

THE MASS MEDIA AND INTERNATIONAL TERRORISM

Awoviebe, Joy

E-mail: awosjoy@gmail.com/08066349750

Gbigbidje, David Lawson

E-mail: lawson4good@gmail.com/08167044488

Temisere, O. Fredrick

E-mail: ftemisere@gmail.com/08035021429

Abstract

This study examines the role of the mass media in combating international terrorism. The fight against terrorism is a complex and constantly on-going one. Information pressure affects the psyche of millions of people, directs and destabilises the socio-political situation in a country and the international system. Free media are important part of the democratic society; they can contribute to the protection of the democratic freedoms. With a clear understanding of their responsibility, the media can and should contribute significantly to the rapid and successful suppression of terrorist acts. This paper seeks to shed light on the intricate relationships between government, media, and terrorism. It argues that important lessons should be learned from past actions of the media, indicating the need to develop a set of guidelines for responsible media coverage of terror. One might think that in the triangle of government, media, and terrorism, the media would side with governments in the fight against terror. Findings however indicate that this was not always the case.

Introduction

G. Strasman once argued that, "Publicity, perhaps, is the vital oxygen for terrorists, but the news-it is the blood of freedom" (1991). In the past, a terrorist attack in Washington D.C., would have become known to the people in United Kingdom after a few days. The emergence of mass communication changed the scene of terrorism and the way terrorists conduct their affairs. At present terrorists are well aware of the power of the media and manipulate them to their own advantage and need. The influence of the mass media has grown greatly. Retrieving information about all kinds of issues from a wide variety of sources, including television, the internet and newspapers has become very easy to citizens of many countries of the world. Terrorists have become aware of how the mass media can influence public opinion, and so use them to publicise their cause. Terrorist groups have thus discovered the usefulness of the mass media (Camphuijsen and Vissers).

The mass media on the other hand, strive to meet the needs of their audience by providing stories that contain a number of specific elements: dramatic incidents, emotional resonance, or some highly disturbing aspect. Stories that directly affect the audience have also been found to have the greatest result. Walter Lippman, a newspaper columnist once drew attention to the media as instruments capable of presenting images to the public. According to him, the media act as intercessor between "the world outside and the pictures in our heads" (Griffin 2012, 378). By giving unusual events wide coverage, the mass media evoked the notion that "you cannot be revolutionary without a colour TV: it's as

necessary as a gun" (Rapoport, 1988, p. 33; see also Cordes, 1988; Weimann & Winn, 1994, esp. pp. 58-64).

The German terrorist, Michael (Bommi) Baumann wrote in *How it all Began*: "We took a great interest in the press. We always immediately looked how the newspapers, especially in Berlin, reacted to our actions, and how they explained them, and thereupon we defined our strategy" (Gerrits, 1992, p. 48). Baumann explained further why the press is very important to the terrorists' success by saying:

At that time, we were already very much on that media trip . . . It was always great when those actions were planned. You could have a good laugh. They were really well put together, so that the symbolism would appear. And when all went well, you had great fun. We would go home and watch it all on the telly. That was great. (Gerrits, 1992, 57).

A delicate relationship subsists between terrorists and the media. Free speech and free media which are the fundamental features of every democracy provide terrorists the publicity they need to inform the public about their operations and goals. Indeed, democracy is the best forum for those who wish to reach their ends by violent means. Violent movements and individuals recognise the "democratic catch" - that application of its principles, bring about its destruction, and exploit the available liberal tools to find "golden paths" (from their point of view) to further their ends without holding themselves to the rules of law and order. Those movements and individuals would be crushed immediately were they to use similar tactics in autocratic systems. (Cohen-Almagor, 1999.) The symbiotic relationship, between the media and the terrorist groups has some impact on our societies.

If terrorism is propaganda by deed, the success of a terrorist campaign depends decisively on the amount of publicity it receives. The terrorist's act by itself is nothing; publicity is all (Laqueur, 1976, 1977, 1987; see also Schmid, 1992). Dowling (1986) goes as far as arguing that terrorists owe their existence to the media in liberal societies. The media aid terrorists create a horrifying drama in which the terrorists and their victims are the caste, creating a spectacle of tension and pain. As this paper demonstrates, the media sometimes do not merely report the horror of terror. They become part of it, adding to the drama.

