

POTRAYAL OF ISLAM AND MUSLIMS IN THE TALK SHOWS OF CNN AND BBC

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Abstract

This study explores the portrayal of Islam and Muslims in the Western mainstream media talk shows, CNN and BBC from January 2012 to December 2012 and draws the required data from their online editions. It is a content analysis of 50 programs focusing on Islam and Muslims from Piers Morgan Live, Fareed Zakaria GPS, HARDtalk and Newsnight. The findings show that rather than economics, religion and war on terror both news channels were more focused in discussing the political shifts and regional transformations of the Muslim world. Mostly the geopolitical issues of Middle East and North Africa (MENA) region were given immense coverage in the discussions and Muslims were framed as politically fanatics. The findings also established that Western media differs from the previous rhetoric by not framing Muslims as terrorists, violent and threat to Western democracy.

Key words: Islam; Muslims; Talk Shows; Western Media; Portrayal

INTRODUCTION

The masses generally depend on the news produced by the media as they consider it as sole source of information regarding the current events. As Walter Lippmann (1922) examined, representations and pictures in our heads are primarily reflected in 'pseudo reality' from media coverage. In this context, media plays a significant role in articulating, conveying and explaining particular discourses which help in representing and misrepresenting the certain minority groups (Cottle, 2006). Likewise van Dijk (2000) also stated that media discourses are the most important source of people's ideologies, attitudes and knowledge. Whenever such discourses are particularly target minority groups that has limited contact with these groups, the role of media as the sole source of information becomes even more important (Ameli *et al*, 2007).

It's a common perception that the perception about Muslims in the West is being shaped through negative and stereotype media coverage in news, cartoons, movies, talk shows and other media contents. In most cases, Muslims are represented as 'other' within the

media. It indicates that such distortion of Muslim's image can be associated to the increase of bigotry, namely Islamophobia that has its deep roots in cultural representations of the 'other' (Said, 2007).

The enmity between the West and Muslims is not a new phenomenon. The historians write that the war of words and weapons between Islam and West can be followed back to Prophet Muhammad's era in the 7th century, the Spanish re-conquered, the disintegration of Constantinople, crusades, the colonial era, cold war and post cold war era (Bernard, 2001). Today various stories regarding Islam and Muslims in the media are perceived from historical depictions. In the 12th century C.E. European historians gained knowledge about Islam and Muslims for different inimical reasons. These historians circulated information about Prophet Muhammad's death stating that he was killed by swine or passed away while drunk. He is also portrayed as a heathen 'idol who is worshiped like a Greek God' from the French song of Roland. Another report contends that he was a false cardinal who strayed from the Catholic Church and subsequently founded a new religion called 'Islam' (Ernst, 2003).

The incident of September 11, 2001 changed the course of history. It was a terrible event, like the murder of President John F. Kennedy or the assault on Pearl Harbor (Glant, 2012). Islam and Muslims became the newsworthy subjects especially in a post 9/11 world. In most cases, American and Western media generally associate Islam and Muslims with underdevelopment, illiteracy, homelessness and failed states. It is also viewed as a threat to liberal, secular and democratic societies in the world (Richardson, 2004). Therefore in the breaking news of 9/11, CNN used flashing titles in its coverage i.e. "Attack on America", "Strike against Terror" and "War on Terror". Reynolds and Barnett (2003) observed that in the initial 12 hours of CNN's coverage of 9/11 incident, the word 'war' was used to explain the attacks 234 times. Symbolic comparison to the historic attack on Pearl Harbor was also made. CNN correspondents described the attackers as madmen and cowards. In general, stories of sacrifice, bravery, camaraderie, patriotism and the love for America shaped the basis of CNN coverage. It was also the first TV channel to display patriotic icons of U.S. flag flapping in the breeze, while Lou Dobbs was the first anchor to wear an American flag lapel pin (Aday et al 2005). This kind of coverage gave little space to the huge antiwar protests in the U.S. and Europe (Chattarji, 2004). The mainstream media in America and its counterpart, UK such as British Broadcasting Corporation (BBC) played an important role to influence the world especially Western countries to support America in curbing the menace of terrorism (Yousaf, 2013).

