, these communicative purposes are realized through the functions and features of each text in the landing pages and the PITP.

4.2 Analysis of the moves and rhetorical strategies of the DoS and AA's Landing Page

I now turn to how the PIW realizes its communicative purposes through moves which are realized by rhetorical strategies. As noted in the previous section, the communicative purpose of government genres is to inform (Foot et al., 2010), brand (Belk, 2013) and identify (Thorlaciuss, 2009), and combat disinterest (Chadwick, 2001). As noted before, e-democracy struggles with combatting disinterest. One of the main reasons is their websites do not contain the same need for uptake or dialogue as others, but simply present information. As a result, the webpage alternates between the descriptive and instructive modes. It is not uncommon for genres to function in more than one mode of discourse. Bax (2011) creates a definition for the descriptive mode from Bhatia (2004) and Fairclough (2003), defining it as “combining of descriptive elements” such as iconography and “non-sequential” (p. 57). Elements of this can be seen through the moves which have branding or identification features. Bax (2011) also describes the instructive mode as the “listing or sequencing of actions or items” (p. 57), which is common in instructional moves like toolbars. Throughout the page, both modes are intertwined to help the reader navigate to other content within the website.

The notion of a “move structure... indicates a preferred way of organizing the text” and is “most notably obtained by creating a sequence of moves through which to go when writing and later reading the text” (Askehave & Nielsen, 2005a, p. 132). Though the “conventional” move structure for digitally-mediated genre such as the homepage may now seem obsolete, it is still how the communicative purpose of a text is realized. Despite the digital aspects of the text, the landing pages are being viewed as a text, a static instantiation of genre. Due to this, analyzing the moves to find a common repertoire would seem sufficient. Within the overall page, hypertext is still present although the analysis does focus on the navigative mode of viewing. There is only one navigative unit that takes the reader into navigative mode from the landing page to the specific topic pages, so each landing page will be viewed simply as a traditional text.

After analyzing the PIW landing pages of DoS and AA, they were emerged as complex structures of macro-moves and subordinate moves utilizing hypertext and multimodality in various ways. A set of moves, defined by visual cues, is divided into distinct sections by means of colors, images, and design. Both the American and German landing pages can be broken into three distinct macro-moves: banner, content, and end of page. Within these macro-moves, various subordinate moves have been identified, though there are some variations in the subordinate moves. With this in mind, the moves for each governments’ landing page will be described in the following sections.

4.2.1.1 DoS Landing Page

After reviewing the PIW landing page for the DoS, the page can be broken into the three distinct macro-moves: Banner, Contents, and End of Page. Within these moves are

various subordinate moves. The structure of the moves within the landing page of the DoS is as follows:

(Table 1: DoS Landing Page Moves)

Macro-moves	Banner	Contents	End of Page
Subordinate Moves	External Identity Platforms	Navigation Map	External Affiliations
	Identification	Social Media Sharing	Contacts & Minor Affiliations
	Toolbar	Title	Copyright
	Search Bar	Contents Detail	

Macro-Move: Banner.



(Figure 4: DoS Landing Page Banner)

The Banner of the DoS website is the first macro-move on the webpage. The following subordinate moves (External Identity Platforms, Identification, Toolbar, and Search bar) are all located within this macro-move, unified by the brighter, solid coloring at the top of the webpage. The subordinate moves of the banner do not differ despite changing pages within the website. Most of the features within the Banner macro-move function to brand the institution and help the reader navigate away from the present webpage.

External Identity Platforms: Located in the top right-hand corner of the site, this subordinate move functions as support for ways to view and connect with the DoS on other, external social media platforms. The icons reference the respective social platforms such as Facebook and Twitter, with an option to view even more platforms to connect with the DoS.

Identification: The Identification subordinate move relies on visual resources, with the function of attracting attention and defining the author. In this case, the symbolic colors of red, white, and blue are used to color an American flag which is the backdrop for the title “Department of State” and the crest of the department.

Toolbar: Similar to the other subordinate moves within the Banner macro-move, the Toolbar appears on every page. The Toolbar serves as a baseline for hyperlinks leading to other parts of the website and even out of the website. The red, solid-colored stripe encapsulates this subordinate move; further, hypertext may help the reader navigate to other parts of the webpage. The lexical units are separated by spatial organization and the down arrow accompanying each utterance unit signals that there are more options below each prompt.

Search bar: This subordinate move, explicitly identified by the phrase “search bar” within the navigative portal, also offers an optional navigative function. The section in which the question or keyword may be typed is located on the right side; however, the subordinate move takes up the full horizontal length of the page, causing it to stand out to the viewer more so than the External Identity Platforms subordinate move. Although the Search bar subordinate move does not draw much attention, it still makes itself present through its full extension across the page.

Macro-Move: Contents



(Figure 5: DoS Landing Page Contents Macro-Move)

The macro-move of Contents can be realized through various subordinate moves within the same white space of the webpage (Hiippala, 2014). Though these elements may be sectioned off through gridding or more solid coloring, all subordinate moves of the Contents macro-move are enveloped in the white space below the Banner macro-move and above the End of Page macro-move. The navigation map, information sharing, title, and contents detail can all be found within the Contents macro-move.

Navigation Map: The Navigation Map subordinate move is found between the Title subordinate move and the Search bar subordinate move, with no visual backdrop to the lexical elements included. It serves as a reference for the reader regarding the traversals that have taken them to the current page. It also provides a secondary title for the current page's location within the website, which does not always correspond to the actual title of the page.

Information Sharing: Sharing the same horizontal plane as the Navigation Map and Title subordinate move, Information Sharing subordinate move is located on the far right of the page. Most less-significant moves tend to be on the far right of the page. As

English is read from left to right, this is the last side of the page that the reader's eyes would reach.



(Figure 6: DoS Information Sharing Subordinate Move)

This subordinate move consists of iconographic imagery that corresponds to the social media it connects to, but unlike the social media prompt in the macro-move Banner, the icons are presented as options of social media platforms to “share” the current webpage’s information to, as prompted by the last word in the subordinate move. The way the government chooses to share information demonstrates transparency and encourages readers to assist in creating viewer interest.

Title: The Title subordinate move is situated on the left side of the page. It serves to notify the reader of the context and the contents one will find within the webpage. Its location near the top of the webpage with the largest font size makes it is easily recognizable to the reader.

Contents detail: The Contents Detail subordinate move is organized like a glossary, a genre familiar to most readers. The Contents Detail section simply describes the types of policy issues found within the webpage using hypertext titles that correspond to the PITP pages the reader will navigate to (if they so choose to click on one of the titles). The utterances within the contents move are concise and directive. Within the glossary layout, the information is broken up into three alphabetical columns, descending in alphabetical order by the first letter of each PITP title. A rigid, hued box surrounds the glossary layout, signaling the beginning and end of this subordinate move.

Macro-Move: End of Page



(Figure 7: DoS End of Page Macro-Move)

The End of Page macro-move is separated from the Contents macro-move by a “page rip” design that begins another solid, gray block of color in which the External Affiliations, Contacts & Minor Affiliations, and Copyright subordinate moves are all a part of. The information on the webpage is concluded by using the insignia related to the DoS’s identity; a long, extended crest for the DoS serves as another a way to end the description of information in the Contents macro-move. This serves not only as an identification divider, but also as a kind of “conclusion” to show readers that the information specific to that webpage has ended.

External affiliations: The External Affiliations subordinate move appears as hyperlinks. It can be assumed that this is information the DoS thinks the reader may inquire about after reading through the contents of the page. Similar to the glossary layout, this information is broken up by category in columned lists.

Contacts & Minor Affiliations: This subordinate move is filled with short bits of information that points to ways to contact the government. It can be differentiated from

the previous subordinate move easily as the information returns to the typical left-to-right reading format, but now divided by rowed lists rather than columns. Within the Contacts and Minor Affiliations subordinate move, there is a simpler directive map of the website hyperlinks and information on other related offices.

Copyright: The last move of the webpage is the copyright subordinate move; it is used to claim that the information presented on the webpage belongs to the DoS. These utterances are in the smallest-sized font found and located at the end of the page, which gives reason to believe that this information is not pertinent to the reader.

4.2.1.2 DoS Landing Page Rhetorical Strategies

Most of the moves on the landing page, as previously stated, are used for navigative purposes, which means most of the lexical elements found on the page have a navigative function. According to Askehave and Nielsen's (2005b) functional typology of links, almost all the hyperlinks of the contents macro-move, specifically the contents detail move, should be categorized as specific links, meaning the titles of the Policy Issues and external links all correspond to the exact information they state. In contrast, most of the hyperlinks in the banner and end of page would be considered generic links, because they are static, and "act as navigation bars on the entire site; and not only on the homepage" (Askehave & Nielsen, 2005b, p. 6). Together, these two types of hyperlinks comprise most of the lexis and utterances found on the landing page.

Almost all the lexical elements present on the DoS landing page are nouns serving as hyperlinks. In fact, almost no verbs are found on the DoS landing page. Only in common phrases, such as "What We Do" found in the toolbar move, that cue readers into the material do we find any verbs. Overall, however, there are no verbs in the

imperative or any other mood present on the page, as is typical of descriptive or instructional modes of discourse. Rather than having a move dedicated to indicating content structure (Askehave & Nielsen, 2005b), the lexical elements used in each utterance are short and concise; this is probably due to their hyperlinking function, indicated by changes in font and form when the cursor rolls over it, or the blue-coloring and underlining that are commonly associated with specific links and hyperlinks. For instance, the entire glossary section found in the Contents macro-move is a series of hyperlinked nouns that correspond to the policy issue title, such as “Climate and Environment” or “Women’s Issues”. All the information the reader is looking for is signaled through hyperlinking, rather than having a small introduction or explanation of how the page functions.

Bax (2011) states that descriptive texts “tend to focus on specifics: particular objects, people...” and more (p. 89). In the landing page, the rhetorical strategies that carry out the functions of defining the information and resources, as well as informing the audience follow the guidelines for the descriptive discourse mode. Coincidentally, there are additional strategies that are not related to the descriptive mode that also appear on this page. The most relevant of these being that many functions usually carried out by lexical elements are, instead, carried out by images, such as the references to the social media platforms. Most lexicogrammatical elements on the page are always supported by visual imagery to assist the reader. For example, each word in the search bar is referenced with an arrow to indicate to the reader that clicking on this word will take them to more specific options.

Topic placement, or where and how lexis is presented on the page (Bax, 2011), is important to the genre of the landing page. As is typically seen on homepages, titles and headers found on the landing page usually have different font and type-sizes which help identify the contents and direct the reader (Askehave & Nielsen, 2005a). The landing page does not have varied color schemes of fonts, which results in fluidity and cohesion. Similarly, the title “Policy Issues” also receives just as much detailed placement, as it stands in its own horizontal plane accompanied by no other moves and is in a bolded, enlarged font near the upper center of the page. On the DoS page, there are no lexicogrammatical pre-signals, provisional identification such as headings and general design, given to understand the function of the landing page homepage other than the title “Policy Issues”. This placement falls within the reader’s usual eye range and catches the reader’s attention as a pre-signal cue to what page they are on. The specific links serve as cues to interest the reader based on the titles, with no accessory information given. These rhetorical strategies exemplify what the DoS finds most important for the reader to first notice—who and what the page is about.

Similarly, it is easy to tell what information the DoS does not deem important, due to the way some moves —like the navigation map move— appear in smaller font or at the end of the page- the copyright move, for example. These moves also serve important rhetorical functions for the page. For example, the navigation map also serves as a pre-signal, as it provides the homepage’s location within the overall site, though it doesn’t directly correspond to the titles of the webpages. It points the reader to the traversal path that got them to the page they are on.

Lastly, there is strong value placed on lexis that conveys ethos such as the external affiliations and social media references found at the top of the page to the possible toolbar navigations, and also throughout the end of page macro-move where hypertextualized nouns link to the other organizations and institutions the DoS associates with. Some moves such as the Search Bar function as an opportunity for the reader to view content they may still wish to be looking for and cannot find. This addition of a search bar also adds to the transparency of the government, which allows users to find information rather than hide it.

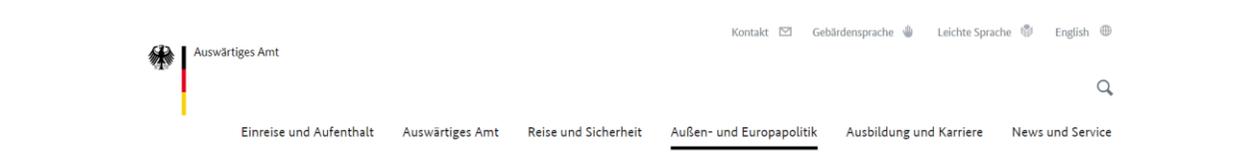
4.2.2.1 AA Landing Page Moves

After reviewing the PIW landing page for the AA, the page can be broken into the same three distinct macro-moves of the DoS landing page: Banner, Contents, and End of Page. Within these moves are various subordinate moves. The structure of the moves within the landing page of the AA is as follows:

(Table 2: AA Landing Page Moves)

Macro-Move	Banner	Contents	End of Page
Subordinate Moves	Viewer Options	Navigation Map	Secondary Search Bar
	Identification	Title	External Identity Platforms
	Search Bar	Introduction	Contacts & Minor Affiliations
	Toolbar	Contents Detail	Copyright

Macro-Move: Banner



(Figure 8: AA Banner Macro-Move)

Similar to the DoS Banner, the majority of the subordinate moves within the macro-move of Banner function as nonlinear moves to facilitate the reader navigating from the current page. Divided by the formatting of the toolbar, the Banner macro-move consists of Viewer Options, Identification, Search Bar, and Toolbar subordinate moves.

Viewer Options: This subordinate move contains various options for the reader to tailor their experience to their specific preferences or needs. If the information the reader is looking for cannot be found or they want to contact the AA directly, they can click “*kontakt*” (contact) to do so.



(Figure 9: AA Viewer Option Subordinate Move)

The other three options have an image-utterance relationship, cueing the reader into the way information is presented by providing choices not only for other spoken languages, signaled by “English”, but also for sign language “*gebärdensprache*” (sign language) and an option to review the information in “*Leichte Sprache*” (simpler speech). Through these options, the reader may navigate away from the page but access the same contents in different ways, which may heighten their overall experience.

Identification: The Identification subordinate move for the AA page is small, sharing the same horizontal plane as the Search Bar subordinate move. The German national color scheme is present in the small, vertical lines, which separate the crest of the AA from the title “*Auswärtiges Amt*”.

Search Bar: similar to the DoS page, the Search Bar subordinate move sits on the right side of the page, sharing the same plane as Identification subordinate move. It has no

visual or lexicogrammatical elements except for the small magnifying glass image, an image typically used to signal searching that also appears on the DoS page.

Toolbar: The Toolbar subordinate move is separated by space, and the lexical units which refer to various other webpages within the website sit on top of a horizontal bar used to break apart the Banner macro-move from the Contents macro-move. There is no identification to signal to the reader that there is a drop-down bar, but a small black line appears when hovering over terms like “*Aussen- und Europapolitik*” (Foreign and European Policy). The reader needs to click the term in order to have the drop-down menu appear.

Macro-Move: Contents

Startseite > Außen- und Europapolitik > Themen

Themen deutscher Außenpolitik

Grundprinzipien deutscher Außenpolitik
→

Europa, die transatlantische Partnerschaft, das Engagement für Frieden und Sicherheit, die Förderung von Demokratie und Menschenrechten sowie der Einsatz für eine gerechte und nachhaltige Globalisierung und eine regelbasierte internationale Ordnung - das sind die Leitplanken deutscher Außenpolitik.



Menschenrechte →



Humanitäre Hilfe →



Krisenprävention und Stabilisierung →



(Figure 10: AA Contents Macro-Move)

Unlike the Banner macro-move, where the majority of the subordinate moves share the same white space with font and layout differentiating them, the Contents macro-move is more multimodal in the distinguishing of various moves within the macro-move. It also

tends to have the subordinate moves appear in a more linear fashion, with the Navigation Map being followed by the Title, Introduction, and Contents Detail subordinate moves.

Navigation Map: similar to DoS, the AA has a navigation list reminding the reader where the current webpage is situated in the overall site. As stated in the Data Collection section of Chapter 3, the landing page for policy issues can be found within the *Außen und Europapolitik* general webpage. The title of the page does not directly correspond to the title in the Navigation Map subordinate move which appears as a relevant keyword instead.

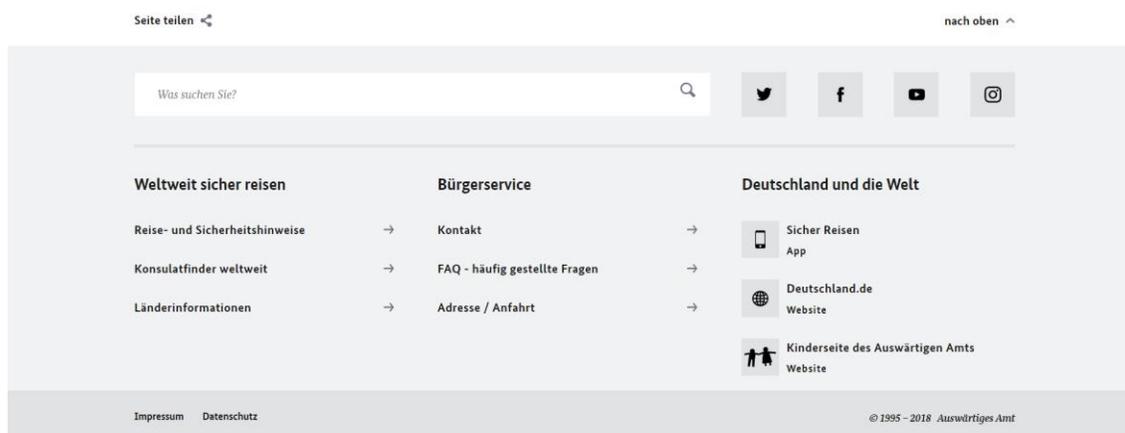
Title: The Title subordinate move is notable because of the large, bold letters which highlight the navigative link that must be used to arrive at the landing page. The title shares its white space and horizontal plane with no other moves, which draws the reader's attention despite the font and size of the letters being similar to other headers on the page.

Introduction: The Introduction subordinate move is organized around image-utterance relationships. It serves to further clarify the function of the page within the AA's overall goal realized via e-government genres. It describes the politics *and* the mission for the AA regarding the policy issues. Additionally, the message is complemented by an image of the *Auswärtiges Amt*'s headquarters in Germany. The contents of the subordinate move are highlighted by a gray backdrop which stretches from the left side of the page, similar to the left-to-right reading of the German language.

Contents Detail: The Contents Detail subordinate move is set up in a similar location as the DoS site, taking up most of the middle of the page. The glossary layout is recognizable, despite the differences from the DoS glossary. Each hypertext title for the

policy issue is accompanied by a complimentary image that, in some way, expresses the focal policy issue, whether it is an image or a photograph. Both image and lexical unit are united by a gray backdrop. The policy issues are not in alphabetical order.

Macro-Move: End of Page



(Figure 11: AA End of Page Macro-Move)

The End of Page macro-move is signaled by a gray box which fills the entire bottom of the page. Most of the information in this section is nonsequential, similar to the Banner macro-move. The secondary Search Bar and External Identity Platforms subordinate moves are separated from the next subordinate move of Contacts and Minor Affiliations by a hued horizontal divider, and the remaining subordinate move, Copyright, is finally distinguished by the dark-colored bar that surrounds it.

Secondary Search Bar: The Secondary Search Bar subordinate move functions as a second chance for the reader to search for information they may not have found after viewing the whole page, promoting information transparency. Compared to the Search Bar subordinate move in the Banner macro-move, this search bar is highlighted by varying colors and includes a lexical prompt “*Was Suchen Sie?*” (What are you looking for?) to direct the reader to the function.

External Identity Platforms: This subordinate move shares the same horizontal space as the Secondary Search Bar subordinate move; where they will take the reader can be easily viewed, due to the social media icons appearing in each square box.

Contacts & Minor Affiliations: Other locations on the site can be found in the Contacts & Minor Affiliations subordinate move; they are positioned after a columnized glossary, with headers for the links under each column. The final column has hyperlinked image-utterance relationships. These take the reader to more information regarding the AA and the world. It is nonsequential, as it can be read vertically or horizontally depending on what the reader is looking for.

Copyright: the Copyright subordinate move includes data laws and the publication information. An arrow for ease-of-access back to the top of the webpage is also the last possible move at the end of the page.

4.2.2.2 AA Landing Page Rhetorical Strategies

Frequently, the descriptive modes of discourse use intensive extensive, and perception verbs and verbs (Bax, 2011). The AA does use one of their hyperlinks to the principles of the AA to further brand and identify the department, in which intensive verbs are found:

„Europa, die transatlantische Partnerschaft, das Engagement für Frieden und Sicherheit, die Förderung von Demokratie und Menschenrechten sowie der Einsatz für eine gerechte und nachhaltige Globalisierung und eine regelbasierte internationale Ordnung - das sind die Leitplanken deutscher Außenpolitik.“ (“Europe, the transatlantic partnership, fostering peace and security around the world, the promotion of democracy and human rights, and

commitment to fair and sustainable globalization and a rules-based international order - these are the guiding principles of German foreign policy.”)

The information is descriptive, depicting the AA and the values the department holds and hopes to enforce. Here we can see a descriptive rhetorical strategy for branding and identifying, in which present tense verbs are used, as is typical of the descriptive mode. The entire quote is also a hyperlink that takes the reader to a brief overview of each theme in the glossary of the contents macro-move.

Most of the lexicogrammatical features present on the landing page are also hypertextual, which provides the text with an immediate navigative function. On the landing page, not all of the hyperlinks correspond to the title found on the PITP page that the hyperlink traverses to. The banner and end of contents macro-moves' hyperlinks are considered generic links, because they remain consistent throughout the entire website.

A noticeable rhetorical strategy is the lack of alphabetizing the hyperlinked policy issues. Within the contents detail, which presents a glossary-like layout, the fact that the policy issues are not in alphabetical order triggers the need to search through the entire page. This requires the reader to read through all the possible options which may, in turn, peak their interest towards something else, a clever step regarding topic placement. The information of the glossary is purely descriptive, as each utterance simply references what awaits the reader if they choose to click on it. The image-utterance relationship consisting of the policy issue title and a complementary iconographic representation accompanies each policy issue. The conciseness combined with multimodal features creates greater viewer interest.

Furthermore, offering different options to view the page is not only strategic, it also widens the AA's range of viewers as it may appeal to multiple types of viewers through various rhetorical strategies, such the option to view the page in multiple languages, sign language, or simple language. These viewer options on the webpage generate greater viewer interest by being able to reach a larger audience in formats that are more accessible or easier for them to use.

The navigation map also serves as a pre-signal, but also an element of ease-of-access, which helps with achieving transparency. As the navigation map provides the reader with information on how the current webpage is situated within the overall website, it doesn't directly point to the titles of the webpages but to their location. It also reminds the reader of the navigation path that got them to the page they are on. For instance, the AA page situates the homepage of *Außen und Europapolitik* within the larger context of other international information resources.

