THE FRAMING OF INTERNATIONAL MEDIA ON ISLAM AND TERRORISM

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Abstract

The role of media is to shape opinions and presenting a particular version as reality. They also play an important role in structuring the audience perspectives about the issues that happen around the world. For this matter, they are believed and expected to portray a fair picture on any issues occur both at the local and international level. However, in portraying Islam, especially after the September 11 attacks, a number of research found that the International media tend to negatively depict Islam by associating it with terrorism. Issues concerning the way international media, specifically in the US and UK, equate Islam with terrorism have been tremendously debated. Research showed that after the September 11 attack, terrorism has been repeatedly associated with Islam by most of the international media. There is a perception that international media play a vital role in creating a relationship between Islam and terrorism in their media that leads to the formation of labels on Islam and terrorism. However, many think that the death of Osama Bin Laden would end the negative association between Islam and terrorism made by Western media for so many years after Sept 11. Based on this view, the researchers will be conducting a content analysis on two international news magazines looking at the tendency patterns in labeling Islam associated with terrorism after the death of Osama Bin Laden and also looking at the discourse analysis by extracting any recurrent themes emerged from the articles selected.

Keywords: Media labeling, Media framing, Islam, terrorism, media

Introduction

The role of media is to shape opinions and presenting a particular version as reality. Media are also believed and expected to portray a fair picture on any issues occur both at local and international level. However, in portraying Islam especially after the September 11 attacks, a number of research found that International media tend to negatively depict Islam by associating it with terrorism (Zulkifli, 2009; Winegar, 2008; Gerges, 2003). Issues concerning the way international media, specifically in the US and UK, equate Islam with terrorism have been tremendously debated. Research showed that after the September 11 attack, terrorism has been repeatedly associated with Islam by most of the international media. Dr. Natasha Hamilton-Hart, a lecturer in Singapore National University once said that the definition of terrorism at the moment is too narrow because it only depicts Islam and Muslims in an irrelevant manner (Berita Harian, June 5th 2008:10).

The attacks on the World Trade Center in New York and Pentagon on September, 11th 2001 have given a massive impact to the whole world. The impact on the United States (US) was much bigger in various aspects including economics and military as well as the US credibility as the most powerful nation in the world. This has led the US to take revengeful actions against those who were targeted to be responsible for the attack, thus making this an opportunity for the US to do anything on anyone they dislike despite of disagreement made by International society against the US (The Star, Jan 19th, 2002:15). The US has made an initiative hunting and targeting any parties involved in a so called terrorism. The first step taken besides arresting few targeted individuals was to attack Afghanistan in which the ruler was claimed to have an affiliation with terrorists who were responsible for the September 11 attacks.

In relation to this, the issue of fighting against terrorism has been the most important agenda prioritized by international media. The mass media in the US and its counterpart, UK such as Cable News Network (CNN), British Broadcasting Corporation (BBC), some mainstream news magazines namely Newsweek and TIME as well as other media have played a significant role in influencing the whole world to morally support the US in protesting against terrorism. Obviously, western countries are prone to identify terrorism with certain groups that are labeled as extremists, militants or Muslim extremists (Zulkifli, 2009). Winegar (2008) said that such an effort today is seen to focus on Muslim groups which coincidentally accused to be responsible for the September 11 attacks, and this badly affects the whole Muslim society worldwide due to an accusation made by the US government on Islam through most of western media for the tragedy at the World Trade Center.

Problem Statement

Mahathir (2003) claimed that there is an extension of negative stereotype, discrimination and hatred towards Muslims by International media, especially after the September 11. Hashim (2009) conducted a full content analysis on the labeling attitude of Islam and terrorism in US *TIME* news magazine for six month period right after the attacks found that the labeling attitude tendency in this magazine was remarkably high. He also proposed on a lengthier and more thorough content analysis done on this news magazine for more precise results.

In analyzing discourse elements of the media portraying issues related to terrorism, Picard and Paul D. Adams in Biernatzki (2002) has displayed how media practitioners namely journalists in their reporting of violent acts, have options in choosing words that are either straightforward descriptions, on the other hand, or that contain implicit judgments about the act, on the other. While Kumar (2008), in his content analysis study of western media found five negative discursive frames that have been employed to represent Muslims, Arabs and the Middle East post September 11. These frames are:

1) Islam is a monolithic religion.

2) Islam is a uniquely sexist religion.

3) The "Muslim mind" is incapable of rationality and science.

