

Islam & The Media

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Washington, DC
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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

News
Images

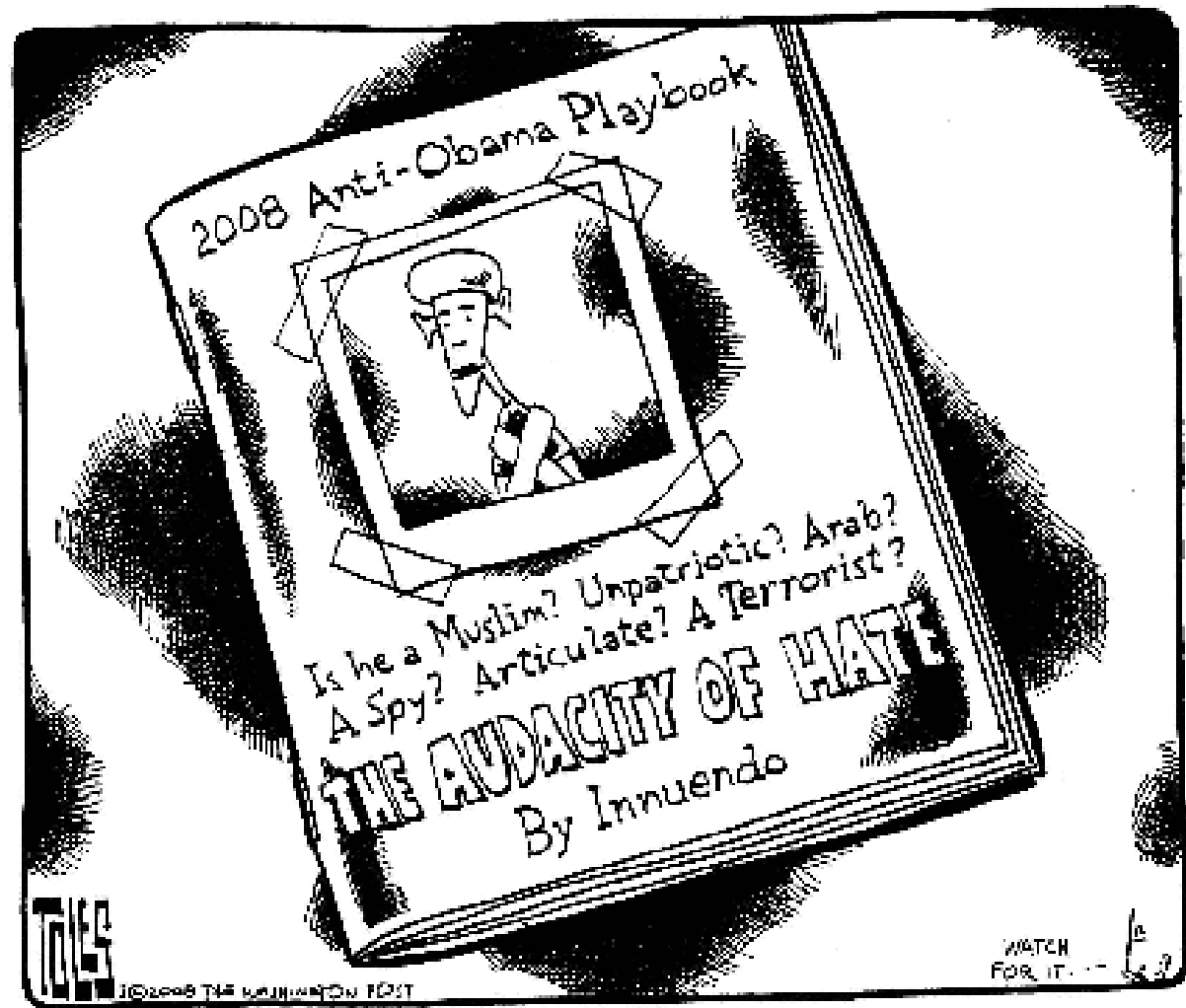


4 Mar 2008

THE WASHINGTON POST

Tom Toles

Political
Cartoons



Political Cartoons



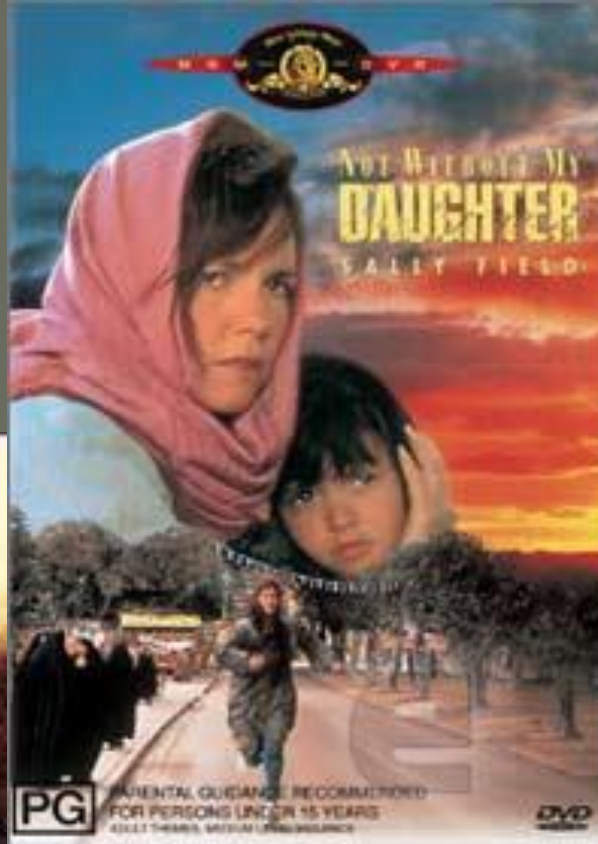
TOONOPHOBIA: IRRATIONAL FEAR OF BLASPHEMOUS LINE DRAWINGS