4.2.3 Contrastive Analysis of the DoS and AA Landing Pages

When analyzing a given genre, Bax's (2011) first step is to focus on "what the particular text under analysis does or achieves" (p. 97). Primarily, the landing pages under scrutiny attempt to inform their audience, as well as to identify and brand themselves. Overall, the text seeks to make citizens believe their government is providing them the necessary information with the appropriate transparency and "doing something" as Chadwick (2001) noted. In addition, these landing pages also attempt to build viewer interest. In the following contrastive analysis, it will be shown how the German and American landing pages differ and relate in achieving these purposes through the display of various moves and rhetorical strategies.

As this genre aims to fulfill the purpose of informing, identifying, branding, and building viewer interest, the macro-moves of banner, contents, and end of page found on both landing pages function collectively to realize the purpose. The individual moves which vary between the two landing pages function in the same way but with different functions. The landing pages are descriptive in carrying out the branding and informing functions by providing contents detail, whether that be the glossary or various external links. It is important to note that there is no narrative or interactional mode used on either landing page. All interaction is one-sided, as the creators of the pages have set up options for how to navigate the page, while the reader decides which navigations to use.

Most moves on the page are familiar to readers who access websites, and both governments are expecting readers to come to the landing page with knowledge of the typical features of websites, and more specifically, homepages. We can see this in the way both PIW present search bars, toolbars, and social media affiliations almost entirely through iconography. Users have the opportunity to not only access information related to the topic, but also navigate out of the site to other issues, themes, or government departments. Both pages are filled with opportunities to navigate. As a result, the instructive and directive modes are found in all three macro-moves.

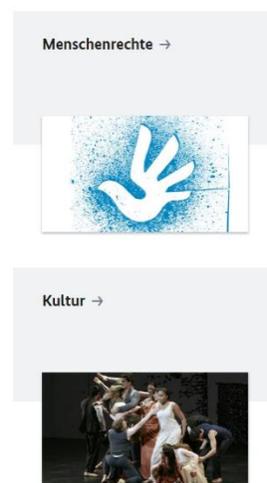
The second step of Bax's (2011) heuristic is to describe *how* the text achieves its various functions. A core feature of the landing pages is its multimodality, with a special emphasis on hypertextuality. In the case of online landing pages, the hypertext system allows users to click on links on the home or landing page to access various extensions of information dedicated to a single topic for discussion (Askehave & Nielsen, 2005a). Most of the lexicogrammatical features present on both landing pages are also hypertextual,

which gives most of the text an immediate navigative function. In both cases, all the hyperlinks found on the landing page are associated with the contents of the page they connect to. According to Askehave and Nielsen's (2005b) functional typology of links, the hyperlinks found in both the Banner and End of Page macro-moves should be considered generic links. The use of generic links in the Banner and End of Page macro-moves on the AA and DoS PIW will be also noted in the PITP analysis of moves and rhetorical strategies.

Regarding the features of the text structure that the landing pages employ to achieve their functions, these are notably the homepage layout and the glossary formatting. For both pages, most macro-move contents are realized through the contents detail subordinate move, formatted like a glossary.



(Figure 12: DoS Sample of Glossary)



(Figure 13: AA Sample of Glossary)

The formatting of columned and rowed information is common for glossaries. The contents of the DoS are more sequential in nature, as the glossary formatting is applied from the title, to the subsections following an alphabetical order, and to the listing of each

individual policy issue. The DoS glossary is alphabetized and segmented into three columned groups, whilst the AA is more visual and unalphabetized. The DoS glossary is broken down into grids, and the glossary in the middle is very rigid. It sticks to the US government's innocuous tone. However, though the AA could be considered sequential, the information is more varied in appearance. The introduction gives way to various topic points with complimentary visuals under each title. The pictures, along with the lack of alphabetized order, make the reader look through more of the options, as they are not sure where what they may have originally been looking for is located on the page, acting like a pull technology (Ward & Gibson, 2010). On the other hand, the DoS page allows for immediate retrieval of information because of the informative design of the contents' layout. Both designs have their benefits, but the multimodality found in the AA glossary would seem to be able to draw greater viewer interest.

The greatest contrast between the DoS and AA landing pages can be found in the utilization of layout, as well as auditory and visual resources. The content unit of the DoS landing page has a more homogenous feel, while the AA landing page breaks the information into more sections through various image-lexis relationships. The AA does not provide directive cues for the use of the page, but the introductory move serves as extra information to assist the reader in finding the information they are searching for beyond the lexicogrammatical pre-signals of the page, which aids the reader in accessing the information more easily. This move provides the reader with more context and information than the DoS's choice to only include a title and use formatting to notify the reader of the list of topics on the webpage.

The AA's introductory move is one of the descriptive, lexico-grammatical resources that is accompanied by imagery and adds to the ethos of the branding. In a sense, the DoS's lack of an introduction move can be seen as a lost opportunity to appear transparent and authentic by welcoming the reader to the page, building lexical ethos. One of the main differences in lexicogrammatical resources between the two government pages is the introductory move that is only present on the AA page.



(Figure 14: AA Introduction Subordinate Move)

This introduction move familiarizes readers with the principles and philosophy of the AA, foregrounding the institution's own desires by describing the rationale behind the policy issues. The introduction move of the AA is not the only difference between the two landing pages, as other visual resources employed also create contrast between the two pages. For example, the DoS and AA vary in how they provide directional prompts through visual, rather than lexical, indirect directives in nonsequential moves. As stated before, nonsequential reading is typical for genres that use the descriptive mode of discourse (Bax, 2011). For instance, the toolbar adds to the functionality of the text by being navigational and informative within both the American and German landing pages. However, in the DoS landing page, each word is referenced with an arrow to indicate to

the reader that clicking on it will take them to more specific options. These moves are descriptive not through lexical resources, but through visual ones. Additionally, the viewer options move of the AA landing page allows for greater viewership due to the option to view the page in multiple languages. This is another move in the top right-hand corner of the AA landing page, and it opens them up to readers coming from many different backgrounds, as is common with contact genres. It is an affordance that the DoS does not offer on their landing page, which greatly constraints their access to audience, in turn losing an opportunity to identify themselves and be transparent to greater audience.

One of the ways both governments use multimodality to gain audience attention is in the use of iconography as multimodal pre-signals for move changes on both pages, such as the use of color and design changes. The reader is simply supposed to recognize the cues due to formatting in both landing pages. For instance, on the DoS page, the banner is identified due to the solid consistency of similar colors. The large “white space” of the page signals the contents. Similarly, the AA page uses horizontal color designs and breaks to signal the segmentation of the three main sections. Only external specific links on both pages have different colors, disassociating them from the other, focal information on the page. As Askehave and Nielsen (2005a) and Belk (2013) argue, external affiliation hyperlinks are very common on websites. The external Affiliations, Minor Contacts & Affiliations, and External Identity Platforms subordinate moves all build the author’s ethos and are situated for both landing pages within the End of the Page macro-move. This topic placement signifies that the information may be warranted, but it is not a central feature of the page. In this way, the color-coding foregrounds the information sharing similar typography as well as grouping information conveyed by similar font and

size. Though directional, the lack of lexical instructions diminishes the ease-of-access. The governments' secondary purpose of developing viewer interest should influence the use of persuasive strategies, which appear in the text. However, in these landing pages we do not see many present. The simple design and presentation of information is easy to navigate.

Throughout the pages, there are several pre-signals present that also help the reader recognize the page and its functions. Furthermore, both pages use font changes to signify the transitions and separations of moves, which is a typical for a homepage, and titles are used to identify the contents and direct the reader (Askehave & Nielsen, 2005b). They do not vary the color scheme of fonts, creating fluidity and cohesion in the information for the reader. For the DoS page, there are no lexicogrammatical pre-signals given to understand the use of the landing page other than the title "Policy Issues". The title of both the DoS and AA pages has the largest font size, cueing the reader into the fact that it is the title or major descriptor for the page's contents.

The titles are really the only clues as to what page the viewer is on without looking for more specific local information on the navigation map. The navigation map also serves as a pre-signal, as it signals the viewers' location within the overall site, though it doesn't directly correspond to the titles of the webpages. It points the reader to the navigational path that got them to the page they are on. For instance, the DoS page considers the PIW landing page as "Home", while the AA page situates the homepage of *Außen und Europapolitik* within the larger scheme of other international information resources.

Despite the contrasts between the two landing pages, the DoS and AA are most similar when it comes to the lexical and grammatical resources that both landing pages draw on to achieve their purposes of informing, identifying, and branding. Resources to this end may be, for example, the limited lexicon and predominant use of nouns as hyperlinks which function as rhetorical strategies on both pages. Frequently, descriptive modes of discourse use intensive verbs and verbs of perception, but due to the limited number of lexical elements in the case under scrutiny this is not the case here.

As mentioned before, one of the pros of e-democracy is the opportunity for governments to relinquish the style of legalese and relate to their audience on a different level. One way we see this through the different moves of AA's landing page is in the viewer options move. This move allows the reader to choose from various page layouts and descriptions and offers more styles to suit different individuals. In contrast, the DoS only offers the current landing page as the only option for navigation. However, both pages do have a similar style when it comes to the way they express information on the page: the two are incredibly concise. Most of the lexical elements on the page have hyperlink formatting, like the titles for the PIW and the linking found in the toolbar.

Lastly, Bax's (2011) heuristic delves into the reasoning of why the genre seeks to do what it does. Among these reasonings we find its socio-political underpinnings as well as why the DoS and AA chose to foreground certain types of information and obscure others. As government institutions that are both interested in transparency through their e-democracy genres, patriotism, ease-of-access, and non-linearity, both landing pages were able to choose what information to foreground and obscure based on font sizing and topic placement. In these aspects, both the American and German departments made

similar decisions in presenting the glossaries as the main content of the landing pages and identifying themselves in both the Banner and End of Page macro-moves.

In both landing pages, the subordinate moves filled with hypertext within the banner macro-move have a joint relationship. The signifier, toolbar, and social media contacts do not require a presupposed order to move through them (Bateman, 2008). All three macro-moves function both visually and lexicogrammatically to identify and direct, serving as the starting point to navigate to other websites and webpages. The moves also appear as nonsequential, as you may return to the toolbars and search bars at any time whilst reading the page. The AA even provides two search bars, with the prompt “*Was Suchen Sie?*” (“What are you looking for?”) at the bottom of the page for ease-of-access. All the search bars function on the page as optional moves, only acknowledged when necessary, adding to the non-linear nature of digital genres.

Just as the search bar does not follow the linearity of the page, the same goes for the social media references.



(Figure 15: DoS External Identity Platforms Subordinate Move)



(Figure 16: AA External Identity Platforms Subordinate Move)

They are present, but to the side and not noticeable at first glance. The DoS has the social media iconography in the top right-hand corner in small sizes, while the AA has them in smaller iconography in the far right of end of page macro-move. Both of these locations seek to obscure the ability to connect with the government on other platforms.

This is an interesting approach by both governments, as social media platforms are commonly seen as locations for developing relationships and interactions (Junco & Chickering, 2010).

Additionally, the glossary formatting of both pages obscures the need for more text or instructional information. This easily recognized structure allows for readers to identify the information without ever having to actually explain to them how it works, which eliminates the need for extra words. But this lack of information makes the page seem stale and “unfriendly” hurting its authenticity and interest. The AA tries to offset this with complimentary iconography throughout the landing page. Beyond this, both the image and the lexis share the same hypertext function to move the reader from the landing page to the PITP for the AA. The DoS, using only the lexis as hypertext, maintains a somewhat antiseptic feel, rigid like the structure of the glossary formatting and macro-move dividers themselves.

One of the ways the DoS landing page maintains a sense of unity and public interest is through promoting patriotism, more so than Germany does. Patriotism is an important characteristic of the American public. An example of this can be seen in the landing page’s banner. The top banner of the DoS is filled with an American flag, using the American color scheme of red, white, and blue to codify and segment information. The imagery is overflowing through the rest of the page with insignias and color schemes to continue dividing information throughout the page. In contrast, the AA page has a smaller symbol in the banner to identify themselves, opting for a small, vertical bar with the German flag colors to symbolize patriotism. Even the multimodal units for each Policy Issue do not use German flag color schemes, opting for a gray-hued backdrop for

each text-image relationship, even though they could. Yet, ideological underpinnings appear here. The focus on American symbols like the insignias and colors continue to draw more on patriotism than the specific information at hand, as the middle contents seems to be swamped by the exiting colors and imagery around it. In the AA, the balance of imagery and text remains consistent through the page, evening out the focus.

Many of these features can be seen as culturally influenced. As previously mentioned, Germany overhauled many of their e-democracy webpages after creating the handle #rumoursaboutGermany. This was a clever move to ensure the citizens they were interested in transparency and representing the people's needs and desires by listening and building their webpages around what the citizens were asking for. This was incredibly expensive but benefited the relationship between Germany and its citizens. On the other hand, the United States government is not devoid of the skepticism from citizens that faces most governments around the world (Marwick & Lewis, 2017). Remaining static and rigid in their web design and appearance may remain consistent with a serious, innocuous government, but it hurts interest and transparency.

Overall, the PIW landing page for the DoS seeks to inform the audience in what seems to be as few words as possible. For its part, the AA PIW landing page has similar conciseness but appeals more to viewer interest through multimodal features like the visual resources. In conclusion, it is reaffirmed that the DoS and AA have similar communicative purposes, despite the realization of the genre in different language and cultural constructions. Both landing pages serve as navigative homepages that lead to further information on specific policies. They belong to the same genre because they fulfill the same communicative purpose. As will be seen in the following section, the

PITP also reflect similar insinuations towards public interest and design for both the DoS and AA.

4.3 Analysis of the Moves and Rhetorical Strategies of the DoS and AA's Policy

Issues Topic Page

The selected eight PITP (Appendix C-R) serve as both governments' opportunity to provide primary source information about specific policy issues and to regulate what they consider reliable affiliations and resources to find further information. After reviewing the PIW PITP of DoS and AA, they were determined to have the same complex structure of macro-moves and subordinate moves as the landing pages, but with a greater concentration of lexical elements. Like the landing pages, the sets of macro-moves can be determined by visual cues, in which colors, images, and design divide the moves into distinct sections.

Unlike the landing pages, both the DoS' and AA's PITP have a larger number of macro-moves and subordinate. Indeed, they can be broken into four distinct moves: banner, navigation bar, contents, and end of page. As will be noted, the Banner and the End of Page moves develop cohesiveness for the reader, because they are the exact same moves, in the same order, as can be found on the landing pages and the PITP pages. This gives the PIW a sense of cohesion despite moving between various webpages. Due to the small sample size of eight pages per country used in this study, it cannot be determined if these moves are the majority moves or considered core to the prototype without analyzing every single page. To account for the possibility that moves which are limited in representation in my sample may be present on the overall majority of all the pages,

every move will be listed. With this in mind, the moves for each governments' PITP have been identified as follows:

4.3.1.1 DoS PITP Moves

There is a fair amount of variation between the DoS PITP. Even if the PITP have similar moves, the moves are occasionally located in different parts of the pages. The nonsequential nature of providing information makes it easy to move and displace information, emphasizing the descriptive characteristics of the PITP. Regardless of the various locations and different order of moves on the PITP homepages, a consistent layout emerged, resulting in the following macro-moves: Banner (at the top), Additional Navigation (left middle), Contents (Right middle), and End of Page (bottom). The subordinate moves always remain within the same macro-moves. The structure and possible range of the moves within the PITP of the DoS is as follows:

(Table 3: DoS PITP Moves)

Macro-Move	Banner	Contents		Additional Navigation	End of Page
Subordinate Moves	External Identity Platforms	Navigation Map	Identifying Self	In This Section	External Affiliations
	Identification	Title	Mission Statement	Quick Links	Contacts & Minor Affiliations
	Toolbar	Information Sharing	Establishment	Highlights	Copyright
	Search Bar	Stay Connected	Global Connections & Resources	Learn More	
		Attention Getter	List of Objectives		
		Development of Issue			

Macro-Move: Banner.



(Figure 17: DoS PITP Banner Macro-Move)

The Banner of the DoS website is the first macro-move on the webpage. The following subordinate moves (External Identity Platforms, Identification, Toolbar, and Search bar) are all located within this macro-move, unified by the brighter, solid coloring at the top of the webpage. The subordinate moves of the banner do not differ despite changing pages within the website. Most of the features within the Banner macro-move function to brand the institution and help the reader navigate away from the present webpage.

External Identity Platforms: Located in the top right-hand corner of the site, this subordinate move functions as support for ways to view and connect with the DoS on other, external social media platforms. The icons reference the respective social platforms such as Facebook and Twitter, with an option to view even more platforms to connect with the DoS.

Identification: The Identification subordinate move relies on visual resources, with the function of attracting attention and defining the author. In this case, the symbolic colors of red, white, and blue are used to color an American flag which is the backdrop for the title “Department of State” and the crest of the department.

Toolbar: Similar to the other subordinate moves within the Banner macro-move, the Toolbar appears on every page. The Toolbar serves as a baseline for hyperlinks leading to other parts of the website and even out of the website. The red, solid-colored stripe encapsulates this subordinate move; further, hypertext may help the reader navigate to

other parts of the webpage. The lexical units are separated by spatial organization and the down arrow accompanying each utterance unit signals that there are more options below each prompt.

Search bar: This subordinate move, explicitly identified by the phrase “search bar” within the navigative portal, also offers an optional navigative function. The section in which the question or keyword may be typed is located on the right side; however, the subordinate move takes up the full horizontal length of the page, causing it to stand out to the viewer more so than the External Identity Platforms subordinate move. Although the Search bar subordinate move does not draw much attention, it still makes itself present through its full extension across the page.

Macro-move: Contents

Home > Under Secretary for Economic Growth, Energy, and the Environment

Bureau of Oceans and International Environmental and Scientific Affairs

Facebook Twitter Google+ Share



Protecting Where We Live through Science, Innovation, and Partnership

The Bureau of Oceans and International Environmental and Scientific Affairs, often referred to as “Oceans, Environment and Science” or simply “OES,” covers issues that reach from the vastness of space to the depths of the oceans. Created by Congress in 1974, OES advances U.S. strategic interests through policy aimed at ensuring that economic growth and a healthy planet go hand in hand.

Working on issues that impact millions of U.S. jobs and advance U.S. foreign policy and national security interests, OES builds international consensus around issues like fighting infectious diseases, and combatting wildlife trafficking and illegal, unregulated and unreported fishing. OES promotes water security, peaceful cooperation on polar issues, sustainable ocean policy, science and technology cooperation, nature conservation, and climate and space policy, among other vital topics.

OES is positioned at the center of the global conversation and serves at the forefront of U.S. diplomatic efforts to confront some of world's greatest challenges.

Principal Deputy Assistant Secretary [Judith G. Garber](#) currently leads OES.

(Figure 18: DoS PITP Contents Macro-Move Sample)

The Contents macro-move is where the widest variation occurs among PITP. This section makes up the middle of the page, surrounded by the three other macro-moves. It can be

distinguished by the gridding that appears at the top of the macro-move and fades down the page, similar to the glossary outlining found on the DoS Landing Page. Not all of the moves listed below appear on every PITP, and they also appear in various orders and appearances.

Navigation Map: The Navigation Map subordinate move is found between the Title subordinate move and the Search bar subordinate move, with no visual backdrop to the lexical elements included. It serves as a reference for the reader regarding the traversals that have taken them to the current page. It also provides a secondary title for the current page's location within the website, which does not always correspond to the actual title of the page.

Information Sharing: Sharing the same horizontal plane as the Navigation Map and Title subordinate move, Information Sharing subordinate move is located on the far right of the page. Most less-significant moves tend to be on the far right of the page. As English is read from left to right, this is the last side of the page that the reader's eyes would reach.



(Figure 19: DoS Information Sharing Subordinate Move)

This subordinate move consists of iconographic imagery that corresponds to the social media it connects to, but unlike the social media prompt in the macro-move Banner, the icons are presented as options of social media platforms to “share” the current webpage’s information to, as prompted by the last word in the subordinate move. The way the government chooses to share information demonstrates transparency and encourages readers to assist in creating viewer interest.

Title: The Title subordinate move is situated on the left side of the page. It serves to notify the reader of the context and the contents one will find within the webpage. Its location near the top of the webpage with the largest font size makes it is easily recognizable to the reader.

Stay Connected: The placement of this subordinate move varies by PITP and is not present on all of them. Some PITP have the Stay Connected subordinate move at the top of the page right under the Title, and other times it is found at the bottom of the Contents macro-move. Additionally, the formatting varies. Some utilize iconography, and others simply list “Contact us at...” (Cyber Issues).



(Figure 20: DoS Stay Connected Subordinate Move Samplea)



(Figure 21: DoS Stay Connected Subordinate Move Sampleb)

The actual social media connections vary among Flickr, Facebook, Twitter, and more. These options appear on pages that are of greater popular interest. Nevertheless, there is always the option to subscribe to information when this subordinate move is present. Stay Connected serves as another way to connect with citizens on a more familiar, popular platform. It also adds to the pathos, hoping to appeal to popular and entertainment platforms most readers are familiar with.

Attention Getter: Not every page utilizes the Attention Getter subordinate move. When a PITP does have it, the subordinate move is always found near the top of the page under

the Title subordinate move. The appearance of the Attention Getter subordinate move ranges from video footage (Women’s Issues), to PDF materials (Combatting Drugs & Crime) to iconography (Cyber Issues)—all media and visual resources.



Spokesperson Nauert (Mar. 23): " Women's empowerment is not only a basic fulfillment of human rights, but a strategic investment in our collective future. Women and girls must have the tools they need to succeed and the pathways that they seek opened. That includes a safe environment that promotes their health and also their education." Full Text»

(Figure 22: DoS Attention Getter Subordinate Move Sample)

Typically, the move has no introduction or explicit connection made to the page; they serve as complementary reinforcers to the Title subordinate move.

Development of Issue: Each department page lists or describes the reasoning behind why the policy issue needs to exist. Most commonly, this subordinate move comes before the Identifying Self subordinate move. However, it sometimes comes afterward, as a prompt to begin the List of Objectives subordinate move. Within each Development of Issue subordinate move, a description of the problem and occasionally the attempts to fix it is described. This subordinate move frequently references global connections, like the regular reference of global initiatives and global threats on the Defeating ISIS PITP.

Identifying Self: This move almost always comes after the Development of Issue subordinate move. It is present on almost every page found near the top of the Contents macro-move before the Mission Statement or Establishment subordinate move.

Combating Crime and Corruption

INL combats crime by helping foreign governments build effective law enforcement institutions that counter transnational crime—everything from money laundering, cybercrime, and intellectual property theft to trafficking in goods, people, weapons, drugs, or **endangered wildlife**. INL **combats corruption** by helping governments and civil society build transparent and accountable public institutions—a cornerstone of strong, stable, and fair societies that offer a level playing field for U.S. businesses abroad.