After the 9/11 attacks, mainstream American and Western media started linking Islam with fundamentalism and terrorism to differentiate enemies from friends and to reinforce the constructed connection between Islam, Muslims and terrorism. So when President Bush openly declared "You are either with us or against us", this message was translated in context by the media by expanding the conception of the "enemy" to all Muslims, whether living in America or Middle East (Ruigrok & van Atteveldt 2007). It is said that this term was designed by American policy makers and Western media conglomerates (Werner *et al*, 2000).

The so called threat by Muslims was given hype by mainstream American media to an extent that now Americans and Westerners recognize Muslims as an enemy of the

world's peace and modernization. The West also perceives Islam as perhaps its most dangerous adversary after the demise of international communism (Dawisha, 2009). For instance, in an interview to CNN an outspoken opponent of Islam, Geert Wilders who made the short film *Fitna* said that ideology of Muslims is a threat to freedom and Western society and claimed Quran as a fascist book. It's a common perception that through such discussions American news media has played an important role in stereotyping Islam and Muslims negatively. Therefore, such propaganda and misinformation is reshaping the opinion of non Muslims about Muslims as prejudiced and negative. After an eventful one decade passed since the incident of 9/11, it is now significant to investigate that how CNN and BBC are portraying Islam and Muslims through the discussions of talk shows. It is also important to identify some of the dominant themes that were discussed in the talk shows of CNN and BBC's framing of Islam and Muslims.

RESEARCH QUESTIONS

1. What are the dominant themes in the Talk Shows of CNN and BBC's portrayal of Islam and Muslims?
2. How these themes are framed to portray Islam and Muslims in the Talk Shows of CNN and BBC?

THEORITICAL FRAMEWORK

This study utilized media framing as a means of assessing the results taken from the data. Framing is a nature of communication which convince the audience to believe one meaning after another. This is the procedure where the source of communication characterises and creates controversy or an issue. According to Chong and Druckman (2007) one of the significant principle of the media framing theory is that an issue can be seen from various viewpoints and interpretations as having ramifications for different standards. Framing refers to the procedure where individuals develop their perception and concepts about an issue and reorient their opinion and attitude.

When information is presented in the news, individuals use frames to understand that information; thus audience frames are "mentally stored clusters of ideas that guide individuals' processing of information" (Entman, 1993, p. 53). Druckman (2001) suggests a similar distinction between two concepts of framing, using instead the terms frames in communication and frames in thought, with frames in communication being more synonymous with media frames and frames in thought being more synonymous with audience frames. He then defines a framing effect as the process whereby frames in communication influence frames in thought.

In addition, framing incorporates social integration and identity in that frames can promote one common way (or several common ways when there are competing frames) of viewing an issue. For example, frames have been described as "organizing" information in a way that is "socially shared" (Reese, 2001). Frames organize information cognitively by suggesting how one might think about an issue and culturally by suggesting how one might understand the information in a social context (Reese, 2001). Frames may be socially shared to the extent that people accept the frame as a legitimate one. President Bush's initial framing of the war on terror immediately

following 9/11 was shared in the sense that Congress, the media, and the public generally expressed their “approval” (Entman, 2003, p. 416).

The media is distributor of belief and ideology (Gitlin, 1980). This ideology is manufactured and disseminated mostly through the framing, or the way that information is structured and presented. Ryan (1991) explains the media framing as, "how stories are created, i.e. how bits of information are chosen and prepared to produce news that sounds good to the writers and target audience". Shook (2000) argues that all news stories have an angle, or what correspondents frequently call a "story focus". This angle through which the issues are interpreted, builds the frames. At the point when such angles are from the leading, white, Christian perspective in America, the "other" therefore gets depicted in a prejudiced way.