Raphael Cohen-Almagor argues that, it is a great political achievement to get one's name on the front page and being included in prime-time electronic news. Modern terrorists, he points out, seek access to the media by committing acts that closely fit the mass media's definitions of news: being timely and unique, involving adventure or having entertainment value, and affecting the lives of those being informed (Dowling, 1986). Gerbner and Gross (1979) argued that representation in the media gives an idea, a cause, a sense of public identity, importance, and relevance. No movement can get going without some visibility. This is especially true when the movement is weak. Then media access might be its major, sometimes sole significant asset. Margaret Thatcher, British Prime Minister from 1979 to 1990, once referred to the media as "oxygen" of terrorists (Muller, Spaaij & Ruitenber, 2003). She saw the solution to this problem in the media simply ignoring terrorist acts and avoids reporting them. She argued that in this way terrorists oxygen would have been withheld and so terrorism would wither away (Sixth Framework Program, 2008)

Man to man communication speed has greatly increased because of availability of various communication media which are well within the reach of a common man. The Internet, for instance, has transformed the whole world into a global village. Some anti-social elements are trying to misuse the internet for their selfish evil will, status, blind religious faith, search for identity, unsaid ego, unjustifiable wealth etc. These lead to destruction, threats, insecurity, alienation, loneliness etc. all these factors sharply pointing towards a term –terrorism. This paper discusses the relationship between the media and terrorist organisations, its implications, and the media’s proper role in society.

Theoretical Framework

This study is anchored on the Agenda-Setting Theory. Maxwell McCombs and Donald Shaw, scholars of journalism, introduced the agenda-setting theory. They proposed that people look to news professionals for direction on where to focus our attention. The audience determines what they think is important from what the media considers as important. In June 1972, five men broke into the Democratic National Committee headquarters searching for unspecified information. Today, we are all acquainted with the incident which we know as the Watergate scandal. At the time, it was a local crime story that got two paragraphs on page 17 of the Washington Post. The editors however, gave the story elevated publicity even though the public didn’t seem too interested in the incident. The following year, Americans started to show an increased awareness of Watergate’s magnitude. By April 1973, 90 per cent of Americans were familiar with the Watergate scandal. President Nixon protested, “I am not a crook”, nevertheless, by spring of 1974, President Nixon was forced to leave office, since the majority of Americans along with their representatives believe he was indeed “a crook”. This was a perfect example for McCombs and Shaw regarding the agenda-setting function of the mass media. They believe that the mass media has capacity to transfer the conspicuousness of items on their news agenda to the public’s eye (Griffin 2012, 378).

McCombs and Shaw were aware that people are not robots waiting to be programmed by the media. Some people would be more opposed to the media’s political concerns than others. The professors resorted to the Uses and Gratification theory for a follow up study, in order to learn who are more vulnerable to the media agenda. They came to a conclusion that people who have a high need for direction regarding political views are more prone to have the willingness to be influenced by the media; others were merely thought to be curious. Today, McCombs and Shaw describe the powerful agenda-setting theory as; the media may not only tell us what to think about, they also tell us how and what to think about it, and perhaps even what to do about it (Griffin2012, 384). McCombs and Shaw describe news editors who set the agenda as “gatekeepers of political dialogue” (Griffin 2012, 385). The audience therefore may not have a complete control over what information are being distributed to them and moreover influenced by.

The Agenda-Setting theory relates to terrorism in the sense that media has the power to control what we see and what we think about given incidents such as terrorism. They can influence our opinion on terrorism.

International Terrorism

At this point it would be necessary to define terrorism as it is used in this context. According to Merriam Webster Dictionary, terrorism is systematic use of a terror, violent or destructive acts by group in order to intimidate a population or Government into granting their demands.