(Figure 23: DoS Identifying Self Subordinate Move Sample)

Occasionally accompanied by visuals, this move describes the reactions or reasoning that led to the development to the policy issue before defining it. These visuals may be of the leader of the initiative or bureau (Nonproliferation) or simply referencing who is the person in charge in-text (Climate and Environment).

Mission Statement: Every page has a mission statement, though it may vary in presentation. Sometimes, the subordinate move begins with a header, stating, “Our Mission”. Other times, the reader is notified by a phrase starting with the policy issue department, like “The Bureau of Population, Refugees, and Migration provides and sustains...” (Migration). Each time, the mission statement expands on the purpose of the department, and it is almost always located before or after the Identifying Self subordinate move.

Establishment: The Establishment subordinate move is optional. When present, this subordinate move provides ethos and logos to the creation and duration of the policy issue or its overseeing department. Occasionally, this move is found within the Identifying Self subordinate move but is always placed before the List of Objectives subordinate move if both are present on the PITP. In several pages like the Defeating ISIS PITP, it receives its own paragraph blocking, with the statement, “On September 10, 2014, the U.S. announced the formation of a broad international coalition to defeat The Islamic State of Iraq and Syria (ISIS)” (Appendix G).

Global Connections & Resources: This subordinate move is usually on its own, like on the Nonproliferation and Women’s Issues pages, though with different topic placement.

Working on issues that impact millions of U.S. jobs and advance U.S. foreign policy and national security interests, OES builds international consensus around issues like fighting infectious diseases, and combatting wildlife trafficking and illegal, unregulated and unreported fishing. OES promotes water security, peaceful cooperation on polar issues, sustainable ocean policy, science and technology cooperation, nature conservation, and climate and space policy, among other vital topics.

(Figure 24: DoS Global Connections & Resources Subordinate Move Sample)

Multiple PITP reference global connections, yet several pages display a specific paragraph dedicated to the way the department works with other foreign governments (Climate and Environment) or other local institutions (Combatting Drugs & Crime). On the other hand, on the Nonproliferation page, the Global Connections & Resources subordinate move is intertwined with the Identifying Self subordinate move.

List of Objectives: This subordinate move typically appears near the middle-end of the page and is recognizable by its formatting: bullet points or numbering. The objectives are always in the present progressive or simple present tense. Sometimes, they are followed by further elaborations, but almost all the lists are concise, descriptive verb phrases. The outliers to the listing format are the Climate and Environment and Women’s Issues PITP, which list all their objectives in paragraph formatting.

Additional Information: Found mostly on pages that limit their Contents macro-move to less than three subordinate moves (Health Diplomacy and Migration), the end of the macro-move is followed by an opportunity to find additional information. As these links take the reader outside of the current webpage, the moves that follow from clicking the link are not considered part of this page. However, these links would be considered specific, because they tend to address and prompt new information that are not generic links like the Quick Links subordinate move.

Macro-move: Navigation Bar

The Navigation macro-move encompasses the In This Section, Quick Links, Highlights, and Learn More subordinate moves. As can be inferred from the titles of the moves, all these subordinate moves deal with directing the reader away from the current page, either through possible traversals or to completely new websites, but all the content is related to the policy page. This macro-move is found on the left side of every PITP webpage.

In This Section: Found on every PITP homepage, this subordinate move is in the top left of the webpage underneath the Banner macro-move. The specific links found in a columned list within the In This Section subordinate move are also optional, providing the reader with more information.

In This Section:
Key Engagements
Nonproliferation Sanctions
Bureau Leadership
Our Organization
Treaties and Agreements
Releases and Remarks
2009-2017 Archive
2001-2009 Archive
1997-2000 Archive

(Figure 25: In This Section Subordinate Move Sample)

There is no consistency to the specific links between the pages provided in this subordinate move. Frequently, the hyperlinks indirectly direct the reader to archives or more “About” sections, but how transparent the department comes across in this subordinate move varies. It seems each department or bureau oversees the information they wish to provide for In This Section, but the backdrop imagery from the Department

of State crest appears in each instantiation of this subordinate move to brand the DoS within the Additional Navigation macro-move.

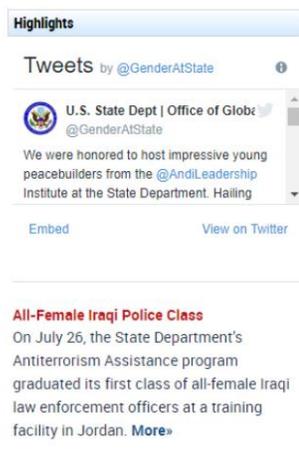
Quick Links: Titled “Quick Links”, this subordinate move is part of the left-hand side Additional Navigation macro-move of the page. Unlike the In This Section subordinate move, the columned hyperlinks of this move do not vary from page to page, qualifying the links as generic links (Askehave & Nielsen, 2005b).



(Figure 26: DoS Quick Links Subordinate Move Sample)

The contents pertain to general information the DoS assumes readers may be looking for relating to international themes, such as “Visas” and “Travel Advisories”.

Highlights Timeline: Unlike the In This Section and Quick Links subordinate move, the Highlights Timeline subordinate move is not utilized on each PITP homepage. This subordinate move is usually prefaced with the policy issues’ twitter page, creating a traversal within the page. It is possibly to scroll through the policy issue’s twitter feed.



(Figure 27: DoS Highlight Timeline's Twitter Feed Sample)

The link to social media also creates viewer interest, giving them different ways to access the same information from the site. Further, the Twitter traversal is usually followed by a feed of relevant documents in chronological order of publication, though varying in type, such as briefings or news articles. This subordinate move serves to build ethos and make the page appear current.

Learn More: This subordinate move is optional and only found on the Nonproliferation and Climate and Environment PITP.



(Figure 28: DoS Learn More Subordinate Move Sample)

The move provides additional information on a specific aspect of the policy issue, consisting of a summary and image related to the summary of where the link will take you. This subordinate move gives the reader an opportunity to find out more specifics or themes relevant to the policy issue.

Macro-Move: End of Page



(Figure 29: DoS PITP End of Page Macro-Move)

The End of Page macro-move is separated from the Contents macro-move by a “page rip” design that begins another solid, gray block of color in which the External Affiliations, Contacts & Minor Affiliations, and Copyright subordinate moves are all a part of. The information on the webpage is concluded by using the insignia related to the DoS’s identity; a long, extended crest for the DoS serves as another a way to end the description of information in the Contents macro-move. This serves not only as an identification divider, but also as a kind of “conclusion” to show readers that the information specific to that webpage has ended.

External affiliations: The External Affiliations subordinate move appear as hyperlinks. It can be assumed that this is information the DoS thinks the reader may inquire about

after reading through the contents of the page. Similar to the glossary layout, this information is broken up by category in columned lists.

Contacts & Minor Affiliations: This subordinate move is filled with short bits of information that points to ways to contact the government. It can be differentiated from the previous subordinate move easily as the information returns to the typical left-to-right reading format, but now divided by rowed lists rather than columns. Within the Contacts and Minor Affiliations subordinate move, there is a simpler directive map of the website hyperlinks and information on other related offices.

Copyright: The last move of the webpage is the copyright subordinate move; it is used to claim that the information presented on the webpage belongs to the DoS. These utterances are in the smallest-sized font found and located at the end of the page, which gives reason to believe that this information is not pertinent to the reader.

4.3.1.2 DoS PITP Rhetorical Strategies

Unlike the landing page, the DoS PITP have a much higher word count. This may be due to the fact that the reader has now navigated from the landing page to the specific policy issue and is looking for information related specifically to that policy, not directions on how to find what they are looking for. As stated in 4.1, the purpose of the PITP is informing, identifying and branding, and creating viewer interest to continuing seeking even further than the information on the page. In the following analysis, the various ways the PITP achieve these purposes will be discussed at the level of rhetorical strategies. The analysis of the many rhetorical strategies shows that the use of pathos, logos, and is easily recognizable in many of the moves.

When discussing the landing page, almost the entire lexicon of the Contents macro-move was hyperlinked. This is not the case on the PITP, where the majority of the content is geared towards describing the need for the policy issue and how the department or initiative is responding to the need. The exception is the Health Diplomacy and Migration PITP, which instead only describe the initiative briefly and then provide the reader with an external link to the policy issue's own website. As the banner and end of page macro-moves are the same as the ones on the landing page, the rhetorical strategies will not be reviewed again here. The main focus for hyperlinking is the Additional Navigation macro-move. As the name implies, this move is filled with hyperlinks to additional information. The moves vary in their use of specific and generic linking, but all the hyperlinks are related to information found within the site. The one exception, when present, to this is the twitter traversal found within the Highlights move.

Lexical pathos can be found in several of the pages throughout multiple moves that are lexis heavy. For instance, policy issues that have to deal with violence or threats tend to have greater pathos, like the following quote from the Development of Issue subordinate move of the "Defeating ISIS" PITP:

ISIS continues to commit gross, systematic abuses of human rights and violations of international law, including indiscriminate killing and deliberate targeting of civilians, mass executions and extrajudicial killings, persecution of individuals and entire communities on the basis of their identity, kidnapping of civilians, forced displacement of Shia communities and minority groups, killing and maiming of children, rape and other forms of sexual violence, along with numerous other atrocities. (Appendix G)

In this phrase, word choice plays a crucial role in developing an emotional appeal to the reader before addressing how the United States handles the policy issues. This is a common ploy found on several of the pages, where the Development of Issue is always before the Mission Statement or List of Objectives subordinate moves. By opting to first explain the “atrocities” and “gross, systematic abuses” of ISIS, the reader may be quelled into understanding the intense measures addressed below, such as providing support to our partners or halting financing or funding.

Lexical logos is most predominant in the Identifying Self and List of Objectives subordinate moves. Typically, the list of objectives does not draw on the same kind of pathos as the Development of Issue move. For instance, the following is found in the elaboration of the List of Objectives on the Nonproliferation page:

“ISN uses bilateral and multilateral diplomacy to prevent proliferation; to promote the highest possible standards of nuclear safety.” (Appendix F)

This utterance, besides providing transparency as to how the DoS is “strengthening nonproliferation regimes”, uses a logos-oriented expansion of the objective in order to clarify to the reader how this objective is being met, and also the fact that it is a necessary, inter-governmental mission. Sentences like these are found throughout many of the List of Objectives subordinate moves when transitioning into mission statements.

Lexical ethos is surprisingly not always a strong strategy in the PITP. Any page that opts to include the Establishment subordinate move is highlighting ethos by using the longevity of the initiative or department to strengthen their credibility. Most of the time, this move is realized by different multimodal semiotic modes such as photographs or videos. Along similar lines to the end of page macro-move, the Additional Navigation

subordinate move aids in building ethos (though the reader may not look to the additional navigation if they are satisfied with the information, they find on the PITP). For instance, the Migration PITP has a specific link in the In This Section subordinate move titled “Remarks and Releases” and “Humanitarian Research and Evaluation”. These are moves that take the reader to specific documentation of what the Bureau of Population, Refugees, and Migration is currently saying and working on in relation to the issue. Though this information is not available on the page, it serves as a prompt for the reader to find more about the current activities and endeavors of the bureau.

Parallelism is a commonly used strategy of politics, drawing comparisons and creating similarities between different actions and initiatives. Moves heavily involved with description use this abundantly. As seen in the previous example describing the acts of ISIS, we also see it on the Cyber Issues page in their description of purpose:

“...is leading the U.S. Government’s efforts to promote an open, interoperable, secure, and reliable information and communications infrastructure that supports international trade and commerce, strengthens international security, and fosters free expression and innovation.” (Appendix H)

The parallelism here unifies the various objectives of the office found later on in the List of Objectives subordinate move on the page. The use of parallelism tends to appear in sentences that work almost as an “abstract” for the page’s contents, usually found near the beginning of the page when the Development of Issue move does not come first.

Tripling can also be seen in the previous example. Tripling serves ““to strengthen, underline or amplify almost any kind of message”” (Atkinson, 1984, p. 60 as cited in Bax, 2011, p. 174). Following the same reason to develop a concise description through

parallelism, tripling is found in the first introduction to what the DoS does or why it needs to be taking the actions or procedures they do, like on the Women’s Issues Page:

“The low status of women and girls has vast political, economic, and social implications. It can limit the ability of communities to resolve conflict, countries to boost their economies, or regions to grow enough food.” (Appendix C)

In this example, there are two kinds of tripling: the triplets of adjectives and the tripling of verb phrases. The tripling could appear as a way to quickly assess and define the other global efforts or offenses for the reader. Regardless, throughout all the pages, tripling appears regularly. As it is commonly found in political oratory genres (Bax, 2011), it is not surprising that tripling would also appear in the e-government genre.

Lists aid the PITP’s concise layout to read the information of the page. Almost every single PITP opts to organize their efforts in a list. With the exception of the Combatting Drugs & Crime page which lists the partnerships as well, the objectives are listed on the webpages near the end of the contents macro-move.

- **Develop and sustain drug prevention**, treatment, rehabilitation, and aftercare abroad;
- Help countries reduce illegal drug production;
- Support other means of livelihood to bolster legitimate economies; and
- Help prevent drug-related gang recruitment.

(Figure 30: DoS List of Objectives Subordinate Move Sample)

This quick list of concise information draws the reader’s attention, and they can quickly scan through to see how the United States handles the issue. This format is also familiar to readers as the dropping of the subject is also common in resume and other corporate genres. Frequently, the listing of efforts takes the simple present or present progressive, which gives the sense of an action that is happening now and will continue in the future,

the present progressive is used strategically in many List of Objectives subordinate move appearances to give the appearance that the actions in the list are ongoing.

As is typical of the descriptive mode of discourse, intensive verbs or linking verbs are littered throughout the PITP (Bax, 2011). Extensive verbs suit homepages, as they are simple actions that mimic an equal sign (Bax, 2011). For instance, they tell the reader, in the Identifying Self subordinate move, that the department or initiative “equals” the following complement (Bax, 2011). Even the Health Diplomacy page, which only has a few sentences before prompting the reader to navigate to their individual website, says “PEFAR is the U.S. government initiative to help save the lives of those...”.

Additionally, extensive verbs regularly appear in the Identifying Self move to identify the mission of the policy issues ranging from “provides” (Refugees), “promotes” (Refugees/Women’s Issues), “leads” (Health Diplomacy), to “covers” (Climate and Environment).

Many of the hot topics, such as Women’s Issues, Nonproliferation, and Defeating ISIS, frequently mention global connections in addition to having a subordinate move dedicated to global connections. Phrases like “builds international consensus” (Climate & Environment) and “around the world” (Health Diplomacy) typically work themselves into any move within the Contents macro-move. Additionally, even the Highlights tend to reference international relations, such as, for example, an article available in the Highlights move of the Women’s Issues PITP titled “All-Female Iraqi Police Class”. This ties America in with the global initiatives they may be a part of or leading. However, the connections with other countries are not always seen in a positive light, as the

Nonproliferation page directly calls on the controversial ideals of Russia and North Korea at the end of their Development of Issue move.

On the other hand, the American effort is specifically referenced in a positive light, and always gives credit to self, like how the efforts for defeating drug crime “draws on American expertise” (Combatting Drugs & Crime). The government at-large is referenced in phrases such as “in close collaboration with other bureaus...” (Nonproliferation). Both issues, guns and drugs, are of special interest to the American people right now, and that may be why the pages try to draw on the ethos of inter-state communication. However, this could also be seen as rhetorical strategies attempting to combat New Project Management (NPM) (Margetts, 2010), the previous governmental strategy to compartmentalize everything, which they are now trying to reverse by uniting the various departments back together. Similar strategies can be seen on pages like Health Diplomacy and Migration which almost serve as placeholders, with links that provide a way to find more information on a different platform. This creates connections and possible traversals through various departments to be connected.

However, there is one lexicogrammatical element in relation to how each policy issue refers to who oversees it that still shows elements of NPM. Several of the PITP do not have titles that correspond to the links found on the landing page. The specific link “refugees” on the landing page takes you to a page titled “Bureau of Population, Refugees, and Migration”. Other pages refer to their policy issue as an initiative, not claiming a bureau or office to belong to. Even as the researcher familiarized with the genre, I was unsure as to how to refer to each policy issue and who oversaw it. This symbolizes the disassociation that results from the compartmentalizing from the NPM.

Though this may give each office, bureau, or initiative more freedom in management and undertaking projects, it may create confusion for the reader as to who oversees each policy issue. Because the landing pages would be the first page encountered when readers search for the DoS or AA policy issues, a subordinate move that clarifies terminology and the navigation of the site would have assisted in the cohesiveness between the information found on different pages.

4.3.2.1 AA PITP Moves Analysis

The AA PITP had a fair amount of consistency across the different policy issues homepages when it came the sequentially of moves. Yet, even if the pages have similar moves, these are occasionally located in different parts of the pages. Regardless of the various locations and orders of moves on the PITP homepages, the pages are laid out consistently, creating the following macro-moves: Banner (at the top), Contents (top middle), Additional Navigation (bottom middle), and End of Page (bottom). The subordinate moves always remain within the same macro-moves. The structure and possible range of the moves within the PITP of the DoS is as follows:

(Table 4: AA PITP Moves)

Macro-Move	Banner	Contents	Contents	Additional Navigation	End of Page
Subordinate Moves	Viewer Options	Navigation Map	Identifying Self	<i>Mehr zu Themen/Zum Weiterlesen/Weitere Informationen</i>	Secondary Search Bar
	Identification	Title	Mission Statement	<i>Zurück zu...</i>	External Identity Platforms
	Search Bar	Introduction	List of Objectives	<i>Verwandte Inhalte</i>	Contacts & Minor Affiliations

	Toolbar	Attention Getter	Communit y Efforts	<i>Aktuelles zu...</i>	Copyright
		Developme nt of Issue	Global Connection s & Resources		
		Reasoning for Policy Issue			

Macro-Move: Banner



(Figure 31: AA PITP Banner Macro-Move)

Similar to the DoS Banner, the majority of the subordinate moves within the macro-move of Banner function as nonlinear moves to facilitate the reader navigating from the current page. Divided by the formatting of the toolbar, the Banner macro-move consists of Viewer Options, Identification, Search Bar, and Toolbar subordinate moves.

Viewer Options: This subordinate move contains various options for the reader to tailor their experience to their specific preferences or needs. If the information the reader is looking for cannot be found or they want to contact the AA directly, they can click “*kontakt*” (contact) to do so.



(Figure 32: AA Viewer Options Subordinate Move Sample)

The other three options have an image-utterance relationship, cueing the reader into the way information is presented by providing choices not only for other spoken languages,

signaled by “English”, but also for sign language “*gebärdensprache*” (sign language) and an option to review the information in “*Leichte Sprache*” (simpler speech). Through these options, the reader may navigate away from the page but access the same contents in different ways, which may heighten their overall experience.

Identification: The Identification subordinate move for the AA page is small, sharing the same horizontal plane as the Search Bar subordinate move. The German national color scheme is present in the small, vertical lines, which separate the crest of the AA from the title “*Auswärtiges Amt*”.

Search Bar: similar to the DoS page, the Search Bar subordinate move sits on the right side of the page, sharing the same plane as Identification subordinate move. It has no visual or lexicogrammatical elements except for the small magnifying glass image, an image typically used to signal searching that also appears on the DoS page.

Toolbar: the Toolbar subordinate move is separated by space, and the lexical units which refer to various other webpages within the website sit on top of a horizontal bar used to break apart the Banner macro-move from the Contents macro-move. There is no identification to signal to the reader that there is a drop-down bar, but a small black line appears when hovering over terms like “*Aussen- und Europapolitik*” (Foreign and European Policy). The reader needs to click the term in order to have the drop-down menu appear.

Macro-Move: Contents.

Startseite > Außen- und Europapolitik > Themen > Gesundheit

Globale Gesundheitspolitik

Artikel

Die Globalisierung erfordert außenpolitische Antworten auf gesundheitspolitische Fragen. Internationale Zusammenarbeit kann grenzüberschreitende Gesundheitsgefahren wirksam eindämmen.

Ebola hat einmal mehr gezeigt, dass Pandemien grenzübergreifend sind und weltweite Auswirkungen haben. Gesundheitskrisen bzw. schwache Gesundheitssysteme können Gesellschaften zerstören und Länder destabilisieren, und Handelsbeziehungen sowie Beziehungen zwischen Staaten erheblich beeinträchtigen und schädigen.

Die Lehre aus Ebola, Zika und Gelbfieberausbrüchen der letzten Jahre lautet: Pandemien können nicht allein vom Gesundheitssektor bewältigt werden. Hier müssen verschiedene Akteure und unterschiedliche Ressorts zusammenwirken. Auch haben sich in den vergangenen Jahren weitere Akteure etabliert und neue Initiativen sind entstanden. Damit ist der Bedarf nach Koordinierung gestiegen.

Globale Gesundheit und ihre Sicherung müssen über den reinen Gesundheitsbereich hinaus als Teil der globalen Ordnung gesehen werden. D.h. auch, globale Gesundheit muss sektorübergreifend gedacht und organisiert werden.

Die Bundesregierung versteht globale Gesundheit als integralen Bestandteil der Außenpolitik. In ihrem Konzept zur Globalen Gesundheitspolitik definiert sie einen Handlungsrahmen hierfür.

Konzept der Bundesregierung zur Globalen Gesundheitspolitik →



Globale Gesundheitsgefahren erfordern internationale Lösungsansätze

(Figure 33: AA PITP Contents Macro-Move Sample)

Unlike the Banner macro-move where most of the subordinate moves share the same white space with font and layout separating the subordinate moves, the Contents macro-move is more multimodal in the distinguishing of various subordinate moves within the page. The AA's Contents macro-move also tends to have the subordinate moves appear in a more linear fashion, with the Navigation Map being followed—not always sequentially-- by the Title, Introduction, Attention Getter, Development of Issue, Reasoning for Policy Issue, Identifying Self, Mission Statement, List of Objectives, Community efforts, and Global Connections & Resources subordinate moves.

Navigation Map: similar to DoS, the AA has a navigation list reminding the reader where the current webpage is situated in the overall site. As stated in the Data Collection section of Chapter 3, the landing page for policy issues can be found within the *Außen und Europapolitik* general webpage. The title of the page does not directly correspond to the title in the Navigation Map subordinate move, which appears as a relevant keyword instead.

Title: The Title subordinate move is notable because of the large, bold letters which highlight the navigative link that must be used to arrive at the landing page. The title shares its white space and horizontal plane with no other moves, which draws the reader's attention despite the font and size of the letters being similar to other headers on the page.

Attention Getter: Found on every page, this move usually includes an *Artikel* (article) reference about the policy issue and a one sentence abstract summarizing its contents. Occasionally, the *Artikel* is accompanied by a photo above or next to the abstract. This subordinate move is always underneath the title and is identifiable due to its elements being encapsulated in a gray-hued box extending across the length of the page.

