

CHAPTER I

INTRODUCTION

1.1 Background of The Study

Media, as a plural form of “medium”, is defined as an intermediary of communication between the sources to the receiver (Heinich, R. 1985). In the field of journalism, the media company act as the sources and spread the communication in the form of news to the readers, who act as the receiver. As an intermediary for information to the public, a media has the power to make news based on the ideology of the news maker. According to a study by Keswani, Kattu, and Wani (2018), the effect of the magazine used only thin and well-shaped women automatically lead the women readers to start changing their diet plan. That is how the media plays crucial role in forcing human to define the object or even shaping their opinion.

By focusing only on several issues of an object, media uses frames to simplify and prioritize some parts of an event in order to get the sensational reaction along with human interest (Boyle, Kris & Mower, Jordan. 2018). Media limits the information based on what the public understands. Limiting people’s understanding by constructing uncertain issues can possibly change the personal behaviours. (Happer, C. & Philo, G. 2013). The news background, the author’s point of view, and even the words mentioned in an article can lead the reader to respond the news based on what they just read.

The word that media uses in a narrative news may construct a meaning towards a context, for example in the word “terrorism”. An attack related to terrorism happened on November 5th, 2009 at Fort Hood when Major Nidal Malik Hasan, a U.S. army psychiatrist opened fire, killed 13 people with 42 injured. Four years later after the attack in Fort Hood, on September 16th, 2003 at Navy Yard in Washington D.C., Aaron Alexis, a Navy contractor and former Navy

reservist also opened fire and killed 12 people with 3 people injured. Both attacks had similarities, but the media seems to have different perspective on them. The Fort Hood shooting were being portrayed as a “terrorist attack”, while the Navy Yard shooting only portrayed as a “crime” (Morin, Aysel. 2016). Hasan is being called as a terrorist based on the background, culture, and even his religion while Alexis’s case is written as only caused by mental illness. This is due to the limited information raised by the media on Alexis’s case which caused the readers to have more negative assumption on Muslim people.

Since Muslim people were being racialized as ‘non-white’, even though the ‘white’ ones were automatically referred as a Paki, Islam has been known as a religion that is discriminated against and is often entangled in racism (Moosavi, Leon. 2015). For the Western, Islam is being represented as a threat for them, likely as a minority live in and try to dominate a majority. Muslims frequently find themselves at the center of a perceived conflict between national loyalty and religious identity. In American cities, there have been many debates discussing Islam position due to the growth of Muslim population in America. American citizen believe that they have the privilege of voicing their objections towards mosque construction or any other Islamic activity to prevent social risk related to Islam (Bowe, Brian J & Makki, Taj W. 2015).

The racialization that experienced by Muslim people is leading the society to start using the term Islamophobia. A study about the definition of racialization and Islamophobia itself has proved that both terms are linked to each other (Garner, S. & Selod, S. 2014). People from around the world are treating the Muslims as they are different with normal people. The study mentioned that if the societies still consider Islam as their fear or their “phobia”, all the attack experienced by Muslim people will be categorized as the act of racism. Another study explained the meaning of Islamophobia is a way that people use to express their hatred or harmful attack towards Islam (Bleich, Erik. 2011). A person with certain fear or “phobia” tends to give negative attitudes to the specific object. In

this context, the fear towards Islam leads people to indirectly evict the things that are considered disturbing to them by threatening and showing their hatred.

In United Kingdom, the Islamophobia and anti-Muslim case are reported done by such groups of people who act as the religion and racial hatred. These groups are dominated with white men associated with White supremacy. (Hopkins, Peter. 2016). These anti-Muslim attacks not only from verbal hatred, but they were capable of doing serious assaults such as spitting and even murdering. (Copsey et al. 2013; Githens-Mazer, J. & Lambert, R. 2010). Those who are anti-Muslim mostly feel threatened by the spread of Muslim population in their areas. Islam is accused for taking over their country based on what the anti-Muslim thought, know that they considered Muslim people as 'immigrant'.