BOOK WORLD



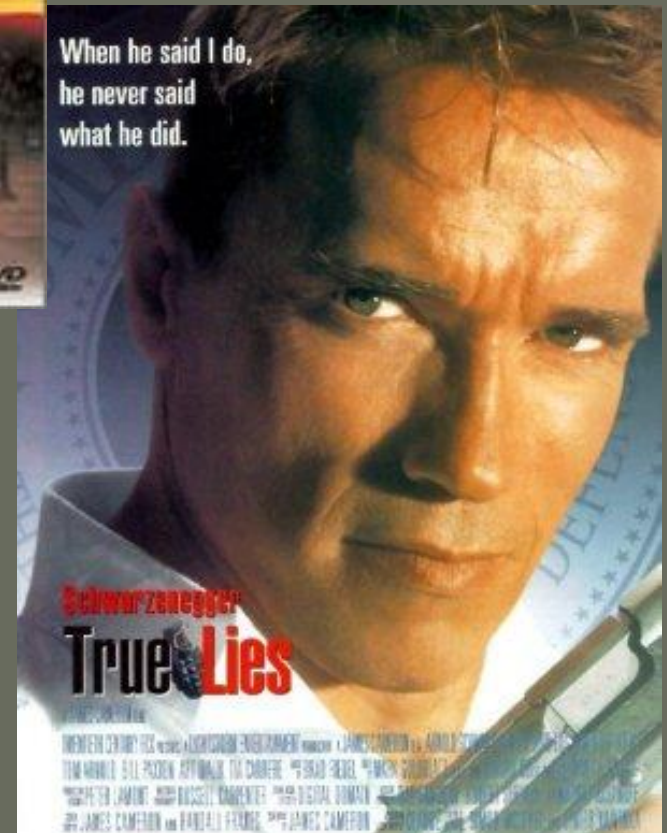
THE MUSLIMS ARE COMING!

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



Popular Movies

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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

Opinion Polls – Religion or Politics?

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

	Christianity	Islam	Judaism	Hinduism	(VOL.)	Refused (N)
United States	9	67	4	5	2	13=100 (N=520)
Canada	8	61	4	6	3	18=100 (N=282)
Great Britain	8	63	4	3	4	18=100 (N=352)
France	2	87	2	2	4	2=99 (N=347)
Germany	2	79	3	4	2	10=100 (N=388)
Spain	2	81	4	2	2	8=99 (N=393)
Netherlands	3	88	2	1	2	5=101 (N=456)
Russia	3	71	10	4	3	10=101 (N=542)
Poland	3	77	5	4	2	11=102 (N=508)
Turkey	46	15	20	2	4	13=100 (N=261)
Pakistan	4	6	51	31	6	3=101 (N=492)
India	5	73	2	17	1	2=100 (N=788)
Lebanon	15	18	66	0	0	1=100 (N=167)
Jordan	1	1	98	0	0	0=100 (N=751)
Morocco	5	3	83	5	1	3=100 (N=405)
Indonesia	10	11	63	*	10	6=100 (N=166)

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

zaharna - Carnegie 2008

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Islamofascism Awareness Week **October 22-26, 2007**

www.terrorismawareness.org

Islamofascism Awareness Week, “a wake-up call for Americans on 200 university and college campuses.”
Zahara - Carnegie 2008



Fascism -- The word **FASCIO**: derived from Italian - meaning a group; such groups were organized to fight Socialism and Communism by violence.

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.”