Development of Issue: Development of Issue subordinate move addresses the reasoning for why the policy issue is necessary or was created. Frequently, this subordinate move is two or three paragraphs long. The description includes describing those affected by the problem, what has been happening to need a policy issue on the topic, and how the problem may have been created.

Reasoning for Policy Issue: Following the Development of Issue subordinate move, the Reasoning for Policy Issues subordinate move transitions into a paragraph or two describing why this policy issue department or initiative needs to exist to assist with the problem.

Die Drogenproblematik ist eine der großen Herausforderungen für die internationale Gemeinschaft, der Umsatz im weltweiten Drogengeschäft wird auf 320 Mrd. US-Dollar pro Jahr geschätzt. Illegaler Drogenhandel stützt Strukturen der organisierten Kriminalität, wirkt auf besonders betroffene Staaten destabilisierend, gefährdet die öffentliche Gesundheit und wird nicht zuletzt auch zur Finanzierung terroristischer Aktivitäten genutzt.

(Figure 34: AA Reasoning for Policy Issue Subordinate Move Sample)

Unlike the Development of Issue subordinate move, this subordinate move is present on every PITP sampled. It typically has a narrative structure when accompanied with Development of Issue and Identifying Self subordinate moves, like on the *Kampf gegen Drogen* PITP.

Identifying Self: Almost always following the Development of Issue or Reasoning for Policy Issue subordinate moves, this subordinate move defines what the department, office, or initiative's response to the issue is and how it deals with the issue. The Identifying Self subordinate move may have lists or several headers within the move. Occasionally, this move does not appear when the list of objectives is longer.

Mission Statement: When the Identifying Self subordinate move is not present, a Mission Statement subordinate move occurs. It fulfills the need to identify the office through their purposes but in a much shorter way. When this subordinate move does occur, it tends to describe who participates in this policy issue and how they differ from other departments, countries, or policy issues. Mission Statement subordinate move sometimes includes additional hyperlinks to important terms or references to other departments or specific individuals to assist in the need of a concise description of the policy issue's goals before the List of Objectives subordinate move.

List of Objectives: The List of Objectives subordinate move is a bullet pointed list or paragraph of the policy issue objectives. On several PITP, the list consists of several headers that then have elaborations on the objectives underneath. These longer objectives commonly appear on hot topic pages such as *Flucht und Migration*. As Germany is part of the European Union (EU), many of the PITP reference how the policy issue is being addressed, not just in Germany but in the EU in general. Moreover, the PITP frequently

reference the United Nations (UN), which Germany actively participates in. Global objectives appear in every form of the List of Objectives subordinate move, usually referencing joint operations or projects that Germany is heading.

Community Efforts: Different than the EU and UN references, the Community Efforts subordinate move refers to the way Germany is active in their own community through objectives and projects relating to the policy issue office or initiative. This subordinate move usually accompanies the Global Connections & Resources subordinate move if present, combining local and global efforts.

Global Connections & Resources: This subordinate move focuses specifically on referencing other organizations that work towards the same goals as the specific policy issue and occasionally appears on its own without the Community Efforts subordinate move. The Global Connections & Resources subordinate move is found on pages like *Kampf gegen IS* (Fight against ISIS) und *Nukleare Abrüstung und Nichtverbreitung* (Nuclear Disarmament and Nonproliferation), as they tend to be issues the entire world is facing. The mentions of partnerships are always hyperlinked.

Macro-Move: Additional Navigation.

The Additional Navigation macro-move consists of hyperlinks found at the bottom of the page before the End of Page macro-move. This macro-move can be differentiated from the End of Page macro-move because it occupies the same white space as the Contents macro-move. The subordinate moves within this macro-move take the user to other articles or information within the AA website. Unlike the Contents macro-move, the subordinate moves in the Additional Navigation macro-move vary much more in order and appearance: *Mehr zu themen/Zum Weiterlesen*, *Zurück zu...*, *Verwandte Inhalte*, and

Aktuelles zu.... The beginning of the Additional Navigation macro-move can be recognized by the center-alignment of multimodal features and lexis.

Mehr zu themen (More on this topic)/Zum Weiterlesen (More to keep reading)/

Weitere Informationen (More information): Both subordinate moves provide the reader with hyperlinks or short descriptions for the hyperlinks.

Weitere Informationen

www.climate-diplomacy.org 

Umweltpolitische Schwerpunkte der deutschen G7-Präsidentschaft 

(Figure 35: AA *Weitere Informationen* Subordinate Move Sample)

All the hyperlinks take the readers to specific documents, plans, policies, or initiatives relating to the current policy. In short, it provides the reader with resources that contain more legalese than the current page, i.e. the “real language” for the policy issue.

Zurück zu: ... (Back to): *Zurück zu...* is easily noticeable as a centered, black rectangle near the bottom of the page.

← ZURÜCK ZU: "KAMPF GEGEN TERRORISMUS UND ORGANISIERTE KRIMINALITÄT"

(Figure 36: AA *Zurück zu...* Subordinate Move Sample)

It takes the reader back to the list of policy issues found on the landing page, in case they would like to search for other policy issues. *Zurück zu...* subordinate move is always followed by the title of the previous page (i.e. “*Zurück zu: KILMA*”), almost serving as a secondary navigation map. When multiple traversals are needed to arrive at the policy issue page, it takes the reader back to the previous glossary.

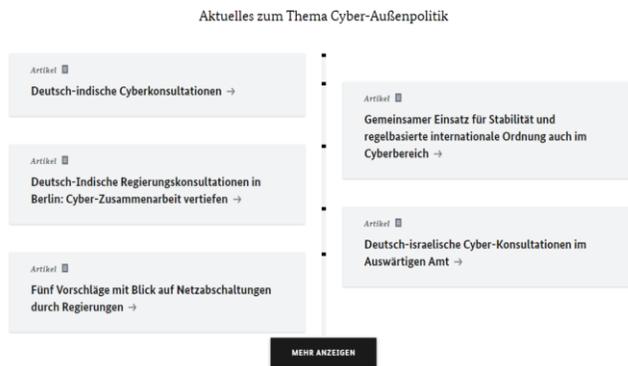
Verwandte Inhalte (Related Content): As the name implies, this subordinate move provides the reader with related content, ranging in relevancy to the current topic. It is not to be confused with the *Aktuelles zu...* subordinate move.



(Figure 37: AA *Verwandte Inhalte* Subordinate Move Sample)

Though both talk about relevant information, *Verwandte Inhalte* always refers to articles or news about the policy issues and is listed in rows and columns from left to right. The formatting and types of information found in these subordinate moves makes them different, as the PITP always choose one or the other for the page.

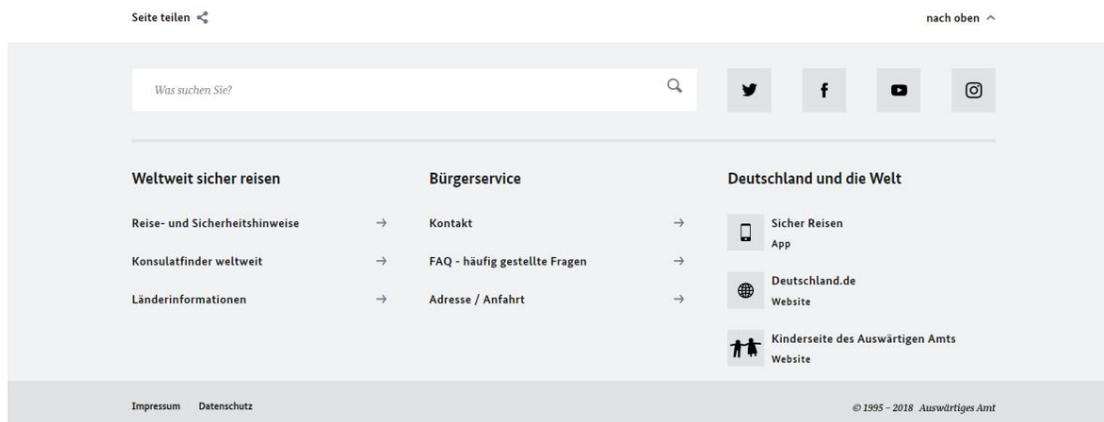
***Aktuelles zu...* (Happening right now):** Appearing in a columned, chronological list, this multimodal timeline related to the policy issue includes publications from the AA such as *Rede* (speeches), *Interviews*, and *Pressemitteilung* (press releases). The multimodality of the timeline, with the publications in gray-hued boxes trading off between the right and left side of the timeline, has a more inviting appearance for the reader to scan through.



(Figure 38: AA *Aktuelles zu...* Subordinate Move Sample)

Most of the time, the timeline ends with “*Mehr Anzeigen*” (“Show More”), which prompts the reader to see more articles but also allows the information on the page to end if the reader is satisfied.

Macro-Move: End of Page



(Figure 39: AA PITP End of Page Macro-Move)

The End of Page macro-move is signaled by a gray box which fills the entire bottom of the page. Most of the information in this section is nonsequential, similar to the Banner macro-move. The secondary Search Bar and External Identity Platforms subordinate moves are separated from the next subordinate move of Contacts and Minor Affiliations by a hued horizontal divider, and the remaining subordinate move, Copyright, is finally distinguished by the dark-colored bar that surrounds it.

Secondary Search Bar: The Secondary Search Bar subordinate move functions as a second chance for the reader to search for information they may not have found after viewing the whole page, promoting information transparency. Compared to the Search Bar subordinate move in the Banner macro-move, this search bar is highlighted by varying colors and includes a lexical prompt “*Was Suchen Sie?*” (What are you looking for?) to direct the reader to the function.

External Identity Platforms: This subordinate move shares the same horizontal space as the Secondary Search Bar subordinate move; where they will take the reader can be easily viewed, due to the social media icons appearing in each square box.

Contacts & Minor Affiliations: Other locations on the site can be found in the Contacts & Minor Affiliations subordinate move; they are positioned after a columnized glossary, with headers for the links under each column. The final column has hyperlinked image-utterance relationships. These take the reader to more information regarding the AA and the world. It is nonsequential, as it can be read vertically or horizontally depending on what the reader is looking for.

Copyright: the Copyright subordinate move includes data laws and the publication information. An arrow for ease-of-access back to the top of the webpage is also the last possible move at the end of the page.

4.3.2.2 AA PITP Rhetorical Strategies

At a first glance of the PITP, they all contain a significant amount of information. Rather than being heavy in listing, the AA PITP opt to always have full, flushed out paragraphs. This is, as stated before, to appear transparent and identify themselves and inform the reader. Yet, too much information can appear overwhelming. Though this may

be a concern for losing viewer interest, the headers, in larger, bolded fonts, found on many of the pages function as a guide, making it easy for the reader to scroll through and find the relevant information they may be looking for. These headers relate to the moves of the page, though some paragraphs and headers fall within the same move. Some of the pages have more text but shorter paragraphs, making the information seem easier to handle, like how the *Kampf gegen Drogen* PITP has no more than three sentences in each paragraph, despite being the AA PITP with the highest word count.

It is in these longer pages that the hint of a narrative structure begins to appear. Genres exemplifying more than one discourse mode are not uncommon, as the landing pages used the informative and descriptive mode. The AA PITP seem to have elements of the Narrative mode when it comes to the move transitions between Development of Issue, Reasoning for Policy Issue, and Defining Self. However, this is the only instance when a narrative structure is present, as is seen in an excerpt from *Globale Gesundheitszeit* below:

Die Lehre aus Ebola, Zika und Gelbfiebersausbrüchen der letzten Jahre lautet: Pandemien können nicht allein vom Gesundheitssektor bewältigt werden. Hier müssen verschiedene Akteure und unterschiedliche Ressorts zusammenwirken. Auch haben sich in den vergangenen Jahren weitere Akteure etabliert und neue Initiativen sind entstanden. Damit ist der Bedarf nach Koordination gestiegen.

(The lesson learned from Ebola, Zika and yellow fever outbreaks in recent years is that pandemics cannot be tackled by the healthcare sector alone. Here, different actors and different ministries have to work together. Also, in recent years, other

players have established themselves and new initiatives have emerged. This has increased the need for coordination.) (Appendix R)

Furthermore, this could still be classified as the descriptive mode, since there is less of a focus on events and more of a focus on the people, the places, and the topic (Bax, 2011). The Reasoning for Policy Issue move does follow a chronological order with tense changes, and this tactic is frequently found at the beginning of the AA PITP, creating a short introductory narrative for the PITP. As mentioned in Chapter 2, many digital genres now are hybrid, drawing on several different genres when constructing a webpage, and this is just another example of how several modes, functions, and features from various genres are coming together in the PITP.

Almost every title found in the landing page's glossary matches the title found on the PITP, making it easy to associate information. If a specific hyperlink in a landing page glossary reads "*Nukleare Abriistung und Nichtverbreitung*" (Nuclear Disarmament and Nonproliferation), it will correspond to the exact title of the webpage the reader is taken to. Only once or twice does the title differ, and it is usually due to more words being added to the title on the PITP page, like how *Flucht und Migration* becomes "*Flucht und Migration – das leistet die deutsche Außenpolitik*" (Escape and Migration—the way the German foreign policy does it) on the PITP. Furthermore, it is clear who oversees the policies, as the AA or Germany as a whole are always referenced as overseeing the policies. Found on the *Klima und Sicherheit* PITP, they clearly state that "*Das Auswärtige Amt bringt diese Fragen in wesentliche internationale Foren ein.*" (The AA brings up these questions in essential international forums). Whenever a decision is made, or something is defined as an action, Germany or the AA is always referenced as

the one carrying out the action. It is important to note that the AA mostly refers to themselves as Germany or their institutions, almost never using pronouns like *wir* (we) or *uns* (us) to create a sense of unity with the community.

Exceptions to this are found on pages like *Flucht und Migration* (Flight and Migration) and *Frauen und Gleichstellung* (Women and Equality), pages that have to do with the human condition. Here, the AA may be using the strategy of lexical pathos to connect readers with the people being discussed by using inclusive pronouns. Lexical pathos, along the same lines as in the DoS, appears more so in the hot topic issues. For instance, on the *Flucht und Migration* PITP, an international issue in which Germany is frequently involved in, the page states:

Deutschland setzt sich intensiv für die Minderung der Ursachen ein, die Menschen zur Flucht zwingen. Zentrales Element unserer vorsorgenden Außenpolitik ist ein vertieftes Engagement für Frieden und Sicherheit weltweit.
(Germany is working hard to reduce the causes that force people to flee. At the core of our pro-active foreign policy is an in-depth commitment to peace and security worldwide.) (Appendix Q)

There are a few ways pathos functions in this quote. “*Die Menschen zur Flucht zwingen*” (forcing people to flee) is a specific choice in wording that depicts the refugees as being forced, by choosing the word *zwingen* (flee), which is a stronger verb than simply saying they left or are looking for refuge. Secondly, wording like “*ein vertieftes Engagement für Frieden und Sicherheit weltweit*” (an in-depth commitment to peace and security worldwide) draws on logos that this is an international issue in addition to choosing intense adjectives like *vertieftes* for emotional appeal to attentiveness and struggle. We

see elements of ethos in this example as well, with statements like “*unserer vorsorgenden Außenpolitik*” (our preventive foreign policy), declaring themselves an effective and progressive country. Regularly, throughout the AA’s PITP, statements that integrate the three modes of persuasion appear close together.

As these are descriptive pages branding the AA and informing the public, intensive verbs appear in many of the moves. For instance, the *Cyber-Außenpolitik* page’s Identifying Self move begins with the following statement:

„*Das Auswärtige Amt versteht Cyber-Außenpolitik als Querschnittsaufgabe mit Auswirkungen auf fast alle Politik- und Handlungsfelder der Außenpolitik. Ziel dieser Politik ist es:...*” (The AA understands international cyber security as a cross-cutting task with effects on almost all foreign policy and action areas. The aim of this policy is:...) (Appendix P)

In this example, we see not only an intensive verb preparing the reader for the list of objectives for the *Cyber-Außenpolitik* PITP, but also a verb of perception (*versteht*, understands) which are also common to the descriptive mode. As seen in the previous example, the PITP also use present tense verbs whenever referring to current works, purposes, or objectives, only using the future tense when it comes to their goals or aspirations of success.

The emphasis on *globale partnerschaft* (global partnership) is easy to realize on the pages, branding Germany as an active, international member of the world when it comes to their goals and aspirations. Headers like “*Geschlechtergerechtigkeit in den Vereinten Nationen: UN Women*” (Gender Justice in the United Nations: UN Women) found on the *Frauen und Gleichstellung* PITP make it easy to find the information about

how Germany is participating on many different levels with different countries; this builds Germany's ethos as an effective international player. Almost every PITP references *partnerschaft* and "*zusammenarbeit mit anderen Ländern*" (cooperation with other countries) (*Cyber Außenpolitik*), conveying the fact that Germany finds it important to be involved in the global community as well as locally.

4.3.3 Contrastive Analysis

As stated in the previous section, the first part of Bax's (2011) heuristic is to decide whether the PITP samples achieved their purpose and through what functions. As the PITP pages are part of the PIW genre, the webpages aim to identify, inform, and brand the institutions behind them in a way that does not cause viewer disinterest. In the PITP pages, there is much more lexis than on the landing page. The reader would expect to receive more details about the policy issues since they are now viewing information specific to the topic they have chosen. The ways in which both the AA and DoS go about distributing and constructing this information have similarities, but also a greater number of differences than found during the contrastive analysis of the American and German PIW landing pages.

Compared to the landing pages, the PITP have a stronger presence of the narrative mode while maintaining a predominantly descriptive mode. The reasoning for having a narrative function comes from the moves that tend to be sequential in presenting an issue, a rationale behind said issue, and the goals of the policy issue's department or bureau on both PITP samples. On the AA's PITP, these moves regularly follow the same pattern, creating a recognizable narrative structure. The DoS does not have this same presence of a narrative structure, but it is notable that when both the Development of Issue and

Identifying Self subordinate move are present, they follow each other in the same order. Other than this instance, the PITP do not continue to share any additional traits of the narrative discourse mode, so the page functions in the descriptive mode in order to identify and inform the reader about the policy issues.

The AA and DoS PITP samples have different strategies for creating an impact on the reader. As will be discussed in the second part of Bax's heuristic, the governments vary in how they present information and what resources they use to do so when it comes to the layout and structure of the macro-moves. Above all, the AA has a higher word count provided about the topic pages than the DoS. Even though both pages use short, concise paragraphs and wide spatial organization to make the information clear and easy to follow, the AA provides more information directly on the homepage rather than suggesting readers click on hyperlinks to find additional information. The AA's lack of segmenting all the traversals of the page into one subordinate move like the "In This Section" subordinate move on the DoS page functions better to fulfill the purpose of informing the reader. Both governments' choices in multimedia, hyperlink placement, and lexical choices can affect the impact the pages have on a reader.

Following Bax's (2011) heuristic, I now turn to how the PITP achieves the goals of the PIW of identifying, combatting viewer interest, and informing the public. At a first glance, the greatest similarity between webpage layouts of the American and German PITP samples to achieve their purpose is the repetition of the macro-move structures when moving from the landing pages to the PITP. Both governments choose to keep the Banner and End of Page macro-moves constant. This reminds the reader that they are in

the same website and draws more attention to the Contents and Additional Navigation macro-moves as new information.

Despite drawing on the homepage genre yet not having a move dedicated to content structure (Askehave & Nielsen, 2005b), the Additional Navigation macro-move of both PITP samples reflects the similar functions of the Banner macro-move. Though it does not serve to brand the government, the Additional Navigation move does contain various navigation lists relevant to the content of the PITP and the overall site.

Homepages commonly have a move dedicated to navigation within the website. For the DoS, every page has an In This Section move, and every AA page has some variation of extended reading options like the *Verwandte Inhalte* (Related Content) subordinate move. The Additional Navigation macro-move supports ease-of-access, while also assisting in informing and identifying associations.

Though both pages are similar when it comes to structuring the macro-moves, an important distinction between the DoS and AA is the navigation from the landing page to the PITP. When navigating from the *Außenpolitik Themen* to *Kampf gegen den IS*, there is an extra navigating step the reader must move through. The AA has all their *Terrorismus* (terrorism) pages within another sub-topic, that addresses local, national, and international terrorism policies and treaties. Thus, the reader goes from the landing page, to this secondary glossary, to the *Kampf gegen den IS*. The American page does not have an equivalent of this, but they do have an opportunity on two pages—Health Diplomacy and Migration—to follow a link out of the webpage to additional information. Because it takes the reader away from the current genre and website to somewhere completely different, despite still being about the policy issue, this is not included in the PIW genre.

This choice by the DoS can degrade the unification of the site as a whole, while the AA's choice to use traversals within the same website keeps everything unified for the reader to easily navigate, holding their interest.

Many oratory political speeches incorporate pausing and flow strategies into the structure of the speech to help audience management as an interactive discourse strategy. Even though both these PITP samples are digital genres with no interaction, there are still interactional elements of these same strategies in the way the paragraphs are broken up into shorter, easier to digest pieces. Sometimes, the AA strays from this in their pages that tend to be more narrative-heavier like *Kampf gegen Drogen*. Overall, both pages provide content through short paragraphs in order to keep the reader interest due to the shorter spans of concentration needed due to the choppy spatial organization.

As mentioned in Chapter 2, e-government genres began drawing on entertainment genres to try and maintain reader interest and assist in branding. One technique that is common from entertainment genres is the chunking of information into short paragraphs. This, along with the use of iconography, aids in branding by providing visual associations with the policy issue and also aids in viewer interest, by making the material easier to access. The DoS has a significantly less amount of iconography for the PITP, where some PITP like *Combatting Drugs & Crime* do not have any kind of visuals at all. Some pages like the *Women's Issues* page do have video footage, which does not appear on any the AA PITP; however, this lack of iconography is striking against the greater amount of other forms of iconography found on the AA PITP. Specifically, the AA has a regular technique of pairing words or short phrases with images. For instance, in the *Aktuelles zu...* move, each type of publication comes with a tiny image that also explains what it is:



(Figure 40: AA *Aktuelles zu Rede* Sample)

The small microphone icon next to the word *Rede* serves as a complementary icon to emphasize it is a speech.

The AA may have done a better job of linking to other information within the moves as well. The DoS PITP has most of their external links on the left side of the page in the Additional Navigation macro-move. The AA PITP, on the other hand, has several links to important information scattered throughout the page or immediately following the end of the content moves.



(Figure 41: DoS Hyperlinking Sample)

Die Bundesregierung versteht globale Gesundheit als integralen Bestandteil der Außenpolitik. In ihrem Konzept zur Globalen Gesundheitspolitik definiert sie einen Handlungsrahmen hierfür.

Konzept der Bundesregierung zur Globalen Gesundheitspolitik →

(Figure 42: AA Hyperlinking Sample)

The reader's eyes would either directly see the hyperlinks, or they may naturally keep reading as they have already been scrolling through the previous information. This placement in the AA PITP makes the information easier to grasp and find for the reader

because it is contextualized within the descriptions, while the DoS has completely removed it from the description to the left side of the PITP webpages.