4) Islam is inherently violent.

5) The West spreads democracy, Islam spawns terrorism.

Research Questions

1) What is the tendency of the labeling made by the selected media on Islam and terrorism after the death of Osama Bin Laden?

2) How the media frame Islam and relationship with terrorism after the death of Osama Bin Laden?

Research Objectives

1) To determine a tendency of selected international mainstream printed media in revealing an attitude of labeling Islam and terrorism.

2) To investigate on the framing made by the media on Islam and its relationship with terrorism right after the death of Osama Bin Laden.

3) To identify the themes appear in the labeling of Islam by these selected media after the death of Osama Bin Laden.

Significance Of Study

The researchers believe that this study will be able to offer some insightful ideas for the authorities in media management both at local and international levels in providing proper

guidelines for more fair news coverage made by journalists especially after the death of Osama Bin Laden. It is hoped that this study would open up the eyes of the policy makers to reform a group of journalists who are non-bias and not aligned with Newsmakers per se. This study would also shed a light into hegemonic or ideological reason behind any policy making attempted by the International authorities towards Islam and terrorism where it is hoped to finally contribute to the body of knowledge.

Literature Review

The role of media is not only about presenting and depicting information and images; they also have the ability to shape opinions, and presenting a particular version as reality. Based on this view, all parties whether the terrorists or the authorities have put an effort to cooperate with media since they are regarded as the sole agent in giving information and instilling awareness to the society about some crucial issues exist (Aly, 2007). According to Walter Laqueur (2002), the media play a major role in making any terrorist operation a success and this was one of the main reasons for the shift from rural guerrilla to urban terror in the 1960s. For instance, many think that September 11 was a thunderstorm in a blue sky, or that it was related to what has been called by Samuel Huntington (1992), among others, "a clash of civilizations". However, the storm became more complicated when the western media came into place with a lot of forays in minds by relating it with Islam.

The incident has initiated an accusation made openly by the US towards Islamic religion and Muslims through the media. The manipulation of such incident was creatively done in creating negative stereotypes of Islamic countries like Afghanistan and Iraq in which these countries and few others in the Middle East region have been labeled as terrorists (Noor Mayudia et. al, 2010).

"Terrorism", according to Silke (2003) is the term used to show a violated act and the act is considered as violated and violent due to its nature which against the norm and human rights. Cassidy (2008) claims that the war on terrorism will have lasted years, making it much longer than the American Civil War or World War II. Current American national security and military strategy documents, in fact, frame this war as a protracted struggle, one which may see persistent conflict lasting several decades. According to Laqueur (2002), the original terrorism has emerged in many different forms such as in religious movements, political revolts as well as social uprisings. He further claims that one good example of the earliest terrorism was during the period of the French Revolution in the 1790s and it was somehow a synonym for "reign of terror".

The term "terrorism" has no precise or widely accepted definition. Brinkly (1988) says that if one person claims himself as "freedom fighter", other people may label him as "terrorist". He illustrates what happened at the end of World War II, when Great Britain still held a power over Palestine, many Israel's guerillas promoted warfare against the British, they attacked top British military officers on the street under the directive of Yitzhak Shamir, and this was considered by others as terrorism. Haberman (1992) on the other hand points out that many Israeli news articles refer to Palestinians as terrorists, regardless of the target of the attacks, either the armies or civilians.

Media And Terrorism

There are several views on the role of media in relation to terrorism. Media sometimes are known as the main agent in transmitting messages to society on the danger of terrorism. According to Mc Quail (1995), in certain conditions, media can help the government dealing with terror issues by giving a negative label or name to terrorist groups and generating some panic situations to terrorists through the information spread. Lowenthal (1989) claims that without the collaboration of the media, terrorism would be impotent. By dramatizing the terrorist threats and demands and by refusing to condemn them outright, the media often contribute to the moral confusion which tends to romanticize the terrorist and leave his victim forgotten.

Despite all contributions made by the media in creating awareness of the danger of terrorism which then leads to having a sense of hatred among society, media are said to be able to give publicity as well as legitimacy to certain terrorist political agenda due to some failures made by the government (Mc Quails, 1995). Researchers on terrorism believe that one of the reasons of any terror acts or sabotage done by terrorists is for publicity or to attract society's attention. According to Simonsen & Spindlove (2000), the media give negative effect on handling terrorism even though a government does some filtrations in selecting information for neutralization purpose.