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

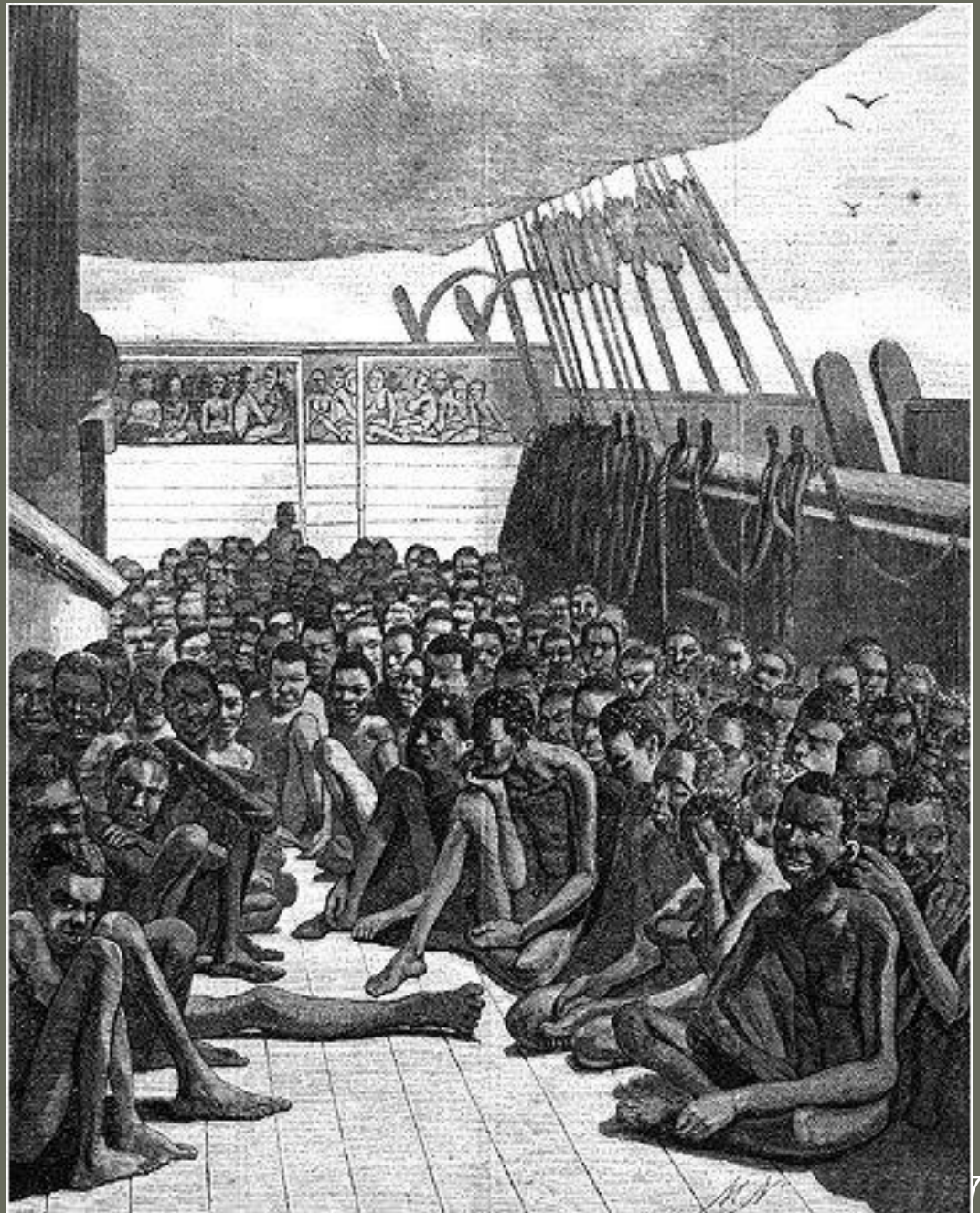
- Flowed from Darwin's theory of evolution
- “Primitive peoples”
- Could use ‘race’ to explain people's beliefs, attitudes, and actions

“.... 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.



1840
**VALUABLE GANG OF YOUNG
NEGROES**

By JOS. A. BEARD.

Will be sold at Auction,
ON WEDNESDAY, 25TH INST.