The use of the video footage and quoting in the Attention Getter move of the DoS PITP is the only time we encounter any kind of auditory move in the PITP, which is surprising. Many times with universal design, people are encouraged to accompany lexical elements with a video, because they are much more successful at keeping viewer attention. The AA already has demonstrated their awareness of multiple audiences by having the options to view the pages in multiple languages and designs. Yet, both the American and the German PITP only use layout and visual and lexicogrammatical resources to realize their purposes on the PITP pages, with no audial resources noted.

When it comes to lexical and grammatical resources, both PITP samples draw on typical political rhetorical strategies like tripling (Bax, 2011), ethos, logos, and pathos. Many of the sentences of the DoS PITP rely strongly on tripling, condensing information into triplets instead of expanding on each point (Bax, 2011). This need to be concise is also present in most DoS' PITP having a List of Objectives subordinate move. The AA, on the other hand, tends to wrap pathos, logos, and ethos into each of their moves, occasionally into each sentence (as can be seen from the example in the Rhetorical Strategies of the AA). The AA chooses to expand more on information, providing more transparency and constructing the ethos of being aware and current, while the DoS has less information. The lower word count on the DoS PITP could also contribute to the greater number of links found in the "In This Section" signaling to the reader that all the information they want may not be on this current page.

The goal of branding is pursued with a greater interest on the PITP pages than the landing pages. Overall, features of branding are most significant in the Banner and End of Page macro-moves also found on the landing pages. Within the Contents macro-move, self-references such as “Bureau of Oceans and International Environmental and Scientific Affairs” or “*Die Auswärtiges Amt*” appear much more frequently, directly connecting the institution to their claims through extensive verbs in both PITP samples. Additionally, visuals relating to relief efforts and leadership appear on both PITP samples, even though it is much more recurrent in the AA PITP.



Assistant Secretary Dr. Christopher A. Ford leads the ISN bureau.



Selbstständige Bäuerinnen in Kenia erhalten Wetterinformationen über ihr Handy.
© Thomas Imo/photothek.de

(Figure 43: DoS Visual Sample)

(Figure 44: AA Visual Sample)

The AA seem more determined in connecting their activities to themselves and the world than the DoS, which can be seen by the commonality of the global connections and global references moves on the AA’s PITP.

Though this has already addressed, it is important, as part three of Bax’s (2011) heuristic states, to understand how the PITP realize the communicative purposes of the PIW genre through the chosen functions and features (Bax, 2011). The AA’s desire for readers to know that their policy issues are not only for their country but connected to the world could hardly be considered an “underpinning” as they reference their involvement with the EU and UN repeatedly. The United States, on the other hand, only references

such connections when it comes to greater issues like Refugees and Nonproliferation, compared to issues that haven't been interesting the American public quite as much in recent years like Combatting Drugs & Crime. This could be a socio-political and ideological underpinning based on the knowledge that the United States has recently been pulling back from being as involved with the global community. However, it could also simply be another element of nationalism, as the United States citizens have a strong sense of pride in themselves and assisting their own community.

Above all, the negative or possible difficulties that could arise from either country being involved in the issues their policies address is never mentioned, always remaining obscured. Almost all the PITP for the DoS and every page for the AA address the problems related to the policy issue, occasionally labeling other countries as the cause, but never once do either of the countries blame themselves. The focus is on their objectives and participation in thwarting whatever the issue may be, whether that be cyber security or the refugee crisis. As a webpage representing the government, both PITP samples only have good, supportive descriptions to provide of their governments' efforts.

CHAPTER 5: CONCLUSION

The aims of this study were to describe the genre of the Policy Issues Webpage (PIW) by applying the Swalesian genre model and to carry out a contrastive analysis between the Department of State and *Auswärtiges Amt*'s websites. In section 2.5, two research questions were posed to guide the study in this direction. The conclusion to this study will return to these questions explicitly and further discuss the study's results and its implications.

1. **What constitutes the genre of the Department of State's Policy Issues landing page and subsequent topic pages?**

Swales (1990) states, "if there are genre names without genres attached to them, so must there be genres without a name" (Swales, 1990, p. 57). In this study, I have attempted to name and define a previously unnamed genre-- the Policy Issues Webpage. The landing page and eight sample PITP from the websites of the DoS and AA were analyzed to determine the constituent parts of the PIW as a e-government, digital-mediated genre. Since this study contrasts the realization of the genre in two different languages/cultures, the genre is determined by shared purpose, rather than similar features, despite the similarities also found at the move and rhetorical strategy levels (Swales, 1990). Using Swales (1990) genre model for the analysis, I propose the following description of the primary and two secondary purposes of the PIW:

- The primary purpose of the PIW is to provide information and resources for the public to further investigate policy issues and/or the department. Additionally, the secondary purposes of the PIW are to create a brand or identity image through the information available on the page, and it serves

as a digital field to connect with citizens on a personal level that also combats viewer disinterest.

For both landing pages and PITP, I considered how they realize the communicative purposes through moves and rhetorical strategies. From the analysis in Chapter 4, the core macro and subordinate moves can be established for the PIW genre as follows:

(Table 5: Moves of the Policy Issues Webpage)

Macro-Moves	Banner	Contents		Additional Navigation	End of Page
Subordinate Moves	External Identity Platforms	Navigation Map	Development of Issue	In This Section	External Affiliations
	Identification	Title	Identifying Self	Quick Links	Contacts & Minor Affiliations
	Toolbar	Information Sharing	Establishment	Highlights Timeline	Copyright
	Search Bar	Stay Connected	Global Connections & Resources		
		Attention Getter	List of Objectives		

In regard to the rhetorical strategies, the DoS relies heavily on lexical pathos and ethos, though the AA seemed to have a stronger desire to relay pathos through iconographic rather than typographic elements. Moreover, the frequent references to the government's capabilities and the interactions with other countries helped to realize the purpose of branding and identifying. Tripling and parallelism, two strategies typically present in political genres, were also frequently used in various subordinate moves of the Contents macro-move. This could be seen as an attempt to present enough information in

a concise manner whilst still providing enough content to inform the reader. Lastly, there was a strong reliance on the readers' ability to interpret hyperlinks and social media connections, which appeal to reader interest by providing additional options for connecting with the institution and attempting to show that they are actively supplying additional information to readers. Overall, the rhetorical strategies discussed in Chapter 4 realize the communicative purposes of informing, branding, and combatting viewer disinterest, with the majority of the rhetorical strategies appearing in the Contents macro-move.

Swales (1990) genre model, supported by Askehave and Nielsen's (2005a) digitally updated model, proved valuable in describing the characteristics of the PIW genre in that it created a template but also allowed for the necessary terminology and categorizing needed to address the complexities and affordances of digitally mediated genres. Though this study tests the communicative purposes of the genre in two language cultures, the samples themselves were small, so it would be beneficial to test this definition with additional governments or a larger corpus from the DoS and AA to determine the universality of the PIW genre.

Further, the results from my analysis demonstrate the need to once again study e-government genres as the amount of named and unnamed genres continues to grow. More specifically, in a time when "fake news" is becoming a global issue, studying the transparency and primary sources offered by the government is crucial to understanding how they are promoting information access and branding of themselves.

2. How does the American Policy Issues Webpage compare to the German Policy Issues Policy Issues Webpage?

Using Bax's (2011) heuristic, I contrasted the moves and rhetorical strategies of the governments' landing pages and sample PITP. Though there were differences, many similarities were found, such as similar macro-move structures and various subordinate moves, as expected of two globally-involved, western societies. The macro-move structures of Banner, Contents, and End of Page and then Banner, Contents, Additional Navigation, and End of Page were consistent between and across the Landing Pages and PITP respectively of the AA and DoS. Therefore, similar rhetorical strategies ranging from generic hyperlinks, to tripling, to extensive verbs, assisted the PIW in realizing the e-government genre purposes of informing, branding, and combatting viewer disinterest. Even though some of the moves may be realized in different layouts, like how the AA had their Additional Navigation macro-move at the bottom of the page frequently referencing further reading and the DoS Additional Navigation is on the left side with further navigation within the site. Nevertheless, the moves and rhetorical strategies remained consistent enough to be considered core moves of both language cultures.

Among the greatest differences between the two PIW was the AA's tendency to make use of the narrative mode within the PITP webpages. The transition between the Development of Issue, Reasoning for Policy Issue, and Identifying Self subordinate moves was the only time either government webpage strayed from the descriptive or instructive discourse modes' features, leaning more towards the narrative mode. Though this demanded a higher word count and longer blocks of texts on several of the AA PITP, the narrative structure prompted the information in an easy way to read, synthesizing the policy issue for the reader. The DoS, on the other hand, frequently used headers like on the Defeating ISIS PITP (Appendix G) or short, concise phrasing like on the Health

Diplomacy PITP (Appendix J). Though convenient to read and acceptable, as the researcher, it is my opinion that this did not develop the same kind of connections and transparency that the AA PITP were able to accomplish.

Cross-analyzing the PIW genre in two language cultures helped unveil the cultural differences of the genre's realization as well as those moves/rhetorical strategies that remain stable, like the Toolbars, Titles, Identification, List of Objectives, and Contacts & Minor Affiliations subordinate moves along with the repetitive use of tripling and lexical pathos and ethos. As expected, the communicative purposes and functionality were indeed consistent between the AA and DoS' realization of the PIW genre. Many topics that seem to be more popular in the public sphere in both countries, such as Women's Rights/ *Frauen und Gleichstellung* and Combatting Drugs & Crime/ *Kampf gegen Drogen*, had more information, whether it was on the homepage or accessible through the multiple links of the In This Section subordinate move. Other times, major issues like Climate and Environment/ *Klima und Sicherheit* varied in the way they were presented: mostly this had to do with the DoS only providing a description and hyperlink to take the reader out of the current site. From these differences, it can be gleaned that the AA may be leaning more towards the visual, attention-grabbing techniques of the entertainment genres. However, we can also deduce that the hot topic pages on both sites tend to receive more attention in how information is presented than topics that may be less frequented by readers, demonstrating which topics the DoS and AA think will create the most viewer interest.

The AA, more so than the DoS, opens themselves up to a larger viewership due to their Viewer Options subordinate move, which allows the reader to view the page in

different languages and formats. As a member of the EU, this kind of subordinate move is seen as more appropriate on the AA PIW because the EU is a multi-lingual union. Nevertheless, the DoS PIW, only offered in English, still strives to inform its readers by providing the same information on the policy issue and to view additional information relating to it. For both governments, the PIW functions to foreground the positive actions and resources both governments can provide in relation to the policy issue, to identify themselves as active yet also responsive to their community's need to remain aware of what is happening.

Even though the DoS is taking steps to increase multimodality, as it appears more frequently on "hot topic" pages like Combatting Drugs & Crime, there is still a stark contrast compared to the visually appealing and colorful pages of the AA. Both government webpages regularly use current events and publications like archives, twitter feeds, and timelines to inform readers about the actions and procedures taking place in relation to each policy issue, and the various ways of presenting these as tweets or iconography can entice the reader to click on them. However, the reader may still choose not to, and the nonsequential viewing of the webpage may steer the viewer away from clicking on the various specific and generic links found on the webpages.

This segregation of information into different pages within the PITP or simply presenting information on the homepage-- as well as how much they tried to identify and inform on the PITP-- were among the greatest differences between the governments' webpages. The AA frequently had a higher word count on the homepage for the PITP, while the DoS used the Additional Navigation macro-move to direct readers to more content on the various PITP. It could be assumed that the overload of information was

expected to deter readers; as a result, readers were directed to use the navigative mode, through hyperlinks, to find more specific information.

As the internet continues to update and change, the e-genres of the DoS and AA will also evolve. A month after this analysis concluded, I returned to the DoS website to find a new feature: a “Give Us Your Feedback!” pop-up. This looks similar to the #rumoursaboutgermany hashtag used by the AA last year. It could be a sign that the DoS is trying to be more competitive and to combat viewer disinterest. As the current generations become more involved in politics, searching out primary sources might be a way audiences combat fake news. Also, this new addition may be an attempt to bring readers to the page and appear more transparent by facilitating the search of what readers are really looking for. Further studies involving human subjects could help determine which strategies and moves readers find most helpful or successful in achieving purpose.

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APPENDIX A: DEPARTMENT OF STATE PIW LANDING PAGE



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DIPLOMACY IN ACTION

SECRETARY OF STATE ▾ ABOUT ▾ WHAT WE DO ▾ POLICY ISSUES ▾ COUNTRIES & REGIONS ▾ PRESS ▾

Search Site.

Home

Policy Issues

[f](#) [t](#) [G+](#) [Share](#)

A-D

- ▶ Anti-Corruption
- ▶ Climate and Environment
- ▶ Combatting Drugs & Crime
- ▶ Counterterrorism and Countering Violent Extremism
- ▶ Cyber Issues
- ▶ Defeating ISIS
- ▶ Democracy and Human Rights

E-M

- ▶ Economic Affairs and Trade Policy
- ▶ Energy
- ▶ Food Security
- ▶ Health Diplomacy

N-Z

- ▶ Nonproliferation
- ▶ Oceans and Arctic
- ▶ Refugees
- ▶ Trafficking in Persons
- ▶ Women's Issues

BUSINESS

- Commercial and Business Affairs Office
- Key Officers of Foreign Service Posts
- Office of Global Partnerships
- Small and Disadvantaged Business Utilization

CAREERS

- Civil Service Officer
- Consular Fellows Program
- Foreign Service Officer
- Foreign Service Specialist
- International Organizations
- Student Programs
- USAJobs: Working for America

EDUCATION & EXCHANGES

- Diplomatic History
- Discover Diplomacy
- Exchange Visitor Program
- Fulbright Program
- Global Youth Issues
- Office of Overseas Schools
- U.S. Diplomacy Center
- Youth Exchange Programs

TRAVEL

- Authentications and Apostilles
- Emergency Services
- Foreign Per Diem Rates
- Intercountry Adoption
- Parental Child Abduction
- Passports
- Travel Information
- Visas

Archive | Contact Us | FAQ | Search | Share | Subject Index

Accessibility Statement | Copyright Information | External Link Policy | FOIA | No Fear Act | Privacy Policy

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[▲ Top](#)

APPENDIX B: AUSWÄRTIGES AMT PIW LANDING PAGE

Kontakt

Auswärtiges Amt

[Einreise und Aufenthalt](#)
[Auswärtiges Amt](#)
[Reise und Sicherheit](#)
[Aufbewahrungspapier](#)
[Ausbildung und Karriere](#)
[News und Stories](#)

Startseite [Aktion](#) [und Service](#) [Themen](#)

Themen deutscher Außenpolitik

Grundprinzipien deutscher Außenpolitik

→

Europa, die transatlantische Partnerschaft, das Engagement für Frieden und Sicherheit, die Förderung von Demokratie und Menschenrechten sowie der Einsatz für eine gerechte und nachhaltige Globalisierung und eine regelbasierte internationale Ordnung - das sind die Leitplanken deutscher Außenpolitik.

Menschenrechte →

Humanitäre Hilfe →

Krisenprävention und Stabilisierung →

Kultur →

Außenwirtschaft →

Klima →

Flucht und Migration →

Abrüstung und Rüstungskontrolle →

Kampf gegen Terrorismus und Organisierte Kriminalität →

Agenda 2030 →

Energie →

Umwelt →

Internationale Arbeitnehmerrechte →

Cyber-Außenpolitik →

Internationales Recht →

Gesundheitspolitik →

Urbanisierung →

Seite teilen nach oben

Was suchen Sie?

Weltweit sicher reisen

[Reise- und Sicherheitshinweise](#) →

[Konsulatfinder weltweit](#) →

[Länderinformationen](#) →

Bürgerservice

[Kontakt](#) →

[FAQ - häufig gestellte Fragen](#) →

[Adresse / Anfahrt](#) →

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APPENDIX C: DEPARTMENT OF STATE PIW PITP-- WOMEN'S ISSUES



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DIPLOMACY IN ACTION

SECRETARY OF STATE | ABOUT | WHAT WE DO | POLICY ISSUES | COUNTRIES & REGIONS | PRESS

Search Site

In This Section:

- Priorities
- Programs and Partnerships
- International Women of Courage Award Releases
- 2009-2017 Archives
- 2001-2009 Archives
- 1993-2001 Archives

Highlights

Tweets by @GenderAtState

U.S. State Dept | Office of Global Women's Issues

We were honored to host impressive young peacebuilders from the @AHLLeadership Institute at the State Department. Hailing

All-Female Iraqi Police Class

On July 26, the State Department's Antiterrorism Assistance program graduated its first class of all-female Iraqi law enforcement officers at a training facility in Jordan. [More](#)

WISCI Girls STEAM Camp in Georgia

The fifth **WISCI (Women in Science) Girls STEAM Camp** will take place in Georgia, August 12-25, 2018. The 2018 camp in Georgia brings together 100 students from Armenia, Azerbaijan, Georgia, and the United States. [More](#)

Quick Links

- Archives
- Passports
- Visas
- Careers
- Diversity Visa
- Travel Advisories
- Per Diem Rates

Home > Bureau/Offices Reporting Directly to the Secretary

Office of Global Women's Issues

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International Women of Courage A...
Mar. 23, 2018. Acting Under Secretary and...

Spokesperson Nauert (Mar. 23): "Women's empowerment is not only a basic fulfillment of human rights, but a strategic investment in our collective future. Women and girls must have the tools they need to succeed and the pathways that they seek opened. That includes a safe environment that promotes their health and also their education." Full Text

Women and girls make up half the world's population. Yet far too often, their voices and experiences go unheard or unheeded. They are underrepresented in the halls of political and economic power and overrepresented in poverty, while barriers from gender-based violence to laws that hold women to a different standard block the path to progress.

The low status of women and girls has vast political, economic, and social implications. It can limit the ability of communities to resolve conflict, countries to boost their economies, or regions to grow enough food.

That's why the State Department has an entire office devoted to women's issues. With origins dating back to 1995, the Secretary's Office of Global Women's Issues has a mandate to promote the rights and empowerment of women and girls through U.S. foreign policy. Headed by an Ambassador-at-Large, the office leads the Department's efforts to include women and girls in U.S. diplomacy, partnerships, and programs.

As a policy office with a small stable of innovative programs, the office serves as a resource for U.S. diplomats in Washington and around the world. It also leads on the Department's **priorities** around gender equality including gender-based violence, women's economic empowerment, women's participation in peace and security, and adolescent girls.



<p>BUSINESS</p> <ul style="list-style-type: none"> Commercial and Business Affairs Office Key Officers of Foreign Service Posts Office of Global Partnerships Small and Disadvantaged Business Utilization 	<p>CAREERS</p> <ul style="list-style-type: none"> Civil Service Officer Consular Fellows Program Foreign Service Officer Foreign Service Specialist International Organizations Student Programs USAJobs: Working for America 	<p>EDUCATION & EXCHANGES</p> <ul style="list-style-type: none"> Diplomatic History Discover Diplomacy Exchange Visitor Program Fulbright Program Global Youth Issues Office of Overseas Schools U.S. Diplomacy Center Youth Exchange Programs 	<p>TRAVEL</p> <ul style="list-style-type: none"> Authentications and Apostilles Emergency Services Foreign Per Diem Rates Intercountry Adoption Parental Child Abduction Passports Travel Information Visas
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[Top](#)

APPENDIX D: DEPARTMENT OF STATE PIW PITP—CLIMATE AND ENVIRONMENT


U.S. DEPARTMENT OF STATE
DIPLOMACY IN ACTION

[SECRETARY OF STATE](#) | [ABOUT](#) | [WHAT WE DO](#) | [POLICY ISSUES](#) | [COUNTRIES & REGIONS](#) | [PRESS](#)

In This Section:

- [Ocean and Polar Affairs](#)
- [Marine Conservation](#)
- [Office of Global Change](#)
- [Environmental Quality and Transboundary Issues](#)
- [Conservation and Water](#)
- [International Health and Biodefense](#)
- [Science and Technology Cooperation](#)
- [Space and Advanced Technology](#)
- [Policy and Public Outreach](#)
- [OES Overseas](#)
- [Biography of Principals](#)
- [Remarks](#)
- [Releases](#)
- [Reports](#)

Quick Links

- [Archives](#)
- [Passports](#)
- [Visas](#)
- [Careers](#)
- [Diversity Visa](#)
- [Travel Advisories](#)
- [Per Diem Rates](#)

Home > Under Secretary for Economic Growth, Energy, and the Environment

Bureau of Oceans and International Environmental and Scientific Affairs











Protecting Where We Live through Science, Innovation, and Partnership

The Bureau of Oceans and International Environmental and Scientific Affairs, often referred to as “Oceans, Environment and Science” or simply “OES,” covers issues that reach from the vastness of space to the depths of the oceans. Created by Congress in 1974, OES advances U.S. strategic interests through policy aimed at ensuring that economic growth and a healthy planet go hand in hand.

Working on issues that impact millions of U.S. jobs and advance U.S. foreign policy and national security interests, OES builds international consensus around issues like fighting infectious diseases, and combatting wildlife trafficking and illegal, unregulated and unreported fishing. OES promotes water security, peaceful cooperation on polar issues, sustainable ocean policy, science and technology cooperation, nature conservation, and climate and space policy, among other vital topics.

OES is positioned at the center of the global conversation and serves at the forefront of U.S. diplomatic efforts to confront some of world’s greatest challenges.

Principal Deputy Assistant Secretary **Judith G. Garber** currently leads OES.



BUSINESS

- [Commercial and Business Affairs Office](#)
- [Key Officers of Foreign Service Posts](#)
- [Office of Global Partnerships](#)
- [Small and Disadvantaged Business](#)
- [Utilization](#)

CAREERS

- [Civil Service Officer](#)
- [Consular Fellows Program](#)
- [Foreign Service Officer](#)
- [Foreign Service Specialist](#)
- [International Organizations](#)
- [Student Programs](#)
- [USAJobs: Working for America](#)

EDUCATION & EXCHANGES

- [Diplomatic History](#)
- [Discover Diplomacy](#)
- [Exchange Visitor Program](#)
- [Fulbright Program](#)
- [Global Youth Issues](#)
- [Office of Overseas Schools](#)
- [U.S. Diplomacy Center](#)
- [Youth Exchange Programs](#)

TRAVEL

- [Authentications and Apostilles](#)
- [Emergency Services](#)
- [Foreign Per Diem Rates](#)
- [Intercountry Adoption](#)
- [Parental Child Abduction](#)
- [Passports](#)
- [Travel Information](#)
- [Visas](#)

Archive | [Contact Us](#) | [FAQ](#) | [Search](#) | [Share](#) | [Subject Index](#)

Accessibility Statement | [Copyright Information](#) | [External Link Policy](#) | [FOIA](#) | [No Fear Act](#) | [Privacy Policy](#)

[Office of Inspector General](#) | [White House](#) | [USA.gov](#) | [U.S. Embassies](#)

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▲ Top

APPENDIX E: DEPARTMENT OF STATE PIW PITP—COMBATTING DRUGS & CRIME

U.S. DEPARTMENT OF STATE
DIPLOMACY IN ACTION

SECRETARY OF STATE ▾ ABOUT ▾ WHAT WE DO ▾ POLICY ISSUES ▾ COUNTRIES & REGIONS ▾ PRESS ▾

Home » Under Secretary for Civilian Security, Democracy and Human Rights

Bureau of International Narcotics and Law Enforcement Affairs (INL) Share

In This Section:

- Addressing the Opioid Crisis
- INL Leadership
- INL Offices
- Focus Areas
- INL Work by Country
- Virtual Memorial Wall
- Rewards Programs
- Remarks, Fact Sheets, and Releases
- U.S. State and Local Partners
- 2009-2017 Archive

Highlights

INL on Twitter

Tweets by @StateINL

U.S. Dept of State INL @StateINL

See how this elite unit of the Honduran National #Police is taking on #organizedcrime and helping communities in #Honduras. @usembassyfn youtu.be/a79AdbC9fDQ via @YouTube

Nov 8, 2018

Embed View on Twitter

INL: 40 Years of Security Through Justice

"Security Through Justice"
[click here for PDF]

INL works to keep Americans safe at home by countering international crime, illegal drugs, and instability abroad. INL helps countries deliver justice and fairness by strengthening their police, courts, and corrections systems. These efforts reduce the amount of crime and illegal drugs reaching U.S. shores.

