

**COMMUNICATION FAILURE:  
AN ANALYSIS OF MYSTIFICATION AND THE WRONG WAYS OF  
COMMUNICATING GENOCIDE**

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PRESENTED TO THE  
DEPARTMENT OF ENGLISH & COMMUNICATIONS  
IN PARTIAL FULFILLMENT OF THE  
REQUIREMENTS FOR THE DEGREE OF BACHELOR OF ARTS

**MAY 9, 2017**



**American University of Armenia**

**Հայաստանի Ամերիկյան Համալսարան**

A US-accredited institution affiliated with the University of California.

# COMMUNICATION

- **One of the main elements of social life.**
- **Conveys thoughts and meanings from one group to another with the help of frequent signs.**
- **Should be perceived as a skill or a tool to control an audience.**
- **Ineffective communication will result in losing your spectator.**
- **The Armenian Genocide needs better ways of communication in order to gain worldwide acceptance of the historical fact.**

# **FAILED COMMUNICATION**

- **Wrong or already common ways of delivering important ideas may have a negative impact on the overall understanding of the main topic. The Armenian Genocide faces communication issues.**
- **In the Armenian context, communication is very limited and dependent on the previous vision of the majority, which means that most Armenians tend to continue perceiving and sharing old experiences and points of view. That kind of attitude can be defined as mystification.**

# MYSTIFICATION

- **Mystification happens when there is no answer or explanation to be found for something.**
- **Mystification of perceptions happens when people avoid questioning the reasons why certain things are the way they are.**
- **For example, Armenians do not doubt that the Armenian Genocide should be perceived and accepted as a continues drama.**

# **TERRY EAGLETON ABOUT MYSTIFICATION**

**Armenian perception of “it is just the way it was from the beginning of times” is similar to Eagleton’s *Ideology: An Introduction* (1992).**

***The author states:***

- Human’s subconscious mind protects itself by choosing the easiest explanations for the reality they face.**
- In this case, if something worked throughout decades, it must work now, therefore there is no need to question or doubt anything.**

# ESCAPING THE MYSTIFICATION

- **The issue is that communication of the Armenian Genocide is not successful anymore.**
- **Communication of drama cannot bring continues positive results, as people tend to avoid questioning things and the emotional factor cannot handle continuous connection with the topic.**
- **According to the interviews with native Armenians and Armenians from diaspora, Armenian Genocide should not be presented as a drama anymore, because this nation need a rebirth. Recalling the victimized past will not help in gaining worldwide acceptance.**

# BETTER WAYS OF COMMUNICATION

- **Film language in 21<sup>st</sup> century can serve as a more effective tool to deliver messages connected to such topics like war, genocide or injustice.**
- **Imagery more than simple words can communicate themes which are hard to convey due to its context or emotional burden.**
- **There are good examples of film language usage to follow and make viral.**  
**For example: Artavazd Peleshian created a movie called *We*, which unlike other communication methods succeeds in escaping the mystification and showing the genocide from different perspective, which in this case is the rebirth of Armenian nation.**

# **THE PROMISE**

## **BY**

# **TERRY GEORGE**

**Unlike Peleshian, T. George does not escape mystification, but uses film language and a famous cast to communicate messages connected to the Armenian Genocide.**

**Thus, one can assume that escaping the mystification is not the only way to improve the genocide communication.**

**The influential factors to change are the context of the theme, the mood and the language.**

**Film language gives results. The idea of rebirth after the genocide changes the perception of the whole thing.**

# **IMPROVED COMMUNICATION**

**With new and positive messages communicated with the help of film language will make people listen, think and change their understanding about such events.**