Islam & The Media

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Carnegie Foundation: Islamic Initiative
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Islam (religion) & the Media

• 1.3 billion people
• OIC – 57 states, 4 continents
• “Other” [distinct from “US”]
• Something nebulous
• Try to understand
• Religious “tolerance” -- endure
& the [American] [news] Media

Communication power

- News reporting distinct from op-ed
- Journalism distinct from advertising, public relations,
- Professional
- Code of Ethics
- Standards: accuracy, objectivity, timeliness
- 4th Estate
Contextual Communication
Contributors

American News Media [may be focus]
– Entertainment Industry
– Religious institutions
– Schools
– Social & Political Organizations
– Businesses
Political Cartoons
Political Cartoons

TOONOPHOBIA: IRRATIONAL FEAR OF BLASPHEMOUS LINE DRAWINGS

www.CoxAndForkum.com
THE MUSLIMS ARE COMING!

ANNE MARIE SLAUGHTER ON THE NEW FEAR-MONGERING >> PAGE 3
Popular Movies

zaharna - Carnegie 2008
Contextual Communication

• Media images do not occur in a socio-political vacuum.
• Media reflect & reinforce socio-political context
• If focus solely on media images, missing the point
Communication – Relationships

Opinion polls
Polls – Traditional Mass Comm Tool

• Traditional Mass Comm equation:
  – communicator and audience separate
  – media a tool for reaching audience

• Want data about what people:
  – know [knowledge]
  – feel [attitude]
  – do [behavior]
  – media use

• Strength of polling data
  – Sampling procedures
  – Question design
  – Statistical analysis
  – Predictive value / application
Opinion Polls as Relationship Indicators

• With globalization – more like an interpersonal relationship – nations and people are intimately connected with others

• It is rarely just about “them”
• Inherent link/relationship between communicator and the audience
• Communication equation → two-sided
Opinion Polls – Mirror phenomenon

• How we feel about “them” [often] how they think about “us”
• Fear mirror fear
• Misinformation mirror misinformation
• Liking mirror liking
Opinion Polls – Projection

• “They” are opinionated, “We” are neutral, no opinion

• Do you think “they” are violent?
• Do you think “we” are violent?
Opinion Polls – not “Us”

• Do you think each of the following applies to Muslims living in the US?
  – Committed to their religious beliefs?
  – Loyal to the United States?
  – Respectful of other religions?
  – Too extreme in their religious beliefs?
  – Respect of women?
  – Sympathetic to the al-Qaeda terrorist organization?

Gallup, Anti-Muslim Sentiment, August 10, 2006
Opinion Polls – not “Us”

• Do you think each of the following applies to Muslims living in the US?
  – Committed to their religious beliefs? 87%
  – Loyal to the United States? 49%
  – Respectful of other religions? 47%
  – Too extreme in their religious beliefs? 44%
  – Respect of women? 35%
  – Sympathetic to the al-Qaeda terrorist organization? 34%

Gallup, Anti-Muslim Sentiment, August 10, 2006
Q.18 Which one of the religions that I name do you think of as most violent--Christianity, Islam, Judaism or Hinduism? None Don’t know

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<th></th>
<th>Christianity</th>
<th>Islam</th>
<th>Judaism</th>
<th>Hinduism</th>
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Pew Global Attitudes Project, Spring 2005
Problem of Info? Or Attitude?

Analytical tools of persuasion
Brown: Pre-propaganda Stage

- **Purpose** -- catch the audience’s attention by appealing to powerful emotions (cultural values) already in the audience; anger, jealousy, fear, guilt, hope
- **Focus** -- the *interpretation* of the situation, not the *facts*
- **Emotional tension** -- *create discontent within audience*
- **Out group** -- transfer emotional tension to out-group, identify out-group as the Enemy
Propaganda techniques

• Plain folk
• Testimonial
• Card stacking
• Transfer
• Glittering generalities
• Name calling
Rank -- Intensify/Downplay Schema

• Intensify – one’s good, other’s bad
• Downplay – one’s bad, other’s good

• **Intensify techniques**
  – Repetition
  – Association
  – Context

• **Downplay techniques**
  – Omission
  – Diversion
  – Confusion
Entman – Framing

• Framing – a process of selecting and highlighting

• Frame functions
  – define “problem”
  – identify the source creating and fueling problem
  – identify the course of required action
  – identify desired outcome
Keen – Faces of the Enemy

- Enemy as “created by paranoia”
- Enemy as the “enemy of God”
- Enemy as the “Barbarian”
- Enemy as “Rapist”
- Enemy as Beast, Insect, or Reptile
- Enemy as Death
What struck out

• Similarity of descriptions & tactics
  [Islam terrorist & Palestinian Arab terrorist]