Help Save Lives By Getting Rid of Unneeded Drugs, Including Opioids»

Debate on Corruption, Fragility, and Conflict
 Oct. 22: Assistant Secretary Madison's remarks in the Open Panel Debate on Corruption, Fragility, and Conflict at the 18th International Anti-Corruption Conference in Copenhagen, Denmark.

[Justice, Treasury, and State Departments](#)

Announce Coordinated Enforcement Efforts Against Cartel Jalisco Nueva Generacion»

Engaging U.S. and Foreign Law Enforcement Officials

On October 5, INL Assistant Secretary Madison traveled to Orlando, FL, to participate in a major police chiefs meeting.

Stopping the Poison Pills

Oct. 2: INL Assistant Secretary Madison's prepared statement before the Senate Caucus on International Narcotics Control on "Stopping the Poison Pills: Combatting the Trafficking of Illegal Fentanyl From China".



Ambassador Haley delivers remarks at the President's High-Level Event "Global Call to Action on the World Drug Problem" at UNGA.

Remarks by President Trump at "Global Call to Action on the World Drug Problem" Event»

Tackling Fentanyl: The China Connection

Sept. 6: Assistant Secretary Madison gave testimony on the opioid epidemic before the House Foreign Affairs Subcommittee for Africa, Global Health, Global Human Rights and International Organizations. [Full Text»](#)

Learn More

Major INL Publications

- 2018 Narcotics Control Strategy Report (INCSR)
- Majors List of Drug Producing and Transit Countries
- Program and Budget Guide
- INL Police Partnerships Guide

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- Archives
- Passports
- Visas
- Careers
- Diversity Visa
- Travel Advisories
- Per Diem Rates

- Develop and sustain drug prevention, treatment, rehabilitation, and aftercare abroad;
- Help countries reduce illegal drug production;
- Support other means of livelihood to bolster legitimate economies; and
- Help prevent drug-related gang recruitment.

Supporting Rights and Justice

INL works with these partners to fight injustice and promote laws and court systems that are fair, legitimate and accountable. INL's training, technical assistance, and mentoring:

- Make courts and legal systems more fair and transparent;
- Develop judges, prosecutors, and investigators who are highly skilled and accountable;
- Improve correctional facilities and prisoner treatment standards;
- Encourage women to join law enforcement and legal fields;
- Combat gender-based violence and hate crimes, and aid survivors.

INL has over **110** partnerships in more than **25** states



Partnerships

INL draws on American expertise to combat crime, corruption, and narcotics trafficking abroad and to develop trustworthy justice systems. The Department of State has more than 110 partners across the United States to facilitate training and exchanges with foreign countries, including with:

- Federal law enforcement agencies;
- State, and local police and corrections departments;
- Local and state courts;
- District attorney's offices and public defenders;
- Port authorities; and
- Professional Associations, Academic Institutions and Civil Society Organizations.

FOCUS AREAS	REGIONS
<ul style="list-style-type: none"> • Addressing Illicit Drug Challenges • Combating Crime and Corruption • Supporting Rights and Justice • Partnerships 	<ul style="list-style-type: none"> • Afghanistan and Pakistan • Africa and the Middle East • Europe and Asia • Western Hemisphere



BUSINESS

[Commercial and Business Affairs Office](#)
[Key Officers of Foreign Service Posts](#)
[Office of Global Partnerships](#)
[Small and Disadvantaged Business Utilization](#)

CAREERS

[Civil Service Officer](#)
[Consular Fellows Program](#)
[Foreign Service Officer](#)
[Foreign Service Specialist](#)
[International Organizations](#)
[Student Programs](#)
[USAJobs: Working for America](#)

EDUCATION & EXCHANGES

[Diplomatic History](#)
[Discover Diplomacy](#)
[Exchange Visitor Program](#)
[Fulbright Program](#)
[Global Youth Issues](#)
[Office of Overseas Schools](#)
[U.S. Diplomacy Center](#)
[Youth Exchange Programs](#)

TRAVEL

[Authentications and Apostilles](#)
[Emergency Services](#)
[Foreign Per Diem Rates](#)
[Intercountry Adoption](#)
[Parental Child Abduction](#)
[Passports](#)
[Travel Information](#)
[Visas](#)

[Archive](#) | [Contact Us](#) | [FAQ](#) | [Search](#) | [Share](#) | [Subject Index](#)

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APPENDIX F: DEPARTMENT OF STATE PIW PITP—NONPROLIFERATION


U.S. DEPARTMENT OF STATE
DIPLMACY IN ACTION

[SECRETARY OF STATE](#)
[ABOUT](#)
[WHAT WE DO](#)
[POLICY ISSUES](#)
[COUNTRIES & REGIONS](#)
[PRESS](#)

In This Section:

- [Key Engagements](#)
- [Nonproliferation Sanctions](#)
- [Bureau Leadership](#)
- [Our Organization](#)
- [Treaties and Agreements](#)
- [Releases and Remarks](#)
- [2009-2017 Archive](#)
- [2001-2009 Archive](#)
- [1997-2000 Archive](#)

Highlights

Tweets by @StateISN

State ISN Bureau Retweeted

[US-UN Mission Vienna](#) @usunwio

Replying to @usunwio

Safeguards enable life-saving nuclear technologies to be available around the world. By supporting strong safeguards, the U.S. is ensuring countries can pursue their development goals while also preventing the spread of nuclear weapons.

[Embed](#) [View on Twitter](#)

Bureau of International Security and Nonproliferation (ISN)



THE 50TH ANNIVERSARY OF THE NUCLEAR NONPROLIFERATION TREATY

The proliferation of nuclear, chemical, and biological weapons of mass destruction and their delivery systems, advanced conventional weapons, and related materials, technologies, and expertise presents a grave threat to the security of the United States and to international peace.

North Korea, for instance, pursues nuclear weapons and ballistic missiles in defiance of its international obligations, worsening threats to the United States and our allies, destabilizing Northeast Asia, and increasing the risk of nuclear war. The Iranian regime develops ever more capable ballistic missiles and proliferates them to regional proxies and terrorist forces; its potential to resume work on nuclear weapons is a threat to us and our partners. That other states may follow their lead in proliferation is an enduring challenge.

Terrorist groups such as ISIS and al-Qa'ida also seek access to weapons of mass destruction (WMD) technology, and both ISIS and the Assad regime in Syria have used WMD. Syria, Russia, and Iran are also working to erode the institutions that underpin global nonproliferation and weapons elimination achievements. Geopolitical rivalry also fuels proliferation. Russia and China have increasingly potent and diverse WMD and missile arsenals, and they provide advanced arms to partners and proxies in various regions.



Assistant Secretary Dr. Christopher A. Ford leads the ISN bureau.

Why China Technology-Transfer Threats Matter

Assistant Secretary Ford (Oct. 24): "Beijing's efforts are being undertaken not simply for the sake of profit and economic competitiveness, but also in order to equip China to lead the world in the next [revolution in military affairs], so that it will finally have the power needed to achieve the so-called "China Dream" of global power and status." [Full Text](#)

Sharing the Benefits of Peaceful Nuclear Uses

Assistant Secretary Ford (Oct. 16): "Today, as the result of our collective efforts, the world is indeed realizing the peaceful promise of the atom." [Full Text](#)

Where Next in Building a Conditions-Focused Disarmament Discourse?

Oct. 14: Assistant Secretary Ford delivered remarks to the Global Enterprise to Strengthen Nonproliferation and Disarmament. [Full Text](#)

OUR MISSION

Preventing the spread of WMD, delivery systems, and advanced conventional weapons capabilities -- and rolling back such proliferation where it has already taken root -- is the mission of the Bureau of International Security and Nonproliferation (ISN).

In close collaboration with other bureaus within the State Department, other U.S. agencies, and a diverse range of international and non-governmental partners, ISN tracks, develops, and implements effective responses to proliferation threats and shapes the international security environment to prevent their recurrence.

The Bureau is dedicated to three mutually-reinforcing efforts:

- (1) Strengthening nonproliferation regimes:**
ISN uses bilateral and multilateral diplomacy to prevent proliferation; to promote the highest possible standards of nuclear safety, security, and safeguards worldwide, and to ensure effective nonproliferation protections in civil nuclear cooperation programs.
- (2) Shaping the security environment:**
ISN shapes the security environment to reduce WMD-related threats by promoting regional security and deterrence initiatives and strategic stability dialogues, implementing counterproliferation efforts and policies, vigorously enforcing WMD-related sanctions, and using sanctions pressures and diplomatic outreach to undermine destabilizing Russian arms trade and intelligence partnerships, and
- (3) Counter-threat programming:**
ISN develops and administers capacity-building and other programs and initiatives to reduce proliferation risks, improve export controls, counter nuclear smuggling, keep WMD out of the hands of terrorists, improve nuclear safety and security around the world, and address urgent threat-reduction and weapons-elimination challenges worldwide.

STAY CONNECTED WITH THE BUREAU OF INTERNATIONAL SECURITY AND NONPROLIFERATION:






Actions Regarding CAATSA Section 231

On September 20, Secretary Pompeo added 33 persons to the "List of Specified Persons" acting on behalf of Russian defense and intelligence sections. He also imposed sanctions on China's Equipment Development Department and its director, Li Shangfu. [More»](#) [Fact Sheet»](#) [Briefing»](#)

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[Commercial and Business Affairs Office](#)
[Key Officers of Foreign Service Posts](#)
[Office of Global Partnerships](#)
[Small and Disadvantaged Business Utilization](#)

CAREERS

[Civil Service Officer](#)
[Consular Fellows Program](#)
[Foreign Service Officer](#)
[Foreign Service Specialist](#)
[International Organizations](#)
[Student Programs](#)
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[Diplomatic History](#)
[Discover Diplomacy](#)
[Exchange Visitor Program](#)
[Fulbright Program](#)
[Global Youth Issues](#)
[Office of Overseas Schools](#)
[U.S. Diplomacy Center](#)
[Youth Exchange Programs](#)

TRAVEL

[Authentications and Apostilles](#)
[Emergency Services](#)
[Foreign Per Diem Rates](#)
[Intercountry Adoption](#)
[Parental Child Abduction](#)
[Passports](#)
[Travel Information](#)
[Visas](#)

[Archive](#) | [Contact Us](#) | [FAQ](#) | [Search](#) | [Share](#) | [Subject Index](#)

[Accessibility Statement](#) | [Copyright Information](#) | [External Link Policy](#) | [FOIA](#) | [No Fear Act](#) | [Privacy Policy](#)

[Office of Inspector General](#) | [White House](#) | [USA.gov](#) | [U.S. Embassies](#)

APPENDIX G: DEPARTMENT OF STATE PIW PTP—DEFEATING ISIS



U.S. DEPARTMENT OF STATE
DIPLOMACY IN ACTION

SECRETARY OF STATE | ABOUT | WHAT WE DO | POLICY ISSUES | COUNTRIES & REGIONS | PRESS

In This Section:

- Meeting of the Ministers of the Global Coalition on the Defeat of ISIS
- Principal Biography
- Partners
- Fact Sheets
- Press Releases
- Briefings and Remarks
- Interviews
- Videos
- Blog Entries
- Department of Defense: Operation Inherent Resolve

Quick Links

- Archives
- Passports
- Visas
- Careers
- Diversity Visa
- Travel Advisories
- Per Diem Rates

Home > Bureaus/Offices Reporting Directly to the Secretary

The Global Coalition To Defeat ISIS

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On September 10, 2014, the U.S. announced the formation of a broad international coalition to defeat The Islamic State of Iraq and Syria (ISIS).

THE ISIS THREAT: A GLOBAL CHALLENGE

The Islamic State of Iraq and Syria (ISIS) has dramatically undermined stability in Iraq, Syria and the broader Middle East and poses a threat to international peace and security. ISIS continues to commit gross, systematic abuses of human rights and violations of international law, including indiscriminate killing and deliberate targeting of civilians, mass executions and extrajudicial killings, persecution of individuals and entire communities on the basis of their identity, kidnapping of civilians, forced displacement of Shia communities and minority groups, killing and maiming of children, rape and other forms of sexual violence, along with numerous other atrocities. ISIS presents a global terrorist threat which has recruited thousands of foreign fighters to Iraq and Syria from across the globe and leveraged technology to spread its violent extremist ideology and to incite terrorist acts. As noted in UN Security Council Resolution 2170, "terrorism can only be defeated by a sustained and comprehensive approach involving the active participation and collaboration of all States... which is why our first priority is to encourage others to join in this important endeavor."

THE GLOBAL COALITION TO DEGRADE AND DEFEAT ISIS



A meeting of the Counter-ISIS Coalition in Brussels, December 3, 2014

THE FIVE LINES OF EFFORT

Five mutually reinforcing lines of effort to degrade and defeat ISIS were put forth at an early September 2014 meeting with NATO counterparts.

These lines of effort include:

1. Providing military support to our partners;
2. Impeding the flow of foreign fighters;
3. Stopping financing and funding;
4. Addressing humanitarian crises in the region; and
5. Exposing true nature.

The U.S. emphasizes that there is a role for every country to play in degrading and defeating ISIS. Some partners are contributing to the military effort, by providing arms, equipment, training, or advice. These partners include countries in Europe and in the Middle East region that are contributing to the air campaign against ISIS targets. International contributions, however, are not solely or even primarily military contributions. The effort to degrade and ultimately defeat ISIS will require reinforcing multiple lines of effort, including preventing the flow of funds and fighters to ISIS, and exposing its true nature.

Humanitarian assistance to those affected by the conflict is equally important to meeting urgent needs and maintaining regional stability, and contributions to humanitarian assistance, including a critical contribution of \$500 million by Saudi Arabia to the humanitarian response in Iraq, have been essential. With the needs of vulnerable civilians continuing to grow, additional contributions from the international community are necessary in order to address the greatest needs—including shelter, food and water, medicine and education.



<p>BUSINESS</p> <ul style="list-style-type: none"> Commercial and Business Affairs Office Key Officers of Foreign Service Posts Office of Global Partnerships Small and Disadvantaged Business Utilization 	<p>CAREERS</p> <ul style="list-style-type: none"> Civil Service Officer Consular Fellows Program Foreign Service Officer Foreign Service Specialist International Organizations Student Programs USAJobs: Working for America 	<p>EDUCATION & EXCHANGES</p> <ul style="list-style-type: none"> Diplomatic History Discover Diplomacy Exchange Visitor Program Fulbright Program Global Youth Issues Office of Overseas Schools U.S. Diplomacy Center Youth Exchange Programs 	<p>TRAVEL</p> <ul style="list-style-type: none"> Authentications and Apostilles Emergency Services Foreign Per Diem Rates Intercountry Adoption Parental Child Abduction Passports Travel Information Visas
---	--	--	---

Archive | Contact Us | FAQ | Search | Share | Subject Index

Accessibility Statement | Copyright Information | External Link Policy | FOIA | No Fear Act | Privacy Policy

Office of Inspector General | White House | USA.gov | U.S. Embassies

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[↑ Top](#)

APPENDIX H: DEPARTMENT OF STATE PIW PITP—CYBER ISSUES


U.S. DEPARTMENT OF STATE
DIPLOMACY IN ACTION

SECRETARY OF STATE ▾
 ABOUT ▾
WHAT WE DO ▾
POLICY ISSUES ▾
COUNTRIES & REGIONS ▾
PRESS ▾

In This Section:

- [Executive Order 13800](#)
- [Biographies](#)
- [Releases and Remarks](#)
- [DipNote](#)

Quick Links

- [Archives](#)
- [Passports](#)
- [Visas](#)
- [Careers](#)
- [Diversity Visa](#)
- [Travel Advisories](#)
- [Per Diem Rates](#)

Home > Bureaus/Offices Reporting Directly to the Secretary

Office of the Coordinator for Cyber Issues



In partnership with other countries, the State Department is leading the U.S. Government's efforts to promote an open, interoperable, secure, and reliable information and communications infrastructure that supports international trade and commerce, strengthens international security, and fosters free expression and innovation.

To more effectively advance the full range of U.S. interests in cyberspace, the Office of the Coordinator for Cyber Issues (S/CCI) was established in February 2011.

Office of the Coordinator for Cyber Issues (State/S/CCI)

S/CCI brings together the many elements in the State Department working on cyber issues. Its responsibilities include:

- Coordinating the Department's global diplomatic engagement on cyber issues
- Serving as the Department's liaison to the White House and federal departments and agencies on these issues
- Advising the Secretary and Deputy Secretaries on cyber issues and engagements
- Acting as liaison to public and private sector entities on cyber issues
- Coordinating the work of regional and functional bureaus within the Department engaged in these areas

Contact us at SCCI_Press@state.gov.


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- [Office of Global Partnerships](#)
- [Small and Disadvantaged Business](#)
- [Utilization](#)

CAREERS

- [Civil Service Officer](#)
- [Consular Fellows Program](#)
- [Foreign Service Officer](#)
- [Foreign Service Specialist](#)
- [International Organizations](#)
- [Student Programs](#)
- [USAJobs: Working for America](#)

EDUCATION & EXCHANGES

- [Diplomatic History](#)
- [Discover Diplomacy](#)
- [Exchange Visitor Program](#)
- [Fulbright Program](#)
- [Global Youth Issues](#)
- [Office of Overseas Schools](#)
- [U.S. Diplomacy Center](#)
- [Youth Exchange Programs](#)

TRAVEL

- [Authentications and Apostilles](#)
- [Emergency Services](#)
- [Foreign Per Diem Rates](#)
- [Intercountry Adoption](#)
- [Parental Child Abduction](#)
- [Passports](#)
- [Travel Information](#)
- [Visas](#)

[Archive](#) | [Contact Us](#) | [FAQ](#) | [Search](#) | [Share](#) | [Subject Index](#)
[Accessibility Statement](#) | [Copyright Information](#) | [External Link Policy](#) | [FOIA](#) | [No Fear Act](#) | [Privacy Policy](#)
[Office of Inspector General](#) | [White House](#) | [USA.gov](#) | [U.S. Embassies](#)

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▲ Top

APPENDIX I: DEPARTMENT OF STATE PIW PITP—REFUGEES



U.S. DEPARTMENT OF STATE
DIPLOMACY IN ACTION

SECRETARY OF STATE | ABOUT | WHAT WE DO | POLICY ISSUES | COUNTRIES & REGIONS | PRESS

Search Site...

In This Section:

- About PRM
- Remarks and Releases
- Contact Us
- Policy Issues
- Refugee Admissions
- Overseas Assistance by Region
- Humanitarian Research & Evaluation
- Population
- Funding Opportunities
- Junior Professional Officer (JPO) Programs
- Partnership for Refugees

Quick Links

- Archives
- Passports
- Visas
- Careers
- Diversity Visa
- Travel Advisories
- Per Diem Rates

Home > Under Secretary for Civilian Security, Democracy, and Human Rights

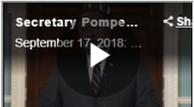
Bureau of Population, Refugees, and Migration

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The Bureau of Population, Refugees, and Migration provides aid and sustainable solutions for refugees, victims of conflict and stateless people around the world, through repatriation, local integration, and resettlement in the United States. PRM also promotes the United States' **population and migration** policies. [More about PRM](#)

Secretary Pompeo Delivers Remarks on Refugee Policy

Secretary Pompeo (Sept. 17): "The improved refugee policy of this administration serves the national interest of the U.S. and expands our ability to help those in need all around the world. We will continue to assist the world's most vulnerable." [Full Text](#)



BUSINESS

- Commercial and Business Affairs Office
- Key Officers of Foreign Service Posts
- Office of Global Partnerships
- Small and Disadvantaged Business Utilization

CAREERS

- Civil Service Officer
- Consular Fellows Program
- Foreign Service Officer
- Foreign Service Specialist
- International Organizations Student Programs
- USAJobs: Working for America

EDUCATION & EXCHANGES

- Diplomatic History
- Discover Diplomacy
- Exchange Visitor Program
- Fulbright Program
- Global Youth Issues
- Office of Overseas Schools
- U.S. Diplomacy Center
- Youth Exchange Programs

TRAVEL

- Authentications and Apostilles
- Emergency Services
- Foreign Per Diem Rates
- Intercountry Adoption
- Parental Child Abduction
- Passports
- Travel Information
- Visas

Archive | Contact Us | FAQ | Search | Share | Subject Index

Accessibility Statement | Copyright Information | External Link Policy | FOIA | No Fear Act | Privacy Policy

Office of Inspector General | White House | USA.gov | U.S. Embassies

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▲ Top

APPENDIX J: DEPARTMENT OF STATE PIW PITP—HEALTH DIPLOMACY



U.S. DEPARTMENT OF STATE
DIPLOMACY IN ACTION

SECRETARY OF STATE | ABOUT | WHAT WE DO | POLICY ISSUES | COUNTRIES & REGIONS | PRESS

Search Site...

Home > Bureaus/Offices Reporting Directly to the Secretary

Office of the U.S. Global AIDS Coordinator and Health Diplomacy Facebook | Twitter | Google+ | Share

The Office of the U.S. Global AIDS Coordinator and Health Diplomacy leads implementation of the U.S. President's Emergency Plan for AIDS Relief (PEPFAR).

PEPFAR is the U.S. government initiative to help save the lives of those living with and affected by HIV/AIDS around the world. This historic commitment is the largest by any nation to combat a single disease internationally, and PEPFAR investments also help alleviate suffering from other diseases across the global health spectrum. PEPFAR is driven by a shared responsibility among donors, host countries, and other partners to make smart investments to save lives and, ultimately, end the AIDS epidemic by 2030.

Please visit www.PEPFAR.gov for additional information regarding PEPFAR.