The United Nations explained terrorism as follows:

terrorism can be broadly understood as a method of coercion that utilizes or threatens to utilize violence in order to spread fear and thereby attain political or ideological goals. Contemporary terrorist violence is thus distinguished in law from “ordinary” violence by the classic terrorist “triangle”: A attacks B, to convince or coerce C to change its position regarding some action or policy desired by A. The attack spreads fear as the violence is directed, unexpectedly, against innocent victims, which in turn puts pressure on third parties such as governments to change their policy or position. Contemporary terrorists utilize many forms of violence, and indiscriminately target civilians, military facilities and State officials among others. (United Nations, 2018.)

The term – terror comes from a Latin word meaning –to frighten. The terror cambric’s was a panic and state of emergency in Rome in response to the approach of warriors of the Cambric Tribe in 105 B.C. The Jacobins cited this precedent when imposing a Reign of Terror during the French Revolution. After the Jacobins lost power, the word – terrorist assumes a negative meaning. Although the Reign of Terror was imposed by a Government, today terrorism normally refers to the killing of innocent people by guerrilla group in such a way as to create a media spectacle. Sergey Nechayev of Russia, who founded People’s Retribution in 1869, described himself as a –terrorist, an early example of the term being employed in its modern meaning.

Paul Wilkinson views terrorism as a psychological weapon which relies on the spread of threat in society,(Wilkinson, 2016). It can broadly be classified as follow: Political Terrorism, Limited Political Terrorism, Civil Disorders, Non Political Terrorism and Official or State Terrorism. Civil Disorders is a type of collective violence interfering with the peace, security and normal functioning of a given community. Political Terrorism is violent criminal behaviour designed primarily to generate fear in a community, or substantial segment of it, for political purpose. Non-Political Terrorism is terrorism that not only has political purpose but which also exhibits conscious design to create and maintain high degree of fear for coercive purpose. The end is individual or collective gain rather than the achievement of a political objective. Quasi-Terrorism refers to the activities incidental to the commission of crimes of violence that are similar in form and method to genuine terrorism but which nevertheless lack its essential ingredient. It is not the main purpose of the quasi terrorist to induce terror in immediate victim as in the case of genuine 1 terrorism. But the quasi terrorist uses the modalities and techniques of the genuine terrorist and produces similar consequences and reaction. Limited Political Terrorism is genuine political terrorism characterised by a revolutionary approach. Office or State Terrorism refers to nations whose rule is based upon fear and oppression similar to terrorism or such proportions defined broadly as terrorist act carried out by government in pursuit of political objectives, often as part of their foreign policy.

The Mass Media

“Mass media is communication—whether written, broadcast, or spoken—that reaches a large audience” (Harcourt). The television, radio, advertising, movies, the Internet, newspapers, magazines among others, are all part of the media (Harcourt). The term mass media was

introduced in 1923, in *Advertising & Selling*. The etymology of the concept is crucial in understanding “mass media” as it is composed of two, highly nuanced words. Media generally defined, is, “the main means of mass communication, particularly newspapers, radio and television regarded collectively; the reporters, journalists, etc., working for organisations engaged in such communication. On the other hand, mass means “a large number of human beings, collected closely together or viewed as forming an aggregate in which their individuality is lost.” (*Oxford English Dictionary*, 2008).

According to Nickolas Luhmann mass media are “those institutions which make use of copying technologies to disseminate communication.” Luhmann captures the “efficient” or “economical” aspect of mass media. Media are anything, “provided that they generate large quantities of products whose target groups are yet undetermined.” (cited by The Chicago School of Media Theory)

Both the mass media itself, and the information it conveys, even in a multimedia setting, must be widely accessible. Peters identifies three key dimensions that transition a medium to a form of mass media namely is: “address, availability and access.” (Marshall, 1962). Again, “mass media do not traffic only in mass address: they may send messages to all, some, few or no one in particular.” (Marshall, 1962).

