

CHAPTER ONE

INTRODUCTION

A. PROBLEM BACKGROUND

United States after September 11 bombing incident in New York. When the terrorist attack the World Trade Center as the symbol of capitalism and power of the United States. Afterwards, George W bush announced for war toward terrorism in the world. Unfortunately, terrorism under the name of jihad (struggle in Allah way) has discredited Islam. Jihad referring to the struggle to please God Islam. Jihad is the duty of all mainstream Muslims¹. This has led to the world is misunderstanding about Islam. People has considered that Islam is the terrorist religion, teaches the violence, and many other wrng perceptions.

Many countries in the world tend to support the western's perspective that Islam is the enemy of the west. The United State is always suspicious that the World Trade Centre bombing is linked with Al Qaeda, the Islamic organization led by Osama bin Laden according to Americans government's theory. Osama bin laderi him self is suspected as the perpetrator of the bombing.

Negative propganda on Islam increases the enmity toward Islam. This is made possible for most people access about their social and political information comes directly or indirectly from the mass media. The media presents the model for

¹ Jihad in Islamic belief. "Jihad" Microsoft Student 2008 Encarta. Redmond, WA: Microsoft

behavior to public. Due to lack of established attitudes and behavior patterns, people tend to use such information to develop their opinions. Research from CAIR (Council American Islamic Relation) indicates that most of the new orientations and opinions that adults acquire during their life time also based on information supplied by the mass media. People do not necessarily adopt the precise attitudes and opinions that may be suggested by the media. Rather, mass media information provides the ingredients in order that people can adjust their existing attitudes and opinion to keep peace without the changing world. The mass media must be credible, credited, therefore, with a sizable share of continuing socialize. The public believes that the media have an important impact on the conduct of politics and social in the public awareness.

Cable News Network (CNN) an all-news service rose to global prominence in the 1980s because of its live coverage of unfolding international events. During the Gulf War it was widely watched not just by the public, but also by civilian and military leaders of combatant states. The first conflict covered by journalist with access to telegraph offices is, in turn, connected by cable to the major world capitals. The increased domestic pressures shaped public opinion, permitting civilian leaders to intervene in even tactical military decisions, and thereby partly drove key decision and events.²

² Cathal J. Nolan, *The Greenwood Encyclopedia of International Relation*, Greenwood Publishing Westport Inc, 1829, pg 171

CNN, always gives a big attention to Islam. Since Islam in United State becomes a minority religion, the media has big curiosity to Islam. For example Cable News Network makes an interview with professor of Islamic Study at Hartford Seminary and the Vice president of Islamic Society of North America, Dr. Ingrid Mattson. On her interview with CNN, Dr. Mattson explains that Muslims have a misunderstanding of western culture or American life. Unfortunately, there are misunderstandings that are often the result of the limited images of each culture that are shown or promoted in the general media.³ Media and propaganda are related each other. The purpose of propaganda is where the propaganda is identified as a form of communication for spreading the aim and destination what they want, often in subversive and evil way; using a wicked influence, toward public that become their target.

Those are the example about some facts that illustrates the relation between CNN and Islam in the United States. The headlines news of CNN in discrimination toward Islam. On June 12 2006, CNN head lines news released negative opinion about Islam. On the June 8 edition of CNN Headline News' *Glenn Beck*, Beck mocked Islam by "marking the death" of Al Qaeda leader Abu Musab al-Zarqawi with a "Zarqawi bacon cake."⁴ The negative news continued on January 26 2007, In recent interview, CNN host Anderson Cooper with the candidate of president Barack Obama. He asked Obama about the discredited smear that as a child Obama attended a madrassa

³ What is Islam (accessed on December22,2007); available from www.cnn.com/community

a radical Muslim school and mentioned of Obama middle name, Hussein.⁵ Then its happen again on January 22 2007, Edition of CNN's *The Situation Room*, CNN reporting debunked what media critic Howard Kurtz called the "bogus charge" that Obama attended a madrassa. Kurtz also noted the attempt by InsightMag.com and others "to blame this rumor-mongering on the rival campaign of Hillary Clinton."⁶

CNN creates negative opinion toward Islam and has discredited anything that has connection with Islam such as madrassa, Hussein like Arabic name and mocking the Islamic group. This is also the proof that CNN had underestimated about Islam.