Based on this role, Winegar (2008) claims that all parties namely the government and terrorists seemed to work hard to have a good relationship with the media. Should the media refuse, they will experience harmful effects; the government may implement any hindrance such as some strict filtrations of any information disseminated by the media while allowing only information on terrorism provided by the government itself. Hence, Hashim (2009) stresses out that media and terrorism related issues are always perceived from three aspects; terrorists' objectives on media, government's objectives on media and media's own objectives on related incidents linked to terrorism.

Media Labelling On Islam

According to Orbe & Harris (2008), after the September 11 incident, terrorist labeling has been identified as Muslim fundamentalists or 'Islamists' which has increased some prejudices, discriminations against and attacks on Muslims or Middle East. In fact, some labels given are extremely outrageous such as 'uncivilized' and 'barbaric'.

Media labeling is not something segregated from the agenda of certain countries or an opposing ideology. Peter Drucker (in Laqueur, 2002) a famous scholar in the US management in his famous book that talks about "post-modern" world, once stressed out that the next threats after the downfall of the Soviet on the development of capitalism are the attacks made by suicide bombers which somehow directs towards Islam, because there are many Muslim activities especially from targeted groups that apply suicide bombing method as a revenge against discrimination made by the West over Muslims. Wright & Beliaev (1991) claim that the relationship between religion and violence labeled in the media is, in fact, not new. Some media label religion and terrorism with holy wars and inquisitions. The words "assassin", "zealot" and "thug" are used to project some fanatic groups within respectively Islam, Judaism and Hinduism. Later, Wright and Beliaev addressed Muslim terrorists as Muslim fanatics who involved in series of bombings and assassinations, particularly in the Middle East during the 80s.

Therefore, labeling in associating terrorism with Islam is not something new. Based on a number of literatures which relate to media and terrorism, the main labels that focused on Islam which had been long utilized by either a country or its media are as follows:

1) Muslim leaders and public figures such as Gaddafi, Yasser Arafat and Khomeini are violently bad. Khomeini had been once labeled as cruel as Adolf Hitler.

2) Islamic movements led by figures like Abu al-Ala Mawdudi are regarded as militants and been associated with violence especially when elements of '*jihad*' (crusade) is practiced in these movements.

3) Muslim countries with advanced weapon development are always considered as threats by the western media. These media always portray bad consequences may be encountered by the world if such a development is allowed to happen. For instance, the uranium project by Iran has been reported in most of the international media as a military strategy of Iran against the US.

4) The main profiles that are labeled as terrorists always have been among Muslims. Currently, Osama bin Laden and the Iranian President Ahmadinejad are claimed to be militants who can create chaos.

5) The existence of political movements in countries like Afghanistan, Chechnya, Palestine and Iraq which are militant in nature has caused all Muslims worldwide to be also labeled by western media as terrorists.

6) The term 'fundamentalism', which originally exists in all religions either in Judaism, Christianity or Islam, now belongs to Islam especially to Muslims who intend to hold the absolute teachings of Islam and reject the idea of secularism. Consequently, few other related terms that are militant and radical in nature have been addressed to Muslims like 'Islamic fundamentalist' and 'Islamic radicals'.

7) The struggle for independence such as in Palestine is portrayed as a terrorist movement. One of the examples is when CNN displays Islam as connected with terrorism in its program entitled 'Trauma or Terror' that shows the bitterness faced by Israelis due to the struck made by Palestinians (Latheef, 2006).

8) International media also show Islam as the next threat after the downfall of the Soviet Union. One of the Muslim journalists wrote: *"Now that the Soviet Union, which former President Ronald Reagan described as an 'evil empire', is no more, they picked on the Muslims and initially started a sinister media campaign projecting Muslims as violent people before openly branding them as terrorists and subsequently, the West triggered off military conflicts in different parts of the Muslim world."*(Latheef, 2006).

9) Besides the organizations or political movements are labeled as terrorists, there are also Muslim countries namely Syria, Libya, Iran, Iraq, Sudan and obviously Palestine, that are being promoted by the media as supporters of violence.

10) Some of the statements made by Western leaders, especially the US president and published in international media about the need to revamp education syllabus in the Al-Azhar University, in Egypt has shown a sense of prejudice against Islam.

11) Many of the western media display images of veiled or *purdah*-adorned Muslim women with terrorist issues although those pictures originally are devoid of any terrorist connection.

