# Article information:

Full article: Contested stories of commercial security: self- and media narratives of private military and security companies  
<https://www.tandfonline.com/doi/full/10.1080/21624887.2013.857467>

# Article summary:

1. Private military and security companies (PMSCs) have faced a negative public image and have made efforts to improve their reputation through image management strategies.

2. PMSCs tell specific narratives about themselves in order to shape public perception, but these narratives are not always adopted by the media.

3. The success of PMSCs' attempts to establish a positive image is limited, as media narratives often portray them negatively as incompetent cowboys or war profiteers.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article titled "Contested stories of commercial security: self- and media narratives of private military and security companies" provides an analysis of the narratives presented by private military and security companies (PMSCs) about themselves, as well as the narratives presented by the media. While the article offers valuable insights into the self-presentation strategies of PMSCs and their reception in the media, there are several potential biases and limitations that need to be considered.

One potential bias in the article is its focus on PMSCs' attempts to shape a positive image and gain legitimacy. The article assumes that PMSCs have a desire to be seen as legitimate actors of security governance, without critically examining whether this desire is justified or whether PMSCs should even be considered legitimate actors in the first place. This bias may stem from a lack of critical engagement with the ethical implications and controversies surrounding PMSCs.

Furthermore, the article acknowledges that there is a lack of empirical research on the success of PMSCs' attempts to establish a positive image, but it does not provide any evidence or data to support its claims about the limited discursive power of PMSCs. The analysis relies heavily on anecdotal evidence from interviews with industry representatives and media coverage, which may not accurately reflect public perceptions or attitudes towards PMSCs.

Additionally, while the article highlights some alternative characterizations of PMSCs in media narratives, such as portraying them as incompetent cowboys or dirty mercenaries, it does not thoroughly explore these counterarguments or engage with critiques of PMSCs. This one-sided reporting undermines the credibility and objectivity of the analysis.

Moreover, there is a lack of consideration for potential risks associated with PMSCs' activities. The article focuses primarily on how PMSCs present themselves and how their narratives are received by the media, without adequately addressing concerns about accountability, transparency, human rights abuses, or conflicts of interest that arise from outsourcing security to private actors.

The article also fails to provide a balanced presentation of both sides of the debate surrounding PMSCs. It primarily focuses on PMSCs' self-presentation and their struggle for legitimacy, without giving equal attention to the perspectives of critics or those affected by PMSCs' actions. This partiality undermines the objectivity and comprehensiveness of the analysis.

In conclusion, while the article offers valuable insights into the narratives presented by PMSCs and their reception in the media, it is important to critically examine its potential biases and limitations. The article's focus on PMSCs' self-presentation and its lack of engagement with counterarguments or critiques may result in a one-sided analysis that does not fully capture the complexities and controversies surrounding PMSCs.

# Topics for further research:

* Critiques of private military and security companies
* Ethical implications of outsourcing security to private actors
* Human rights abuses by private military and security companies
* Accountability and transparency issues in the private security industry
* Conflicts of interest in the operations of private military and security companies
* Perspectives of critics and affected communities on private military and security companies

# Report location:

<https://www.fullpicture.app/item/333c33557fa065bd6eb769d5ed891958>