Propaganda is very popular way to get power because it has interest and ensnare for most people who have a hunch of communication for pragmatic direction. Propaganda also becomes a powerful instrument of politic. For one example, Washington Post had an article and its title reads "*fundamentalisme islam telah membuat Negara ini menjadi ancaman terorisme. Tragedy 11 September telah menjadi bukti nyata*" (Washington Post. 30 September 2001)⁷. It means that, Islam fundamentalism as considered a terrorist threat. The tragedy of September 11 is the proof. The negative news about Islam is also on broadcasting media, for instance "*Dunia semakin mengerikan karena munculnya terorisme dari dunia Islam*" (CNN broadcast)⁸. It means that, the world becomes more terrible because of the rise of terrorism from Islam. Lots of fact shown by the United States media tends to point

⁵ CNN blame Obama (accessed on December 22,2007); available from www.mediamatters.org

⁶ (Accessed on December 22,2007); available from www.mediamatters.org

⁷ *Pikiran rakyat*, Oktober 24 2003

⁸ *Ibid*

out that Islam is a fundamentalism religion and is always identical with violence, war, terrorism and many other negative issues.

Those are what the United State's media do until now. As a result, there exist of Islam phobias in the world because of the wrong perception. Although Islam is not a fundamentalist or extremist religion of terrorism as perceived by western people.

The media plays an essential role in how nations views one to another and in international relations. Media also said to have an important role in democracy especially in the U.S as the liberal country.

Most media in America launch the negative propaganda about Islam. They write about Islam in their own perception. Full of in trick and under estimated for Islam. Because Media has played the important role in society, people tend to believe their news. Media has big influence to the international public. Aftereffect, there are many raw deals for Muslim in the United States.⁹ CNN is the example, because as one of the biggest media in the world and has lots of network and correspondents who is always in front line in some hot issues. CNN is believed to be and accurate then people believed their news and information because of their quality.

Presently, lot of media in United States are husking about Islam. They discuss Islam which is associated with terrorism and jihad. Ironically, because media have under estimated first to Islam then the news and imagination about Islam is in wrong perception. Hence, many of International society had a bad point of view about

Islam. And this is not fair for Moslem in the world especially in United States.

Mass media in United States bring the value of democracy as the reason to make decision in their news.¹⁰ If they see that the foreign policy of the government is in line with their perception then they will support the government policy. Conversely when a policy of the government needs public support and is also still in line of their rule, they will totally support mass media as their means of communication for public.

The big four in television network broadcasting used to be ABC, CBS, FOX and MSNBC. With the consolidation of the media empires, these four are no longer independent entities. On their head lines news, they always do discriminative information toward Islam. Similar with CNN, many of wrong the perceptions of Islam are disseminated by their television network. While, based on journalistic code, the media should be independent. This necessitates media to support no parties and to see the problem from two sides and both parts on their report news.

Much of the information about Islam in CNN mostly has discredited the Islam itself. This is not objectives and nor is it fair for Moslem. Ironically, a lot of innocent Moslem in the United State receives the bad impacts from that discriminative information. Maybe, that subjective news might be the reason and influence why United State have invasion to Afghanistan and Iraq. Islam – phobia also become an impact from that unfair information toward Islam.

¹⁰ Muslim in America (accessed on December 22,2007); available from <http://www.worldpublicopinion.org>

B. RESEARCH QUESTION

By giving the illustration above, the research question is:

“Why did CNN (Cable News Network) release negative propaganda toward Islam?”