An additional case happened in British Muslim women who acted as the victim of Islamophobia. Since being a Muslim means you will be haunted and feel threatened with the Islamophobic attacks, the phenomena become an evidence to proof that Muslim or Islam are not welcomed to be part of Britain (Allen, C. 2015). Muslim women in Britain were hesitant to visit some places just because they were wearing a veil or a headscarf which shows their identity as a Muslim caused by the fear of getting targeted by the Islamophobic attacks (Tarlo, E. 2007). To make Muslim people or Islam gone completely from their neighborhood, the attackers tend to target women who use veil or headscarf to be the victim of their attack to Islam because veiled women were known as the representatives of Islam itself.

From a study by Irene Zempi that discussed about veiled Muslim women in UK, Islamophobia is known as a gendered hate crime. As the veiled women are showing their Muslim identity, they are likely to be the ideal target of the Islamophobic attackers. Muslims are represented as 'terrorist', so the veiled Muslim women or Muslim men are being categorized as dangerous and threatening (Zempi, Irene. 2019). Those who experienced Islamophobic attack did not get enough support or any proper protection especially from the area they are

living in. British Muslim women are in the minority position, surrounded by local UK citizen that will do almost the same treatment when they are facing Muslim people.

Based on the cases that are mentioned above, there are several evidences that show Muslim people existence in United Kingdom are not secured. The Muslims often get some inappropriate treatments or even attacks that lead the suspects as Islamophobic adherents. The study intends to uncover UK's perspective on Islam using the way their media report or frame Islam itself.

Speaking of Islamophobic attacks, a French satirical magazine, Charlie Hebdo, got attacked in January 2015 in Paris. The attack was said to be related to the background of the magazine itself, which often mocked one or even some religions through their cartoon. One of the satirical cartoon that they had published was the one with the Prophet Muhammad, Islam's holiest figure. However, the investigation towards the liveness on media when the events occurred shows that through the hashtag #JeSuisCharlie has been a very powerful way for Western society to support Charlie Hebdo for their freedom of speech against the injustice attack. (Sumiala, J., Tikka, M., & Valaskivi, K. 2019). From this case, people were starting to see Islam as a religion that cannot be criticized or else people will get the punishment from Muslim people through the terrorism attack.

Recently, another terrorist attack happened on March 15th 2019 in Al Noor and Linwood Mosque, Christchurch, New Zealand. The shooter who is known as a white-supremacist named Brenton Tarrant did the shooting while the victims were doing the Friday prayer. Brenton Tarrant is responsible for the death of 49 people, also more at the hospital surviving in bad injuries and critical condition. Lots of media have different perspective towards the controversy between Muslim and terrorist attack when they are publishing the news about this Christchurch case. Some media believe that the gunman had been radicalized so he did the shooting as a way to reduce Muslim population in New Zealand.

The controversies of those cases lead each country from all around the world to speak up their opinion towards terrorism or Islam itself, including United Kingdom. The Sun and Daily Mail, as the most popular newspaper read by people in United Kingdom also take part in publishing the news using their own ideology background. Since media has its role to 'stunningly successful' when telling the readers how to think about an event (Cohen, B. 1963), means that both newspaper already have public attention especially in UK society so they can direct people's perspectives and how people will react towards the news.

A study discuss about how the Daily Mail frames news in context of de-radicalisation know that it has potential to shape public opinion. The Daily Mail are chosen based on its popularity and widely read by people who wants to explore more about significance framing along with Government's policies. As the result of de-radicalisation discussion, which is divided into positive and negative framing, it shows that the de-radicalisation contained in the Daily Mail are positively spread even though the negative side is the media let the readers know the failure of those policies (Clubb, Gordon & O'Connor, Ryan. 2019). The Daily Mail and also another top media in United Kingdom such as The Sun, both have connection to the readers, especially UK citizen. So that when the media discuss some cases whether it is about politics, terrorism, and other conflicts, they can wrap up the news and present the selected parts that are believed to build public opinion.

Terrorist activities are presented and framed by media worldwide so there are many differences of understanding (Norris et al. 2003). According to the framing analysis from Entman (1993), the definition of framing is to selects some aspects to become a primary object in such way as to promote a particular problem described. Because of the controversial value of terrorism itself, the phenomenon has attracted global media especially in scientific field (Yang, Liu & Chen, Huailin. 2018). A hypothesis from the scholars said that journalists often use religion aspects to distinguish the ethnic or culture as if they are possible to participate in terrorism activities (Powell, K. 2011). By using selected parts of a

story, it will automatically increase reader's interest, especially when the readers relate a case with an individual or a community that will lead to a new point of view about a person or a group's identity.

