

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

The media plays an important role in developing and reproducing ideas that a person has about problems in his or her community, such as crime, poverty or even personal failure (Bullock, Fraser, & Williams, 2001; McNamee & Miller, 2004; Schneider, 2012; Hernandez, 2017). As an important role, mass media have big contribution for giving information and knowledge to public.

Mass media gives context and meaning about an issue that makes the audience can indirectly choose the political decision about some action (Alrheide, 2007). Focuses attention on certain event and places within a field of meaning in media is called framing (McQuail, 2007). The concept of strategic framing can lead the public perception towards an issue (Esmark & Schoop, 2017). In other words, public perception is influenced by the news writer ideology.

The example of media frame can be seen in journal about Islam in Canadian national news media. This study chooses five cases of Muslim perpetrators and non-Muslim perpetrators between September 11<sup>th</sup>, 2001 and July 2018. The result shows that Muslim perpetrators received 1.5 times much coverage than an incident with non-Muslim perpetrators (Kanji, 2018). The coverage of incident with Muslim perpetrator more linked with their religion, ideological motive, and likely to be labeled with terrorism. Those media frame will give the reader negative assumption towards Islam and Muslim.

Islam is major world religion and the fastest-growing religion in the world (Schimmel, 2019), besides in United States Islam is the minority religion. According to Pew Research Center in 2017, only 1.1% people as Muslim in United States (Lipka, 2017). As a minority religion in United States, there are so many racism cases towards Muslim. American Muslims are identified and labeled through their skin color and religious symbols. United States citizens think Muslim as threatening and inferior (Considine, 2017).

Islam in United States play dominant role in racist discourse. The term of racism towards Islam and Muslim called Islamophobia. Altheide (2007) stated Islamophobia as the news media framing shows misinterpretation and generalization towards Muslim or Islam. On November 27th, All-Party Parliamentary Group on British Muslim published definition of Islamophobia, Islamophobia is rooted in racism and the type of racism that the target expression of Muslimness or perceived Muslimness.

Islamophobia disputed by the United States after 9/11 attacks. In September 11th, 2001, 19 militants linked to al Qaeda's Islamic extremist group hijacked four planes and carried out suicide attacks on targets in the United States. Two planes were flown into the twin towers of the World Trade Center in New York City, a third plane crashed into the Pentagon outside Washington, D.C., and the last plane crashed in Shanksville, Pennsylvania. Nearly 3,000 people were killed in the 9/11 terrorist attacks. (September 11 Attacks, 2018).

Since 9/11 attacks they generalized terrorists as part of a Muslim group. The date of the 9/11 attacks has become widely understood as a catalyst for the rapid deepening of Islamophobia in America (Desmond, 2016). A significant increase in anti-Islamic racial crime occurred after the 9/11 attacks. In the 8 weeks after the 9/11 attacks, more than 400 news articles in the United States made news of hatred towards Islam (Byers & Jones, 2007).

After the 9/11 attacks, Muslims in the United States posed a threat to national security and needed monitoring and surveillance, they were also treated with suspicion by public (Garner & Selod, 2014). An additional case of hatred towards Muslim, the candidate of Republican Party made some controversial comments to the Muslim. The comments are "Islam hates us" "uncorked animals" and "I would not advocate that we put a Muslim in charge of this nation." (Waldman, 2015). Those comments to Islam and Muslim become evidence to proof that in America Muslims are still being discriminated.

Another case of Islamophobia also happened in January 7th 2015. Two brothers Kouachi and Said kill 17 people, including security personnel and 11 journalists in Charlie Hebdo's office. The attack happened because French satire

journalism, Charlie Hebdo, published satirical cartoons mocking the Prophet Muhammad. Within hours after Charlie Hebdo case, the hashtag #JeSuisCharlie (I am Charlie) become trending on twitter. The hashtag was used to shows sympathy to the victim of Charlie Hebdo shooting case. (Charlie Hebdo shooting, Terrorist Attack, Paris, France, 2015).

Four years later in New Zealand another shooting attack happened. New Zealand Christchurch mosque shooting happened during Friday prayers on March 15th 2019. The suspect of the mosque shootings seems to have reported his aims ahead of time by posting supremacist proclamation on his social media. Brenton Tarrant, the suspect, also did live-streamed in his personal account on facebook while shooting during Friday prayer. After an hour, the suspect was arrested after killed 50 people and make 50 other people were injured. (Timeline of Christchurch mosque shootings, 2019).

Both of these stories were covered by two United States media, Public Broadcasting Service and USA Today. Public Broadcasting Service or PBS is American non-profit corporation founded in 1963 (Public Broadcasting Service, American Organization, 2012). Public Broadcasting Service was created by Robert MacNeil and Jim Lerner. Mediabiasedcheck.com shows that Public Broadcasting Service has high-quality in-depth journalism (Zandt, 2019). Based on Business Insider Singapore, Public Broadcasting Service has a reputation as the most neutral media that influence on the perspective of the readers (Ralph & Relman, 2018).

The second United States media is USA Today. USA Today is daily general-interest newspaper in United States founded in 1982. (Nirala & Nolen, 2015). The owner of USA Today is Gannett Company, one of the largest newspaper publishers in United States (Huitsing, 2019). USA Today ranked as number one top U.S. daily newspaper with 1.621.091 readers per day (Top U.S. Daily Newspapers, 2019). The writer assumed that Public Broadcasting Service and USA Today media will show the perspective of Islam and Muslims in United States.