12) The publications of some cartoons that humiliate Islam and Prophet Muhammad as well as the misinterpretation of some verses from the Koran by Gilders published in some of the media have directly linked Islam with terrorism.

Theory Of Framing

There is a relationship between news coverage and the media agenda, and a theory that comes into place is a theory of framing. 'Frame' is defined by Tankard & Severin (2001) as an idea arrangement for news contents that provide context and suggestion of what issues that need to be given extra attention through selection, pressure, no involvement and elaboration. Theoretical foundation of framing theory asserts that the media tell people both what is important in the world around them and how to think about the events and people who inhabit that world (Brown, 2002). Framing is based on the assumption that how an issue is characterized in news reports can have an influence over how it is comprehended by audiences (Scheufele & Tewksbury, 2007). Framing theory in the context of agenda setting is a process through media pressure towards certain definite aspects while displaying other aspects as well. Framing exists through observation to certain subtopics ranging from size, space for story items, narrative presentation or intonation and depth of media coverage (Miller, 2000).

Watson and Hill (2000) defined framing as a process by which the media place reality "into frame". These scholars added that framing consists of a narrative device and therefore whatever that is not on the page of a newspaper or news magazine is considered "out of frame". While Gitlin (1980) on the other hand explained that news frame allow audiences to manage and comprehend reality and choose appropriate repertoires of cognition and action. But framing devices are also the ways journalists and editors routinely organize news discourse. Gitlin further contended that these framing devices are "persistent patterns of cognition, interpretation, and presentation, of selection, emphasis and exclusion" (Gitlin, 1980).

This shows that media do not only determine the agenda for what issues or events, but what is so called transferring the salience of attributes specifically related to potential objects that may get interesting. The term salience implies that frames make certain aspects of news issues more memorable, noticeable, or meaningful to audiences (Entman, 1993). Theoretically, this study is going to look into the role of media in labeling Islam and terrorism based on the agenda setting theory, that is the framing theory and this theory will be applied throughout this research to see on how the media set the agenda in labeling Islam with terrorism.

Methodology

This study applied a content analysis as the research methodology in collecting, coding and analyzing the data. There are two divisions of sampling procedures; sampling for

printed media selected and sampling for related articles in the selected media. The selection of the printed media to be analyzed is based on purposive sampling. They consist of two international news magazines namely *The Economist* from the UK and *TIME* from the US while the selection of articles based on the indicators provided in previous research (Hashim, 2009). The time frame of the study is just two months in which issues selected for both magazines are from the first issue after the death of Osama Bin Laden, until two months after that. Thus, the dates of the issues chosen for the analysis started from the second week of May 2011 issue until the final week of June 2011 issue.

These news magazines were selected for a number of reasons; first the United States is a major superpower and an important player in the role of framing Islam and labeling it with terrorism, particularly after the September 11 attacks. US also represent the supremacy of the western world in terms of social, political and military and their media have been made as reference by other countries. United Kingdom is selected due to its status as an economic power and holding strong political position particularly in the European region. With its long historical relationship with Islam and Muslim countries especially in the Middle East throughout 18th and 19th century, its media would have a unique dimension of the representation of Islam. All these news magazines are considered elite magazines in each own country and are among the largest media outlets in terms of circulation. They are leading newspapers with regard to the coverage of international news and views, drawing readers from around the world.

The researchers have selected articles that touched on issues either directly or indirectly related to Islam and some news items such as frequency of news types, frequency of news coverage and presentation of visuals have been selected to be the measurements in measuring the variables.

Findings And Discussions

This particular part displays the details of the findings of this study. The researchers have analyzed 109 news articles both from Time and The Economist. The results from the entire collected news articles are based on the categories in the coding sheet. The findings have been discussed comprehensively in the sub topics provided as below.

Table 1: Sections of News

Section	Frequency	Percent
Asia	9	8.26
Middle East	23	21.10
Leaders	6	5.50
Europe	4	3.67
Briefing	4	3.67
The World	4	3.67
World	27	24.77
Essay	2	1.84
Not Stated	4	3.67
Others	26	23.85
	109	**100**

Table 1 above shows the sections of the magazine where the articles selected belong to. The researchers have identified 10 sections in which most of the articles related to Islam are located. Based on the table above, 'World' section is the most popular which constitutes 27 articles (24.77%). The second highest is 'others' section which constitutes 26 articles (23.85%). Most of the articles located in 'others' sections such as in Britain, Lexington, Obituary, Books and Arts, International and others. However, 'Middle East' section constitutes 23 articles or 21.10%. The table above showed that 'Europe', 'Briefing', 'The World' and 'Not Stated' sections are in same percentage which is 3.67%.