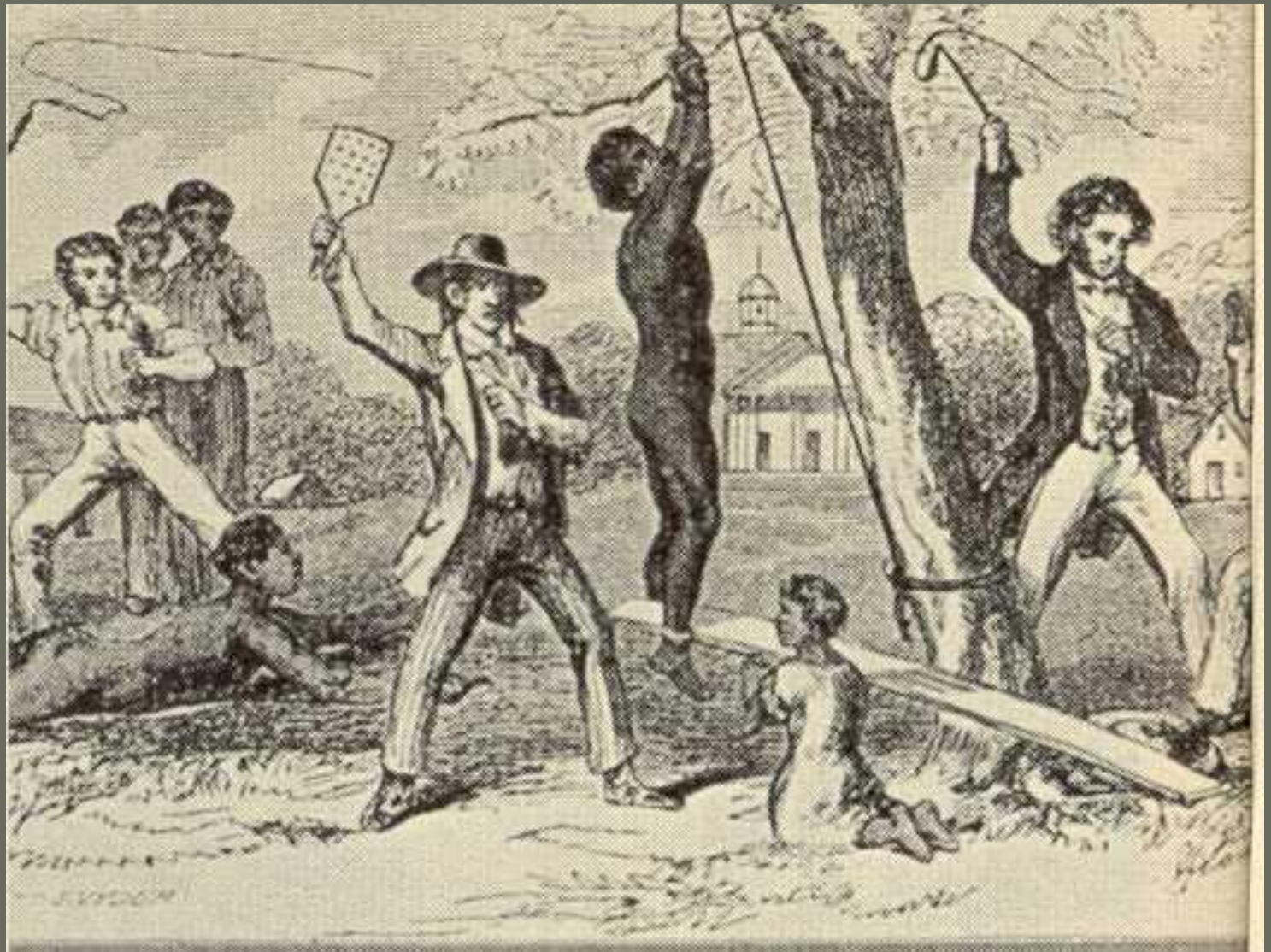
At 12 o'clock, at Banks' Arcade,
**17 Valuable Young Negroes,
Men and Women, Field Hands.
Sold for no fault; with the best
city guarantees.**

**Sale Positive
and without reserve!**

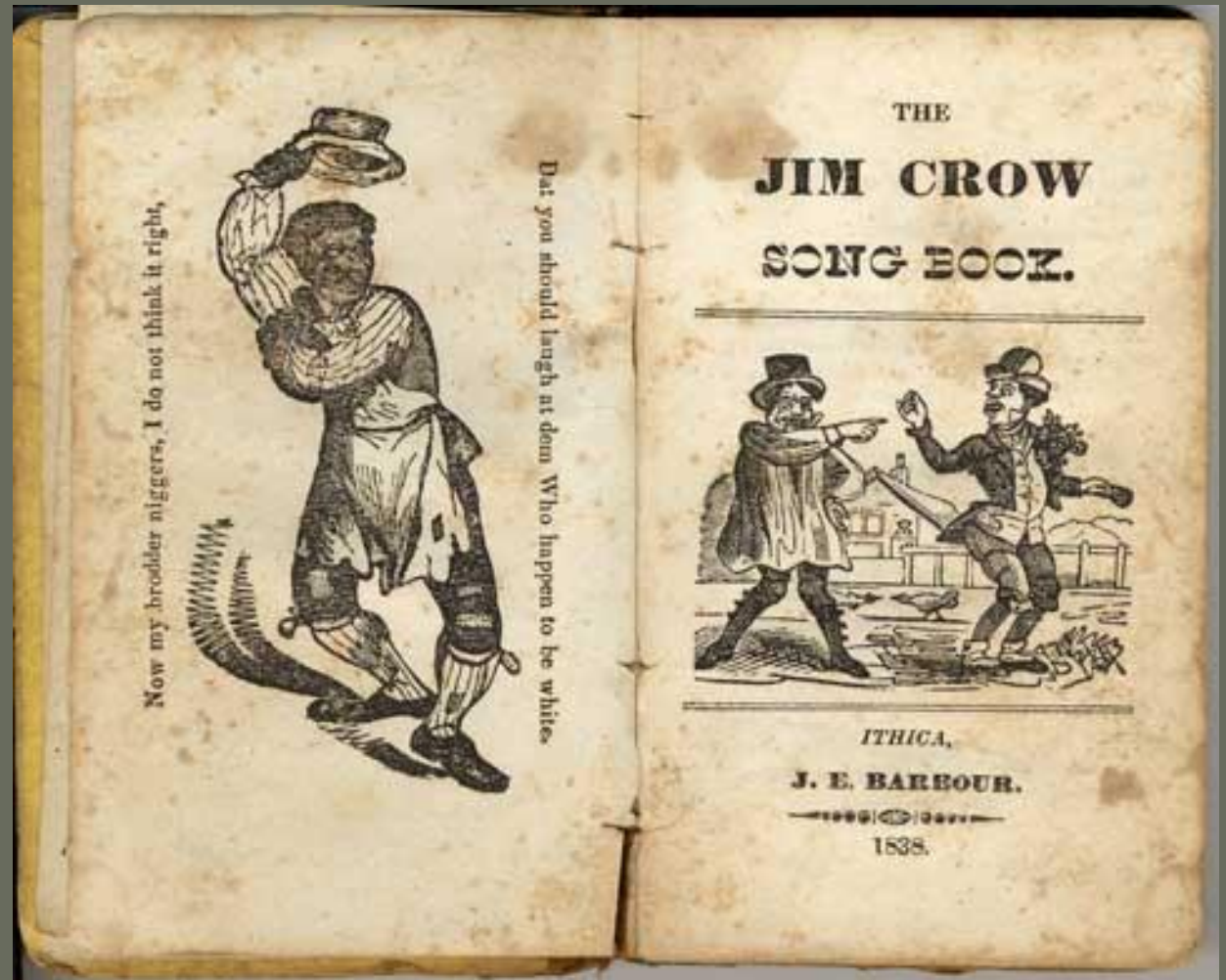
TERMS CASH.