A similar comparison of framing strategies has also been done by raising Edward Snowden case (Salvo, Philip & Negro, Gianluigi. 2015). Edward Snowden was an employee at Central Intelligence Agency (CIA), also known as an American whistleblower who leaked the information from National Security Agency in 2013. The research was taking the point of view from United Kingdom, United States, and China media towards Snowden's leak. The term "whistleblower" is the most used by all the chosen newspaper for defining Edward Snowden. The background of Edward Snowden as the worker in CIA has linked him into the term "whistleblower" since his crime for giving the illicit information. The term which the media use to report the case becomes an information that lead the readers to give their opinion about Edward Snowden. Therefore, the words chosen by the media can bring up different views from the readers about how they repute someone concerned.

Same cases about the use of special terms in news also occurs in an analysis of The New York Times and Washington Post, which are considered as US elite newspapers (Hoewe, J. & Bowe, B. 2018). The analysis relates both media in their use of the phrase 'radical Islam'. It is said that the phrase has become a term which tends to have negative meanings for readers in evaluating Islam and associating it with terrorism, especially when the media uses framing to portray one specific object in news.

Media are often interested in cases that are widely highlighted by the public. Another study is known to discuss the topic of refugees in Syria because it is said that the topic represents the 'worst humanitarian crisis' (Dimitrova, D., Ozdora-Aksak, E., & Connolly-Ahern, C. 2018). The research analyzes different perspectives of global media on publishing news about Syrian refugees. There are different coverage of news topics used by the media, for example there are media

that discuss the conditions of the refugees. In addition, there are also media that link the case with the cultural context in Syria. In fact, some media even publish this case that makes the refugees seen as the negative object.

The media is responsible to act as a bridge of information between a case and readers around the world. Therefore, the use of framing is very influential on news because the reader is likely to examine the news in detail. Based on the studies above, this research will conduct a similar analysis of the use of framing in reporting a case especially on Islam and Muslim in news article but with different topic discussion.

For analyzing the news article by seeing the interpretation from the details of the article, Pan and Kosicki's framing analysis (1993) are used for this study to reveal the hidden ideology of the news from both media in the discussion about Islam. The theory take part in the reality construction of the media arranged as the communication awareness. It believes that the use of certain words, information background, sources, and quotation can lead to the idea of framing which affect people to examine the news based on what is written inside the news. This theory focuses on four structures, which are syntactical, script, thematic, and rhetorical.

As the result, this study will compare news from two well-known media in United Kingdom, The Sun and Daily Mail, using Pan and Kosicki's framing analysis in Christchurch and Charlie Hebdo case. According to Pan and Kosicki, "framing is regarded as a process of raising the public awareness of a message, putting more emphasis on the message than others, so that the audience concentrates more on it". This theory employs an approach model, such as syntactic, scripts, thematic, and rhetorical structures. After comparing the way both media reported those cases, UK's perspective on Islam would be seen from the quoted news and responses. The articles chosen will be analyzed based on the concept of framing and perspective developed by these articles to represent the ideology of the country, especially Britain. The data was chosen because the article tends to have a framing perspective on Islam, which is indicated by the title

used in the article. The final result will be shown as the ideology and point of view from United Kingdom towards Islam are revealed.

1.2 Research Question

1. How The Sun and Daily Mail frames Islam through the Christchurch and Charlie Hebdo cases?
2. How The Sun and Daily Mail imply their ideology through their news?

1.3 Purpose of The Study

The study is being discussed to reach the purpose below:

1. To see the perspective of the UK media through the way they frame cases about Islam.
2. To see how the media imply their ideology through published news.

1.4 Scope of The Study

The study will focus on comparing the news article related to the topic discussion and media sources, such as:

1. News articles reporting the Charlie Hebdo and Christchurch cases
2. News articles about both cases above were taken from The Sun and Daily Mail as UK media

1.5 Significances of The Study

The result of the study will provide the information regarding the media United Kingdom on how The Sun and Daily Mail report news specifically from

Charlie Hebdo and Christchurch cases. The comparison on both cases and media will show the use of a framing which will later reveal the ideology or opinion of a country towards a community.

The significance studies of the research are also useful for some are shown below:

1. English Literature students, especially in analyzing media and research studies
2. Readers, to be more aware to the media and its influence