Table 2: Size of Headline

Size of Headline (Class cm2)	Frequency	Percent
1-14	81	76.41
15-29	9	8.5
30-44	5	4.72
45-59	4	3.77
60-74	5	4.72
75-89	1	0.94
90-104	0	0
105-119	1	0.94
	106	**100**

In the aspect of size, Shafiee, Ngu & Raman (2009) state that size of headlines gives impact to the news. It shows that the bigger the headline, the more important the news will be. Besides that, bigger headline will become one of the factors to attract the readers. The measurement of the size of headline is calculated in centimeters square (cm2). According to Shafiee *et al.* (2009) they categorized size of the headlines into three categories which are 1cm2-20cm2, 21cm2-40cm2 and 41cm2 or more. For this study, the researchers listed eight size measurements using Class Interval Formula; 1-14cm2, 15-29cm2, 30-44cm2, 45-59cm2, 60-74cm2, 75-89cm2, 90-104cm2 and 105-119cm2.

Based on the table above, it shows that most of the headlines size for both magazines is within size 1-14cm2 which constitutes 76.41%. The second highest size of headline used

for both magazines is within size 15-29cm2 which constitutes 8.5%. Meanwhile, there is no headline used within size 90-104cm2.

Table 3: Size of News

Size of News (Class cm2)	Frequency	Percent
12-304	61	55.97
305-597	33	30.28
598-890	5	4.58
891-1183	4	3.67
1184-1476	2	1.83
1477-1769	0	0
1770-2062	3	2.76
2063-2355	1	0.91
	109	**100**

Size of news is important to determine the impact of the news. Normally, the bigger news will receive higher attention and able to attract readers. The researcher used Class Interval Formula to categorize the size of news. A total of eight size measurements of news have been determined. The researchers listed eight size measurements using Class Interval Formula; 12-304cm2, 305-597cm2, 598-890cm2, 891-1183cm2, 1184-1476cm2, 1477-1769cm2, 1770-2062cm2 and 2063-2355cm2.

Based on the table above, it shows that the majority of the news were within size of 12-304cm2 which constitutes 55.97%. However, there are news within size 1184-1476cm2 which constitutes 1.83%, 1770-2062cm2 which constitutes 2.76% and 2063-2355cm2 which constitutes 0.91%. All the news in that size is in feature form and all of them are in three to five pages.

Table 4: News With or Without Picture

Picture	Frequency	Percent
News with picture	92	84.40
News without picture	17	15.60
	109	**100**

According to Noor Mayudia *et al.* (2010), pictures explain better than words and at the same time play an important role in convincing the readers about a particular issue. Looking at these facts, the researchers decided to study the photos that were featured along with selected articles.

Firstly, the researchers studied whether the news came together with photos or stand alone. Based on the findings, there are 92 (84.4%) news articles came together with photos. This situation showed that the editors wanted to emphasize and highlight the news articles show their importance. Meanwhile, only 17 news (15.60%) were without photos. This situation is probably due to the limited column they had in a particular day and also to emphasize on the text rather than images.

Table 5: Types of News

Types of News	Frequency	Percent
Hard News	22	20.2
Feature	43	39.44
Opinion Column	8	7.34
List/Point Only	5	4.59
Brief	30	27.52
Book Summary	1	0.92
	109	**100**

For this study, the researchers have listed six types of news to be studied namely; hard news, feature, opinion column, list/point only, brief and book summary. The different types of news articles show how the news is written. Based on the table, above it is shown that feature dominated the types of news. Most of the features located in both magazines were in two to five pages long. This situation showed that that particular issue is so important to be discussed. The second highest is brief type which constitutes 30 news articles or 27.52%. Brief news can be defined as small news located at the right of news magazines and gives only simple explanation within the size range of 25 centimeters square. According to Stovall (2008) brevity in the news needs the careful process of writing and editing. He added that brevity requires journalists to cut out unnecessary words to produce simple and concise news. The third highest type was hard news. Based on the table above it shows that there are 22 (20.2%) news articles can be categorized as hard news where it gives detailed explanations pertaining to the particular issue.