New Orleans, March 24, 1840.





Jim Crow
Laws



Stereotypes
Used in advertising

“Dar ain't no flies on us.”

SURE CATCH PAPER

STICKY FLY PAPER

ASK FOR IMPROVED SURE CATCH PAPER

HIS SUMMER GIRL.

COPYRIGHT BY
J. HUNGERFORD SMITH CO.,
MANUFACTURING CHEMISTS,
ROCHESTER, N. Y.

ROCHESTER, N. Y.

J. HUNGERFORD SMITH CO.,
Manufacturers,
ROCHESTER, N. Y.

“HIS SUMMER GIRL” Show Card 10 x 16 in Every Case of Sure Catch.
OVER.



**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



LET'S BLAST 'EM JAPANAZIS!



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Buy WAR STAMPS HERE-NOW!

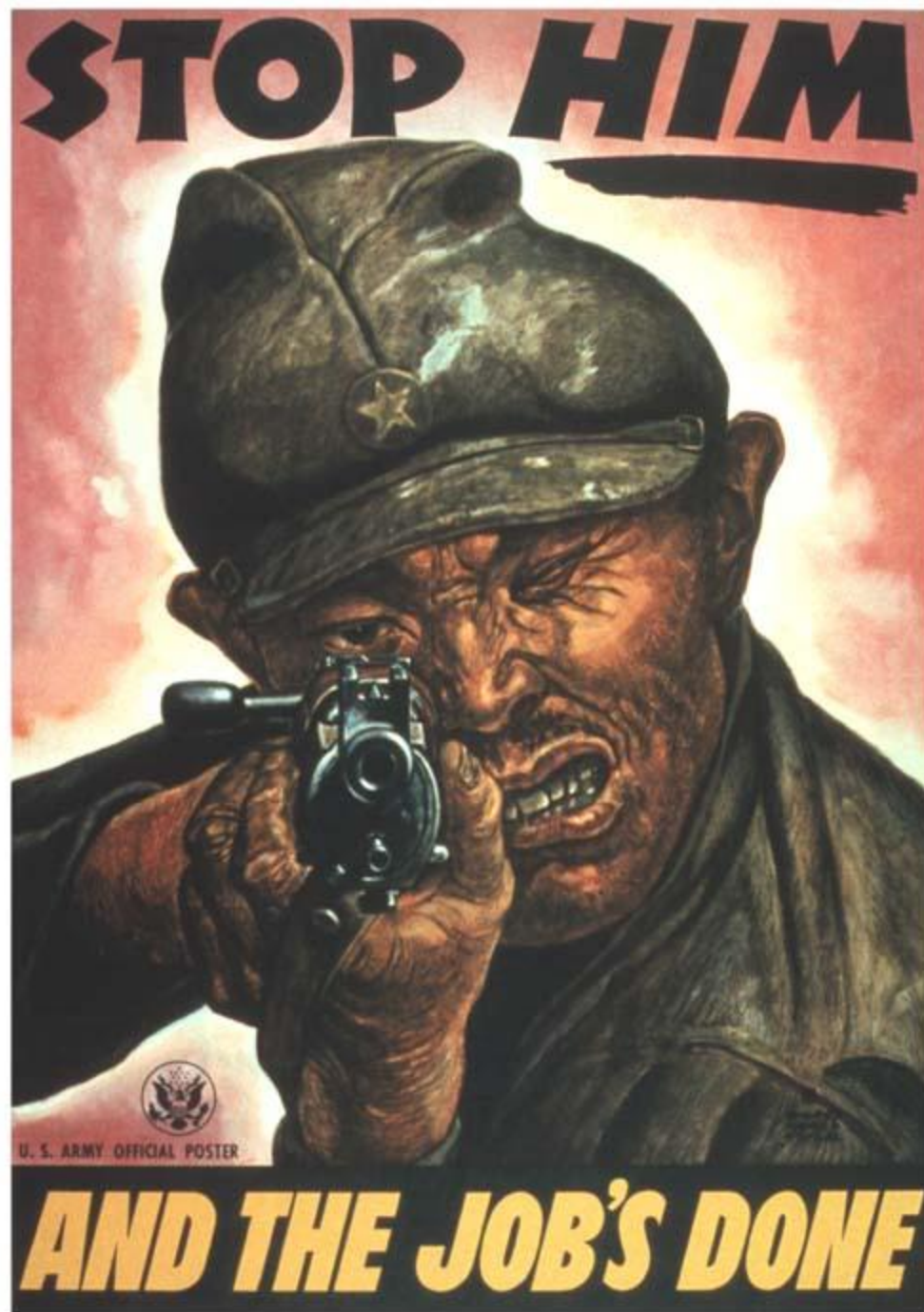


WAR STAMP COUNCIL—LIQUOR AND WINE INDUSTRIES—COOPERATING WITH U. S. TREASURY DEPT.