C. THE OBJECTIVES OF RESEARCH

The purposes of this research as follow :

1. To describe the western media, especially those in the United State
2. To explain the systematic of media in working and spreading news and information into the world. Especially Cable News Network (CNN) in Islam internationally view.
3. To describe how the negative opinion from western media toward Islam can influence the view of people in the international spectrum.
4. To explain the reason of Islam-phobia especially for western, which happened due to terrorist attacks in many countries.
5. As the requirement to be a bachelor of Social Politic science
6. To implement the political theory that is relevant to the problem.

D. FRAME WORK FOR ANALYSIS

The writer wishes to explain the above problems by using concept and theory.

certain phenomenon.¹¹ One of its functions is to organize ideas, perception, and symbols in the form of classification and generalization.¹²

Theory helps us to explain and predict a certain phenomenon. According to McCain and Segal, theory is a series of related statements consisting of (1) Sentences that introducing terms that refer to the basic concepts. (2) Sentences that relating the basic concepts. (3) Sentences that relating several theoretical statements with groups of probable empirical analysis on the object (hypothesis).¹³

Perception Theory

The instinct and personality is a statically individual part. Whereas the perception or "image" is a dynamically individual.¹⁴ Because perception sometime changing. Based on Kenneth Boulding, when we react to our surrounding, actually we also react to our images about the world. While the reality and our perception about our reality maybe can be different. For the first time, value and someone needed, belief to decide the attention way. To determine the stimulus, the object and who becomes the attention will get more reaction.

¹¹ Mochtar Mas'ood, *Hubungan Internasional Disiplin dan Metodologi*, Jakarta: LP3ES, 1990, pp. 93-94.

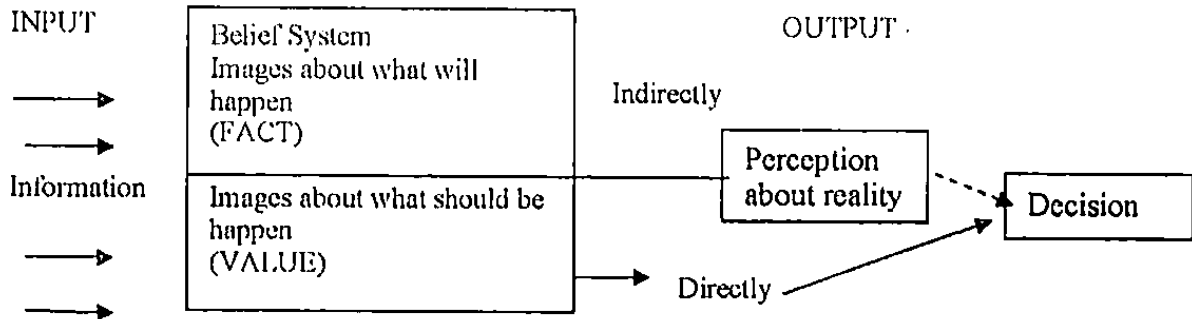
¹² *Ibid*, p. 95

¹³ *Ibid*, p. 187.

¹⁴

Images 1.1

Relation between Belief system and Decision maker.



Source : R. Holsti, "The Belief System and National Images : A Case Study", from Mohtar Mas'oe'd, Studi Hubungan International tingkat Analisis dan Teorisasi pages 21.

Belief system is a horde of belief, images or "model" about the world which is followed by someone. Based on Holsti, belief system run an important role for someone. Belief system help to orientated toward environment, organize perception as the act guide, determined a destination and acting as a strainer in selecting information in every situation.¹⁵ The "rational" process of make a decision imaged as a process that need complete information about alternative in destination, medium and its consistency.

Based on perception theory, it is impossible to do because even have a complete information but it just some part that will do perception or chosen for got the attention. Interpretations toward that information depend on belief system and images that owned by decision maker.¹⁶ In some condition, they sometimes interpretations the information in different way depend on different images too. If this

is happen, then many of misperception. Misperception is when the behavior of decision maker viewed as different ways from what they done exactly or when their purpose interpreted different from what exactly they aimed. Moreover, we can change the images to comparing to the reality.