In this study, the theory of media framing informs and is applied through the research questions concerning the recent events in the MENA region and how *BBC* and *CNN* compare and contrast in their ways of framing the Arab uprisings. By applying the theory of media framing on the recent events of Middle East, it will be possible to find comparisons and contrasts between the discussions of the talk shows. This research will utilize the theory of framing to analyze the way the two leading media organizations portrayed and framed Islam and Muslims.

METHODOLOGY

This study is about the content analysis of BBC and CNN to examine the portrayal of Islam and Muslims through their Talk Shows. The universe for this study constitutes the talk shows of CNN and BBC broadcast from January 2012 to December 2012. Two Talk Shows were selected from each television channel including '*Piers Morgan Live*' and '*Fareed Zakaria GPS*' of CNN and '*HARDtalk*' and '*Newsnight*' of BBC. Through content analysis, the major themes of talk shows were identified. Additionally, content analysis helped in gaining an understanding of the nature of the portrayal. This is important because of the media's role as both a source of information as well as a source of cultural or ideological reinforcement and influence.

SAMPLING

In this study researcher selected all the episodes of *Piers Morgan Live* and *Farid Zakaria GPS* from CNN and *HARDtalk* and *Newsnight* from BBC broadcast from January 2012 to December 2012. In this time period total number of episodes of *Piers Morgan Live* and *Fareed Zakaria GPS* on CNN were broadcasted 240 and 47 respectively. Similarly the total number of episodes of *HARDtalk* and *Newsnight* on BBC were broadcasted 288 and 48 during the said time period. In this context, after counting all the episodes of these talk shows, researcher got 623 programs in total for the above said time period of one year. Out of these 623 programs, through purposive sampling, the researcher selected 50 programs where the major focus of the program was Muslims or Islam.

THEMATIC CATEGORIZATIONS

Thematic categorization and analysis is measured as proper and the most appropriate for any research study conducted to determine using portrayals and interpretation (Marks & Yardley 2004). Researcher decided to use a form of thematic categorization as a means of organizing the data. Each theme had a number of sub-themes, which are common to the main theme but should each be considered separately. These sub-themes were what allowed the researcher to examine what kind of portrayals were made by CNN and BBC.

In essence, they showed what general themes the key terms were associated with. These subthemes were also frames, but were more specific in nature. To examine that what themes concerning Islam and Muslims were covered, themes were coded into 5 categories: Religion, Political, Human Rights, War on terror and Economic. These categories were developed on the basis of existing literature review. The subcategories under each theme list the focus of the discussion. The categories of above said themes are defined as follows:

Theme 1 (Politics): This category covers issues engaging politics in Muslim countries such as political parties, political figures, elections, government and foreign affairs.

Theme 2 (Economic): This category covers topics such as unemployment, investments, economic growth, national expenditures, inflation, poverty and development.

Theme 3 (Religion): This category covers religious teachings, religious rituals, religious festivities, sectarian tension and religious discrimination.

Theme 4 (Human Rights): This category includes subcategories such as minority rights, child labor, gender equality and refugees.

Theme 5 (War on Terror): This category includes subcategories such as terrorism, drone strikes and military operations.

RESULTS

Table 1: Overall stories covered by the talk shows of CNN and BBC in 2012

Talk Show	TV Channel	Frequency	Percent
HARDtalk	BBC	27	54.0
Newsnight	BBC	6	12.0
Piers Morgan Live	CNN	5	10.0
Fareed Zakaria GPS	CNN	12	24.0
Total		50	100.0