USA
War
Bonds



US ARMY
Official
poster



Emperor Hirohito Cover: May 21, 1945



US
Corporate
Sponsors -

TEXACO

You think war end soon?...

Go ahead,
**TAKE DAY
OFF!**



US
Labor

***"Don't Save His
Face!"***



***EVERY BLOW COUNTS
IN THE BATTLE FOR PRODUCTION***

USA



**YOUR
BIT
CAN HELP
DRIVE
HIM
MAD!**





Calls to
Deport
Ethnic
Japanese
“Yellow
Peril”



The Song

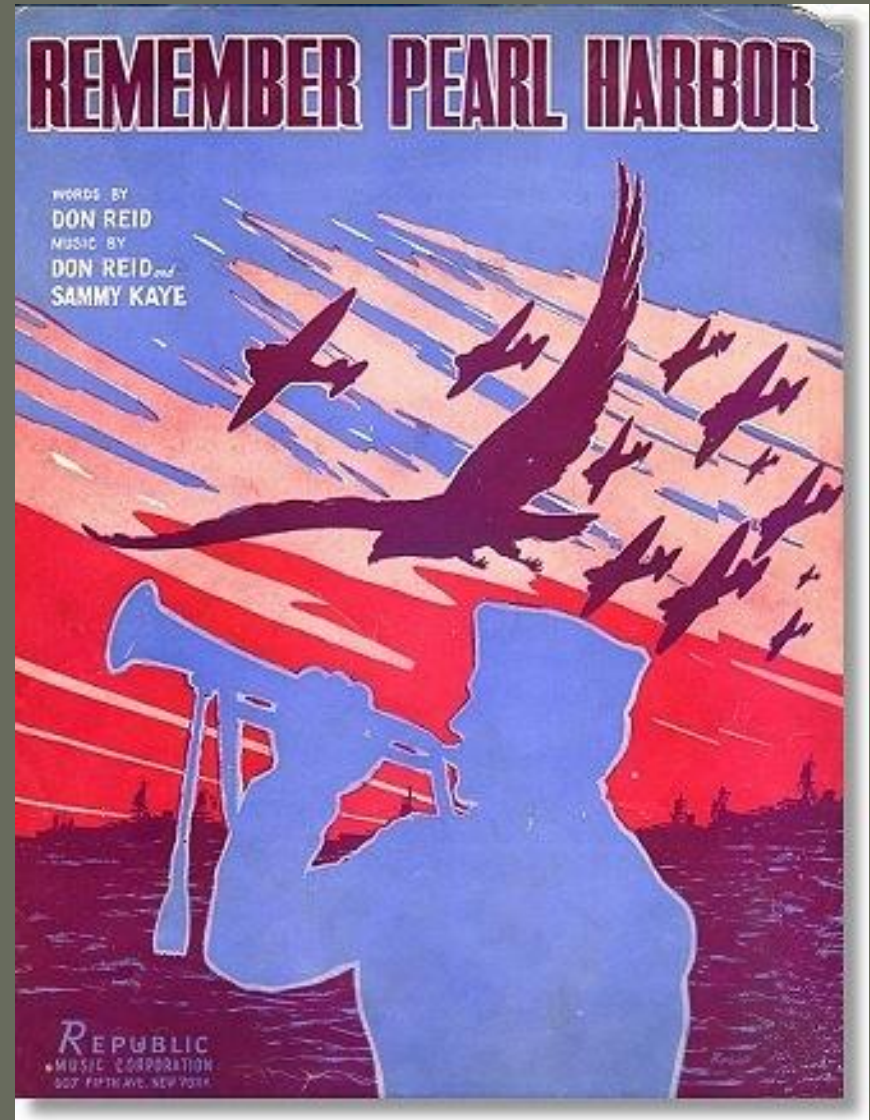
History - in every century,
records an act that lives
forevermore.

We'll recall - as in to line we fall,
the thing that happened on
Hawaii's shore.