Framing Analysis

Framing is approximation to see how the reality was formed and constructed by media. From the formed and constructed reality, the end result is some certain part from prominent realities which is easier to be known.¹⁷ As a consequence, public also can be easier to remember certain objects which is disseminated prominently in media. Framing is the way on how the issues are ordered by media. The delivery of those issues is done by pressing specific part, signaling some aspects and hyperbole the way of story from some realities and issues. Here, media has selected, connected and signalized some issued until the meaning from that event can be easier to touch and remember by public more easily.

According to Robert N. Entman, analysis framing is the Process of selection from all variety of reality aspects until some parts from that event and incident is more prominent compared to another aspect.¹⁸ He also involves the place of information in special context until certain part can get bigger allocation than another part. William A. Gamson also explains that framing is the way of telling a story or some ideas which organize and represent the construction of the purpose of the

issues.¹⁹ The way of telling story is formed in package. That package is some scheme understanding structure which are used by an individual to construct the meaning of messages which he or she delivers, and interprets the meaning of message that he or she has got.

Approximation is used to understand how the perspective and point of view is utilized by journalists when they select issues and write news. The point of view or perspective can determine what factor the journalist take, the part emphasized and lost and the news they will bring out.

There are two aspects in framing of analysis. Namely, choosing a fact and reality and writing a fact.²⁰ Firstly, the process of choosing facts is based on assumptions. Journalists do not see an event without their perspectives. In choosing a fact, there always exist two possibilities. Namely, what the journalist take (include) and what journalist will throw up (excluded). This process leads to the decisions which part of the reality will be reported and not reported in the news. Pressing of certain aspect is done by choosing some angles and point of views. This includes, choosly some facts and leaving another fact, reporting some aspects and forgetting the other aspects. Essentially, an event is looked from a certain side. Hence, the understanding and construction of an event can be different between one media and the other. Media that presses some facts can be different from the other media if pressing other facts of issues. Secondly, writing a fact is concerned with how the

connection of the chosen facts that reported to public. Writing a fact is also related to the process to those aspects in news like head lines, supporting graphics, labels used, generalization, simplification, image and word.

Propaganda

Propaganda is spreading a message and a form of communication. Obviously not all communication is propaganda, nor is all diplomatic exchanges undertaken to modify foreign attitudes and actions. After a careful review of various definition, Terrence Qualter suggests that propaganda is the

...The deliberate attempt by some individual or group to form, control, or alter the attitudes of other groups by the use of the instruments of communication, with the intention that in any given situation the reaction of those so influenced will be that desired by the propagandist ... In the phrase "the deliberate attempt" lays the key to the idea of propaganda. This is the one thing that marks propaganda from non-propaganda... it seems clear, therefore, that any act of promotion can be propaganda only if and when it becomes part of a deliberate campaign to induce action through the control of attitudes.²¹

Kimball Young uses a similar definition, but places more emphasis on action.

He sees propaganda as

...the more or less deliberately planned and systematic use of symbols, chiefly through suggestion and related psychological techniques, with a view to altering and controlling opinions, ideas, and values, and ultimately to changing overt actions along predetermined lines...²²

Propaganda seems to be most effective when directed towards groups whose members share similar attitudes, and toward crowds.

Propaganda is any form of communication aimed at implanting data, ideas, or images in human minds to influence the thinking, emotion or actions of individual

²¹ K.J. Holsti, *International Politics A frame Work for Analysis, The Instrument of Policy : Propaganda* Prentice Hall of India Private Limited, 1978, pg. 220

²² *Ibid*, pg 221

or groups.²³ Propaganda can be positive but also can be negative. But if the ideas or data were lies and not appropriate with the reality, that becomes a negative propaganda. Today, propaganda becomes a strong weapon to obtain a power and authority.

