TÍTULO: Enmarcar el terrorismo por los medios: las inevitables coacciones.

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RESUMEN: Los medios juegan un papel importante en la elaboración de actividades terroristas y aunque los medios de comunicación se han utilizado de diferentes maneras para cubrir actividades relacionadas con el terrorismo; no está claro por qué y cómo se usan los medios para enmarcar el terrorismo. El artículo evalúa la psique de los medios sobre la representación del terrorismo. El estudio actual ha llevado a cabo una revisión narrativa no sistemática de la literatura existente sobre la psique de los medios y el terrorismo. Los medios de comunicación pueden enmarcar positivamente el terrorismo para crear conciencia contra el terrorismo y al mismo tiempo pueden promoverlo negativamente al difundir la violencia entre el público para proyectar contenidos relacionados con el terrorismo.

PALABRAS CLAVES: Medios, encuadre, terrorismo.

TITLE: Framing terrorism by media: the inevitable coactions.

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ABSTRACT: The media play an important role in the development of terrorist activities and although the media have been used in different ways to cover terrorism-related activities, it is not clear why and how the means are used to frame terrorism. The article evaluates the media psyche on the representation of terrorism. The current study has carried out a non-systematic narrative review of the existing literature on the media psyche and terrorism. The media can positively frame terrorism to raise awareness against terrorism and at the same time they can promote it negatively by spreading violence among the public to project content related to terrorism.

INTRODUCTION

The media works as an active information source and effective communication means for heterogeneous audience. Men utilize the media framing techniques to communicate well and rationalize the flow of information to the audience. Framing refers to the use of words in a combined form, at the ground level, sentence, that makes the sentence, phrase or news, which ultimately gives a message to its audience. Such messages are framed in any way either, it is communicated through mass or alternate media (Cissel, 2012).

Historically, in past, researchers have found a strong connection between media and terrorism (Rohner, 2007). In the past few decades, there has been remarkable terrorist attacks around the world and in these all terrorist attacks the architects of terrorism exploited media for their operational efficiency, information collection, fund raising and propaganda plans (Nacos, 2006). For this reason, Brown (2004) explained that there is interdependence amid mass media and terrorist along with the military organizations at the time of crises. The media reporting styles tend to form political platform, which disclose conflicts.

The political leaders respond to media reports and give remarks without having authentic reliability. In this way, the media do not cover only reports of incidents; instead, the way of the media representation of crisis turns into significant element of such crisis.

Media reports not only affect public opinion at domestic level, but also cause the reaction base for other parties. Because of this reason, military and terrorist organizations prefer to seek such representations in media despite having ability to tackle crises by force. The frames generated by media usually break into two groups like generic and issue-oriented frames (Dietz & Garrelts, 2014). General frames are wide-ranging and carry the physical ideas that are restricted to human interest, the economic impacts, conflicts, responsibilities and ethics (Otieno et al., 2013).

Issue-oriented frames are more slanted. They carry more flexibility and diverge depend upon contents which are investigated as well as vary in accordance with the topic of research and the existing context (Vreese, 2005). The framing effect has developed a context, which carries evaluation of the decision makers about a phenomenon.

Such effects usually occur with time limitations and cause equal results that appear as either gains or losses for individuals. The framing effect produces a more intensified response to the individuals' likely losses than their gains thus, media exposure to the terroristic act can further aggravate the situation (Schuck & Vreese, 2006). It is because the framing has emerged as the communication tool based for contemporary campaigns. It may be considered as revival of scholastic research on cognitive effects of a campaign like priming and agenda setting, majority of these thoughts are to be related with the identical grounds (Fairhurst, 2010). Moreover, mass media framing has four solutions in displaying the human world reality. These depictions are differently functioning within proper societal domain discussions and vital thinking likewise, press indicates reality, press represents reality, press operates in a discursive way and the press offers designs for various problems (Kahneman, 2002).

The picture above suggests that terrorists need the media to receive free publicity for their cause, transmit their messages, and garner support, recognition, and legitimacy. Given the emerging trends in the media and communications technology, it is likely that terrorists will employ more innovative tactics to achieve their goals.

Realizing the inevitable connection in between the media framing and terrorism, the current study has carried out a non systematic narrative review of existing literature on the relationship between mass media framing and terrorism. In this connection, this study highlighted and explored theoretically the most critical and leading issue concerning the media along with the inevitable coactions.

The current study will explain how and why mass media cover the terrorist related stories. It will further explain the process of the framing terror oriented news and finally it will reasons behind terrorists participation in the media.