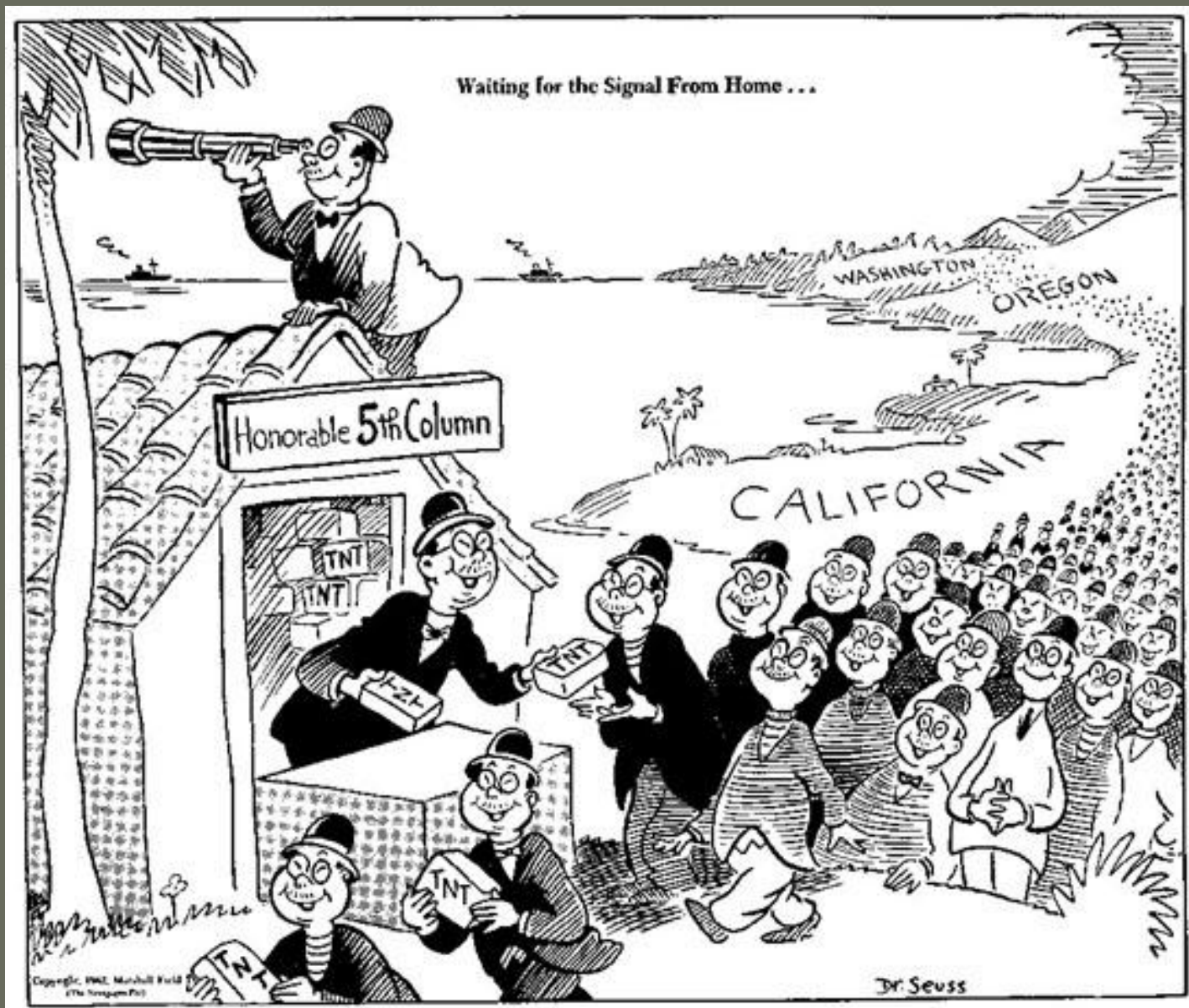
Let's REMEMBER PEARL
HARBOR -
As we go to meet the foe -
Let's REMEMBER PEARL
HARBOR
As we did the Alamo.

We will always remember -
how they died for liberty,
Let's REMEMBER PEARL
HARBOR

and go on to victory. zaharna - Carnegie 2008



“Waiting for the Signal from Home” - Dr. Seuss



Notice for relocation

**WESTERN DEFENSE COMMAND AND FOURTH ARMY
WARTIME CIVIL CONTROL ADMINISTRATION**
Presidio of San Francisco, California
April 1, 1942

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



IS THERE ANY BETTER VALUE THAN THE ORIGINAL "GOLDEN GREATS" RECORDS

The First Great
View in January
& February

**FLYBOOT
STEREOPHONE**

Features The
Most Wonderful
Musical Greats
There

Anti-Jewish
stereotyping

JEWFACE

WON'T
SILVER
THE
HEAVENLY
HERE

WON'T
RESCUE
THE
LAST
SUPPER
WISDOM

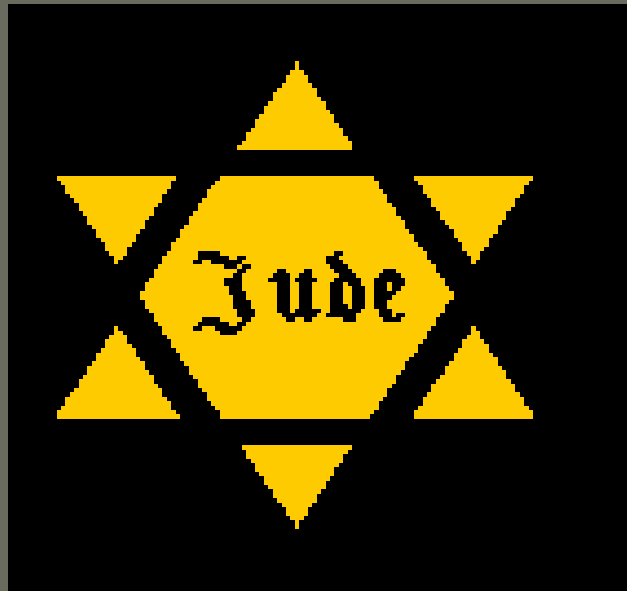


"WON'T
SILVER
THE
HEAVENLY
HERE"