BUSINESS

- Commercial and Business Affairs Office
- Key Officers of Foreign Service Posts
- Office of Global Partnerships
- Small and Disadvantaged Business Utilization

CAREERS

- Civil Service Officer
- Consular Fellows Program
- Foreign Service Officer
- Foreign Service Specialist
- International Organizations
- Student Programs
- USAJobs: Working for America

EDUCATION & EXCHANGES

- Diplomatic History
- Discover Diplomacy
- Exchange Visitor Program
- Fulbright Program
- Global Youth Issues
- Office of Overseas Schools
- U.S. Diplomacy Center
- Youth Exchange Programs

TRAVEL

- Authentications and Apostilles
- Emergency Services
- Foreign Per Diem Rates
- Intercountry Adoption
- Parental Child Abduction
- Passports
- Travel Information
- Visas

Archive | Contact Us | FAQ | Search | Share | Subject Index

Accessibility Statement | Copyright Information | External Link Policy | FOIA | No Fear Act | Privacy Policy

Office of Inspector General | White House | USA.gov | U.S. Embassies

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[Top](#)

APPENDIX K: AUSWÄRTIGES AMT PIW P1TP—FRAUEN UND GLEICHSTELLUNG

[Kontakt](#) [Gebärdensprache](#) [Leichte Sprache](#) [English](#)


Auswärtiges Amt

[Einreise und Aufenthalt](#)
[Auswärtiges Amt](#)
[Reise und Sicherheit](#)
[Außen- und Europapolitik](#)
[Ausbildung und Karriere](#)
[News und Service](#)

[Startseite](#) > [Außen- und Europapolitik](#) > [Themen](#) > [Menschenrechte](#) > [Frauen und Gleichstellung](#)

Frauen und Gleichstellung

23.11.2017 - Artikel

Die Bundesregierung setzt sich sowohl bilateral als auch im Rahmen internationaler Organisationen für die Stärkung der Frauenrechte und die Gleichstellung von Frauen und Männern ein.

Der Schutz der Menschenrechte von Frauen und die Durchsetzung ihrer rechtlichen, wirtschaftlichen und kulturellen Gleichstellung in allen gesellschaftlichen Bereichen bleiben zentrale Herausforderungen, die durch Konflikte, Terrorherrschaft sowie unregelmäßige Flucht und Migration nur gewachsen sind. Die Bundesregierung setzt sich sowohl bilateral als auch im Rahmen der Europäischen Union, der Vereinten Nationen und anderer internationaler Organisationen für die Stärkung der Frauenrechte und die Gleichstellung von Frauen und Männern ein.

Menschenrechte von Frauen

Sexueller Missbrauch, Menschenhandel, häusliche Gewalt, Zwangsverheiratungen und Genitalverstümmelung sind Menschenrechtsverletzungen, die überwiegend Frauen und Mädchen betreffen. Darüber hinaus führen traditionelle Werte, Rollen- und Verhaltensmuster häufig auch zu geschlechtsspezifischen Benachteiligungen im Bereich der wirtschaftlichen, kulturellen und sozialen Rechte, beispielsweise beim Zugang zu Nahrung, Bildung oder zum Gesundheitswesen.

Frauen und Mädchen leiden auch besonders unter den Folgen von (Bürger-)Kriegen, den durch Konflikte ausgelösten Fluchtbewegungen und unter sexueller Gewalt und Vergewaltigungen, die immer häufiger als Kriegswaffen eingesetzt werden. Nicht selten sind Frauen mehrfach diskriminiert, – etwa wenn zu der Benachteiligung aufgrund des Geschlechts eine weitere Diskriminierung aufgrund der Zugehörigkeit zu einer ethnischen oder gesellschaftlichen Minderheit oder aufgrund sexueller Orientierung hinzukommt (multiple Menschenrechtsverletzung). Die Verbesserung der Menschenrechtssituation von Frauen ist daher weiterhin ein zentrales Element der Menschenrechtspolitik der Bundesregierung.

Gleichstellung und Geschlechtergerechtigkeit

Der Handlungsrahmen für die internationale Gleichstellungspolitik der Bundesregierung wird durch die UN-Frauenrechtskonvention und die Beschlüsse der vierten Weltfrauenkonferenz von Peking (1995) sowie den Ergebnissen der Überprüfung der Umsetzungsfortschritte (zuletzt 2015) bestimmt. Hinzu kommen verschiedene andere Instrumente, wie zum Beispiel die Schlussfolgerungen der Frauenrechtskommission der Vereinten Nationen oder auch Resolutionen des Sicherheits- und des Menschenrechtsrats. Nicht zuletzt basiert die Politik der Bundesregierung auch auf regionalen Übereinkünften, wie zum Beispiel der Europäischen Menschenrechtskonvention. Neue Dokumente, wie die 2030 Agenda für Nachhaltige Entwicklung, ergänzen und aktualisieren den Acquis.



Junge Frauen in der Altstadt von Jerusalem.
© Thomas Köhler/photothek.de



Eine Fülle von internationalen Abkommen und Instrumenten im Bereich Frauenrechte setzt klare Ziele und Verpflichtungen für die internationale Gemeinschaft, wie etwa die Gleichberechtigung der Geschlechter oder die Beseitigung von Diskriminierung. Die Schwäche liegt in der konsequenten Verwirklichung dieser Ziele in der Praxis. Mit den **EU-Leitlinien zur Bekämpfung der Gewalt gegen Frauen und die Bekämpfung aller Diskriminierung der Frau** [↗](#) haben Deutschland und seine EU-Partner Mittel und Wege vereinbart, wie sie diese Ziele fördern wollen, einschließlich konkreter Projekte zugunsten von Frauen und Mädchen.



Selbstständige Bäuerinnen in Kenia erhalten Wetterinformationen über ihr Handy.
© Thomas Imo/photothek.de

Zahlreiche Projekte zur Gleichberechtigung

Zur Förderung der Frauenrechte unterstützt das Auswärtige Amt eine Vielzahl von spezifisch auf die Gleichberechtigung der Geschlechter ausgerichteten Menschenrechtsprojekten wie auch Projekte zur guten Regierungsführung, Bildung, Gesundheit in verschiedenen Ländern und Regionen.

Im Vordergrund steht dabei die Aufklärungsarbeit in Zusammenarbeit mit lokalen Nichtregierungsorganisationen. Beispiele solcher Projekte sind die Bildungsarbeit zu Frauenrechten in Nicaragua und der ehemaligen jugoslawischen Republik Mazedonien, die Unterstützung von Maßnahmen zur Prävention von Gewalt gegen Frauen in Peru, Bolivien, Ecuador und Paraguay, die Förderung der politischen Teilhabe von binnenvertriebenen Frauen in Kolumbien, die Beratung bei der Umsetzung von wirtschaftlichen und sozialen Rechten von Frauen in Marokko sowie beim Zugang zur Justiz in Kambodscha, die Förderung des Frauenwahlrechtes in der Elfenbeinküste oder auch Existenzgründungsseminare für kurdisch-irakische Frauen.

Geschlechtergerechtigkeit in den Vereinten Nationen: **UN Women**

Die „**Entity for Gender Equality and the Empowerment of Women**“ [↗](#), kurz „UN Women“, verknüpft gleichberechtigt die normative und operative Arbeit der Vereinten Nationen im Bereich Gleichstellung und Geschlechtergerechtigkeit. Ihre Aufgaben umfassen Förderung des Querschnittsthemas Gleichstellung im gesamten UN-System, politische Beratung für Staatengremien und Mitgliedsstaaten, und entwicklungspolitische operative Programmarbeit im Feld.

UN Women arbeitet auf der Grundlage des gesamten Acquis der Vereinten Nationen zu Gleichstellung. Dies schließt unter anderem die Aktionsplattform und Erklärung der Weltfrauenkonferenz in Peking 1995, die UN-Frauenrechtskonvention ebenso ein wie Sicherheitsratsresolutionen zum Thema „Frieden, Frauen und Sicherheit“, zur Rolle von Frauen in Friedenprozessen und Konflikten.

Mehr zum Thema „Frauen, Frieden und Sicherheit“ →

Aufsichtsgremium für die normative Arbeit von UN Women ist die **Frauenrechtskommission der Vereinten Nationen** [↗](#), die bereits 1948, u.a. auf Initiative der damaligen US-Präsidenten-Gattin Eleanor Roosevelt, geschaffen wurde zur Förderung von Frauenrechten und der Sicherung der Gleichstellung der Frau.

Mehr zum Thema „Gleichstellungspolitik im Auswärtigen Amt“ →

← ZURÜCK ZU: "MENSCHENRECHTE"

Verwandte Inhalte

30.09.2017 - Seite

Frauen, Frieden und Sicherheit →



Seite teilen <

nach oben ^

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Weltweit sicher reisen

[Reise- und Sicherheitshinweise](#)



[Konsulatfinder weltweit](#)



[Länderinformationen](#)



Bürgerservice

[Kontakt](#)



[FAQ - häufig gestellte Fragen](#)



[Adresse / Anfahrt](#)



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[Kinderseite des Auswärtigen Amtes Website](#)

[Impressum](#) [Datenschutz](#)

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APPENDIX L: AUSWÄRTIGES AMT PIW PITP—KLIMA UND SICHERHEIT

[Kontakt](#) [Gebärdensprache](#) [Leichte Sprache](#) [Englisch](#)

 Auswärtiges Amt

[Einreise und Aufenthalt](#) [Auswärtiges Amt](#) [Reise und Sicherheit](#) [Außen- und Europapolitik](#) [Ausbildung und Karriere](#) [News und Service](#)

[Startseite](#) > [Außen- und Europapolitik](#) > [Themen](#) > [Klima](#) > [Klima und Sicherheit](#)

Klima und Sicherheit

Artikel

Die durch den Klimawandel ausgelöste Zunahme an Extremwetterereignissen und deren Folgen auf Nahrungsmittel- und Trinkwasserressourcen können ganze Regionen destabilisieren. Auch der Meeresspiegelanstieg und damit verbundene Territorialverluste bergen hohes Konfliktpotential.

Drei Fragen sind in diesem Zusammenhang wegweisend:

- Auf welche neuen sicherheitspolitischen Herausforderungen müssen wir uns durch die Auswirkungen des Klimawandels einstellen? Wird der Klimawandel zu mehr Konflikten zwischen Staaten führen, z.B. aufgrund von Ressourcenknappheit und Migrationströmen?
- Welche dieser Herausforderungen lassen sich durch präventives Handeln bewältigen bzw. bei welchen Herausforderungen ist nur eine Begrenzung der Folgen möglich?
- Was können wir generell und in konkreten Einzelfällen tun, um auf diese Herausforderungen des Klimawandels zu reagieren?

Im Hinblick auf Trinkwasserverknappung, die Gefährdung der Lebensmittelsicherheit oder die Bedrohung küstennaher Landstriche können dies technisch-fachliche Ansätze sein. Dies können auch neue Ansätze bei Katastrophenschutz oder humanitärer Hilfe sein. Schließlich sollten auch institutionelle Lösungsansätze geprüft werden, so die Schaffung neuer Mechanismen zur Konfliktklärung oder die Stärkung vorhandener regionaler Kooperationsstrukturen.



Die Pasterze, der Gletscher unter dem Großglockner, zieht sich zurück
 © picture alliance/APA/picturedesk.com

Deutsche Initiativen bei den Vereinten Nationen und in der EU

Das Auswärtige Amt bringt diese Fragen in wesentliche internationale Foren ein. So erkannte der Sicherheitsrat der Vereinten Nationen in einer von Deutschland angeregten Debatte am 20. Juli 2011 einstimmig an, dass der Klimawandel Frieden und Stabilität weltweit bedrohen könne. Am 15.02.2013 diskutierte der VN-Sicherheitsrat in dem informelleren Arria-Format erneut die Sicherheitsimplikationen des Klimawandels. VN-Generalsekretär Ban Ki-moon und andere unterstrichen dabei die vielfältigen Folgen des Klimawandels für die internationale Sicherheit und riefen zu raschem präventiven Handeln der Staatengemeinschaft auf.



Der EU-Rat für Außenbeziehungen befasste sich im Juni 2013 auf deutsche Initiative hin erneut mit dem Thema der Klima-Außenpolitik, welches er auf gemeinsame deutsche und britische Anregung im Juli 2011 erstmals aufgegriffen hatte. 2011 war mit eigenen Ratschlussfolgerungen der EU-Außenminister erstmals das Konzept zur Klima-Außenpolitik



Meeresspiegel steigt schneller als je zuvor
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schriftlich fixiert und zugleich ein Mandat für die EU vereinbart worden, insbesondere für den Europäischen Auswärtigen Dienst. Seitdem ist die EU aufgerufen, systemische Risiken, die aus dem Klimawandel resultieren, zu minimieren, bevor Krisen ausgelöst werden.

Auch die Transformation zu einer kohlenstoffarmen Wirtschaft als Aufgabe der Außenpolitik zu begreifen und insbesondere für die Etablierung von Kohlenstoffmärkten einzutreten wurde desweiteren beschlossen. Klimawandel und Umweltzerstörungen sollen ebenfalls durch die Frühwarnmechanismen der EU beobachtet werden. Im Juni 2013 verabschiedeten die EU-Außenminister Ratschlussfolgerungen, die ihre Schlussfolgerungen von 2011 für den Zeitraum 2013 bis 2015 fortschrieben.

Klimawandel auf der Tagesordnung der Außenminister

Die Außenminister der G7/G8-Staaten haben die Fragestellungen der Klima-Außenpolitik auf Initiative Deutschlands und Frankreichs ebenfalls auf ihre Tagesordnung genommen. Der Vorschlag einer im Juli 2013 eingesetzten Expertengruppe zu Klima und Sicherheit, eine bessere Vernetzung der Außenministerien mittels einer elektronischen Plattform zu den politischen Folgen des Klimawandels anzustreben sowie in einer Studie untersuchen zu lassen, welche Auswirkungen der Klimawandel auf fragile Staaten und Regionen haben wird, wurde aufgenommen: Plattform und Studie wurden 2014/2015 von einem Think-Tank-Konsortium unter Leitung des Berliner Instituts Adelphi erstellt, mitfinanziert vom Auswärtigen Amt. Die Studie stand auf der Tagesordnung des G7-Außenministertreffens in Lübeck im April 2015 und fand Eingang in ihr **Communiqué** →. Eine englisch-sprachige Zusammenfassung der Studie findet sich im Internet unter www.newclimateforpeace.org ↗

Weitere Informationen

www.climate-diplomacy.org ↗

[Umweltpolitische Schwerpunkte der deutschen G7-Präsidentschaft](#) ↗

← ZURÜCK ZU: "KLIMA"

Seite teilen ↗

nach oben ^

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Weltweit sicher reisen

Reise- und Sicherheitshinweise →

Konsulatfinder weltweit →

Länderinformationen →

Bürgerservice

Kontakt →

FAQ - häufig gestellte Fragen →

Adresse / Anfahrt →

Deutschland und die Welt



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Website

APPENDIX M: AUSWÄRTIGES AMT PIW PITP—KAMPF GEGEN DROGEN

 Auswärtiges Amt Q

[Einreise und Aufenthalt](#) [Auswärtiges Amt](#) [Reise und Sicherheit](#) [Außen- und Europapolitik](#) [Ausbildung und Karriere](#) [News und Service](#)

[Startseite](#) > [Außen- und Europapolitik](#) > [Themen](#) > [Kampf gegen Terrorismus und Organisierte Kriminalität](#) > [Drogenbekämpfung](#)

Internationaler Kampf gegen Drogen



 Bildinfo

Artikel 

Nur durch gebündelte internationale Anstrengungen kann die globale Dimension des Drogenproblems erfolgreich angegangen werden. Deutschland setzt sich im Rahmen der Vereinten Nationen, der EU sowie in anderen internationalen Gremien für die Bekämpfung von Drogenschmuggel und Drogenmissbrauch ein.

Die Drogenproblematik ist eine der großen Herausforderungen für die internationale Gemeinschaft, der Umsatz im weltweiten Drogengeschäft wird auf 320 Mrd. US-Dollar pro Jahr geschätzt. Illegaler Drogenhandel stützt Strukturen der organisierten Kriminalität, wirkt auf besonders betroffene Staaten destabilisierend, gefährdet die öffentliche Gesundheit und wird nicht zuletzt auch zur Finanzierung terroristischer Aktivitäten genutzt.

Als eines der Hauptgeberländer der Drogenbekämpfung im Rahmen der Vereinten Nationen arbeitet die Bundesregierung - gemeinsam mit den Partnern in der Europäischen Union - an einer ausgewogenen Basis. Hierbei ist das Büro der Vereinten Nationen für Drogen- und Verbrechensbekämpfung (UNODC) ein wichtiger Anlaufpunkt. UNODC koordiniert von Wien aus alle drogenrelevanten Tätigkeiten der Vereinten Nationen und plant und implementiert Projekte.

Schwerpunkte der deutschen Aktivitäten liegen bei Projekten der alternativen Entwicklung, der Polizeikooperation und des Aufbaus der Institutionen in Afghanistan, den Andenstaaten und zunehmend in Afrika, insbesondere Westafrika.

Die Zusammenarbeit von Geber-, Schwellen- und Entwicklungsländern ist von zentraler Bedeutung. Deutschland verfolgt auf internationaler Ebene eine Politik, die auf die Reduzierung des Angebots und im gleichen Maß auf die Senkung der Nachfrage setzt.

Repressive Maßnahmen gegen Drogenanbau und Schmuggel helfen allein nicht. Tragfähige Alternativen zur Drogenwirtschaft in den Entwicklungs- und Schwellenländern müssen geschaffen werden. In den betroffenen Ländern müssen ausreichende andere Verdienstmöglichkeiten geschaffen werden. Darüber hinaus setzt sich die Bundesregierung für Aufbau und Stärkung funktionierender staatlicher Strukturen ein, um die Nachhaltigkeit der positiven Entwicklungen zu sichern.

Neben der bilateralen Zusammenarbeit spielt das Zusammenwirken in der Europäischen Union eine wichtige Rolle. Auf der Basis der EU-Drogenstrategie 2013-2020 und des detaillierten maßnahmenbezogenen EU-Drogenaktionsplans 2013-2016 wird in den Bereichen Reduzierung von Angebot und Nachfrage, internationale Zusammenarbeit, Information und Evaluierung eine verbesserte Drogenbekämpfung in Europa und der Welt verfolgt.

Im Rahmen der drei Drogenkontrollkonventionen der Vereinten Nationen besteht die Verpflichtung, die Produktion und den Vertrieb von Drogen zu kontrollieren, die Nachfrage zu reduzieren, Drogenmissbrauch und Schmuggel zu bekämpfen, die hierzu notwendigen Institutionen zu schaffen und den internationalen Organen über ihre Tätigkeit zu berichten. Die Einhaltung wird vom Internationalen Suchtstoffkontroll-Amt (INCB, International Narcotics Control Board) überwacht. Jährlich findet in Wien die UN-Suchtstoffkommission (Commission on Narcotic Drugs, CND) statt.

2016 hat aufgrund des hohen Stellenwerts der Drogenbekämpfung für die internationale Staatengemeinschaft eine Sondergeneralversammlung der Vereinten Nationen zum Weltrogenproblem (UNGASS) stattgefunden. Dabei wurde insbesondere die Bedeutung einer gesundheitsorientierten Drogenpolitik hervorgehoben.

Zum Weiterlesen:

UNODC: www.unodc.org/ 

UNGASS 2016: www.unodc.org/ungass2016/ 

EU Drogenstrategie: www.emcdda.europa.eu 

Internationaler Suchtstoffkontroll-Rat: www.incb.org/incb/index.html 

← ZURÜCK ZU: "KAMPF GEGEN TERRORISMUS UND ORGANISIERTE KRIMINALITÄT"

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Seite teilen 

nach oben 

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APPENDIX N: AUSWÄRTIGES AMT PIW PITP-- NUKLEARE ABRÜSTUNG UND NICHTVERBREITUNG

Kontakt  Gebärdensprache  Leichte Sprache  English 

 Auswärtiges Amt

Einreise und Aufenthalt Auswärtiges Amt Reise und Sicherheit **Außen- und Europapolitik** Ausbildung und Karriere News und Service

Themen > Abrüstung und Rüstungskontrolle > Nukleare Abrüstung und Nichtverbreitung > Nukleare Abrüstung und Nichtverbreitung

Nukleare Abrüstung und Nichtverbreitung

Artikel 

Der Vertrag über die Nichtverbreitung von Kernwaffen von 1968 ist bis heute das wichtigste Instrument zur Kontrolle der nuklearen Rüstungsbegrenzung. Er verpflichtet die Staaten auf das Ziel nuklearer Abrüstung.

Nichtverbreitungsvertrag

Der Vertrag über die Nichtverbreitung von Kernwaffen (NVV) von 1968 ist das Fundament des internationalen nuklearen Nichtverbreitungs- und Abrüstungsregimes. Er verpflichtet die am Vertrag teilnehmenden Kernwaffenstaaten (USA, Russland, China, Frankreich, Großbritannien) auf das Ziel vollständiger nuklearer Abrüstung - im Gegenzug zum Nuklearwaffenverzicht der Nichtkernwaffenstaaten. Darüber hinaus vereinbart er die Zusammenarbeit der Vertragspartner bei der friedlichen Nutzung der Kernenergie.

[NVV](#) →

IAEO

Die IAEO ist die wichtigste internationale Organisation für die globale nukleare Zusammenarbeit. Sie setzt sich zum Ziel, den Beitrag der Kernenergie zu Frieden, Gesundheit und Wohlstand in der Welt zu erhöhen („Atoms for Peace“). In diesem Rahmen fördert sie Maßnahmen zur Erhöhung der (Betriebs-) Sicherheit und des Schutzes kerntechnischer Anlagen und Materialien sowie Maßnahmen der Technischen Zusammenarbeit. Die IAEO ist ein wichtiger Pfeiler des Nichtverbreitungssystems. Durch Inspektionen soll sie verhindern, dass Nuklearmaterial entgegen völkerrechtlichen Verpflichtungen für militärische Zwecke missbraucht wird.

[IAEO](#) →

Vertrag über das umfassende Verbot von Nuklearversuchen

Über 2.000 Atomwaffentests wurden bislang weltweit durchgeführt. Die Bundesregierung setzt sich dafür ein, dass die von Nordkorea 2006 und zuletzt 2009 durchgeführten Tests die letzten ihrer Art bleiben und Atomtests weltweit verboten werden. Dies ist das Ziel des Umfassenden Teststoppvertrags (Comprehensive Test-Ban Treaty, CTBT) der aber noch nicht in Kraft getreten ist.

[CTBT](#) →

Info

Die EU hat zum Thema Abrüstung ein E-Learning-Programm in englischer Sprache veröffentlicht. Hier finden Sie den Link zum Modul Learning Unit 04: Nuclear Weapons I [\[2\]](#).