DEVELOPMENT.

Methodology.

The current study is a non systematic review. This design was adopted because the narrative review is less structured and it is a relatively easy way of acquiring information about any phenomenon.. The non systematic narrative approach of inquiry is one of the basic qualitative methods that allows the researcher a freedom to collect information about the topic under study without any of the restrictions (Creswell & Poth, 2017).

In the current study information were extracted from existing online literature in such a way that all of available materials including books, research papers and other online the reports were studied and relevant information were collected.

Theoretical development.

How and why mass media cover terrorist stories?

It is without any doubt that the word terrorism is a fascinating and attractive boon for the mass media related coverage. It is used as the tool to make viewers rating surge dramatically, which ultimately leads to profit earned by those organizations which run mass media (Corey, 2016). Moreover, it can also earn money for terrorist themselves (Herman & Chomsky, 2010).

To be more precise, terrorism has a lot of facets, which exceptionally makes it attractive for the mass media and media uses the elements of the fear, danger, drama, blood, tragedy, heroes and shocking footage to attract the viewers by cashing their sympathies (Bilgen, 2012). One other reason might be, the violence is a central element in modern television culture, where is critical to the semiotic and financial thrust of most of the media organizations (Lewis, 2005). The issue doesn't lie in why mass media gives coverage to terrorism, but it lies in how the media gives coverage to terrorism. In simple terms, the mass media gives coverage to the terrorist acts by writing sensation seeking and enlarging anecdotic stories, by repeating same images again and again and by unraveling the physical and mental health consequences of the disasters, and generating novel syndromes (Vasterman et al., 2005).

Framing terror-oriented news and editorials.

D'Angelo and Kuypers (2010) explains framing technique takes place over perspectives of cognitions, critical and constructionist. In this regard, while describing the historic evidence, it is observable that cognitive aspect receives top most prominence.

As Carragee and Roefs (2004) describe existence of the neglect of power in the cognitive area. This viewpoint is mostly remained uncertain about the way in which frames are associated in a society-

level influence as well as either deal with negotiations or in the linkage with psychological constructions as handling tools for the message ingredients.

The constructivist aspect, like Gorp (2007) regards frames have comparatively gentle properties, and devices, which are almost accessible in social levels, while critical aspect considers frames that carry control, hegemony and interlinked with highly exclusive constructions.

The mass media logically state its opinions about main matters in its editorials. In editorials, the media outlets provide viewpoints on specific policy stances, their judgments about specified issues and point of view in its support.

Media constantly convey its judgment about salience of issues via effective production sorts for example in a newspaper those may be of headlines size or in articles length as well as the placement of articles (Chong & Druckman, 2007). News framing research is related to enquire presentation styles of issues in news stories clarifying that which details carry status and which are underestimated or less important. This field is founded on account of Gitlin (1980) early explanations and which later researched by various researchers of political science and media studies (Iyengar & Kinder, 2010).

The framing research uses a technique of highlighting some portions of news for which framing takes inferences in order to know about molding of public opinion. It gives that masses can be primed in order to use some repository sources of the information in decisions making or appraisals when exposed to the connected stimuli (Esser & Hanitzsch, 2013). Enders and Sandler (2011) describes the attacks of terrorists as part of the indirect tactic to get their desired political motives through influencing the mass audience.

Such terroristic band shaves differences in selection of audiences whom these groups try to maneuver and they attempt to send their agenda in messages to their desired audiences (Kydd & Walter, 2006). Others employ terrorism for convincing their rivals to make the compromises with their desires. Some terrorist opt for inciting government functionaries by involving them in chaotic tyranny. Their

objective is to weaken a support for government and make the use of terrorism as justifiable. Several terrorists use aggression to express their present and likely the followers capability to convey coercive drive against their rivals.

The main objective of several terrorist actions is to divert the media notice towards their attacks (Hoffman, 2006). Riaz (2008) considers terrorism in global context; but Pakistan has sustained comparatively more losses in the war against terrorism in Afghanistan. The violent actors like suicide bombers have targeted the country resulted in killing of soldiers and innocent people. On the other hand, U.S. drones and NATO air strikes have also killed thousands of the innocent people in FATA. Pakistan has suffered a lot for supporting the American and Allied forces in the war against terrorism.

Fata terrain.

The federal government controls the tribal areas of Pakistan; however, no central government had so far fully controlled Federally Administered Tribal Areas (FATA) as the Pashtuns tribes living in tribal areas had autonomous status since British Colonial era (Siddique, 2014). This autonomy is extended to tribal people due to their sacrifices for the national cause. There is FATA regulatory law with the central government known as Frontier Crime Regulation.