Mass media in enduring essence, throughout the evolution of mediums is, “openly addressed content, expanded delivery in terms of durability in time and/or transportability over space, and the suspension of interaction among authors and audiences.” While McLuahn cites Gutenberg’s invention of the printing-press in 1456 as the “big bang” of sorts in communication and culture, theorists such as Peters cite “all communication” as “mass commination.” (The Chicago School of Media Theory) In this conception mass media has been extended since the invention of writing circa 5000 B.C.E. and grew with the invention of the alphabet circa 2000 B.C.E. Luhmann implied in his more general definition of mass media, the ability to mechanically reproduce information is essential to creating a cultural mass media. (The Chicago School of Media Theory).

Communities and individuals are bombarded always with messages from a multitude of sources which include TV, billboards, and magazines, to name a few. These messages promote not only products, but moods, attitudes, and a sense of what is and is not important. Mass media makes possible the concept of celebrity: without the ability of movies, magazines, and news media to reach across thousands of miles, people could not become famous. In fact, only political and business leaders, as well as the few notorious outlaws, were famous in those days. But in recent times actors, singers, and other social elites have become celebrities or “stars.” (Harcourt).

Nexus between the Mass Media and Terrorism

The mass media has advanced the war on terrorism, particularly after the terrorist attacks on the U.S. that killed 2,996 people on September 11, 2001. The horrific event and constant media coverage spread fear amongst survivors and an uncertain future. The media coverage on the 9/11 attacks promoted stereotypes and excessive ethnocentrism, which looked like the vision that many westerners had of the Viet Chong during the Vietnam War. The Vietnamese were portrayed as Asians who did not have value for life. (Altheide 2007, 292).

In the early 1970s, studies showed the surfacing of a new mode of terrorism, the media-oriented terror. (Kaiter 2015, 428-429). Brian M. Jenkins argue that, “terrorist attacks are

often carefully choreographed to attract the attention of the electronic media and the international press. The hostages themselves often mean nothing to terrorists. Terrorism is aimed at the people watching, not the actual victims. Terrorism is a theater.” (Jenkins 1975, 4). The televised display is important to modern guerrilla terrorism. The extremists who coordinated the 9/11 attacks evidently knew that the first attack on the twin towers would produce a nation-wide, real-time audience for the second attack, when the second plane crashed into the twin towers. Critics point out that, a range of goals was accomplished throughout the choreographed attack such as fear, anger and thirst for revenge throughout the U.S. The attack revealed American vulnerability, generated political polarisation all over the world, which was dangerous for humanity, but politically valuable to dynamics on both sides in the succeeding ‘war on terror’ (Kaiter 2015, 429). Terrorist cautiously select their target location to get the best splash in mass media, for example, the 9/11 terrorist attacks, the attacks in Paris in 2015, which left 129 dead as well as the recent attacks in Barcelona in August last year, where a 22-year-old terrorist drove a van into pedestrians on Las Ramblas. In addition to gaining attention of societies through mass media, terrorist also use the media platform to propagandise their political views, to inform the audiences and opponents on their motives behind their acts and to justify violence. Terrorists want to be seen as lawful world leaders by the international community, since the media give terrorist equal media time to legal politicians. Thus, terrorist hold on to mass media as a vital weapon since it allows them to reduce unevenness between them and their opponents in the actual war, to generate fear as well as to justify their actions and reach to a larger audience (Gareeva 2016, 22). Terrorism is not able to survive without publicity and advertising (Wilkinson 1997, 56). The freedom of mass media gives terrorists opportunity to use it to influence society and to control it. The media is an open society whilst being aggressively competitive market, it constantly desires to break the news and provide the details of an event. Thus, it’s safe to say that the media are bound to react to terrorist propaganda of the deed, since it is striking terrible news. As a result, the media and terrorism are in a symbiotic relationship (Wilkinson 1997, 54).