• Political overlay of ME political conflict on religion

• Frames – religion, sacred text, prophet, followers
Frames -- Islam

• Religion (Islam)
• Sacred text (Quran)
• Sacred prophet (Prophet Muhammad)
• Followers (Muslims)
Religion

• logical, rational arguments to dissect faith, explain religion
• Infuse with information – stats, documents, citations
• Impression – the problem is the religion, not how non-followers understand or present religion
• Ex: islamofacism
Atlantic.com “Islamofascism” 23 Oct 2007
Islamo-Fascism Awareness Week, “a wake-up call for Americans on 200 university and college campuses.”
Fascism -- The word FASCIO: derived from Italian - meaning a group; such groups were organized to fight Socialism and Communism by violence.
“Do not think that I have come to bring peace on earth; I have not come to bring peace, but a sword.”
Frame: Sacred Text

“Do not think that I have come to bring peace on earth; I have not come to bring peace, but a sword.”

(New Testament, Matthew 10:34)
Bigger Picture – Not new, not unique

Theory of Race
Wartime Enemy
Religious Discrimination
Theory of Race
Theory of Race

• Flowed from Darwin’s theory of evolution
• “Primitive peoples”

• Could use ‘race’ to explain people’s beliefs, attitudes, and actions
“…. the merciless Indian Savages, whose known rule of warfare, is an undistinguished destruction of all ages, sexes and conditions."

Declaration of Independence
July 4, 1776
"freshly catch" Black African slaves middle coasts of west Africa to South America and to the south coast of the today's USA.
VALUABLE GANG OF YOUNG NEGROES

By JOS. A. BEARD.

Will be sold at Auction,

ON WEDNESDAY, 25TH INST.

At 12 o'clock, at Banks' Arcade,

17 Valuable Young Negroes,
Men and Women, Field Hands.
Sold for no fault; with the best
city guarantees.

Sale Positive
and without reserve!

TERMS CASH.

New Orleans, March 24, 1840.
A Slave Auction in Richmond, from "Le Globe Illustre," 1862
Jim Crow Laws
Stereotypes Used in advertising
Wrong then, Wrong now.
Theory of Religion

• Can use religion to explain people’s beliefs, attitudes, and actions
• All people of a certain religion are assumed to act in a certain way
• If different, they are the “exception”
• Hunt for, call on, the few “Islamic moderates” – sets up an automatic counter frame -- extremist
American during Wartime

Ethnic Japanese – WWII
USA
Anti-Japanese

smack the japs!

VOLUNTEER FOR SUBMARINE SERVICE
US Treasury Dept

Let's blast 'em Japanazis!

Buy WAR STAMPS here-now!

A 25¢ war stamp buys 12 bullets

War stamp council—liquor and wine industries—cooperating with U.S. treasury dept.
JAP... You're Next!

BUY EXTRA BONDS
US ARMY
Official poster
Emperor Hirohito
Cover: May 21, 1945
You think war end soon?...

Go ahead, TAKE DAY OFF!
“Don't Save His Face!”

Every blow counts in the battle for production.
USA

Let's Get In And Pitch -

To Smash The Son-Of-A-Sun!

Let's Go Everybody - Keep 'Em Firing!
YOUR BIT CAN HELP DRIVE HIM MAD!
Calls to Deport

Ethnic Japanese

“Yellow Peril”
The Song

History - in every century, records an act that lives forevermore. We'll recall - as in to line we fall, the thing that happened on Hawaii's shore.

Let's REMEMBER PEARL HARBOR -
As we go to meet the foe -
Let's REMEMBER PEARL HARBOR
As we did the Alamo.

We will always remember - how they died for liberty,
Let's REMEMBER PEARL HARBOR
and go on to victory.
“Waiting for the Signal from Home” - Dr. Seuss
INSTRUCTIONS TO ALL PERSONS OF JAPANESE ANCESTRY

Living in the Following Area:

All that portion of the City and County of San Francisco, State of California, lying generally west of the north-south line established by Junipero Serra Boulevard, Worcester Avenue, and Nineteenth Avenue, and lying generally north of the east-west line established by California Street, to the intersection of Market Street, and thence on Market Street to San Francisco Bay.

All Japanese persons, both alien and non-alien, will be evacuated from the above designated area by 12:00 o'clock noon Tuesday, April 7, 1942.

No Japanese person will be permitted to enter or leave the above described area after 8:00 a.m., Thursday, April 2, 1942, without obtaining special permission from the Provost Marshal at the Civil Control Station located at:

1701 Van Ness Avenue
San Francisco, California

The Civil Control Station is equipped to assist the Japanese population affected by this evacuation in the following ways:

1. Give advice and instructions on the evacuation.
2. Provide services with respect to the management, leasing, sale, storage or other disposition of most kinds of property including real estate, business and professional equipment, buildings, household goods, boats, automobiles, livestock, etc.
3. Provide temporary residence elsewhere for all Japanese in family groups.
4. Transport persons and a limited amount of clothing and equipment to their new residence, as specified below.