Table 1 shows the amount of coverage given by CNN and BBC pertaining the issues and events of Islam and Muslims. It shows that from January 2012 to December 2012, all the selected talk shows conducted only 50 programs where the focus of discussion was either on Islam or Muslims. Results show that *HARDtalk* conducted considerably larger number with 27 programs, representing 54.0% followed by *Fareed Zakaria GPS* (24.0%), *Newsnight* (12.0%) and *Piers Morgan Live* (10.0%). Findings reveal that BBC and particularly *HARDtalk* were very keen to discuss and cover issues concerning Islam

and Muslims. As shown in Table 1, there is a significant difference in the amount of coverage between CNN and BBC. This finding also illustrates that BBC seemed more interested than CNN in discussing the issues about Islam and Muslims. It can be reason for this coverage that Islam is one of the largest and fastly growing faith both in United Kingdom and United States and being dominant news network in globe it's their professional obligation to cover and discuss such issues. Islam has become third largest religion in US after Judaism and Christianity followed by 0.6% of the overall population. On other hand, according to UK Census 2011 Islam is the second largest religion in United Kingdom having 2,786,635 (4.4%) of the total population. The majority of Muslims in UK lives in England: 2,660,116 (5.02%) followed by 45,950 (1.50%) in Wales, 76,737 (1.45%) in Scotland and 3,832 (0.21%) in Northern Ireland. Apart from ratio of Muslim population in UK and USA, ownership of the CNN and BBC can also be one of the factors. The prejudiced portrayal of Islam and Muslims in the media also serves the interests of the centers of power in the West because they have many political, economical and strategic interests in the Muslim countries. The mutual interests of government and corporation come first and eventually become the voice which speaks to the public about world events.

Table 2: Total number of themes covered by talk shows of CNN and BBC in 2012

Themes	Frequency	Percent
Politics	33	66.0
Economic	4	8.0
Religion	3	6.0
Human Rights	7	14.0
War on Terror	3	6.0
Total	50	100.0

Emergent coding is used for this study and researchers examined 10 themes; religion, politics, economics, human rights and war on terror. Table 2 shows that out of 5 categories of themes, Politics was most frequently covered and discussed with 66.0% followed by Human Rights (14.0%) and *Economics* (4.0%) in the talk shows of *CNN* and *BBC*. Interestingly, Religion and War on Terror were given minor focus with only 6.0%. This is because in 2012, both *CNN* and *BBC* gave an exclusive coverage to Arab uprisings in Egypt, Libya, Bahrain, Syria, Yemen and some other parts of Middle East.

Table 3: Frames used in talk shows of CNN and BBC in 2012

Frames	Frequency	Percent
Terrorists	0	0.0
Threat to democracy	4	8.0
Violent	3	6.0
Fanatics	17	34.0
Educated and intelligent	3	6.0
Conservative	8	16.0
Freedom fighters	0	0.0
Innocents and Victims	9	18.0
Peace lovers	1	2.0

Others	5	10.0
Total	50	100.0

Table 3 indicates that talk show discussions of both *CNN* and *BBC* framed Muslims as fanatics (34.0%) followed by innocent and victims (18.0%), conservative (16.0%), threat to democracy (8.0%), violent (6.0%) and educated and intelligent (6.0%) in the talk shows. Only 10.0% programs used the frame of Others. Most surprisingly, none of the talk show of *CNN* and *BBC* portrayed Muslims as Terrorists in their discussions. These findings illustrates that flow of discussion tends to be less on the positive mode than the negative by the themes covered and discussed by these talk shows by an explicit margin.

DISCUSSIONS

Following are the observations made during analysis of these talk shows to illustrate explanations of research questions posed in this study.

RQ 1: *What are the dominant themes in the Talk Shows of CNN and BBC's portrayal of Islam and Muslims?*

The findings indicate that rather than religion, economics and war on terror both *CNN* and *BBC* were found more interested and focused in discussing the political shifts and regional transformations of the Muslim world. Mostly the geopolitical issues of Middle East and North Africa (MENA) were given immense coverage in the discussions of talk shows. These findings draw a parallel with Benson & Hallin's (2004) result that in chaotic and turmoil conditions the Western media generally turns to the government bodies in defining the standpoint on such issues concerning politics. Hence, politics as predominant theme seems to reflect its organizational mandate, the American government's different interests in the region and its close ties with the governments whom were targeted by the instability and unrest. Similarly Cohen (1963), Larson (1984) and Mughees (1993) also confirm that American and Western media goes in accordance with their international interests. It is not more than a myth that instead of serving as a mouthpiece, media acts independently and criticizes government policies. With the emergence of corporate media and increasing conglomeration trends, power structures are strongly related with media ownership patterns. Therefore, western powerful media seldom plays an adversarial role.