Terrorists groups employ the media for four main purposes *viz*; to transfer the propaganda of the deed and to create as much fear as possible among their target groups. Secondly, to acquire more support for their cause among the public, nationally and internationally, by highlighting their grievances as righteous and the foreseeable victory, their victory. Thirdly, to dictate the responses of the government that their anti-terrorist measures are essentially authoritarian and counterproductive, and lastly, to provoke and gather potential supporters while increasing their recruitment numbers, raising funds and inspiring future attacks (Wilkinson 1997,56). Carlos Marighella, a Brazilian terrorist wrote the mini manual of the Urban Guerilla in 1969. Marighella is one of the foremost “theorists” of modern terror and has become the influencer of series terrorist movements worldwide. The manual canvasses various ways of how terrorists are able to benefit from the mass media for their own goals. Marighella claimed that, “to inform about the revolutionist’s actions is enough for the modern mass media to become an important tool of propaganda and that the psychological war is a technique of fight, based on direct or indirect usage of the mass media” (Peresin 2007, 7).

Terrorists are trying to use every possible technological resource to accomplish their anti-social goals. They resort to the knowledge of various engineering disciplines which mainly include Computer & I.T., Electronics and Telecommunications, Ammunition Engineering , Bio technology, Space Engineering, Chemical Science and other core

branches of engineering too. Research has shown that terrorist groups are employing various communication gadgets for easy, faster and optimised communications. It is observed that they are mainly taking the help of cell phones, radio audio signals, microchips (a data handling device) and other advanced electronics and telecommunication devices. It is proven that they are widely using laptops and internet services and software to plan, develop and execute their terrorist's attacks. Various kinds of ammunitions are used by them for terrorism and to create threats. The science of handling, using and developing the dangerous ammoniates is usually imparted to them by their masterminds.

Some scholars speak of the "theatre of terror." At the heart of the theatre metaphor is the audience. The media personnel are a bit like drama critics who convey information to the public. More also, like good drama critics, the media also interpret the event. The slant they give by deciding what to report and how to report it can create an atmosphere of public support, apathy, or anger (Rubin and Friedland, 1986; see also Catton, 1978). By their theatrics, the insurgent terrorists serve the audience-attracting needs of the mass media, and since the media want primarily to hold the attention of the audience, this symbiosis is beneficial for both (Jenkins, 1975; Schmid & de Graaf, 1982). However, terrorism is not theatre. Terrorism concerns real people, with concrete fears, who wish to go on with their lives without being coerced into becoming victims.

Terrorists, news people, and media experts share the view that those whose names make the headlines have power. Getting one's name on the front page and being included in prime-time electronic news both constitute a major political achievement. Modern terrorists seek access to the media by committing acts that closely fit news agencies' definitions of news: being timely and unique, involving adventure or having entertainment value, and affecting the lives of those being informed (Dowling, 1986). Gerbner and Gross (1979) argued that representation in the media gives an idea, a cause, a sense of public identity, importance, and relevance. No movement can get going without some visibility. This is especially true when the movement is weak. Then media access might be its major, sometimes sole significant asset.

In the past 40 years there were occasions where media coverage of terrorist incidents was problematic, evoking public criticism and antagonising the authorities. Terrorists have employed the mass media to achieve the maximum capabilities of their actions. They seek to cause fundamental political change by spreading terror and fury. However, the mass media benefits when informing about acts of terrorism, such as kidnappings and hostage takings. The fact that the news are dramatic, viewer ratings could rise drastically as well as gain great public attention, therefore, media companies gain a great profit (Peresin 2007, 7). Evidently terrorists are aware of the control of persuasion that the media holds. If mass media and terrorism were narrowed down significantly, the main purpose for terrorists' exploiting the mass media would be to generate fear among citizens around the world.

The most important part to any mass communication is to understand the audience. An audience is a cross-section of people who participate in a media event, either passively or actively. By participating passively, people are either watching a show or being a target to a