Table 6: Theme of News

Theme of News	Frequency	Percent
Terrorism	16	14.68
War	24	22.02
Fight	7	6.42
Crime	13	11.94
Politics	11	10.09
Law and Policy	1	0.92
Peace Effort	9	8.25
Riot /Unrest	4	3.66
Others	24	22.02
	109	**100**

For this study, the researchers used emergent coding and have explored seven themes namely; politics, terrorism, criminality or violence, peace effort, education, discrimination and others. 'War' and 'others' have dominated the theme of news which constitutes 24 (22.02%) news. The researchers defined war theme as the news articles which told about the war between two parties. Meanwhile, examples of 'others' category are such as Islamic sectarian issue, leadership, social problems and many more. The second popular theme of

news is terrorism. Based on the table it shows that terrorism category dominates 16 news articles (14.68%) in which they were most located in special report about the death of Osama Bin Laden. However, only one (0.92%) news article in both magazines was categorized under law and policy theme.

Table 7: Portrayal of News

Portrayal of News	Frequency	Percent
Directly related to Islam	54	49.54
Somehow related to Islam	37	33.94
Not directly related to Islam	18	16.52
	109	**100**

The researchers have listed three categories to explain the portrayal of news which are directly related to Islam, somehow related to Islam and not directly related to Islam. Based on the table above, there are 54 news article (49.54%) were directly related to Islam. For example, the news mentioned clearly about Islam and Muslim issue for more than three times. The table above also showed that there are 37 news articles (33.94%) which somehow related to Islam. This situation happens when the news only mention about Islam and Muslim issue not more than two times. Based on the table above, it shows that there are 18 news articles (16.52%) are not directly related to Islam and Muslim issues. Most of the news is categorized under politics theme where they only mention the name of Muslim leaders, the place such as Middle East countries and others.

Table 8: Parts of the World

Parts of the World	Frequency	Percent
Middle East	101	92.66
Asia	1	0.92
Europe	1	0.92
North America	6	5.50
	109	**100**

Table above shows the parts or regions of the world. For this study, the researchers have identified four regions of the world which would have the most news coverage. Based on the table, it shows that Middle East countries dominate the news article. This is because in The Economist, it has its own column namely the Middle East and Africa, so, Middle East contributes most of the news discussed in both magazines. Another reason is because Middle East countries such as Egypt, Yemen, Libya, Bahrain and many more involved in a so called 'Arab Spring' issue after the death of Osama Bin Laden. According to Noor Mayudia (2010), Middle East is a region where Islam dominates and mostly related to the conflict issue. She added that, the conflict between Israel and Palestine have dominated the world for more than

five decades. Therefore, based on 109 news articles analyzed, 101 articles are based on what happened in Middle East countries.

Table 9: Tone of News

Tone of News	Frequency	Percent
Positive towards Islam	14	12.84
Negative towards Islam	56	51.38
Neutral	39	35.78
	109	**100**

The last part of this study is to find the tone of the news. Thus, the researchers have categorized the news into three main categories; positive towards Islam, negative towards Islam or neutral. A total of 109 news was analyzed and the data showed that only 14 (12.84%) news was positive towards Islam. It means that very few news articles published by both magazines portrayed Islam and Muslims in a positive way and gave the good image of Islam in the eyes of people from the West. Most of the news categorized under the positive news is pertaining to the issue of reconciliation and peace effort issue. Meanwhile, the negative issue towards Islam dominated the highest percentage which constitutes 56 news articles (51.38%). The negative news was pertaining to Osama bin Laden, conflict between Palestine and Israel, protest, riots and others where all the news associate with Islam and Muslim. Based on the table, there are 39 news articles (35.78%) which is located under neutral. The researchers identified that all 39 news article did not mention anything positive or negative about Islam and Muslim.

The Use of Frames by Time and The Economist:

This study was also interested in the most common frames used by the selected news magazines in associating Islam or Muslim with terrorism and to observe if there were variations in the use of frames between different news magazines. The researchers have found that from all the articles examined, there are three common negative frames and one positive frame.