← ZURÜCK ZU: "NUKLEARE ABRÜSTUNG UND NICHTVERBREITUNG"

Verwandte Inhalte

Seite

[Vertrag über das umfassende Verbot von Atomtests](#)

→



Seite

[IAEO](#) →



Seite drucken  Seite teilen 

nach oben 

APPENDIX O: AUSWÄRTIGES AMT PIW PITP—KAMPF GEGEN DEN IS

[Kontakt](#) [IS](#) [Gebärdensprache](#) [Leichte Sprache](#) [Englisch](#)



[Einreise und Aufenthalt](#) [Auswärtiges Amt](#) [Reise und Sicherheit](#) [Außen- und Europapolitik](#) [Ausbildung und Karriere](#) [News und Service](#)

[Startseite](#) > [Außen- und Europapolitik](#) > [Themen](#) > [Kampf gegen Terrorismus und Organisierte Kriminalität](#) > [Kampf gegen den IS](#)

Kampf gegen den IS

Artikel 

Die IS-Terroristen können nur zurückgedrängt werden durch eine breit gefasste Strategie, in der politische, humanitäre, zivile und auch militärische Maßnahmen ineinandergreifen.

IS zurückdrängen

Terrorismus ist allein durch militärische Mittel nicht zu besiegen. Allerdings musste der brutale Vormarsch der Terrorgruppe in den Jahren 2014/15 auch militärisch gestoppt werden, um Luft zu schaffen für politisches Engagement und die nachhaltige Stabilisierung der Region. Eine wichtige Rolle haben dabei die kurdischen Peschmerga im Nordirak gespielt, die dem IS am Boden die Stirn geboten haben. Deutschland hat die Peschmerga mit rund 1.800 an dringend benötigter militärischer Ausrüstung versorgt. Zudem wurden sie – wie auch die Sicherheitskräfte der irakischen Armee – durch deutsche Soldaten für den Kampf gegen die Terrorgruppe ausgebildet. Dank dieser Verstärkung sowie der alliierten Luftschläge ist es gelungen, die Terrorgruppe zurückzudrängen: IS hat mittlerweile rund 40% seiner eroberten Gebiete im Irak wieder verloren.



Im Gespräch mit christlichen Flüchtlingen in der chaldäischen Diözese in Erbil
© Photothek/Imo

Befreite Gebiete stabilisieren

In den vom IS befreiten Gebieten engagiert sich Deutschland für Wiederaufbau und Stabilisierung – und hat dazu auch den Co-Vorsitz in der entsprechenden Arbeitsgruppe in der Anti-IS-Koalition inne. Konkret gehören zur Stabilisierungsarbeit etwa der Bau von Schulen und die Versorgung mit Strom und Wasser ebenso wie der Aufbau des Polizeiapparats. Ein Erfolgsbeispiel dafür ist die nordirakische Stadt Tikrit: Dort konnten über 150.000 Menschen – 95% der Bevölkerung – seit der Befreiung der Stadt von IS wieder in ihre Häuser zurückkehren.



Gesundheitsversorgung im Bürgerkriegsgebiet.
© SRTF

Verbesserte Lebensgrundlagen

Das Vertrauen der Bevölkerung gewinnen durch Erhalt und Wiederaufbau lebensnotwendiger Infrastruktur – mit diesem Ziel fordert Deutschland Wiederaufbauprojekte in Syrien. Diese sind bereits über zwei Millionen Menschen in der Bürgerkriegsregion zugutegekommen. So versorgen etwa Getreidemöhlen bis zu 500.000 Syrer mit Brot und im Norden Syriens konnte für über 300.000

Menschen die Stromversorgung gesichert

werden.

Politisches Engagement

Der wichtigste Baustein im Kampf gegen den IS ist schließlich das politische Engagement in der Region. Dazu gehört neben dem Kampf gegen extremistische Ideologie - etwa durch Förderung professioneller und objektiver journalistischer Arbeit - auch die Kooperation mit legitimen staatlichen Akteuren.

Im Irak unterstützt Deutschland die Regierung bei ihren Reformanstrengungen. Bundeskanzlerin Angela Merkel ist hierzu seit 2013 bereits drei Mal mit dem irakischen Ministerpräsident Haidar Al-Abadi zusammengetroffen. Außenminister Steinmeier besuchte im Dezember 2015 neben Bagdad auch den Norden des Landes und führte unter anderem Gespräche mit dem kurdischen Regionalpräsidenten Masoud Barzani. Derzeit laufen Verhandlungen über einen Kredit in Höhe von 500 Millionen Euro zur weiteren Stabilisierung der Staatlichkeit im Irak.

Politische Lösung für Syrienkonflikt

In Syrien ist die Ausgangslage für das politische Engagement ungleich schwieriger. Dennoch sind mit den Wiener Gesprächen Ende 2015 und deren Fortsetzung in München im Februar 2016 erste Schritte in die richtige Richtung gelungen. Die dort ausgehandelte Feuerpause erlaubt es, die Zivilbevölkerung im Kriegsgebiet humanitär zu versorgen. Auf dieser Grundlage sollen nun unter Vermittlung der UN rasch politische Verhandlungen beginnen, um eine langfristige Lösung für den Konflikt zu finden, in dessen Schatten sich das Krebsgeschwür des Terrorismus ausbreiten konnte.



Blick in den Saal der Syrien-Gespräche
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← ZURÜCK ZU: "KAMPF GEGEN TERRORISMUS UND ORGANISIERTE KRIMINALITÄT"

Verwandte Inhalte

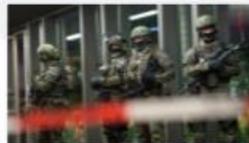
15.03.2018 - Artikel

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Artikel

Kampf gegen Terrorismus →



Seite drucken  Seite teilen  nach oben 

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APPENDIX P: AUSWÄRTIGES AMT PIW PITP— CYBER-AUSSENPOLITIK



Auswärtiges Amt

[Kontakt](#)
[Gehörden Sprache](#)
[Leichte Sprache](#)
[English](#)



[Einreise und Aufenthalt](#)
[Auswärtiges Amt](#)
[Reise und Sicherheit](#)
[Außen- und Europapolitik](#)
[Ausbildung und Karriere](#)
[News und Service](#)

Startseite > Außen- und Europapolitik > Themen > Cyber-Außenpolitik

Cyber-Außenpolitik

Artikel

Internationales Denken und Handeln werden in immer stärkerem Ausmaß durch Digitalisierung und die daraus resultierende zunehmende Vernetzung der Welt bestimmt.

Dadurch bedingte grundlegende gesellschaftliche und wirtschaftliche Veränderungen bieten viele Chancen. Gleichwohl können unterschiedliche Werte- und Rechtssysteme in Konflikt geraten, neue Unsicherheiten geschaffen und bestehende Tendenzen zur Abschottung bekräftigt werden. Dieses Feld zu gestalten, ist Aufgabe der deutschen Cyber-Außenpolitik.

Das Auswärtige Amt versteht Cyber-Außenpolitik als Querschnittsaufgabe mit Auswirkungen auf fast alle Politik- und Handlungsfelder der Außenpolitik. Ziel dieser Politik ist es,

- die Sicherheit des Cyber-Raums zu gewährleisten und aus der zunehmenden Digitalisierung entstehende Bedrohungen einzudämmen,
- universelle Menschenrechte wie den Schutz der Privatsphäre, der Meinungs- und Pressefreiheit auch im Internet zu gewährleisten und die freiheitsstiftenden Wirkungen des Internets verantwortungsvoll zu nutzen,
- sowie die wirtschaftlichen Chancen der Digitalisierung optimal zu nutzen und weiter auszubauen.

Um diese Aufgabefelder gemeinsam mit unseren internationalen Partnern zu bedienen, engagieren wir uns auf verschiedenen Ebenen:

Internationale Cyber-Sicherheitspolitik

Ein Ziel der **Cyber-Sicherheitsstrategie der Bundesregierung** ist die aktive Positionierung Deutschlands in der europäischen und internationalen Cyber-Sicherheitspolitik. Die Cyber-Außenpolitik soll deutsche Interessen und Vorstellungen in Bezug auf Cyber-Sicherheit in internationalen Organisationen wie den UN, der OSZE, dem Europarat, der OECD und der NATO koordiniert und gezielt verfolgen. Schwerpunkte für die Arbeit des Auswärtigen Amtes in diesen Foren sind u.a. die Einigung auf Normen für verantwortliches Staatenverhalten, die Anwendung des Völkerrechts sowie die Entwicklung von vertrauensbildenden Maßnahmen für mehr Cyber-Sicherheit.

Schutz von Menschenrechten sowie Einsatz für Internetfreiheit

Wir setzen uns aktiv für den Schutz der Menschenrechte im digitalen Zeitalter ein. Im Rahmen der Vereinten Nationen konnten wir einen Konsens darüber erzielen, dass Menschenrechte „online“ genauso zu gewährleisten sind wie „offline“. Gleichzeitig muss die Reichweite und Ausgestaltung bestimmter menschenrechtlicher Schutzpflichten durch neue Gegebenheiten sensibel austariert werden. In diesem Zusammenhang steht unser fortdauerndes Engagement für den Schutz der Privatsphäre im digitalen Zeitalter sowie unsere sichtbare Beteiligung an der „Freedom Online Coalition“, mit Übernahme des Vorsitzes 2018.

Wirtschaftliche Chancen der Digitalisierung

Wir schaffen die außenpolitischen Rahmenbedingungen, damit Deutschland digitale Chancen bestmöglich nutzen kann. Zudem wollen wir das Internet zur Förderung globaler „Win-Win-Situationen“ nutzen, von denen auch Schwellen- und Entwicklungsländer profitieren. Darüber hinaus begleiten wir auf europäischer und nationaler Ebene die Entwicklung

und Umsetzung der **Digitalen Agenda für die Bundesrepublik**. [↗](#)

Der 2011 ins Leben gerufene Koordinierungstab für Cyber-Außenpolitik im Auswärtigen Amt wirkt – in Zusammenarbeit mit anderen Ressorts und Akteuren – auf einen freien, offenen, sicheren und stabilen Cyber-Raum hin. Der entscheidende Schlüssel ist dabei die notwendige Verbindung von nationaler Cyberpolitik mit europäischer bzw. internationaler Einflussnahme. Seit Sommer 2015 ist Dr. Thomas Fitschen Beauftragter für Vereinte Nationen, Cyber-Außenpolitik und Terrorismusbekämpfung.

[← ZURÜCK ZU: "THEMEN"](#)

Verwandte Inhalte

Seite

Nachhaltige Urbanisierung →



Artikel

Deutsch-indische Cyberkonsultationen →



Aktuelles zum Thema Cyber-Außenpolitik

Artikel [📄](#)

Deutsch-indische Cyberkonsultationen →

Artikel [📄](#)

Deutsch-Indische Regierungskonsultationen in Berlin: Cyber-Zusammenarbeit vertiefen →

Artikel [📄](#)

Fünf Vorschläge mit Blick auf Netzabschaltungen durch Regierungen →

Artikel [📄](#)

Gemeinsamer Einsatz für Stabilität und regelbasierte internationale Ordnung auch im Cyberbereich →

Artikel [📄](#)

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Seite teilen  nach oben 

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Weltweit sicher reisen	Bürgerservice	Deutschland und die Welt
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APPENDIX Q: AUSWÄRTIGES AMT PIW PITP— FLUCHT UND MIGRATION



Auswärtiges Amt

Kontakt  Gebärdensprache  Leichte Sprache  English 



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Reise und Sicherheit

Außen- und Europapolitik

Ausbildung und Karriere

News und Service

Startseite > Außen- und Europapolitik > Themen > Flucht und Migration

Flucht und Migration – das leistet die deutsche Außenpolitik



 Bildinfo

Artikel 

Weltweit sind so viele Menschen auf der Flucht wie noch nie seit Ende des Zweiten Weltkriegs . Fragen von Flucht und Migration lassen sich nicht durch ein Land allein lösen, sondern erfordern eine gemeinsame Herangehensweise der internationalen Staatengemeinschaft.

Ausgangslage

Weltweit sind mehr als 65 Millionen Menschen auf der Flucht – so viele wie noch nie seit Ende des Zweiten Weltkriegs. Die Hälfte von ihnen sind Kinder und Minderjährige, die besonderen Schutz benötigen. Hauptursachen für Flucht und Vertreibung sind gewaltsame Konflikte, massive Menschenrechtsverletzungen sowie erodierende staatliche Strukturen in Herkunfts- und Transitländern. Auch wirtschaftliche Motive können Menschen veranlassen, ihre Heimat verlassen. Insgesamt haben etwa eine viertel Milliarde Menschen ihre Heimatländer verlassen, um anderswo Schutz zu suchen oder bessere Lebensperspektiven für sich und ihre Familien zu finden. Viele Flüchtlinge und Migranten bleiben nahe ihrer Heimatregion und benötigen vor Ort Schutz, eine angemessene Versorgung und Perspektiven.

Wie hilft deutsche Außenpolitik?

Deutschland setzt sich intensiv für die Minderung der Ursachen ein, die Menschen zur Flucht zwingen. Zentrales Element unserer vorsorgenden Außenpolitik ist ein vertieftes Engagement für Frieden und Sicherheit weltweit. Der Diplomatie kommt in diesem Zusammenhang eine besondere Rolle zu. Die Bundesrepublik setzt sich darüber hinaus im Sinne ihrer nationalen und europäischen Interessen und unter Beachtung ihrer internationalen und humanitären Verpflichtungen für eine aktive Steuerung und Gestaltung von Migrationsbewegungen ein. Ziel ist, die Ursachen für Flucht und irreguläre Migration deutlich zu reduzieren.

Aspekte des deutschen Engagements in der Außendimension sind:

- **Krisen vermeiden:** Projekte zur **Krisenprävention** → tragen dazu bei, dass Fluchtursachen gar nicht erst entstehen. Dazu gehören neben der Beteiligung an Friedensmissionen auch Projekte wie die Stärkung lokaler Polizeistrukturen im Kongo oder die Förderung des Versöhnungsprozesses in Mali.
- **Krisen entschärfen:** Deutsche Außenpolitik setzt sich bilateral sowie auf europäischer und multilateraler Ebene für die Entschärfung gewalttätiger Konflikte ein. Stabilisierungsprojekte eröffnen in Konflikt- bzw. Nachkonfliktsituationen eine Bleibe- oder Rückkehrperspektive. Sie stellen ein sicheres Umfeld, medizinische Grundversorgung oder funktionierende Infrastruktur wieder her.
- **Mit humanitärer Hilfe vor Ort helfen:** Deutschland leistet **direkte Hilfe in Krisenregionen** → mit Notunterkünften, Nahrungsmitteln, medizinischer Versorgung oder Bildung. Über seine Leistungen an die humanitären Hilfsorganisationen der Vereinten Nationen wie das UN-Flüchtlingswerk UNHCR und das Welternährungsprogramm WFP trägt Deutschland dazu bei, die Not von Menschen zu lindern, die von Konflikten und Naturkatastrophen besonders betroffen sind.
- **Eine europäische Antwort mitgestalten:** Deutschland steht in ständigem Austausch mit seinen europäischen Partnern, um eine **gemeinsame Lösung** → für Fragen von Flucht und Migration auf der Basis von Solidarität und geteilter Verantwortung zu erarbeiten und den Schutz der EU-Außengrenzen zu verbessern.
- **Zu Lösungen auf internationaler Ebene beitragen:** Deutschland setzt sich aktiv für eine gerechtere internationale Verantwortungsteilung zur Lösung und Prävention großer und langanhaltender Flüchtlingssituationen und ein verbessertes Migrationsmanagement im Rahmen der Vereinten Nationen, auf Ebene der G20 und G7 sowie dem **Global Forum on Migration and Development**  ein.
- **Über Flucht und Migration aufklären:** Das Auswärtige Amt und seine Auslandsvertretungen informieren vor Ort über die Gefahren von Flucht und irregulärer Migration sowie über die tatsächlichen und rechtlichen Rahmenbedingungen für Flüchtlinge und Migranten in Deutschland. Mit der Webseite www.rumoursaboutgermany.info  werden gezielt gestreute Falschinformationen von kriminellen Schleuserbanden und kursierende Gerüchte aufgegriffen und richtiggestellt.
- **Verbesserung des Flüchtlingsschutzes:** Menschen, die Schutz benötigen, müssen diesen auch erhalten. Länder, die besonders viele Flüchtlinge aufnehmen, sollen daher gezielt unterstützt werden. Uganda hat mit seinem Engagement für Menschen, die vor dem Konflikt in Südsudan geflohen sind, Maßstäbe gesetzt: Flüchtlinge halten sich häufig nur kurz in Camps auf, bekommen dann oftmals ein Stück Land zur Verfügung gestellt und leben Seite an Seite mit ihren ugandischen Nachbarn. Die internationale Gemeinschaft unterstützt Uganda in seinen Bemühungen. Anlässlich des ‚Uganda Solidarity Summit‘ in Kampala im Juni 2017 hat Deutschland 50 Millionen Euro für die Versorgung von Flüchtlingen beigetragen.
- **Menschen Perspektiven eröffnen:** Weltweit verbleibt der überwiegende Anteil der Flüchtlinge in der Heimatregion und findet in Nachbarländern Schutz und Aufnahme. Bildung ist in diesem Zusammenhang ein Schlüsselfaktor für Integration und den Aufbau eines selbstbestimmten Lebens. Deutschland unterstützt seit 25 Jahren Flüchtlinge über die Deutsche Akademische Flüchtlingsinitiative beim UNHCR (DAFI) dabei, in ihren Aufnahmeländern ein Hochschulstudium aufzunehmen oder fortzusetzen.
- **Rückkehr und Reintegration fördern:** Wenn Migranten in Drittländern keine legale Bleibeperspektive erhalten, unterstützt Deutschland sie bei der Rückkehr in ihre Herkunftsregionen. Gemeinsam mit Italien und der EU-Kommission finanziert das Auswärtige Amt beispielsweise ein regionales Vorhaben der Internationalen Organisation zur Migration (IOM) in Libyen und 13 Ländern der Sahelregion zur Verbesserung des Migrationsmanagements und der Förderung von freiwilliger Rückkehr in die Herkunftslander.



Verteilung von Hilfsgütern in Aleppo durch Deutsches Rotes Kreuz und Syrischen Roten Halbmond
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Hilfsgüterausgabe an Flüchtlinge in Erbil
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Auch auf Bussen in Stadt und Land wird aufgeklärt
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Zum Weiterlesen

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[Deutsche Beteiligung an Friedensmissionen](#) →

[Humanitäre Hilfe](#) →

 [Strategie für Migration und Entwicklung - Aktionsplan für die Außendimension der Migrations- und Flüchtlingspolitik](#)
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[← ZURÜCK ZU: "THEMEN"](#)

Schlagworte

[Flucht und Migration](#) →

Aktuelles zum Thema Flucht und Migration

Rede ↓

Rede von Europa-Staatsminister Michael Roth bei dem High Level Side Event „The Global Compact on Refugees: A model for greater solidarity and cooperation“ am Rande der 73. Generalversammlung der Vereinten Nationen (englisch) →

Rede ↓

Rede von Außenminister Heiko Maas anlässlich der Eröffnung des Bali Democracy Forums →

Pressemittteilung □

Menschenrechtsbeauftragte Kofler vor ihrer Abreise nach Amman →

Interview □

„Wir müssen Gesicht zeigen gegen Neonazis und Antisemiten“ →

Rede ↓

„Bukarest, Berlin, Brüssel – gemeinsam für ein souveränes, starkes Europa“ →

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APPENDIX R: AUSWÄRTIGES AMT PIW PITP—GESUNDHEITSPOLITIK

Kontakt  Gebärdensprache  Leichte Sprache  English 

Auswärtiges Amt 

Einreise und Aufenthalt Auswärtiges Amt Reise und Sicherheit Außen- und Europapolitik Ausbildung und Karriere News und Service

Startseite > Außen- und Europapolitik > Themen > Gesundheit

Globale Gesundheitspolitik

Artikel 

Die Globalisierung erfordert außenpolitische Antworten auf gesundheitspolitische Fragen. Internationale Zusammenarbeit kann grenzüberschreitende Gesundheitsgefahren wirksam eindämmen.

Ebola hat einmal mehr gezeigt, dass Pandemien grenzübergreifend sind und weitweite Auswirkungen haben. Gesundheitskrisen bzw. schwache Gesundheitssysteme können Gesellschaften zerstören und Länder destabilisieren, und Handelsbeziehungen sowie Beziehungen zwischen Staaten erheblich beeinträchtigen und schädigen.

Die Lehre aus Ebola, Zika und Gelbfieberausbrüchen der letzten Jahre lautet: Pandemien können nicht allein vom Gesundheitssektor bewältigt werden. Hier müssen verschiedene Akteure und unterschiedliche Ressorts zusammenwirken. Auch haben sich in den vergangenen Jahren weitere Akteure etabliert und neue Initiativen sind entstanden. Damit ist der Bedarf nach Koordinierung gestiegen.

Globale Gesundheit und ihre Sicherung müssen über den reinen Gesundheitsbereich hinaus als Teil der globalen Ordnung gesehen werden. D.h. auch, globale Gesundheit muss sektorübergreifend gedacht und organisiert werden.

Die Bundesregierung versteht globale Gesundheit als integralen Bestandteil der Außenpolitik. In ihrem Konzept zur Globalen Gesundheitspolitik definiert sie einen Handlungsrahmen hierfür.

Konzept der Bundesregierung zur Globalen Gesundheitspolitik →



Globale Gesundheitsgefahren erfordern internationale Lösungsansätze

Koordinator für die außenpolitische Dimension globaler Gesundheitsfragen

Die Funktion des Koordinators für die außenpolitische Dimension globaler Gesundheitsfragen wurde im Sommer 2015 neu geschaffen. Der Koordinator soll vor dem Hintergrund der Erfahrungen der Ebola-Krise Zusammenschau und Koordinierung der verschiedenen außenpolitischen Aspekte der globalen Gesundheitspolitik sicherstellen – sowohl innerhalb des Auswärtigen Amtes als auch nach außen. Gleichzeitig dient der Koordinator als Ansprechpartner des Auswärtigen Amtes für alle übergreifenden Gesundheitsfragen. Ein wichtiges Ziel seiner Tätigkeit ist die bessere Vernetzung der verschiedenen Akteure im Bereich der internationalen Gesundheitsstrukturen.

Das Auswärtige Amt ist hierbei Partner folgender Institutionen:

- [Bundesgesundheitsministerium \(BMG\)](#) 
- [Bundesministerium für wirtschaftliche Zusammenarbeit und Entwicklung \(BMZ\)](#) 
- [Weltgesundheitsorganisation \(WHO\) \(engl.\)](#) 

- [Gemeinsames Programm der Vereinten Nationen zu HIV/AIDS \(UNAIDS\) \(engl.\)](#) 
- [Globaler Fonds zur Bekämpfung von AIDS, Tuberkulose und Malaria \(GFATM\) \(engl.\)](#) 

[← ZURÜCK ZU: "THEMEN"](#)

Verwandte Inhalte

Artikel

Rettung in der Luft: UN-Botschafter besichtigen fliegende Intensivstation →



Artikel

Konzept der Bundesregierung zur Globalen Gesundheitspolitik →



Seite teilen 

nach oben 

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