message sent out by the sender. Participating actively, however, implies people are engaging in the event or providing feedback to the messages. Participating in a discourse with a human audience suggests that terrorists try to promote change. For instance, they may attempt to change policies, to intimidate a specific action, avert the ratification of a policy, to gather support and empathy, to persuade individuals into behaving in a given way or to force the audience into inaction (Matusitz 2013, 77). The audience is more important than the actual attack or message. Terrorism is a public act which is directed to the psychological and emotional state of the audience who are observing the horrific act of violence. The terrorist's intent is to generate a state of anxiety and horror within the audience. Terrorists carefully reflect over the potential audience before an attack is carried out. The significance and allocation of the audience are proof to the power of terrorism as a method and to the terrorists' goals to have as many people watching the attack as well as the aftermath. The dead are a part of the audience according to terrorists, they do not, however, represent the core audience. According to John Williams, there are two stages of audience that exist; the direct audience and the indirect audience. Direct audiences are the targets of physical violence, usually innocent civilians, whilst the indirect audiences are the intended audience of the terrorists. Generally, the intended audiences are never physically struck by terrorism (Matusitz 2013,78-79). People use media to gain insight into oneself by gaining insight into those we admire, using them to represent our behaviour and strengthen our own personal values. And to identify with others as well as gaining a sense of belonging to the community (Miller 2005, 85). Therefore, people feel a need to follow horrific terrorist attacks in order to empathise with the survivors or the remaining family of a victim, so as to attempt to identify with their emotions and being a part of a bigger society.

Furthermore, the television influences how people view the real world. For example, after 9/11, people had a stronger negative opinion towards their Islamic peers. A study published in 2004 titled, *Examining Effects of TV News Violence on College Students through Cultivation Theory* explored relationships between viewing television news coverage of the 9/11 attacks and perception of violence carried out by people outside America, negative personal emotions and if it changed their attitudes toward their Muslim peers. The study was conducted on 234 college students, merely six weeks after the 9/11 attacks. By examining the results, the authors were able to show that the more time an individual spent watching television news coverage in the wake of the 9/11 attacks, the more negative personal emotion students held in regards to their Muslim peers and were likely to reject developing friendships with them (Mosharafa 2015,33).

The media has a powerful ability to shape our views of society, countries, race and gender. Again, before the digital age, terrorists weren't able to reach an audience as large as today. The print media and radio merely had written news stories about terrorist attacks and even a few pictures of the events that were carefully chosen by editors in fear of the pictures being too gruesome for its audience. Today, terrorist organisations are able to broadcast their own videos and pictures to the world in its most gruesome form where no details are being filtered for the audience. The people watching are now becoming audiences, not audiences through a third party. The Agenda Setting theory is basically about the media

informing the audience of what is important. The media decides what to broadcast and terrorists are fully aware of how media coverage of terrorist attacks generates fear to the audience, thus, they plan attacks in places that would surely get a lot of media attention in order to reach a larger audience.

Hoffman argued, “without the media’s coverage, the act’s impact is arguably wasted, remaining narrowly confined to the immediate victim(s) of the attack, rather than reaching the wider ‘target audience’ at whom the terrorists’ violence is actually aimed” (Hoffman 2006,174). Journalists and editors have the power to control the importance and material of readers’ belief around the attacks. The 9/11 in the United States illustrates the point one is trying to make here. Al-Qaeda and Osama Bin Laden wanted to deliver a commanding threat to the American government, demanding that foreign policies in the Middle East to be changed in its administration. The 9/11 attacks hardened the division between the terrorists and Americans, whilst both sides grew larger in terms of manpower (Matsaganis 2005, 387). The aftermath of 9/11 made the media to rely on Bush’s administration for sources and information, thus the governments’ agenda became the media’s agenda and from there to the people who were following the news. The audiences at the time were therefore not exposed to the whole truth, merely to what the media wanted the audience to know and what the government wanted the audience to perceive as the whole truth.

Thus while in search of the most vivid and exclusive story, the media are making passive cooperation with terrorists, becoming a tool in the implementation of terror (Korotkiy, 2003). In so doing, the mass media reproduce and hyperbolize the problem of terrorism. International terrorism became an industry that includes selection, ideological and psychological training, and professional training of personnel, especially suicide bombers (Kikotya & Eriashvili, 2004). Implementation of a terrorist action requires a multi-million funding (Vozzhenikov, 2005). This new type of violence is significantly different from other forms of organised crime. The violence of traditional organised crime is aimed at achieving financial benefits, whereas terrorist actions are always aimed at achieving political goals (Netanyahu, 2002).