Politics as dominant theme and exclusive coverage to these uprisings given by *CNN* and *BBC* in the talk shows also maintain the Tolson's (2001) approach that mostly talk shows are news oriented and discuss those issues which are being covered in the news frequently. During the climatic days of massive protests calling for regime change in MENA region, both channels spent most of the airtime covering the unfolding events in their news bulletins. Never before has the MENA region been subject to such intense media coverage in Western news media.

The significance of such political shift and concern of Western mainstream media can be calculated that Stephen Sackur (host of *HARDtalk*) himself travelled to Cairo and interviewed Egyptian Prime Minister Hisham Qandil and many others at Tahrir Square

and covered the real situation of revolution while Emmy Award winner CNN correspondent Ben Wedeman was also providing exclusive coverage from Cairo.

The minor focus given to the issues regarding religion and war on terror signify that after one decade past 9/11, schema of interpreting Muslims and Islam in the American and Western media is changed as such issues were predominant in the previous research studies conducted on the portrayal of Muslims. It shows that American has shifted their previous rhetoric and policy about Islam and Muslims which indicates that at the beginning of new decade stress on war on terror is somewhere left behind. American and Western media might not be part of the foreign policy establishment but it is a contributor in making the foreign policy as it helps in establishing the boundaries within which such policy can be made. Selection of news items and framing by global media has profound influence upon foreign policies. For example, the way US-Iraq conflict was covered by the corporate media discourses of 'weapons of mass destruction' and 'dictatorship' of Saddam Hussain were emphasized. Since democracy is projected as a 'sacred' and 'ideal' thing to be achieved, corporate media tried to justify US invasion and presence in that region.

Despite the physical distance between the America and Middle East, American influence has been felt in every country within the region. America's self-appointed role as manager of the Middle East can be seen in different perspective as America and some other Western countries have many political, economical and strategic interests in Middle East and North Africa (MENA) region like controlling the supply of oil and gas from the region to the world markets, to keep the global economy humming, to minimize the threat of anti-US terrorism, hindering the proliferation of weapons of mass destruction, and helping ensure Israel's survival. Recently, America has given much of its focus to countries in Middle East. Obama government is seriously working to steady and stabilize its foreign policy for Middle East and to regain or uphold its already dwindling domination in the region. For example, it strongly pressed for the continuation of Palestine-Israel peace talk, adopted precautionous and sensible approach to the revolutionary transformations in MENA region. Obama administration way out a solution for Syrian turmoil from the threat of war instead of utilising the chemical weapons issue as a justification. Furthermore, President Obama also adopted practical approach on the Iran's nuclear program and expressed his keenness in breaking the ice and ease the decades of conflict and war of words in the Iran and American relations in positive response from President Hassan Rouhani.

This kind of modifications in the American foreign policy for the Middle East shows its large economic and strategic interests in the region. To safeguard these interests America needs favorable political structure and governments in MENA region that's why America always uses its mainstream media to influence its foreign policy in the world. Likewise, Edward S. Herman and Noam Chomsky (1995) argue that American and Western media are powerful and effective in carrying out a 'system-supportive' propaganda function by reliance on market forces and without overt coercion.