Framing 1: Islam Caused Violent

Based on the data from both international magazines which are Time and The Economist, they were clearly reported articles mainly portrayed Islam caused violent such as chaos, riot, kill, attack, war and etc. For example, as reported in The Economist on the issue May 7th-13th 2011, stated:

"Al Qaeda is still active, even without Mr bin Laden. The alarming problems of Pakistan, Yemen and so many other places threaten to feed more violence". (Extract from the title: *Now, kill his dream*, pg 9)

In Time, May 20, 2011:

"At first glance, the 9/11 assault looked like a stunning win for al-Qaeda, a ragtag band of jihadists who had bloodied the nose of the world's only superpower. But on closer look it became something far less significant, because the attacks on Washington and New York City did not achieve bin Laden's key strategic goal: the withdrawal of the U.S. from the Middle East, which he imagined would lead to the collapse of all the American-backed authoritarian regimes in the region." (Extract from the title: *A Long Time Going*, pg 40)

Framing 2: Muslims are terrorists

The researchers have found that another use of frame in which the media seemed to frame Muslims as terrorists and this can be illustrated from Time on May 20, 2011:

"Bin Laden took up residence soon after the compound was finished. Perhaps he knew of other terrorists in the area. Earlier this year, Umar Patek, an Indonesian linked to the 2002 al-Qaeda bombing in Bali, was arrested at the home of an Abbottabad retiree". (Extract from the title: *Death comes for the terrorist*, pg 17)

The Economist July 16th-22th, 2011:

"Fingers could be pointed at jihadists based over the border, notably Lashkar-e-Taiba (LET) which was behind the 2008 attack and others. Pakistanis militants had vowed revenge on America and its allies for killing Osama bin Laden in May." (Extract from the title: *Terror again*, pg 26)

Framing 3: Leadership in Muslim countries is in catastrophe

The next use of frame is in which Muslim countries are always labeled as in chaos and this can be found in The Economist, 16th – 22th July 2011:

"If both the Qaddafi and Assad families fell, the Arab spring would turn to summer. Plenty of reverses and confusion would ensue-though violent extremists, including Islamists, have not been prominent in the revolutions. The idea of letting Islamists, some of them anti-democratic, contest elections understandably make people nervous." (Extract from the title: *It can still come right*, pg 12)

Such a frame can also be found in Time, June 20, 2011:

"President Abdullah Ali Saleh, an autocrat facing the greatest challenge to his three-decade-long rule, left the country for treatment in Saudi Arabia after sustaining injuries during a rocket attack on his palace compound. His departure was greeted with boisterous street celebrations in the capital, Sana'a. But Saleh loyalists claim the President will return, and the Saudis, who have spearheaded weeks of backroom negotiations between the Saleh regime and its opponents, insist the visit was purely for medical reasons. If Saleh steps down,

there are concerns over what may follow. Yemen is a poor nation whose political and tribal divisions were co-opted and suppressed by Saleh's iron rule."

(Extract from the title: *Saleh's out, but is it for good?,* pg 36)

Framing 4: Peace and reconciliation efforts between Palestine and Israel

However, there are also some of the articles covered the issue to encourage understanding and resolution with Muslim countries. As stated in The Economist, May 7 th – 13th, 2011:

"The Hamas-Fatah deal is good news, because peace between Palestinians could be a stepping stone on the road to peace with Israel". (Title: *Nudge it along*, pg 10)

The Time magazine as on June 13, 2011, also frame the positive reconciliation between Palestine and Israel:

"Since 2006 the Gaza Strip has been sealed off from the world-its borders tightly controlled by an Israeli government wary of Gaza's rulers, the Islamist outfit Hamas. But on May 29, Egypt loosened Israeli's grip on Gaza by lifting the restrictions on Palestinians seeking to cross from Gaza to Egypt" (Title: *Egypt opens the door to Gaza*, pg: 22)

Conclusion

The study on two western news magazines found out that although there were claims made by the West that the world will be in peace and Muslims are not terrorists without Osama bin Laden, the coverage made by the media selected showed that there are still some negative labeling made towards Islam in association with terrorism. This is clearly shown in the findings where most of the coverage on issues related to Islam revolves around 'war' and 'terrorism'. Most news covered come from the Middle East countries, where Islam and Muslims are very dominant. This place is also a place for some so called Islamist groups such as Al-Qaeda and Hamas. Talking about the tone of the news, the researchers found that these media are still biased against Islam despite the killing of Osama Bin Laden.

With most of the news are of the hard type news, it is believed that the western media are still feeding the International readers with a negative perception towards Islam as a whole despite very little coverage on the reconciliation efforts made for Islam and the West. This paper is thus hoped to be as guidelines for future journalists in portraying a more fair issue concerning to Islam and Muslims. As Islam is a religion of peace, it is expected that Islam is not being framed as such and Muslims in general are not represented negatively despite the involvement of certain Islamist groups in so called terrorism.

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