A study discusses about how USA Today and The New York Times frame the BP's Gulf of Mexico oil spill crisis (Choi, 2017). As the result, The New York Times frame shows the attribution of responsibility and USA Today frame show the effort how to solve the BP crisis. The study shows even both media discuss about same topic whether it is BP crisis, terrorism, or other conflict; they can choose the selected part that they want to highlight in the news.

According to Matthes (2002) frames described as a part of culture, they guide how the elite construct information, they affect journalist information selection, and they are manifest in media texts. Media frames and ideology that the writer wants to convey are important because it will guide the audience think (Joris, 2015). Therefore, framing in media is very influential to the readers to investigate the news issue in detail.

Pan and Kosicki (1993) describe framing as a process that organizes events and issues that can be easily understood to the readers. As stated by Pan and Kosicki, framing analysis gives awareness to systematic study about political language. "Framing ought to sensitize researchers to examine the political language used by the writer; statements from policy makers, media content, and representations of the minds of the audience and the operation of the political system." (Pan and Kosicki, 1993). Pan & Kosicki framing theory help us to understand the author ideology about the topic discussed. McClure (2008) stated Pan & Kosicki's framing theory helps us uncover several ideological aspects of the media construction of reality. Pan & Kosicki's theory also allows us to identify not only how professionalism of journalism and public relations is framed, but also how discourse is used to maintain a dominant ideology.

The frame analysis also used in Hoewe and Bowe study that compare two United States popular newspaper, The New York Times, and Washington Post (Hoewe & Bowe, 2018). The result of the analysis shows that both media use the term 'radical Islam'. The term 'radical Islam' recently associated with negative meaning and linked to the word terrorism. The word terrorism which tends to have negative meaning will influence the reader perspective of Islam and Muslim.

Another case about frame of Islam and Muslim also can be seen in Rahman and Qamar research. "Islamophobia and Media: The Framing of Muslims and Islam in International Media" the result of the study is Muslim represent as 'other alien' in Western media (Rahman & Qamar, 2017). There are three cases that shows significance increase of Islamophobia in media, 7/7 bombing, 9/11 attack, and Paris attack. After those attacks, media portray Muslim and Islam with negative tendency and linked Muslim and Islam with extremism and terrorism.

A similar comparison of media framing about Fort Hood and Navy Yard shooting also had been done by Morin (Morin, 2016). There is different coverage on both cases. The media portrayed Fort Hood case perpetrators, Hassan, as an extremist and framed Fort Hood shooting as terrorist attack and linked with Islamic terrorism. Meanwhile, the media portrayed Navy Yard perpetrators, Alexis, as mentally ill person and claimed Navy Yard shooting as a crime not terrorist attack. By choosing different word for both attacks, it will automatically build the reader opinion about Hassan and Alexis case.

The perspective of Muslim and terrorism also can be seen in Nickerson study. A comparison of framing terrorist attack in Turkey and France from January 2015 until May 2017, the writer chooses four United States media to see the media portrayal of Muslim (Nickerson, 2019). The four United States media chosen are Washington Post, The New York Times, Boston Globe, and LA Times. The result shows the death and injury toll of terrorist attack in Turkey is higher compared to terrorist attack in France, but the article coverage in Turkey is lower than France. It can be deducted that United States media coverage of terrorist attack in other country are not equal. Therefore, the different media coverage will influence the reader perspective.

The negativity towards Muslims also described in media framing about 'Syria fighters' case. Flanders and Netherlands media show two different frame to Syria fighters, as the terrorist frame and victim frame (Berbers & Joris, 2015). Terrorist frame linked 'Syria fighters' with problematized issue and the victim frame 'Syria fighters' as under the spell of the manipulative recruitment techniques of an Islamic extremist. In conclusion, the frame of Syria fighters in

Flanders and Netherlands is relatively one-sided and problematized in negative way.

Several previous studies above discussed about media framing towards Islam and Muslim in different media and country. In this study, the researcher wants to know about two United States media, Public Broadcasting Service and USA Today perspective and framing towards Islam or Muslim in the case Charlie Hebdo and Christchurch shooting case. This study will analyze the case with Pan & Kosicki framing theory and qualitative methods. The 11 articles were chosen because the article title and lead tends to have a framing perspective on Islam.

## **1.2 Research Question**

Based on the issues and theory used, this research will focus on how Public Broadcasting Service and USA Today frame Islam in the case of Charlie Hebdo and Christchurch?

This is the sub questions to help answering the research question:

- a. How does Public Broadcasting Service and USA Today frame Islam and Muslim in the shooting cases of Christchurch and Charlie Hebdo?
- b. How does the author of the article choose words, phrases, and clauses to frame Islam in related cases?

## **1.3 Purpose of the Study**

This study aims to analyze:

- a. The news represents how related media frame Islam.
- b. The way of article's author represents Islam in Charlie Hebdo and Christchurch cases.

## **1.4 Scope of the Study**

This study focuses on Charlie Hebdo and Christchurch case in Public Broadcasting Service and USA Today. There are 10 news articles, 5 articles from Public Broadcasting Service website and 5 articles from USA Today website

about both Charlie Hebdo and Christchurch incident. The articles were chosen because the article title and lead tends to have a framing perspective on Islam.

### **1.5 Significance of the Study**

The results of the study will show the information about United States media, Public Broadcasting Service and USA Today frames Islam specifically on Charlie Hebdo and Christchurch case. This research is also expected to increase the awareness to the news reader about media and its influence.