The Following Instructions Must Be Observed:

1. A responsible member of each family, preferably the head of the family, or the person in whose name most of the property is held, and each individual living alone, will report to the Civil Control Station to receive further instructions. This must be done between 8:00 a.m. and 5:00 p.m., Thursday, April 2, 1942, or between 8:00 a.m. and 5:00 p.m., Friday, April 3, 1942.
Forced re-location to interment camps
Forced to Leave Businesses
ID Tags
On coats
Barbed Wire – Rocky Mts
In background
Wrong then, Wrong now.
Religious Discrimination
Christian-Jewish Relations

• Historical record of persecution
• Holocaust – ‘culmination’ of persecution
• Jewish Anti-Defamation League [JDL]
• “teaching of contempt”
Christian-Jewish Relations

- Christianization of the Roman Empire 4th century AD
- The Cross has been as much a symbol of persecution and terror
- Under the banner of the cross and in the name of Christ, the Jews have been
  - cast out of nations,
  - confined to ghettos,
  - lost their possessions and frequently their lives,
  - forced to convert to a Christianity [which compelled them to break the Sabbath, to not circumcise their children, and to eat swine]
Categories of anti-Jewish behaviors

• Hateful words [in sermons, speeches, media]
• Accusations [deicide, ‘Christ killers’]
• Threats or coercions
• Restrictions [ghetto]
• Force [looting, vandalism, expulsion]
• Murder & Mass murder [hangings, mob attacks, pogroms]
• Nazi Holocaust [Nazi ‘Final Solution” to the so-called ‘the Jewish Problem’]
Pogrom means persecution, "hunting" of Jews
Middle Ages – anti-Jewish
Anti-Jewish stereotyping
“Christ killers”
No Jews allowed!
Driving Miss Daisy – Atlanta, Georgia, 1948
Google images

“anti-Jewish stereotypes”

% saying "probably true"

1998 1992 1964

Stick together more than other Americans
57% 51% 52%

Always like to be at the head of things
54% 39% 33%

More loyal to Israel than America
35% 31% 30%

Too much control/influence on Wall Street
30% 27% 16%

Too much power in the business world
29% 24% 16%

Have lots of irritating faults
40% 22% 14%

Business men are so shrewd others don't have a fair chance to compete
35% 19% 14%

More willing to use shady practices
42% 21% 13%

Too much power in the U.S. today
31% 11% 11%

Just as honest as other businessmen (% saying "false")
28% 16% 10%

Don't care what happens to anyone but own kind
26% 16% 9%

*question wording slightly different in 1998 from past studies
Wrong then, Wrong now.
“the teaching of contempt”

• …urgent efforts that Christians have been making to purge their faith of every vestige of ‘the teaching of contempt’

Source: International Council of Christians and Jews
"Judaism is Judaism because it rejects Christianity; and Christianity is Christianity because it rejects Judaism."

Rabbi Eliezar Berkowitz, Chairman Jewish Philosophy Department, Hebrew Theological College, 1966
Jewish-Christian Dialogue

• Development of a new understanding between the two communities after a long history of animosity.
• Christian-Jewish dialogue began after WWII
• Gain momentum in late 1960s & early 1970s
• Tremendous growth toward mutuality in the 1980s & 1990s
• Judeo-Christian “tradition” & values

Source: International Council of Christians and Jews
Summary
Summary – Media Images

• Media images do not occur in a socio-political vacuum.
• Media reflect & reinforce socio-political context
• If focus solely on media images, missing the point
• Outreach – schools, religious institutions, advertising, entertainment, business
Summary – Opinion Polls

• Globalization – look for relationships
• Look for
  – Mirror phenomenon
  – Projections
• Problem of Information (knowledge)
• Problem of Interpretation (attitude - persuasion)
• Overlay of ME conflict – War on Terrorism
Summary – Analytical Tools

• Islam / Muslims as “Out-group”
  – As long as “them” – vulnerable, legitimate target of fear & hate
  – Islam mainstream USA

• Distinguish Religious Faith -- ME Politics

• Frames: Religion, Sacred Texts, Prophets, Followers
Summary – Not New, or Unique

• Theory of Race
  – Theory of Religion
• Wartime Enemy
• Religious Discrimination

• Wrong then, Wrong now.
Summary – Dialogue

• Doable
• Takes time – patience, respect, commitment
• Can yield results
“For Better or For Worse”
Lynn Johnston

Sunday Comics Section
Washington Post
February 16, 2003

I KNOW EVERYONE IS GONNA GET A GREAT MARK ON THAT EXAM BUT ME!
Thank you

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