The attention of media plays a significant role through which terrorists communicate with their audiences. FATA area is 27,000 square kilometers having population of three and a half million. Another research area is the investigation of media priming effects which takes the idea of priming from cognitive learning process in psychology. Literacy rate is only 17% whereas the overall literacy rate in Pakistan is 50 % and FATA women literacy rate is 3% as compared with country literacy average likewise 36%. Almost 66 % households are living below the poverty line (IMS, 2009).

Terrorists participation in the media.

Anxiety and fear could be effectively provoked through terrorism as Walsh (2010) finds facts about terror campaigns, which cause the people to support terrorism combating strategies of the government in using the military force against such campaigns.

Media's anti-terrorism reports tend to carry emotional messages to audiences that create such support. Walsh (2010) also proposes that print media terrorism coverage patterns also put significant effect on the responses of high ups in the government. His study concludes that the terrorist bands differ in capability in order to attract attention of media because of their attacks. The study discovers that majority of terroristic attacks fail in getting mainstream media notice like newspapers with wide circulation, standard print media outlets in the America as well as the Western European countries or even the news broadcasts presented on television in the evening. It is generally observed that media requires news for the portrayal of terrorists' desire by disseminating their agenda.

However, it is not necessary that all forms of the terrorism give good news stories; for example, hijackings or abductions of people provide better news stories than suicidal attacks, which leave killings and wounds for media-men (Weimann, 2005).

The terrorists' attacks that cause deaths or injuries, including acts like planes hijacking, are usually carried out against the targets of America and Western countries to grab attention of large scale media (Combs, 2015). This carries consistency with the new values based research studies in other fields of Mass Communication that are conducted to inquire the causes affecting attention of the media outlets toward specific issues. Such research studies in this area were carried out during 1980s and 90s. Such studies can be rationalized through including several media organizations in order to analyze the effects of the"new" terroristic tactics like suicidal attacks and blasts aimed at the killing or injuring number of the civilians individual those who are non-combating (Walsh, 2010).

Discussions.

The available public opinion appears in the worldwide newspapers shows that all nations have generally lamented the wave of terrorism. There are some problems faced about definition of terrorism ahead of the awful terrorist acts in Washington and New York as terrorism is taken as tool and not as an ideology, the nation or leadership (Combs, 2015). Hence, it is very hard phenomena for the world opinion.

One comes to know when one observes terrorism practically but creating a common depiction for entire world to accept it has proved subtle. In case, the terrorism is defined in the context of the unintentional human fatalities caused during military operation for example along with the deliberate intention of targeting general public, it is very difficult for the scholars to get an global harmony on the meaning of terrorism or genuine responsive mandate for it on the international level (Cassese, 2006). Hoffman (2006) provided contributory levels of terrorists in contents of media. The first level comes when media reports terrorist action. In this stage, terrorists attack only and wait to observe their attack is projected in media.

They put efforts for influencing media reports over action by selecting timings, locations, and targets; however, they do not involve themselves in writing contents of the news. In the second stage, terrorists dispatch their messages directly to the media organizations. In this stage, they have the opportunity to decide what to say and devise ways and means for framing their message. At this level, media gatekeeper decides whether or not cut their message: either broadcast one portion of the message or add descriptive voiceovers to the message, or avoid its broadcasting.

It should be noted that media and terrorists both share some common goals like attraction of large audiences although they are not willingly cooperating with the each other (Weimann, 2005). Hence, media-men are more likely to familiarize with terrorists message, in case if it has repetition and lengthy text.

In the third stage, the terrorists get more influence by getting full control of media organizations. In this level, they get the freedom of broadcasting their messages in accordance with their agenda. They enjoy gate-keeping role and have final cut option.

CONCLUSIONS.

Media are the collective communication outlets or tools that are used to store and deliver information. Media can play significant role in framing terrorist activities because media is an active communication method of dissemination of information to the target audience.

Terrorists always try to attract media attention for promotion of their activities. The media psyche is well adjudged through framing. For this reason historically, media has been used in different ways to cover terrorist related activities.

The findings of current study revealed a strong connection between media and terrorism. The media can positively affect terrorism by creating awareness against the terrorism and at the same time it can negatively promote the terrorism by spreading violence among the masses. It is therefore concluded that check and balance should be kept on the contents of media so that the negative aspects of media could be prevented.

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