RQ 2: *How these themes are framed to portray Islam and Muslims in the Talk Shows of CNN and BBC?*

Contrary to the popular belief, findings reveal that after one decade of 9/11, American and Western media differs from the colonial discourse by not framing Muslims as terrorists, violent and threat to Western democracy. Previous research studies conducted on the portrayal of Islam and Muslims reveal that after the Gulf War and especially after the incident of 9/11, stereotype coverage of Muslims started to occupy an important place in the news. Thus, the American and Western public were constantly exposed to a negative image that terrorism and Muslims are synonymous. This finding supports the study of Entman, which stated that communication is not static, but rather a dynamic process that involves in framing and reframing the issues in different perspectives. Within the process of framing sometimes media can lead a situation or conflict in order to expand or promote the framework of discussion and explore means of solutions or actions that not yet attempted. It could be another reason for shifting the media policy pertaining to the portrayal of Muslims that American and Western media has finally understood that terrorism is a mindset and can't be associated with one particular religion.

After one decade past 9/11, American and Western news media is changing its rhetoric by not framing Muslims as terrorists also indicate towards the new political and foreign policy doctrine of America in Muslims countries especially MENA region as Bernard Cohen (1991) observed that governments try to control or spin media focus regarding policy matters. Similarly Chomsky (2004) maintains that government policies are communicated and projected through media. For example, Bush doctrine of 'pre-emptive attacks for security concerns' has been emphasized through American and Western mainstream media as war against terrorism. The official statement for attacking Iraq was explained by Collin Powell as "national security strategy stated that We have complete sovereign right to guard ourselves by using the force against the nations that help the terrorists and have weapons of mass destruction".

The indication of such political and foreign policy doctrine in MENA region can be found in the speeches of American president George W. Bush in 2002, asserting that "America should vigorously provide support to the democratic governments worldwide, particularly in Middle East and North Africa, as an approach to combat the menace of extremism and terrorism and for that purpose America had the right to act unilaterally to safeguard its own security interests without the consent and approval of international bodies like the United Nations." It depicted the departure from the Cold War approach of anticipation and control under the Truman Doctrine and post-Cold War ideologies, for example, the Powell Doctrine and the Clinton Doctrine.

Different political experts would give different interpretations to "Bush Doctrine", as it came to express other aspects, including his neoconservative philosophy of pre-emptive strikes, attacking countries that help extremists and terrorists and democratic system change. It seems that America has accomplished its targets by framing Muslims as terrorist for ten years after the incident of 9/11 and now they have adopted more realistic approach by taking immense interest in the political matters of Muslim countries and practically applying "democratic regime change" strategy. Similarly, Sharansky and Dermeralso in their book "The Case for Democracy" also point out that the major objective of US foreign policy should be the development of democracy in the world because democratic nations that value their people would respect their

neighbors as well. This book was read and notably endorsed by President Bush and some other members of his cabinet like Secretary of State Condoleezza Rice.

Mass media and foreign policy are intertwined and affect each other by circulating information among masses and formulating public opinion. Media analyses of issues and events that are related with foreign policy effect upon the ultimate objectives of foreign policy. Media by its virtue of highlighting or marginalizing certain discourses may facilitate or impede the execution of foreign policy. Media is so dynamic and powerful that people always understand issues and events in accordance to the way they are framed by their sources for information. In this connection *CNN* and *BBC* portrayed the image of Muslims that they are not only fanatic in their religion but also in the political affairs as talk show discussions were framed that Muslims leaders are having dictator mindset and they always tyrannize and deprive the people from their basic human and democratic rights. This finding supports Suleiman (1988), as he found that American and Western media always present Muslim leaders negatively. He further stated that in 1950, Egyptian president Gammal Abdel Nasser became centre of attention of an anger and malicious media campaign that described and portrayed him as 'Hitler' and as a crypto communist simultaneously. Similarly United States government declared Libyan President Moammer Qaddafi as virtually the lone instigator of extremism and terrorism. Western media portrayed him as a mad dog. In recent times, Iraqi President Saddam Hussain has been a centre of American rage and media depicted him as a "mad man".

The prominence of CNN and BBC as framing Muslims as fanatics can be clash of civilization where one is not ready to accept another's identity as existential. This clash of civilization is now determining the pattern of conflict and disintegration in the whole world. After 9/11 this phenomenon further accelerated to an extent of confrontation where media frame Muslims as terrorists and urge people to perceive it in the same manner. Yet between the relations of Islam and West, features of clash of civilization exist. As Hernanzed & Helga (2008) pointed out that with continuing effects of Orientalism the West has been continuing its effort to silence these 'other' voices.