The objectives of propaganda include : (1) to win or strengthen friendly support; (2) to shape or alter attitudes and perception of ideas or events; (3) to weaken or undermine unfriendly foreign government or their policies and programs; and (4) to counteract the unfriendly propaganda of other countries or groups.²⁴

To be effective, propaganda must be relevant, credible to the recipients, repeated frequently, simple, consistent, interesting, identifiable with a local or national situation, and disguised so as not to be recognizable as propaganda by those at whom it is aimed. Propaganda may take the form of an appeal to the idealism of recipients, it may be factual but distorted through careful selection or it may be based on outright falsehoods. Propaganda activities are instruments of psychological warfare aimed at influencing the actions of human beings in ways that are compatible with the national interest objectives of the purveying state.²⁵

There are four common elements of propaganda: (1) A communicator with the intention of changing attitudes, opinion, and behavior of other. (2) The symbol, written, spoken, or behavioral used in communication. (3) The media of

²³ *Ibid*, pg 225

²⁴ *Ibid*, pg 228

²⁵

communication. (4) The audience, or, as it is often called in the terminology of public opinion studies, as the "target".²⁶

From these frameworks, CNN carries out the negative propaganda about Islam resulting the Islam-phobia in the world. The incident of terrorist attack in New York on September 11 2001 make their foreign policy of the United State to change, especially for Moslem countries, for example Iraq, Afghanistan, and Indonesia which curiously have connections to the terrorist networks. United State gives an extra security and defense from those countries.

In framing the news in CNN, the United States government also chooses the facts about Islam such as terrorism, violence, jihad, holly war, etc. There are many CNN reporters which have their own perception and perspective about Islam based on incident September 11. They choose certain fact and loose some fact too. They report some aspects and miss other aspects. They tend to report about the negative aspects of Islam, and forget the positive in Islam.

CNN is not objective in spreading news and information about Islam. Lots of information in CNN toward Islam is seen from one point of view only. Islam is not a violent religion or some kind fundamentalism to teach war or tolerant inter religion or human. As the one of the biggest media in the world, CNN should have a journalistic code. Unfortunately, CNN violates that role and do propaganda in their news to

²⁶ K.J. Holsti , *International Politic A frame Work for Analysis, The Instrument of Policy : Propaganda* Prentice Hall of India Private Limited, 1978, pg. 221

Islam. CNN give wrong perception and can influence the world that Islam is dangerous.

E. HYPOTHESIS

From the problem background above, the writer get a hypothesis that CNN (Cable News Network) released negative propaganda toward Islam due to Jews domination.

F. METHOD OF RESEARCH

There are two important elements in science: logical integrity and empirical verification. The writer wishes to base this work on deductive logic in which the theoretical expectations were born out by empirical reality.²⁷

The writer will use a common method to sustain and arrange the data. Therefore, the library research method will be used in order to explain the problems and verify the hypothesis based on empirical reality. By using qualitative research, the writer also will get the secondary data.

The sources of information will be collected by references in the forms of books, encyclopedia, magazines, newspapers, and journals. In addition, various data from internet will also be used since some information and data dealing with the topic forwarded are only available through the internet media.

The writer also do the media research by surveying the data from internet. Survey to the media website, Cable News Network (CNN) which also has an official

²⁷ G. R. ...

site. To analyze the phenomenon, the writer do investigate the profile of people whose behind in CNN company, whatever the owner, the anchor, reporters, correspondent, etc.

From the above mentioned sources of references, the writer tries to elaborate the real facts relating to the topic, analyze the data by the implementation of the theories related to the case, and thus the hypothesis will be drawn.

G. RANGE OF RESEARCH

It is important to draw limitation on the research. This will help the writer to explore and analyze the data, to prevent the subject from being expanded and thus keeping the focus of the discussion on track. In this research, the writer will focus the discussion from the case of September 11 2001 in United State until 2007. It has been six years that the phenomenon of Islam in United State had increased.

The writer wishes to explain the condition of Islam in United State post the incident of World Trade Center attacked by terrorists. Islam phobia also becomes a new phenomenon after that. A lot of media, especially in United State hunt many of information about Islam. Ironically, "west media" or CNN as the American Media make their own perception about Islam it self