Although the attitude towards the victims is directly the opposite, the paradox is that the targets of terrorists and the media coincide. The media prioritised coverage of the OAS (Organisation armée secrete, or Secret Army Organisation) terror in the 1960s in France; in the 1970s. “Red Brigades” in Italy, the kidnapping and murder of Aldo Moro, the explosions at railway stations, museums, theatres and restaurants, murders of politicians, bankers, police officers. The terrorist war in Northern Ireland and on the streets of British cities, the occupation terror of Nagorno-Karabakh, Transnistria, Abkhazia and Ossetia, the Crimea and the east of Ukraine lasts for decades. Palestinian terrorism declared itself at the Munich Olympics. Basque terrorists ETA, Libyan terrorism, aircraft seizures, Japanese extremists, undeclared war in Chechnya, Moscow explosions, Volgodonsk, Buinaxsk

Terrorists need a PR effect, and for the terrorist attack September 11, 2001, they choose the World Trade Centre, a symbol of economic power, which fell in front of astounded viewers

(Barskiy, 2007; Dunne, 2011). A special governmental group to combat terrorism in the United States, once published a report on media activities that can cause problems in crises, namely are: intensive TV coverage, which can limit or deprive the government of the benefits in choosing actions to check the terrorist act; political dialogue with terrorists or hostages; transformation of journalists into participants in the event and negotiations; payment for terrorist's interviews; notification about the plans of anti-terrorist units involved in the operation to neutralise the terrorists; contradictory statements by representatives of various governmental bodies, creating the impression of confusion, which is one of the aims of terrorists. In addition, the media as an arbitrator usurps the legal responsibility of the government (Korotkiy and Miniukhina, 2002).

Conclusion

The Media is seen as a double bladed sword and is to be handled with due care. In the fight against terrorism, however, the media has enormous potential to gain national and international attention to the problem. The mass media should play a more active role in the fight against terrorism as well as being on guard against terrorists trying to manipulate them. It can be used for the welfare of the society. Misuses of the same will definitely damage and disrupt the society. The scientists and researchers of the whole world are trying their best to explore newer technology for the benefit of the society. But their dreams have been shattered and some anti-social crops of people have misused the modern technology by applying them to terrorism. Modern technology has added great terrors and horrors to terrorism. Modern media has also been characterised with negative response to globalisation.

The mass media is a useful means for prevention of terrorist acts. However as all the advanced media devices are within the reach of everyone, to prevent its misapplication, there should be better codification to identify the sensitive technological gadgets like hardware, software etc and traced to the actual user. Again, CCTV cameras with high sensitive metal detectors, explosive detection, hand detectors, Plasma monitors, Binoculars, certain audio-video sensors, etc. which will sense, record and detect any kind of unfair source, means, weapons, explosives should be installed in public places. Media will make it possible to detect the illegitimate sources in the society. It requires proper planning, optimised utilisation of all kinds of resources (Man, Machine, Material) proper control and monitoring systems, effective and feedback and above all the honesty, the loyalty, the morality and last but not the least is the patriotism. The media should take as its priority protecting the society by coordinating all disciplines of media and building concrete and well secured systems.

Democracy needs to provide ample alternatives for citizens to voice their satisfaction as well as their grievances with regard to social policies. Political groups and associations have legal avenues to explore in order to achieve their aims. Terrorism is conceived as inhuman, insensitive to human life, cruel, and arbitrary. To remain morally neutral and objective toward terrorism and to sympathize with terrorist acts is to betray ethics and morality (Cohen-Almagor, 2005).

Terrorists should be explicitly condemned for their deeds by all media practitioners. Acts of terror are newsworthy, but when the media report on terrorists, journalists do not have to view themselves as detached observers; they should not only transmit a truthful account of

"what's out there" (Reese, 1990, p. 394). Instead, they may feel free to make moral judgments. It is an objective matter that terrorism in democracies is wrong. That is another way of emphasising that terrorism is plainly wicked, not wicked only because people think it is (see Dworkin, 1996).

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