The narrative of "fanatics" as it correlates the findings of previous literature within the framework of Muslim's political views and decisions, gender equality, minority rights, sectarianism, religious extremism and human rights etc. Entman (1983) relates such coverage with the American foreign policy, where mainstream media often have to rely strongly on government's interpretation of events. The economical, strategic and political interests of America and allied countries in the MENA region could be the reason for framing Muslim leaders as dictators because since many years such leaders like Muammar Qadaafi in Libya was a big obstacle for America to accomplish its political and economical targets. For instance, in the discussions of talk shows, *CNN* and *BBC* portrayed that during and after the Arab Spring certain opposition leaders, human rights activists, writers and many other people were targeted and victimized by the ruling elite.

According to Entman frames help understand cues, describe problems, recommend solutions, and convey meanings that help the audiences to make sense of the world they live in. The findings show that Western media coverage of Islam and Muslims has

significantly changed after one decade of 9/11. The use of dominant frame “Fanatics” in the discussions of the talk shows indicates that both *CNN* and *BBC* are no more interested in portraying and framing Muslims as Terrorists and extremists. This shift in the way to present Muslims and Islam does not mean that Muslims are not being criticized and portrayed negatively in the mainstream media. It shows that stereotyping of Muslims and Islam has evolved considerably over the last decade in the wake of this “affective turn” of the media portrayal of Muslims and the use of other schemata of interpretation.

However in few discussions Muslims were also framed as innocents and victims of American policy on 'war on terror' and some positive comments about the Muslim world were also observed in the discussions. For instance when Piers Morgan (May 10, 2012) interview Jesse Ventura and asked his opinion about the horrified incidents of 9/11. Jesse Ventura replied, "My theory of 9/11 is that government surely knew that it was about to happen but they let it be done to further their policy and agenda in Middle East". He criticized that Central Investigation Agency (CIA) could be behind Arab uprisings because mostly wars that are happened on this planet due to the fact of religion. One religion does not like the way other religion worships God. Wars are very profitable to certain big business and off course big business needs to be in Middle East so America can get oil out of Middle East.

CONCLUSION

This study has presented a content analysis of 50 episodes of talk shows of *CNN* and *BBC* about the representation of Islam and Muslims following an eventful decade of 9/11. The findings established that rather than religion, human rights, economics and war on terror both news channels were found more interested in discussing the political shifts and regional transformations of the Muslim world especially the Middle East and North African (MENA) region. It indicates that America has shifted its previous rhetoric and policy about Islam and Muslims which shows that at the beginning of new decade stress on war on terror is somewhere left behind. It might be argued that the time frame of this study is very significant as in 2012 many political events were being unfolded due to the Arab springs in the MENA region and 'politics' was the hot topic to discuss either in the news or in the discussions of talk shows. However, West has many political, economic and strategic interests in the region and according to Edward S. Herman and Noam Chomsky (1995) Western media always play a 'system supportive' role to safeguard their interests.

Similarly, Western media holds different view from the previous discourse by not portraying and framing Muslims as terrorists, violent and threat to Western democracy. Although, in the last two decades the American and Western public was constantly exposed to a negative image of Muslims as 'terrorists and fundamentalists' and Islam was portrayed as next adversary after the communism (Khalid, 2003; Qureshi, 2006; Said, 2004 & 2005). It also gives an impressions that America and Western countries have accomplished their targets by portraying and framing Muslims as terrorist after the catastrophic incident of 9/11 and by taking immense interest in the political matters of Muslim countries, they are practically applying 'democratic regime change' strategy. But here question rises, why America is not trying to break the old authoritarian

paradigm and establish a new system based on democratic norms and social justice in its old time friend Saudi Arabia.

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