NO. 15

GOLDEN GREATS
BY THE LONDON
YOUNG MEN'S
OF OUR TIME

"WON'T TAKE ME A DOLLAR" AND OTHER SONGS BY THE LONDON YOUNG MEN'S OF OUR TIME
RECORDS BY THE LONDON YOUNG MEN'S OF OUR TIME



“Christ killers”





No
Jews
allowed!

2002 5 31

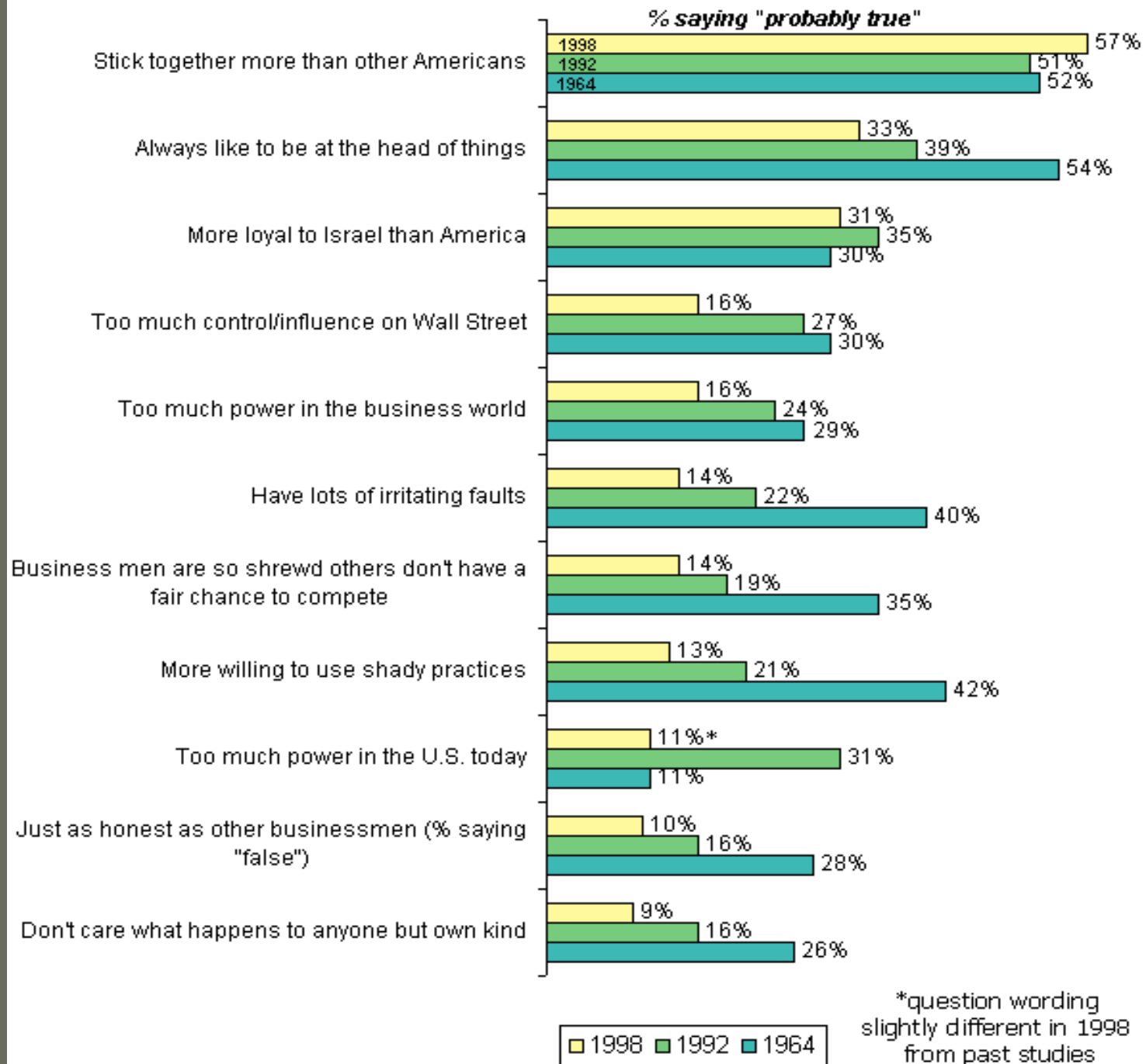
Driving Miss Daisy – Atlanta, Georgia, 1948





Google images

“anti-Jewish stereotypes”



**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

By Lynn Johnston



“For Better or For Worse”
Lynn Johnston

Sunday Comics Section
Washington Post
February 16, 2003

Thank you

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